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Securing a Smart Anti-counterfeit Web Application

Belal Chowdhury
Melbourne Institute of Technology, Melbourne 3000, Australia
Email: bchowdhury@mit.edu.au

Morshed Chowdhury and Jemal Abawajy
Deakin University, Melbourne 3125, Australia
Email: {muc, Jemal}@deakin.edu.au

Abstract—The use of RFID (Radio Frequency Identification) technology can be employed for automating and streamlining safe and accurate brand identification (ID) uniquely in real-time to protect consumers from counterfeited products. We outline a Web-based Anti-counterfeit RFID System (WARS) to combat counterfeit branding. By placing brand tags (RFID tags) on brands at the point of manufacture, vendors and retailers can trace products throughout the supply chain. Despite these potential benefits, security, and privacy issues are the key factors in the deployment of a web-based RFID-enabled system in anti-counterfeiting schemes. This paper proposes an asymmetric cryptosystem to secure RFID transmission in the retail supply chain using Elliptic Curve Cryptographic (ECC) techniques. ECC is one of the most powerful, and widely use public-key cryptography techniques today, which provide greater strength than other current cryptosystems (such as RSA, and DSA/DH) for any given key length. In addition it enables the use of smaller keys to get the same levels of security as RSA, resulting in significant means for wireless and mobile applications, including handheld devices.

Index Terms—Asymmetric or Public-Key Cryptography; ECC; RFID; WARS; Counterfeit Branding

I. INTRODUCTION

Counterfeiting is a significant and growing problem worldwide, occurring both in less and well developed countries. Considering the countries worldwide, almost five percent of all products are counterfeited [1], [2]. Counterfeiting continues to increase globally because of the high margins achieved through counterfeiting by manufacturers and the demand for trade name goods at value prices by consumers [3]. The problem of counterfeiting is further magnified because of emerging new economies in Eastern Europe and Asia [4]. In the past, counterfeit goods were easy to identify because these products typically represented luxury goods made with shoddy materials and sold in limited venues such as open-air markets, cosmopolitan in cities such as New York and Los Angeles. Today, however, counterfeiting impacts virtually every product category: from fake foods, beverages and everyday household products to pharmaceuticals, auto parts and consumer electronics [5]. Counterfeiting refers to the unauthorized production of goods protected by trademarks, copyrights, or patents. Due to the technological advancements in materials and processing techniques, many counterfeit goods have found their way to legitimate bricks-and-mortar retail stores, such as Walmart, and Target, in developed and developing countries. Many successful brands also become victims of the worldwide trend towards counterfeiting, where cheap imitations of the brands are distributed by the counterfeiters. Nowadays, the brand counterfeiting context is increasingly dominated by the unconstrained presence of fake brands [6]. Therefore, this topic has generated a substantial body of scholarly discussion, research and thought [7].

The majority of the research on counterfeiting has focused attention on the demand side of counterfeiting [8], [9], [10] that is consumer accomplices who engage in aberrant consumer behaviour [11], [12] and deliberately purchase counterfeit goods with limited research addressing the supply side [13]. It can be argued that counterfeiters are good marketers because they have found a need and are finding a way to fulfill it [14]. To develop techniques that effectively combat the problem of counterfeiting, it is necessary to determine and identify the existence of the segment(s) of consumer accomplices who purchase counterfeit goods.

The economic and social consequences of counterfeiting are enormous. It is estimated that brand holders lose approximately $600 billion of revenue annually due to counterfeiting and make up approximately seven percent of world trade [15]. In the USA economy, the cost of counterfeiting is estimated to be up to $200 billion per year [16]. A large majority of these products include clothing, luxury goods, entertainment equipment, medicines and pharmaceutical products, handbags, automotive parts and high tech products etc. Manufacturers of affected products have a direct loss in sale revenues; this is often directly related to losses in tax revenues, and may also result in job losses. Furthermore, counterfeit goods are everywhere on the Internet and if a brand has revenue generating capability or brand credibility, it will surely be counterfeited and...
sold online. Online auction sites and business-to-business websites also provide the ideal online medium for counterfeit sales that worth billions. Michael Danel, the secretary general of the World Customs Organization identified that if terrorism did not exist, counterfeiting would be the most important criminal act of the early 21st century [15]. The effect of counterfeiting is always greater than the value of the counterfeit product itself. By damaging consumers’ perception of the performance, reliability, and safety of branded devices, counterfeiting tarnishes brand image, customer loyalty, and satisfaction. Actions to limit counterfeits can arise from both supply and demand side, considering the tactics companies employ to deter counterfeits [16] and the motivations that make a counterfeit an interesting option for some customers [17, 18]. Also, there is no single solution to this problem; anti-counterfeiting strategies should be multifaceted. However, the anti-counterfeiting strategies are possible by the use of mobile/wireless technology to combat counterfeiting. The application of these principles can be facilitated by the use of the wireless technology such as Radio Frequency Identification (RFID) [19]. Today’s advanced technology is capable of uniting brand tags (RFID) and data processing into a single integrated system.

