

# Are counterfeits damaging your sports brand reputation?

Blockchain authentication eliminates fakes and deepens fan engagement



## The challenge

Counterfeit merchandise undermines brand integrity while traditional authentication methods prove increasingly ineffective against sophisticated counterfeiters.

## The solution

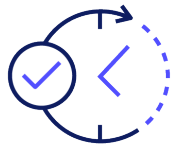
MarketMaker combines NFC technology with blockchain tokens creating tamper-proof authentication while unlocking continuous fan engagement opportunities.

### 4 steps to merchandise authentication



#### 1. Embed NFC technology

Secure chips embedded during manufacturing create permanent digital-physical links with tamper-evident encrypted authentication.



#### 2. Enable instant verification

Simple smartphone taps provide fans immediate access to authenticity proof, ownership history, and exclusive experiences.



#### 3. Create blockchain records

Immutable tokens track complete provenance ensuring authenticity throughout product lifecycle and collectibles resale market.



#### 4. Discover new revenue

Provide fractional ownership, automated royalties on resales, and continuous fan engagement beyond initial purchase.

**Deeper fan experiences, powered by trust.**

See how MarketMaker transforms merchandise authentication into fan engagement.

[Learn more](#)

