

USPTO Grants Idencia ‘Connected Concrete’ Trademark

USPTO grants Idencia a trademark on the use of ‘Connected Concrete’ to describe the value of its product information tracking service.

TOPSFIELD, MA, UNITED STATES, June 14, 2018 /EINPresswire.com/ -- Idencia, Inc. announced today that the US Patent & Trademark Office has granted the company a trademark in recognition that the term ‘[Connected Concrete](#)’ reflects the true nature of its namesake service used to serialize, identify, and track product information about concrete products manufactured for use in construction.



Using RFID tags or barcodes to create a serial number for each product, concrete manufacturers, construction contractors and project owners use the Idencia system to collect and store information about everything done to the product from time of manufacture through the end of its useful life. With a scan of the RFID tag or barcode, users can instantly connect to the information stored for each product.

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Jeff Pollock, CEO

Idencia CEO, Jeff Pollock, stated: “Our trademark reflects the true value of the Idencia service. Technology companies have been connecting people for the last 15 years. Idencia connects people to their products. [In the next 5 years](#) this will seem as natural as social media does today.”

Idencia currently hosts information produced by people about the products:

- Quality assurance information
- Production status
- Repair status
- Inventory location
- Shipping status
- Installation location
- Construction quality information
- Maintenance records, etc.

Mr. Pollock added that the next generation of Idencia will host data produced by the products themselves. Embedded sensors will transmit data about the structural health of the products to the Idencia platform. At an estimated cost of \$4.6 billion annually for bridge inspections, alone, this service will offer a major productivity boon to state Departments of Transportation and other project owners.

For more information, please contact: Jeffrey M. Pollock, CEO; jpollock@idencia.com.

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This press release can be viewed online at: <http://www.einpresswire.com>

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