A Web-based Anti-counterfeit RFID System (WARS) can be used to automate and streamline safe and accurate brand identification (ID) uniquely in real-time by product marketing managers and to protect consumers from counterfeited products [20]. By placing brand tags (RFID tags) on brand items at the point of manufacture, manufacturers can trace products throughout the supply chain. The retail industry can use an online application, such as WARS at the point of sale to document authenticity of their brand products at retail in real-time. The brand tags can store the unique product IDs, the product information and these data ultimately can also be stored in an associated (i.e., manufacturers) database. If the brand is not properly tagged or the brand tag is not associated (i.e., the product information is missing) with the database, then the retailers know the product is counterfeited. Additionally, by placing brand tags at the point of manufacture, not only can brands be traced throughout the supply chain, but it can also prevent counterfeit brands from entering into the supply chain.

These RFID-based systems can collect and organize data exponentially faster and more accurately. The unique ID number on standard RFID tags (e.g., passive) can be used to verify the authenticity of the products to which they are attached. As in the distribution chain, RFID-based systems in retail can greatly aid in reducing the cost of keeping accurate inventory data. With minimum staff and less time, retailers can keep accurate inventories. They can spend more time providing service to customers rather than counting product. In addition, the accuracy of the real time inventory data enables product marketing managers to ensure that hot selling items are properly stocked and to ensure replenishment order for these items are placed as quickly as possible. The RFID-based systems enable the product marketing managers to identify slow moving items quickly and to take corrective action to goose demand through promotional or advertising activity before a ‘fire sale’ is needed. Thus RFID systems help managers to maintain their margins. These systems are, also, a significant aid in deterring theft in retail environments. RFID enable brand tags to trigger alarms when they are removed from the store without a due process. In the past several decades, RFID-based systems have been successfully deployed for anti-theft purposes. Despite these potential benefits, security, privacy and system deployment issues are the key factors in the deployment of a RFID-enabled system in anti-counterfeiting schemes and imposes significant threat on overall profitability [21]. Since a RFID-enabled web-based anti-counterfeiting systems use a wireless communication system, retailers or vendors and network servers require a strong security system (such as public-key cryptography) and mutual authentication protocol in their conversation [22]. Over the past three decades, public key cryptography such as RSA (Rivest, Shamir and Adelman) and DSA (Digital Signature Algorithm) has become a mainstay for secure communications. It provides the foundation for both key management and digital signatures. Public key cryptography is used to distribute the secret keys in key management and to authenticate the origin of data and protect the integrity of that data in digital signatures. However, over the past two decades, new techniques such as Elliptical Curve Cryptography (ECC) have been developed for better performance and higher security than these public key techniques [23].

One of the protocol proposed by Beller, Chang, and Yacobi [24], which provides mutual authentication and key agreement between users and servers with lower computational burden on the user side. This is important since the retailers usually communicate using a small, portable handset (e.g., smart phone) with limited power and processing capability. In this paper we will examine and propose a solution using ECC to address the security issues relating to RFID-enabled anti-counterfeiting systems.

The paper is structured as follows: Section II illustrates the application of a real-time Web-based Anti-counterfeit RFID System (WARS) to curb counterfeit branding. Section III discusses the Security issues relating to WARS. Section IV illustrates the security measure and outlines the proposed solution of WARS. Section V discusses the implementations of ECC on WARS. Section VI illustrates the practical implication of WARS and ECC. Section VII concludes the paper.

