



Intertrust

ExpressPlay®

SOLUTION BRIEF

Eliminate counterfeit sports merchandise with Token Rights Management

Building trust for a connected world.

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Authenticity under pressure

Counterfeit jerseys and memorabilia continue to plague the sports merchandise industry, steadily eroding brand reputation and fan trust.

Sports teams, leagues, and merchandise partners face mounting pressures in a growing marketplace of replicas. Counterfeit team apparel, fake autographs, and fraudulent game-worn items undermine brand integrity and disappoint passionate fans who invest in authentic memorabilia. Traditional authentication methods—holograms, certificates of authenticity, serial numbers—are increasingly ineffective as counterfeiters become more sophisticated, leaving teams and licensees vulnerable while fans struggle to verify what's real.

Fan engagement typically ends at the point of sale. Once a jersey or collectible leaves the team store or online shop, teams lose direct connection to supporters, limiting opportunities for ongoing relationship building, targeted loyalty programs, insights into fan preferences, and participation in the rapidly growing collectibles resale market.

Meanwhile, supply chain complexity across global manufacturing and distribution networks makes it difficult to track provenance, verify authenticity at every touchpoint, and provide fans with the transparency they increasingly demand.

However, a new era of merchandise authentication has arrived, introducing innovative solutions that seamlessly merge physical merchandise with the limitless potential of blockchain security. As sports technologies mature, brands can now bridge physical products with digital experiences while ensuring authenticity, enabling new revenue streams, and deepening fan relationships throughout the entire product lifecycle—from manufacturing through multiple ownership transfers and the thriving collectibles market.



The sports memorabilia market is projected to reach \$26 billion by 2032.¹

Why MarketMaker™

Our cutting-edge secure tokenization solution seamlessly integrates physical and digital sports merchandise through embedded NFC chips and blockchain-based digital twins.

Intertrust MarketMaker delivers a comprehensive platform specifically designed for sports teams, leagues, and licensed merchandise partners. By seamlessly integrating physical merchandise with Intertrust Token Rights Management (blockchain-based digital representations) through embedded NFC technology, MarketMaker transforms how sports collectibles are authenticated, experienced, and owned. Each item—from team jerseys to signed memorabilia—receives a secure digital and physical identity at the point of manufacturing, creating a permanent, tamper-proof record that travels with the item throughout its entire lifecycle.

MarketMaker not only ensures the authenticity of merchandise but also empowers teams and brands to explore new dimensions of innovation and fan engagement. The platform creates

an unbreakable digital-physical bond through Token Rights Management, enabling teams to verify authenticity, engage fans throughout the product lifecycle, and unlock new business models from limited editions to fractional ownership of high-value game-worn items and historic memorabilia.

MarketMaker is purpose-built for physical product integration with enterprise-grade security, scalability, and flexibility. The solution combines proven NFC technology with blockchain infrastructure and Intertrust Token Rights Management to create a complete ecosystem for authenticated sports merchandise. The platform integrates seamlessly with existing e-commerce systems, team stores, and mobile applications through standard APIs, ensuring minimal disruption to current operations while unlocking powerful new capabilities.



MarketMaker establishes a permanent digital identity for every product, ensuring trust throughout its lifecycle.

Seamless integration

MarketMaker merges sports merchandise with embedded NFC technology into your marketplace, creating digital representations on the blockchain.

Each piece of sports merchandise—from limited-edition jerseys to signed collectibles—is embedded with an NFC chip during manufacturing. These chips serve as secure digital identifiers, creating a permanent link between the physical item and its blockchain representation. The NFC tags are tamper-evident and encrypted, ensuring that any attempt to clone or counterfeit the merchandise can be immediately detected while maintaining a seamless manufacturing workflow.

A simple tap with any NFC-enabled smartphone instantly provides fans and collectors with comprehensive product information: proof of authenticity, manufacturing details and materials, complete ownership history, authenticity of autographs, game-worn verification, access to exclusive team experiences, and current collectible value. This frictionless

interaction creates immediate value for fans while generating valuable engagement data for teams and brands.

