

YOTTAMARK AUTHENTICATION PLATFORM DESCRIPTIONS

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1. **Basic Reporting.** All of the packages of Available Features include support for Basic Reporting.

Basic Reporting allows a Reseller to:

- Obtain a list of all Customers that have been setup in the YottaMark system as a result of Reseller's activities.
- Obtain a list of all Authorized Products associated with Customers that were created as a result of Reseller's activities. Information about the Authorized Products may or may not be available to Reseller at Customers' discretion.
- Obtain a summary of the quantity and date purchased for all of Reseller's Purchased Codes.

Basic Reporting allows a Customer to:

- Obtain a list of all their Authorized Products
- Obtain a list of all static attributes and defined variable attributes for all Authorized Products
- Obtain a summary of the quantity and date purchased for all Customer's Purchased Codes

2. **Available Features.** The following are the Available Features that may be purchased for Codes that are to be applied to Authorized Products:

a. Authentication and Tracing. The Authentication and Tracing package includes the issuance of Codes for overt application to Authorized Products or their associated packaging. Data is Attributed to the Codes during the production (or harvest) process using the YottaMark Data Attribution software.

One copy of the YottaMark Data Attribution software, provided under a separate end-user license agreement, is included with this package for each upload location within sites such as a factory, ranch, or distribution center. The end-user license agreements are valid only as long as the related CLA (customer license agreement) is in effect.

Codes can be Authenticated as per this Agreement. This is the base package of Available Features and is required for all applications, including HarvestMark.

In the case of HarvestMark, the Codes can be Authenticated as described in this Agreement, and at HarvestMark Kiosks.

The display of data associated with Authentication and Tracing Codes can be controlled through Basic Code Administration.

This package of features includes Daily Production Reports, described below.

At the Customer's option, some Codes can be defined as Parent Codes. Those Parent Codes are meant for printing on labels to be attached to cases, pallets, or other aggregations of Authorized Products. Codes can be associated with Parent Codes, and Parent Codes with other Parent Codes to create a multi-level parent-child hierarchy. Data Attributed to a Parent Code is automatically Attributed to all its associated "child" Codes.

Customers can post Customer Notifications to Authentication and Tracing Codes. These Customer Notifications might represent a recall notice, product safety notice, or some other customer communication. Customer Notifications are posted through Basic Code Administration and can be associated with an individual Code or a range of Codes that are identified by a selection criteria.

b. Anti-Counterfeiting. The Anti-Counterfeiting Package is an add-on to the Authentication and Tracing package and increases the set of Available Features associated with the related Purchased Codes. This package of Available Features includes:

- Detection of duplicate Codes when Codes are Authenticated using proprietary YottaMark algorithms.
- Detection of suspected counterfeit Codes, detected when Codes are Authenticated, using proprietary YottaMark algorithms.
- Automatic alerts, sent to a predefined e-mail list, sent whenever suspected counterfeit or duplicated Codes are detected.
- A location-based report that indicates where duplicate or suspected counterfeit Codes were detected. The location is either determined from the location of Authentication points, such as the location of a scanner or kiosk, or derived from the IP address, or determined by asking the user for a zip code or other identifying information.

c. Anti-Diversion. The Anti-Diversion package is an add-on to the Authentication and Tracing package, and can be purchased with or without the Anti-Counterfeiting package. This package increases the set of Available Features associated with the related Purchased Codes. This package of Available Features includes:

- The ability for the Customer to upload the intended destination of the product unit associated with a Code. This destination will be a text string that has meaning to the Customer and is stored by YottaMark for later analysis and diversion detection.
- Support for move transactions that update the current location of a Code. The location is identified by a text string that has meaning to the Customer and is stored by YottaMark associated with a given Code. Move transactions are stored with timestamps to create a history of product movement.
- Support for a receiving transaction that updates the current supply chain location of a Code to its final destination. This is a special case move transaction that is meant to be compared to the destination location previously set for the Code.
- Support for printing and reading Codes printed on Authorized Product packaging or on the product itself using both overt and covert means. The covert printing of Codes supplement or replace the typical overt printing to aide in detection of relabeled diverted goods. Special scanners are required to read covert Codes, and these scanners are not included in this package of Available Features.

- Automatic alerts, sent to a predefined e-mail list, sent whenever suspected diversion is detected using proprietary YottaMark algorithms.
- Diversion reports that report on the location history and suspected diversion events over a period of time and across a range of Codes.

d. Branded Marketing Package. The Branded Marketing Package of Available Features allows Customers to take advantage of unit-level marketing tools and apply their branding to create Custom Landing Pages and branded Response Pages. This package can be used with any and all of the Authentication and Tracing, Anti-Counterfeiting, and Anti-Diversion packages. This feature package includes:

- Use of Customer-supplied graphics, text, web links, and web cascading style sheets to generate a Custom Landing Page hosted at a URL to be agreed between the parties, such as customer.yottamark.com or customer.harvestmark.com.
- Use of Customer-supplied graphics, text, web links, and web cascading style sheets to generate a Response Page that will be presented when Purchased Codes are Authenticated, whether from a Custom Landing Page or a YottaMark site. Note that this branding may also be incorporated in cell phone and kiosk Response Pages, however the exact layout and look and feel may vary based on the media and context.
- The option to include a Google Maps™ mash-up showing the production location on Response Pages, and in the case of HarvestMark or other traceability applications, optionally request a location from the consumer and indicate the distance between the consumer's location and the production location.
- The inclusion to other web destinations, such as implementing a navigation bar with links into the Customer's primary corporate or product web site, links to discussion forms or blogs, or links to additional product information such as nutrition data.
- Definition of user roles to determine what information is displayed when a Purchased Code is Authenticated. Customer is responsible for managing the authorized user list and passwords for restricted access sites.

e. Premium Marketing Package. The Premium Marketing Package of Available Features includes all the Available Features found in the Branded Marketing Package, and adds the following rich media and data analysis features:

- Support for the addition of animated GIF, animated Flash, and Flash audio / video content to Response Pages. One set of rich media content can be provided for each Authorized Product for which this package has been selected.
- Support for an optional Customer Survey Tool. When selected for an Authorized Product Customers provide YottaMark with multiple choice questions and valid answers, and open-ended questions. A survey is constructed and a link is presented on the Response Page when Codes associated with the corresponding Authorized Product are Authenticated. Consumer answers to the survey questions are collected and presented in the Survey Response Reports.
- Survey Response Reports are available online that tabulate the quantitative responses to surveys defined and implemented with the Customer Survey Tool. Reports summarize the responses over a selected date range, and present the text of answers to open ended questions. Raw survey data can also be delivered to allow Customers to perform their own analytics on the data.

- Support for Sell-Through Reports that report on the volume of Codes Authenticated at different locations. Locations are defined by the known location of a scanner or kiosk, the originating phone number from a cell phone, the estimated location of an IP address, or information provided by the user such as zip code. These reports are useful for analyzing and modeling the diffusion and velocity of products in the channel and in the end consumer market.

This package can be used with any or all of the Authentication and Tracing, Anti-Counterfeiting, or Anti-Diversion packages.