II. WEB-BASED ANTI-COUNTERFEIT RFID SYSTEM
RFID is an advanced emerging technology that elegantly provides a solution to leading global brands in multiple industries including retail, pharmaceuticals, electronics, entertainment, aviation, IT and many more. WARS represent one of the most promising approaches to curb counterfeit branding. WARS mainly consist of
smart brand tags, a RFID Reader and retailer’s IT system. It can be embedded into the retailer’s web portal (i.e., dashboard) to identify the authenticity of the brand tags. Each unique brand tag can be passive, semi-passive or active [25]. Passive tags can be used for both reading/writing capabilities by the RFID reader and do not need an internal power (i.e., battery). They get energized by the reader device and have a read range from 10 mm to almost 10 meters [26]. Passive tags are cheap, ranging from $0.25c to $0.40c each and life expectancy is unlimited. Thereby, we recommend the use of passive brand tags (13.56 MHz International Standards Organization, ISO 15693 tag) with the read range of one meter attached to each brand at the point of manufacture [19]. The main components of the WARS are shown in Figure 1.

Figure 1. Main components of WARS

The passive brand tag antenna picks up radio-waves or electromagnetic energy beamed at it from an RFID reader device attached to mobile devices (e.g., iPad, iPhone or smartphone) and enables the chip to transmit the brand’s unique ID and other information to the reader device, allowing the product to be remotely identified [20]. A mobile device-based RFID reader will ensure that the identity of the brand product is passed to the device (e.g., iPhone) and automatically logged into an integrated database server (e.g., SQL server) using a wireless network. The RFID reader can also request any additional information from the brand tag that is encoded on it [26]. The reader converts the radio waves reflected back from the brand tag into digital information [27] then passed onto WARS (embedded in a smartphone/iPhone) for processing. The brand database can also link with other databases through Internet for retrieving specific brand information.

A. Multi-layer WARS Architecture

The retail industry currently faces counterfeit branding issues, multi-layer RFID architecture can establish an infrastructure to address such a challenge, to automate and simplify the functionality for tracking and detecting brands wirelessly. Figure 2 shows the multi-layers (i.e., six layers) of RFID-based WARS architecture, namely, physical layer, middleware layer, IT infrastructure management layer, brand data layer, application security layer and graphical user interface layer.

The physical device layer consists of the actual RFID hardware components (such as brand tag, and mobile device-based RFID reader) that integrate with WARS for capturing brand data automatically.

The middleware layer acts as the standard mechanism for getting rapid connectivity between brand tags and mobile device-based WARS. The IT infrastructure management layer is responsible for managing and controlling the local retailer’s IT components, for example computers, back-end servers, networks, and printers. The brand data layer interacts with a back-end database (e.g., SQL server) and includes a data query/loading approach using SQL (structured query Language). The application security layer ensures a reliable proper security measures such as Cryptosystems. Finally, the GUI layer is responsible for coordinating and displaying the brand data.

B. Web-based WARS Application

Figure 3 shows a retailer’s mobile-based web portal (i.e., dashboard) integrated with WARS. By clicking ‘Brand Authenticity’ tab on the dashboard will enable WARS.
Figure 4 shows the windows based WARS application, which can be embedded with a mobile device for capturing brand information (e.g., product ID, product name, or brand name) automatically and wirelessly. The WARS application identifies every product uniquely with a brand ID embedded in brand items through RFID-enabled mobile devices. A brand tag only contains a unique ID and perhaps other information (e.g., product and brand name), which a WARS application uses to retrieve a product record stored in the retail branding database (e.g., SQL server). A WARS can also be linked to other (e.g., brand manufacturer) databases.

In case of counterfeit branding issues, a retailer or vendor can use WARS for detecting and determining the right brands. After running the WARS application, the retail staff needs to connect RFID reader first by clicking “Connect RFID Reader” button. Then detect brand product(s) by clicking “Search Tagged Product” button.

When the required brand items are in the mobile device-based RFID readers energizing field, the WARS application beeps, indicating that the identified brand is not counterfeited and displays the brand information (e.g., tag ID, product name, and brand name) in real-time in the list box as shown in Figure 3.

In case of counterfeit brand items, the WARS pop-up an error message, “Brand information is not found”.

III. SECURITY THREATS TO WARS

Counterfeit branding has been an issue in many industries that affect only the bottom line and a company’s reputation. High value luxury goods, such as handbags, wristwatches, and other products, are among the most susceptible to counterfeiting. The brand holders spend large amounts of money to trace and eliminate the counterfeit products and the people responsible to ensure that counterfeit products do not sully their brands.