Each product is represented as a token on your chosen blockchain platform, carrying an immutable record of provenance, ownership history, and authenticity credentials. With MarketMaker's Token Rights Management technology, teams can effortlessly offer sophisticated digital functionalities—secure smart contracts, authentication, fractional ownership structures with automated profit distribution, access control to exclusive content, and automated royalty distribution on secondary sales. Token Rights Management ensures that digital rights and physical ownership remain perfectly synchronized, enabling innovative business models while protecting team intellectual property.

Embed NFC chips into physical goods to secure and monetize digital rights on the blockchain.



A simple smartphone tap unlocks authenticity, ownership history, and exclusive fan experiences.

The MarketMaker advantage

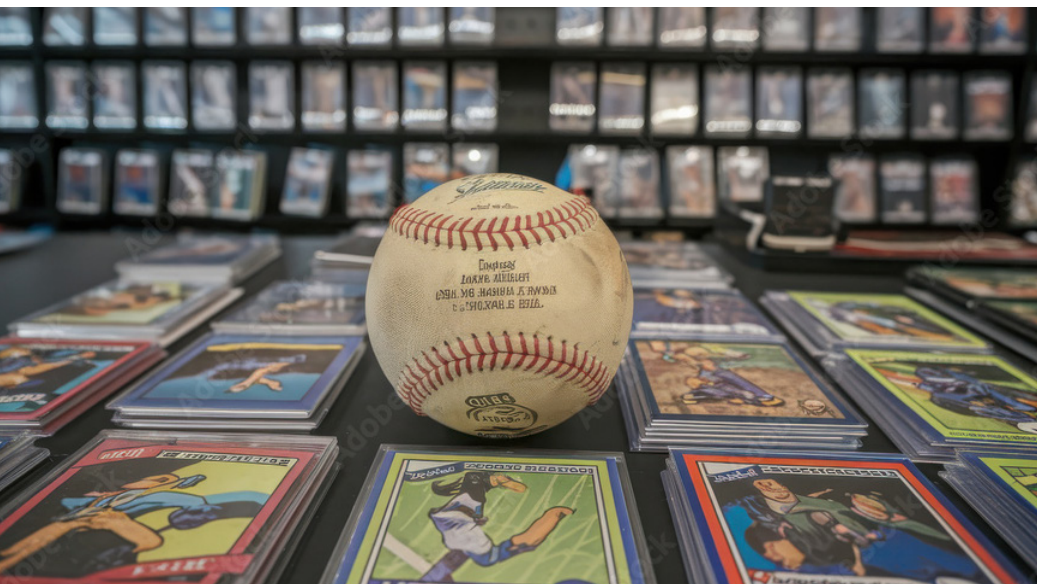
MarketMaker helps sports brands streamline operations, reduce counterfeiting, and unlock new revenue opportunities.

MarketMaker establishes foolproof merchandise authenticity through blockchain-backed digital twins, ensuring unalterable records of ownership, manufacturing, and transaction history. Each item carries an immutable record proving its origin and complete chain of custody, eliminating counterfeit merchandise from supply chains, protecting brand reputation and revenue, enabling instant authenticity verification at point of sale, and providing irrefutable proof for game-worn items and autographed memorabilia. For fans, this means confidence in their purchases. For teams and licensees, it means protection and control.

By embedding NFC tags in merchandise, MarketMaker revolutionizes fan engagement and ownership experiences. Transform one-time purchasers into lifelong supporters through products that unlock exclusive experiences—behind-the-scenes content, meet-and-greets with players, early access to limited releases,

virtual team experiences, and loyalty rewards that travel with product ownership. Teams maintain direct relationships with fans throughout the ownership lifecycle, regardless of where merchandise was originally purchased, driving repeat purchases and increasing fan lifetime value.

