



This is a preview of ISO/TS 22386:2024. [Click here to purchase the full version from the ANSI store.](#)

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*

**First edition
2024-10**

This is a preview of ISO/TS 22386:2024. [Click here to purchase the full version from the ANSI store.](#)



COPYRIGHT PROTECTED DOCUMENT

© ISO 2024

All rights reserved. Unless otherwise specified, or required in the context of its implementation, no part of this publication may be reproduced or utilized otherwise in any form or by any means, electronic or mechanical, including photocopying, or posting on the internet or an intranet, without prior written permission. Permission can be requested from either ISO at the address below or ISO's member body in the country of the requester.

ISO copyright office
CP 401 • Ch. de Blandonnet 8
CH-1214 Vernier, Geneva
Phone: +41 22 749 01 11
Email: copyright@iso.org
Website: www.iso.org

Published in Switzerland

Foreword	v
Introduction	vi
1 Scope	1
2 Normative references	1
3 Terms and definitions	1
3.1 General terms related to brand protection.....	1
3.2 Terms related to organization and individuals.....	2
3.3 Terms related to enforcement.....	3
3.4 Terms related to case management and intelligence.....	4
3.5 List of abbreviated terms.....	4
4 Foundation of brand protection — IP portfolio	4
5 Objectives for brand protection activities	5
5.1 Set the goals.....	5
5.2 Common challenges.....	6
5.3 Prioritization and integration.....	6
5.4 Return on investment (ROI) considerations.....	7
5.5 Measurement of key performance indicators (KPI).....	7
5.6 Managing risks.....	8
6 Building a brand protection team	8
6.1 Team expertise.....	8
6.2 Members roles.....	9
6.3 External resources and partners.....	9
7 Brand protection strategy setup	10
7.1 Company alignment.....	10
7.2 Interrelation aspects.....	10
7.2.1 Sales department.....	10
7.2.2 Product manager.....	10
7.2.3 IP department.....	11
7.2.4 Marketing department.....	11
7.2.5 Information security department.....	11
7.2.6 Other aspects.....	11
8 Proactive actions and enforcement	11
8.1 Proactive actions.....	11
8.2 Enforcement actions.....	12
8.3 Product identification features and secure label and packaging.....	13
9 Case management	13
9.1 Case related information, evidence, and samples.....	13
9.2 Functions and adoption of case management system.....	13
9.2.1 General.....	13
9.2.2 Structured data.....	13
9.2.3 Case hub.....	13
9.2.4 Data security.....	14
9.2.5 Access control.....	14
9.2.6 Intelligence.....	14
9.2.7 Workflow.....	14
9.2.8 Statistics and report.....	14
9.3 Data and systems interconnection.....	14
10 Data analytics and business intelligence	15
10.1 Data science in brand protection.....	15
10.2 Use of intelligence for planning and processes.....	15

This is a preview of ISO/TS 22386:2024. [Click here to purchase the full version from the ANSI store.](#)

This is a preview of ISO/TS 22386:2024. [Click here to purchase the full version from the ANSI store.](#)

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).

ISO draws attention to the possibility that the implementation of this document may involve the use of (a) patent(s). ISO takes no position concerning the evidence, validity or applicability of any claimed patent rights in respect thereof. As of the date of publication of this document, ISO had not received notice of (a) patent(s) which may be required to implement this document. However, implementers are cautioned that this may not represent the latest information, which may be obtained from the patent database available at www.iso.org/patents. ISO shall not be held responsible for identifying any or all such patent rights.

Any trade name used in this document is information given for the convenience of users and does not constitute an endorsement.

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.

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.

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.

This is a preview of ISO/TS 22386:2024. [Click here to purchase the full version from the ANSI store.](#)

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