

**RFID**  
JOURNAL  
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## Blockchain Offers Secure Supply Chain & Brand Value Through NFTs

Jeanne Duckett | Avery Dennison

Amir Khoshniyati | Identiv

Mark Manning | iTRACE Technologies







**Defining Today's  
Technology Standards;  
Empowering Tomorrow's  
Solutions.**

AIM is the global industry alliance for stakeholders of RFID, barcoding, smart devices, and other automatic identification and data capture (AIDC) technologies and supports Blockchain, IoT, and RTLS applications. We represent all industries and organizations that use, implement, resell, or develop technology. We are essential to enabling adoption, growth, and interoperability to those who depend on accurate, available, and identifiable data.

AIM creates standards, promotes community, advocates, and educates. AIM champions concerns and solutions to industries and governments to break down market barriers / constraints. AIM has the recognition to be taken seriously and to help you be successful in the global marketplace.

***Education • Advocacy • Standards • Community***



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# Blockchain Offers Secure Supply Chains & Brand Value Through NFTs

AIM has previously explored the use of blockchain in securing Provenance in supply chains in everything from Apparel through to Electric Vehicle Batteries, fresh produce, and Sustainability compliance validation but NFT's have now added another layer to this technology positioned to underpin future Web 3 interactions with some of the world's largest brands investing in the technology. The connection of the physical to the logical worlds has never been so relevant! AIDC technologies will play a key role in the World Wide Web of Objects further adding to the trust and bringing enhanced brand value propositions. AIM has put together an expert panel that can answer that by sharing their experiences and challenges in utilizing blockchain applications with AIDC technologies, such as IoT and RFID; and how it improved the traceability.

The views expressed/presented are that of the individual speaker and do not necessarily represent the views of the speakers' respective company.



# Meet the Panelists



**Jeanne Duckett**

Sr Manager Food Technology Solutions



**Amir Khoshniyati**

GM and VP, Transponder Business



**Mark Manning**

Founder & CEO





# RFID JOURNAL LIVE!

Questions or Comments





# Contact the Experts!



**Jeanne Duckett**

Sr Manager Food Technology Solutions

[jeanne.duckett@averydennison.com](mailto:jeanne.duckett@averydennison.com)



**Amir Khoshniyati**

GM and VP, Transponder Business

[akhosh@identiv.com](mailto:akhosh@identiv.com)



**Mark Manning**

Founder & CEO

[mmanning@itracetech.com](mailto:mmanning@itracetech.com)



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# Contact AIM to Grow your Business!



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Solutions.

[www.aimglobal.org](http://www.aimglobal.org)

100 Allegheny Drive, Suite 105C

Warrendale, PA 15086 USA

+1.724.742.4470 | [info@aimglobal.org](mailto:info@aimglobal.org)



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# THANK YOU

