



INTERNATIONAL  
**TRADE**  
ADMINISTRATION

# Supply Chain Management

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# Supply Chain Management

## **Trademarks and Branding:**

- Business-driven Product Safety
- Consumers as Watchdogs

# Assets for the Consumer

- **Reliable Product Source**
- **Recourse for unsafe products or poor quality**



**Underwriters  
Laboratories**



# Assets for the Consumer



# Supply Chain Guidelines

- [www.TheTrueCosts.org](http://www.TheTrueCosts.org)

Click on “Resources”

1. Secure Legitimate Inputs

2. Verify Legitimacy of Customers and Distributors

3. Manage Production Waste and Damaged or Unusable Inventory

# Supply Chain Guidelines

- [www.TheTrueCosts.org](http://www.TheTrueCosts.org)

Click on “Resources”

4. Ensure Legitimacy of Purchased Products at Retail Level

5. Monitor Brand Integrity

6. Outreach to Law Enforcement and Regulatory Officials

**Thank you!**

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