Gain unprecedented visibility into merchandise throughout its lifecycle, tracking items from manufacturing through distribution to initial purchase and subsequent resales in the collectibles market. MarketMaker provides direct post-sale access to fans, enabling participation in authenticated resale markets including potential revenue sharing opportunities. The tokenized representation of sports merchandise also enables fractional ownership, allowing multiple fans to co-own game-worn jerseys, championship memorabilia, or historic collectibles, democratizing access to premium items while creating new revenue streams and investment opportunities for passionate collectors.



Turn merchandise authentication from a cost center into a growth enabler.

Your path to true transformation

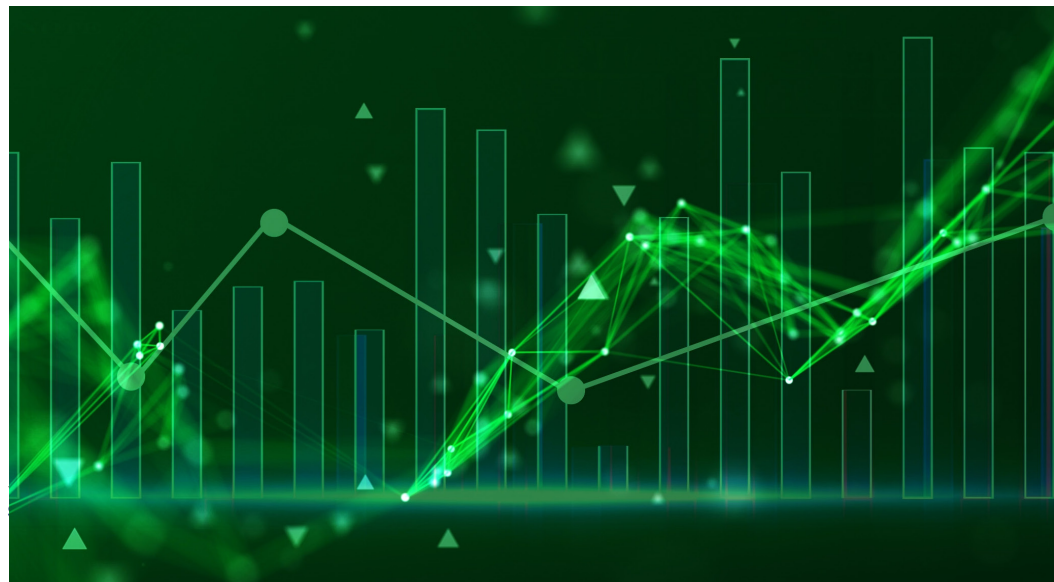
Intertrust brings over 25 years of trusted computing innovation to the sports merchandise industry. Our patented security technologies protect billions of devices worldwide, and ExpressPlay DRM secures premium content for the world's leading media companies.

MarketMaker applies this same enterprise-grade security and scalability to physical merchandise, offering sports brands an unmatched foundation for their digital fan initiatives. Token Rights Management is at the core of our solution, providing the flexibility to create sophisticated digital experiences while maintaining complete control over intellectual property and brand assets. MarketMaker is purpose-built for physical product integration with the security, scalability, and flexibility that sports organizations require.

Ready to revolutionize your sports merchandise business? A phased rollout is often the most effective path. Launch a limited pilot program to validate the technology with a select product line or team store, then scale your implementation across your entire merchandise portfolio with comprehensive technical support. When planning your implementation, prioritize approaches that minimize disruption while MarketMaker's unified platform provides consistent APIs and management interfaces across all protocols.

Looking ahead, treat Token Rights Management not just as a technical requirement but as a strategic advantage. A modern, blockchain-enabled solution like MarketMaker positions your organization to adapt quickly to new technologies, fan expectations, and market opportunities. By investing in future-ready merchandise authentication and fan engagement, you can deliver secure, seamless experiences to supporters worldwide, turning content protection into a powerful driver of growth and fan loyalty.

Token Rights Management positions teams and brands for the next wave of digital commerce



Learn more at:

expressplay.com/products/marketmaker

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