

Verifiable Brand/IP Licensed-Product Identity and Trust Infrastructure for Agentic Commerce

A Know Your Product (KYP) approach to making licensed consumer products machine-readable, machine-verifiable and AI agent-ready

Email submission details

To	group-ecommerce-agents-pc@w3.org
Subject	[Position Statement] - Wajih Rehman / Fabacus
Name	Wajih Rehman
Affiliation / role	Fabacus / Chief Visionary Officer
Email	Wajih.rehman@fabacus.com
Expected attendance	Either (in-person or remote)

Publication preference: Please contact Fabacus before publication or public sharing of this statement.

Position Statement

In a retail world demanding greater transparency and trust, it will not be brand messaging alone that proves product credibility. Increasingly, it will be the data representing the product. In agentic commerce, this becomes more important: credibility is no longer only something a brand, retailer or marketplace says. It is something the underlying data must be able to prove.

I work with Fabacus at the intersection of product identity, Brand/IP licensing, retail data, marketplace governance and verifiable product knowledge. Our focus is Brand/IP licensed consumer products: a category where legitimacy depends on more than conventional product data. A product may look valid from its title, image, brand field, barcode or marketplace listing, but those signals alone do not establish whether it is an authorised and legitimate licensed product.

In licensing, trust depends on whether the relevant rights holder granted defined IP usage rights, whether a specific creative concept or product use was approved within that scope, and whether the product in market can be linked back to that chain of evidence. By the time licensed products appear in commerce systems, that evidential chain is often fragmented across licensors, licensees, approval workflows, product records, spreadsheets, catalogues, marketplaces and retailer systems.

Our core position is that agentic commerce needs a Know Your Product, or KYP, capability for licensed consumer products. Before an autonomous agent can recommend, compare or transact against a product, it needs to know not only what the product claims to be, but whether the product has a verifiable identity and whether its use of brand or IP rights is authorised.

Fabacus addresses this through two connected layers. The Fabacus Verifiable Product Registry provides the licensor-governed product identity and evidence foundation: a structured, referenceable record of authorised licensed products, linked to recognised identifiers such as GTINs, product attributes, responsible parties, rights context, approvals and evidence of market presence. The KYP framework defines what must be known, asserted and checked for a licensed product to be trusted. The Verified IP Protocol, or VIP, is the mechanism through which that evidence can be made machine-readable and machine-verifiable, so that agents, marketplaces, retailers and other commerce systems can assess whether a product can be trusted as an authorised licensed product.

VIP is designed to evaluate linked evidence across three foundational layers: Rights Grant, Concept Approval and Product Declaration. The Registry helps establish what the product is. KYP defines the evidential questions that must be answered. VIP provides a protocol layer for expressing, linking and verifying those answers in a form that machines can use.

This matters for the W3C and GS1 workshop because AI agents introduce a new intermediary between e-commerce content and end users. Humans often work around data ambiguity, but not without compromise. That will not be a safe option with autonomous agents. Agents do not infer legitimacy from brand recognition, narrative claims or plausible-looking catalogue content. They operate on structured data, identifiers, rules, permissions, provenance and signals they can evaluate.

Licensed consumer products therefore expose a broader standards gap for e-commerce for humans and AI agents. The question is not only whether an AI agent can discover, compare, recommend or purchase a product. The prior question is whether the agent can determine what the product is, who is authoritative for that product data, whether the product is authorised to use a particular brand or intellectual property, whether the claims attached to it are current and evidenced, and whether the product should be trusted as safe to act upon.

For licensed consumer products, the minimum trust model should include more than product identity and offer data. It should support linked assertions about the rights holder, authorised licensee or commercialising party, approved IP usage, product declaration, market-facing product identity, relevant territories or channels, and the evidence supporting those claims. It should also support appropriate disclosure. Not all rights, approval or supply-chain data can be public, but agents still need to know whether a claim was made by an authoritative party, whether it is within scope, whether it remains valid, and whether it can be relied upon for a particular commerce decision.

Fabacus would like to contribute this licensed-product perspective to the workshop because it is a high-value, high-risk test case for agentic commerce. If standards can support verifiable product trust in licensed goods, they will also be more useful for adjacent challenges such as sustainability claims, Digital Product Passports, product safety, authorised seller status, compliance data, provenance, marketplace governance and consumer-facing explanations.

Suggested discussion topics

1. What would an agent-ready product identity and trust profile look like using GS1 identifiers, GS1 Digital Link, GS1 Web Vocabulary, schema.org, JSON-LD and W3C verifiable data technologies?
2. What minimum provenance and authority metadata should attach to product attributes, brand claims, licensing assertions, sustainability claims, offers and seller relationships so that AI agents can evaluate and explain trust?
3. How should agentic commerce protocols preserve authoritative product identifiers and evidence links across discovery, recommendation, basket creation, checkout, fulfilment and post-purchase support?
4. How should Brand/IP rights, licensed-product approvals, authorised product declarations and seller or channel scope be represented so that agents can distinguish approved licensed products from ambiguous, incomplete, unauthorised or counterfeit representations?
5. How can the Web remain open for brands, licensors, retailers, SMEs and product data providers, rather than requiring each party to conform to separate closed agentic-commerce ecosystems?

Suggested workshop outcome

A useful outcome from the workshop would be a standards gap analysis and best-practice profile for trusted, agent-ready product data. This could include guidance on how GS1 Digital Link, GS1 Web Vocabulary, schema.org, JSON-LD and verifiable credentials can be used together; recommendations for how MCP, UCP, ACP and related protocols should reference authoritative product identifiers and evidence; and a set of priority use cases for further W3C/GS1 collaboration.

In agentic commerce, trust will increasingly be computed. For Brand/IP owners, retailers, marketplaces and consumers, the ability for licensed products to be discoverable, recommendable and transactable by autonomous agents will depend on how clearly those products are identified, authorised and verified within interoperable data systems. Fabacus, the Verifiable Product Registry, KYP and VIP are focused on that transition: from product data to verifiable product knowledge, and from product identity to product trust.

Preferred contribution format

Presentation, panel contribution, breakout discussion, demonstration or written input, depending on what is most useful to the Programme Committee.