



Trade Innovation

The Benefits of Augmented Reality



U.S. Customs and Border Protection

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The U.S. Customs and Border Protection (CBP) Office of Trade uses innovative technology to protect American consumers from harmful and counterfeit imports by ensuring the goods that enter the U.S. marketplace are genuine, safe, and lawfully sourced. The CBP Office of Trade safeguards American businesses from unfair competition and protects legitimate brands, upholding American innovation and ingenuity.

Augmented Reality

CBP is exploring cutting-edge technologies to protect Intellectual Property Rights (IPR) on American imports. Using an augmented reality device increases the efficiency and precision of IPR evaluations and advances the expertise of those conducting the exams. CBP is testing an augmented reality headset with glassware that allows the wearer to view and examine a projected 3D image of an object.

CBP has the potential to use this technology on products with copyrights/trademarks recorded with CBP for protection of intellectual property. CBP will be expanding its testing to evaluate higher complexity goods, like electronics. In addition to augmented reality, CBP is also testing blockchain technology to protect IPR theft by exchanging data securely and efficiently with manufacturers, retailers, rights holders, and importers.



- Enables real-time image sharing with rights holders, enabling quick decision making when evaluating products
- Provides uniformity in training expectations and examination requirements
- Collaborative abilities of the devices help fill institutional knowledge gaps that may exist between different locations and experience levels
- Provides a hands-free experience for officers at CBP exam sites

Benefits

- Allows inspectors to quickly identify discrepancies between the 3D renderings and a counterfeit version of the product physically in the room
- The headset is capable of storing a searchable library of products, agnostic of brand or product type that can be readily accessed by the wearer
- Messaging capabilities are available to allow real-time collaboration with government and non-government entities

For additional details about Office of Trade's innovation efforts, including full details of the IPR blockchain proof of concept, please visit Office of Trade's Innovation page on www.cbp.gov.

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