



# Technical Specification

**ISO/TS 22386**

## **Security and resilience — Authenticity, integrity and trust for products and documents — Guidelines for brand protection and enforcement procedures**

*Sécurité et résilience — Authenticité, intégrité et confiance  
pour les produits et les documents — Lignes directrices pour la  
protection des marques et les procédures de mise en application*

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## Foreword

ISO (the International Organization for Standardization) is a worldwide federation of national standards bodies (ISO member bodies). The work of preparing International Standards is normally carried out through ISO technical committees. Each member body interested in a subject for which a technical committee has been established has the right to be represented on that committee. International organizations, governmental and non-governmental, in liaison with ISO, also take part in the work. ISO collaborates closely with the International Electrotechnical Commission (IEC) on all matters of electrotechnical standardization.

The procedures used to develop this document and those intended for its further maintenance are described in the ISO/IEC Directives, Part 1. In particular, the different approval criteria needed for the different types of ISO document should be noted. This document was drafted in accordance with the editorial rules of the ISO/IEC Directives, Part 2 (see [www.iso.org/directives](http://www.iso.org/directives)).

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For an explanation of the voluntary nature of standards, the meaning of ISO specific terms and expressions related to conformity assessment, as well as information about ISO's adherence to the World Trade Organization (WTO) principles in the Technical Barriers to Trade (TBT), see [www.iso.org/iso/foreword.html](http://www.iso.org/iso/foreword.html).

This document was prepared by Technical Committee ISO/TC 292, *Security and resilience*.

Any feedback or questions on this document should be directed to the user's national standards body. A complete listing of these bodies can be found at [www.iso.org/members.html](http://www.iso.org/members.html).

## Introduction

The value of brands to a brand owner is both intangible and tangible. Brands are built as part of the intellectual property rights (IPR) of the brand owner and enhance its related innovations. Brand reputation relies on the brand owner's investment and often leads to brand equity, including consumer trust and confidence.

In recent years, counterfeiting activities have become increasingly aggressive, causing harm to brands. Besides damages to a brand owner's intangible and tangible assets, such activities also pose a threat to the global economy and critical infrastructure assets, while endangering consumer health and safety. Those responsible for counterfeiting products are solely seeking self-benefit, which means that they are likely to provide poor working conditions, use child labour, contribute to human trafficking and criminal organizations. They also do not invest in research and design; instead, they exist by plagiarizing others' creations and innovations. This harms the entire IPR intensive industry.

NOTE For more information on IPR intensive industry, see EPO/EUIPO (October 2022), IPR-intensive industries and economic performance in the European Union Industry-level analysis report, fourth edition October 2022. [\[17\]](#)

Counterfeiting activities also have a negative environmental impact during and after the manufacturing of counterfeit goods, such as the release of toxic waste into the environment.

Brand protection activities, therefore, are meaningful. By the protection of brands and their related brand reputation/image, sales and revenues are increased, IP assets are also protected, and their consumers' benefits are ultimately protected.

Therefore, brand owners can utilize this document to make their brand protection activities efficient, effective, professional and valuable. This document is designed to provide guidelines for brand protection activities, aiming to build a unified terminology and set of activity elements.

Online enforcement is becoming an increasingly important element in brand protection. However, online enforcement is not detailed in this document and will be left for future development.

The following relevant international standards can be used in conjunction with this document.

- ISO 9004, which gives guidelines for enhancing an organization's ability to achieve sustained success.
- ISO 31000, which provides principles, a framework and a process for managing risk.
- ISO 22384, which sets up a process to assess risks, and to select and combine individual measures for developing a product protection plan. It includes consideration of impacts and modifications to, for example, product lifecycle, supply chain, manufacturing, data management, brand perception and costs so as to adapt the protection plan accordingly.
- ISO 28000, which specifies requirements for a security management system, including aspects relevant to the supply chain.
- ISO 22380, which provides guidance on how organizations can establish strategic, business countermeasures to prevent or reduce any harm, tangible or intangible loss and cost from such fraudulent attacks in a cost-effective manner.
- ISO 22383, which gives guidelines for performance criteria and an evaluation methodology for authentication solutions that aim to unambiguously establish material good authenticity and integrity throughout an entire material good's lifecycle.
- ISO 22378, which describes framework for identification and authentication systems.
- ISO/IEC 27001, which provides companies of any size and from all sectors of activity with guidance for establishing, implementing, maintaining and continually improving an information security management system.
- ISO 31700-1, which establishes high-level requirements for privacy by design to protect privacy throughout the lifecycle of a consumer product, including data processed by the consumer.

- ISO/TR 31700-2, which provides illustrative use cases, with associated analysis, chosen to assist in understanding the requirements of ISO 31700-1.

This document provides guidance for professionals within brand protection including, but not limited to:

- a management team of brand owners
- brand protection managers and practitioners
- IP and trademark attorneys
- investigators
- online monitoring solution providers
- authentication solution providers
- business intelligence and data analysts
- inspection and enforcement authorities
- associations for brand protection