Most of the security threats in retail supply chain are attributed to the security of the communication channel between authentic RFID-enable reader devices (e.g., smart phone) and the brand (RFID) tags through the air interface (i.e., wireless communication). A brand tag reading occurs when a reader device generates a radio frequency “interrogation” signal that communicates with the brand tag (e.g., a tagged camera), triggering a response from the brand tag [28]. Since RFID-enabled anti-counterfeit systems uses open air space as a communication channel (wireless), the content (such as brand name) of the communication may be exposed to

- confidentiality - eavesdropping, unauthorized brand tag reading, privacy threats, and crypto attacks,
- integrity - replay attacks, and message reconstructions, and
- availability - active interference, and Denial of Service (DOS) attacks, or system services can be used fraudulently.

Further with respect to Read/Write (reprogrammable) tags, unauthorized alteration of brand data can be the possibility in the supply chain. As a result, security is the key issue which presents a host of challenges for the successful implementation of RFID-enabled anti-counterfeit branding systems. To address RFID security issues, we propose a separate security layer (i.e., application security layer), which ensures a reliable proper security measures such as authenticity, confidentiality and intractability over the wireless communication channel [9] in the RFID-enable anti-counterfeiting architecture. The security layer implements a strong cryptographic algorithm such as ECC initially proposed by other researches [29].

IV. SECURITY MEASURES FOR WARS

To address these security threats, we outline the following security measures:

- Attaching a brand tag (RFID) to the high value product – Brand tags can be attached to or is permanently embedded in each high value products (such as a wristwatch) at the point of manufacture to prevent counterfeit products from entering the supply chain. Including a digital signature in these brand tags can create authentication schemes that are extremely difficult for counterfeiters to circumvent. This will add an extra layer of security, which ensures that the counterfeiters cannot duplicate the signature as it is an effective measure to prevent a repudiation of service.

- Strong cryptographic techniques and mutual authentication to protect high-value products - Cryptography is the science of keeping information secure. It provides confidentiality, authentication, integrity and non-repudiation. Cryptography can be classified into two categories: symmetric and asymmetric. In symmetric key cryptography, both parties share the same key for encryption as well as the corresponding decryption. Asymmetric public key cryptography uses a combined public and private key. A public key is used for encryption and its corresponding, intrinsically linked private/secret key is used for decryption. Both
public and private keys can be used interchangeably.

In this paper, we suggest Asymmetric or public-key cryptography - the core technology behind digital signatures and authentication, offers the robust protection that can combat counterfeit branding.

A. Asymmetric or Public-key Cryptography

Over the past 30 years, public key cryptography has proved to be so useful that it has become a common part of everyday life for secure communications over the Internet. Emerging technologies such as e-commerce website uses a secure server employs public-key cryptography to secure online transactions. Figure 5 shows an asymmetric cryptography for secure communication, which has two keys - a public key and a private key. The sender encrypts the message using the receiver’s public key and sends it to the receiving end. The receiver then uses his/her private key to decrypt the message. That is, encryption with the public key can only be undone by decrypting with the private key.

![Figure 5. Key based asymmetric algorithm for secure communication](Image)

Public-key cryptography gives the base for both digital signatures and key management. For digital signatures, it is used to authenticate the origin of data and protect the integrity of that data. For the key management, public key cryptography is used to distribute the secret keys such as RSA and Digital Signature Algorithm (DSA) or Diffie-Hellman (DH). RSA has revolutionized the asymmetric authentication and provided the foundation for Web site encryption via Secure Socket Layer (SSL), Transport Layer Security (TLS), server administration via Secure Shell (SSH), secure e-mail and IP security (IPsec) [34].

B. The Case for ECC

RSA and DH are two widely used algorithms today to secure the Internet. The problem with RSA is based on factoring the product of two large primes and DH related to the discrete logarithm problem for finite groups. These factoring algorithms get more efficient as the size of the numbers being factored gets larger. When the prime numbers start to get very long, even only multiplication part can take some time on a low powered device such as mobile phone. The gap between factoring and multiplying is not sustainable in the long term for mobile and low-powered devices that have limited computational power. While to keep continue with RSA by increasing the key size, that comes with a cost of slower cryptographic performance and complexity on the client [36]. That is, the strength of technology provided by asymmetric cryptography is directly proportional to the key size used. As the key gets longer, the computational and software complexity also get longer. All these demonstrate that RSA is not the ideal choice for the future cryptography.

