
True Pedigree

Protecting Brands. Securing Revenue. Enforcing Channel Integrity.

COMPANY OVERVIEW

True Pedigree is a technology company addressing the rapidly growing global challenge of counterfeiting and gray market diversion through a scalable, data-driven platform. By leveraging data already generated across manufacturing and distribution processes, True Pedigree enables brands to proactively detect and mitigate revenue leakage — without requiring changes to existing operations.

\$600B+

Annual global counterfeit
market

Day 1

Deployment with no ops
changes

2–3 sec

Authentication speed per
scan

U.S. CBP

Selected as AGMA partner

GENUSCAN — FLAGSHIP PRODUCT

At the core of the platform is GenuScan, True Pedigree's flagship authentication and gray market detection solution. Unlike traditional approaches that require specialized labels or packaging changes, GenuScan works with products as currently designed — enabling rapid deployment with no operational disruption.

- Authenticates products using existing barcodes, labels, and manufacturing data — no new packaging required
- Combines manufacturing data with point-of-sale intelligence to identify diversion and gray market leakage
- Delivers real-time, actionable insights to protect revenue, enforce channel integrity, and strengthen supply chain visibility
- Results in 2–3 seconds — deployable by field teams, customs officers, and retail partners
- Customizable results screen: Genuine, Counterfeit, or Gray Market — with full scan audit trail and geo-location data

CUSTOMERS & STRATEGIC PARTNERSHIPS

HP Inc.

Printing Supplies & Hardware — Counterfeit & Gray Market Detection

HP is one of the world's most counterfeited technology brands, with fake ink and toner cartridges representing a major source of revenue loss and customer safety risk across global markets. HP operates a dedicated Anti-Counterfeit and Fraud (ACF) Program and conducts ongoing channel partner

audits to identify unauthorized product. GenuScan's ability to authenticate HP products using existing label data — with no changes to packaging — makes it a natural fit for HP's field-level enforcement operations.

- Detects counterfeit and gray market HP ink, toner, and hardware products in distribution and retail
- Works with existing HP security labels and product identifiers — no integration changes required
- Provides real-time geo-location data on where diverted or counterfeit product is being scanned
- Supports HP's channel partner audit and enforcement activities at point of inspection

Cisco Systems

Networking Hardware — Gray Market & Counterfeit Enforcement

Cisco faces over \$1 billion in annual displaced sales from gray market and counterfeit activity. As an active member of AGMA Global — the same organization that selected True Pedigree as its technology partner for the “One Device” platform with U.S. Customs and Border Protection — Cisco brings deep institutional alignment with True Pedigree's mission and enforcement ecosystem. GenuScan enables Cisco and its partners to authenticate networking hardware at the point of inspection, identifying products sourced outside authorized channels before they reach end customers.

- Authenticates Cisco networking hardware using existing product labels and manufacturing identifiers
- Detects gray market product diverted outside Cisco's authorized distribution channels
- Supports Cisco's Brand Protection team with actionable scan data by SKU, region, and distribution partner
- Aligned with Cisco's AGMA Global membership and the True Pedigree “One Device” CBP platform

AGMA Global & U.S. Customs and Border Protection

Government & Industry Enforcement Partnership

True Pedigree has been selected by AGMA Global as its technology partner to power the “One Device” platform in collaboration with U.S. Customs and Border Protection (CBP). This initiative integrates authentication technologies from multiple brands into a single platform, enabling customs officers to authenticate products across brands at the point of entry. This positions True Pedigree at the center of a highly scalable enforcement ecosystem with significant expansion potential across geographies and industries.

LEADERSHIP TEAM

Shelley Raina *CEO & Co-Founder*

Engineer with over 20 years of experience in brand protection technology. Leads True Pedigree's product vision, platform architecture, and strategic partnerships.

Jeff Hallam*Managing Partner, Sideman & Bancroft*

Over 25 years advising global corporations on anti-fraud and brand protection strategies. Brings deep legal and strategic expertise as a founding investor and advisor.

Rick Nelson*Partner, Sideman & Bancroft*

Former federal prosecutor with over 15 years of experience in anti-counterfeiting enforcement and supply chain integrity. Advises True Pedigree on enforcement strategy and legal frameworks.

INVESTOR

Sideman & Bancroft — a women-owned law firm based in San Francisco — is the sole investor in True Pedigree, bringing both capital and deep legal and enforcement expertise to support the company's growth. The firm's practice spans brand protection, estate planning, and corporate law for global clients.

True Pedigree · San Francisco, CA · www.truepedigree.com · info@truepedigree.com