In this situation, ECC appears to offer a better tradeoff: high security with smaller and faster keys. It is also to have small keys especially in a world, where more and more cryptography is done on less powerful mobile devices such as mobile phones, iPhones and iPads. Additionally, the US National Institute for Standards and Technology (NIST) has recommended that the 1024-bit key sizes for RSA are sufficient for use until 2010. After that, NIST recommends that key sizes for RSA can be increased to an acceptable level for the next decade, or ECC over public key algorithms to take advantage of its key strengths (i.e., small key). So, ECC can be an emerging alternative to public-key cryptography, and can be used to create faster, smaller, and more efficient cryptographic keys [30]. In this paper, we suggest ECC to combat counterfeit branding.

C. Elliptic Curve Cryptography (ECC)

ECC is a public key encryption technique based on elliptic curve theory in cryptography was first proposed by Victor Miller and Neal Koblitz in 1985. ECC provides higher strength per bit than any other current cryptosystem (such as RSA, DSA, etc.), thus, making it suitable for wireless and mobile applications, including smartcards and handheld devices. ECC provides an excellent solution not only for the data encryption but also for the secure key transport between two communicating parties [35].

The main uses of ECC are - key exchange, digital signature, authentication, and message transmission. The countries like United States, United Kingdom, Canada and some NATO member countries have adopted some form of ECC for future systems to protect classified information between their governments. The United States Department of Defense aims at replacing almost 1.3 million existing equipment over the next 10 years that uses ECC for key management and digital signatures [23].

The main advantage of elliptic curve over the other public key systems such as RSA, DSA etc. is the key strength. The following Table 1 summarizes the comparison of the key strengths ECC and other public key schemes [23].

<table>
<thead>
<tr>
<th>Size (bits)</th>
<th>ECC Key Size (bits)</th>
</tr>
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<tbody>
<tr>
<td>1024</td>
<td>160</td>
</tr>
<tr>
<td>2048</td>
<td>224</td>
</tr>
<tr>
<td>3072</td>
<td>256</td>
</tr>
<tr>
<td>7680</td>
<td>384</td>
</tr>
<tr>
<td>15360</td>
<td>512</td>
</tr>
</tbody>
</table>

The above table shows that a 256-bit ECC key requires the equivalent strength of a 3072-bit RSA key for security, a 512-bit ECC key requires a 15360-bit RSA key. So, ECC algorithm takes smaller key size for encryption and decryption. It helps to secure the data at transmission.
D. Advantages of ECC

The advantages of using ECC are as follows [36]:
- ECC has a small key size, which provides greater speed, less storage and better performance.
- ECC enables a faster execution, where computers which operate on bitwise operations with binary numbers can perform moduli of numbers near powers of two much faster than other numbers.
- ECC has a greater flexibility in choosing cryptographic system.
- ECC can revolutionise faster and smaller chips in smart cards, cell phones, pagers and other electronic devices. These smaller chips have less heat generation and less power consumption.
- For the same key sizes, ECC is significantly harder to break than RSA and DH.
- ECC is quickly becoming the go-to solution for privacy and security online.
- ECC is particularly beneficial for applications where, high speed is required; computational power is limited (e.g., wireless devices, PC cards); integrated circuit space is limited (e.g., wireless devices, PC cards); and bandwidth is limited (e.g., wireless communications and some computer networks).

Despite these potential benefits, ECC also has drawbacks that involve complex mathematics and applications can be difficult to explain or justify to clients. Additionally, elliptic curve arithmetic is slightly more complex per bit than both RSA or DH arithmetic and the added strength per bit is more than makes up for any extra compute time [35].

E. ECC Public-key Cryptosystem

An elliptic curve is a plane smooth continuous curve, which can be represented by an equation \( y^2 = x^3 + ax + b \) is shown in Figure 6, where x and y take on values in the real numbers. ECC generates keys through the properties of the elliptic curve equation instead of the traditional method of generation as the product of very large prime numbers.

We propose an ECC public key [16] cryptosystem to communicate between two parties – sender and receiver. Both sender and receiver must agree to use an elliptic curve \( E_p(s,r) \) to communicate the messages, where \( p \) is a prime number. The sender (S) selects a large random number \( \alpha \), which is less than the order of \( E_p(s,r) \) and a random point A and C on the elliptic curve. The sender computes \( S_1 = \alpha(C + A) \) and \( S_2 = \alpha A \). S keeps the random number \( \alpha \), and the point A as his/her private keys and publishes \( S_1 \) and \( S_2 \) as a general public keys.

Similarly, the receiver (R) selects a large random number \( \beta \) and a point B on the elliptic curve. He/she computes \( R_1 = \beta(C+B) \) and \( R_2 = \beta B \). R keeps the random number \( \beta \) and the point B as his/her private keys and publishes \( R_1 \) and \( R_2 \) as general public keys. After publishing the public keys, the communicating parties again calculate the following quantities and publish them as their specific public keys of each other.

- The sender calculates \( S_R = \alpha R_2 \) and publishes it as his/her specific public key for receiver.
- The receiver calculates \( R_S = \beta S_2 \) and publishes it as his/her specific public key for sender.

The encryption and decryption algorithms or processes are as follow:

- **Encryption:** If R wants to communicate the message M then all the characters of the message are coded to the points on the elliptic curve using the code table, which is agreed upon by the both S and R. Then each message point is encrypted to a pair of cipher points \( E_1, E_2 \). R uses a random number \( \gamma \), which is different for the encryption of different message points.
The Elliptic Curve Digital Signature Algorithm (ECDSA) is the elliptic curve analogue of the DSA. ECDSA was first proposed in 1992 by Scott Vanstone and was accepted in 1998 as an ISO standard (ISO 14888-3), accepted in 1999 as an ANSI (American National Standards Institute) standard (ANSI X9.62), and accepted in 2000 as an IEEE (Institute of Electrical and Electronics Engineers) standard (IEEE 1363-2000) and a Federal Information Processing Standards (FIPS) standard (FIPS 186-2). ECDSA is implemented over elliptic curve as mandated by ANSI X9.62.

The ECDSA have a smaller key size, which provides greater speed, faster execution, less storage and better performance. This makes the ECDSA ideal for small devices such as smart phones and smart cards. It includes three phases - key generation, signature generation, and signature verification [37].

A. Verification Process of Counterfeit Branding on WARS

The manufacturer embeds a brand tag (i.e., smart RFID tag) in each of its brand at the point of manufacture. Each brand tag contains a private key and a digital certificate that has the approval of luxury products (such as handbags, wristwatches, and other products) manufacturers, as well as identifying information about the brand, such as the name, description, etc. A digital certificate is an electronic document which uses a digital signature to bind together a public key with a brand tag. This certificate is used to verify that a public key belongs to a brand tag. The digital signature scheme can be used to provide the basic cryptographic services, such as data integrity, data origin authentication and non-repudiation.

In this research, an elliptic curve digital signature is created by the ECDSA to ensure that the brand identity has not been tampered with, i.e., the legitimate brand.

Retailers or vendors can use WARS at the point of purchase to verify the authenticity of high value products (or brand tags). The following steps are needed to verify counterfeit bands with retailers IT system using ECC:

- A RFID-based smart phone (i.e., WARS) enables the brand tag to transmit brand’s unique ID and pass it to the retailer’s web-based IT (i.e., host) system.

- The retailer’s host system first requests a certificate (a random number along with a public key). The host then combines that number with the public key to create a challenge message, which the host sends back to the brand tag.

- The brand tag uses its securely stored private key to compute the elliptic curve digital signature of the challenge message and sends this digital signature back to the host.

- Using the corresponding public key, the host verifies the signature by decrypting random number. The verification processes are shown in the following Figure 8.

![Figure 8. Verification processes of counterfeit branding](image)

Only an authentic brand with knowledge of the private key can produce a correct digital signature. Using the verification result, the host decides whether to authenticate the brand to respond to RFID-enabled reader device. The host can also determine whether brand ID and other information are correct for use with the host and could also use the brand to track.

VI. PRACTICAL IMPLICATION OF WARS AND ECC

A drawback of existing anti-counterfeiting measures (such as barcodes) is the low achievable degree of automation when authenticate the originality of a product. With existing schemes, large-scale authentication, for example required in retail warehouses, are not feasible. RFID helps to address this problem, and provides the possibility to implement extensible, secure protection mechanisms in the retail supply chain. A RFID-based real-time automatic Anti-counterfeit RFID System (WARS) can be implemented in retail supply chain for combating counterfeit branding. Retailers or vendors would use WARS at the point of purchase to authenticate the brands [32].

As ECC employs both public and private key, a counterfeiter cannot derive one key based on knowledge of the other key. Thus, only brand tags that know the private key can respond correctly to a retailer’s IT systems (i.e., host) challenge and the host system can determine this knowledge using only the corresponding public key. If a counterfeiter cannot obtain the private key, then the host can assume that any brand responding correctly is authentic.
In case of corrupt retailers or vendors, customer can verify the brand authenticity via SMS (Short Message Service), which is getting popular now-a-days and almost been used everywhere. Using SMS, consumers can send messages; make purchases and receive notification, all on a mobile device. For example, financial services institutions, such as banks, and credit card companies, are experiencing high rates of customer adoption and usage of SMS-based mobile banking services as the services become available on all mobile telephone technologies [33].

Upon purchasing a brand, customers can find an item specific code, such as brand serial number. Then, they text the code to manufacturer using their mobile phone and receive a reply confirming that the brand is genuine or warning that it may be counterfeited.

In addition, ECC is now used in a wide variety of applications [36]:

- the US government uses ECC to protect internal communications,
- the Tor project uses it to facilitate assurance of anonymity, it is
  - the mechanism used to prove ownership of bitcoins,
  - provides signatures in Apple's iMessage service,
  - used to encrypt DNS information with DNSCurve, and
  - preferred method for authentication for secure Web browsing over SSL/TLS,
- Latest version of Internet browsers (e.g., Chrome or Firefox) are using ECC

VII. CONCLUSIONS AND FUTURE WORK

In this paper we have outlined, and designed a Web-based Anti-counterfeit RFID System (WARS) to curb counterfeit branding. The authors have shown the application and practical implication of the above system. Efforts are being made to develop the complete system (i.e., WARS) for use in retail sectors to prevent counterfeiting. We also propose a separate security layer in WARS architecture to address RFID security issues and propose a reliable proper security measures such as authenticity, confidentiality and intractability using public-key cryptosystems (ECC) over the wireless communication. The advantage of ECC over the other public key systems such as RSA, DSA etc, is the key strength, which provides greater security and more efficient performance.

The security and implementation properties of the ECC seem to be over the highest cryptographic strength per bit among all existing public-key systems. The RSA-based protocols have significant problems in terms of the bandwidth and storage requirements. Security is not the only attractive feature of ECC. The ECC is also more computationally efficient than the public key system. So, it is clear that ECC is an emerging alternative to public-key cryptosystems, and has the smaller key sizes result in smaller system parameters, smaller public-key certificates, bandwidth savings, faster implementations, and lower power requirements. After a slow start, ECC is now gaining popularity, and the pace of adoption is accelerating. Thus, the use of the ECC in wireless communication system is highly recommended to combat counterfeit branding.

Nevertheless, implementation of such a security system requires specialized knowledge and a significant investment in hardware and software development, has prevented most manufacturers from employing it.

However, as the microprocessors available to counterfeiters wanting to hack these systems continue to become faster and cheaper, a key length that seemed adequate a few years ago may no longer offer adequate security. For this reason, effective asymmetric implementations have been too costly for all but the most high-end applications.

Finally the implementation of the proposed system could be an interesting area of future research.

REFERENCES


Belal Chowdhury has a multi-disciplinary background in management and computer science. Currently, he is a Lecturer in the school of IT and Engineering at Melbourne Institute of Technology, Melbourne, Australia. Belal has obtained a Master of Computer Science degree from Victoria University, Australia in 1998 and Doctor of Philosophy (PhD) in Australian healthcare area at La Trobe University, Melbourne, Australia in 2011. His research focus is Intelligent Healthcare Management Systems using emerging technologies (e.g., RFID and sensor). Before joining academia, Belal worked as a Software Engineer/Developer for number of years in different IT disciplines with several multinationals (e.g., IBM GSA, Westinghouse Signal, Mitek Australia, and so on) in the Engineering sector. He has extensive experience in Object Oriented Programming using C++, Java, VB and VisualStudio.net in client/server environments. Belal has published 24 refereed journal, book chapter and conference papers. He has chaired a conference and reviewed many reputed international journals.