ESTTA Tracking number: **ESTTA351491**
Filing date: **06/07/2010**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Petition for Cancellation

Notice is hereby given that the following party requests to cancel indicated registration.

Petitioner Information

Name	TransFresh Corporation		
Entity	Corporation	Citizenship	Delaware
Address	950 E. Blanco Road Salinas, CA 93901 UNITED STATES		

Attorney information	E. Lynn Perry Perry IP Group A.L.C. 900 Larkspur Landing Circle Ste 226 Larkspur, CA 94939 UNITED STATES lperry@perryip.com Phone:415-524-8683

Registration Subject to Cancellation

Registration No	3761877	Registration date	03/16/2010
Registrant	Wireless Data Solutions LLC 4114 Staghorn Lane Weston, FL 33331 UNITED STATES		

Goods/Services Subject to Cancellation

Class 009. First Use: 2006/01/00 First Use In Commerce: 2006/01/00 All goods and services in the class are cancelled, namely: Integrated sensing, communicating and networking hardware composed of a microprocessor, sensors, wireless radio, global positioning system (GPS), and input output devices with software for ensuring integrity, safety and security of cargo and mobile asset transporting the cargo sold as a unit

Grounds for Cancellation

Genericness	Trademark Act section 23
The mark is merely descriptive	Trademark Act section 2(e)(1)

Attachments	Petition to Cancel-genericness 100322.pdf (5 pages)(39554 bytes) EXHIBIT A Petition to Cancel.pdf (4 pages)(327667 bytes) EXHIBIT B Petition to Cancel.pdf (4 pages)(73327 bytes) EXHIBIT C Petition to Cancel.pdf (9 pages)(432055 bytes)

Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/elp/
Name	E. Lynn Perry
Date	06/07/2010

Attorney Docket No. 4731-70

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

TRANSFRESH CORPORATION, Petitioner, v. WIRELESS DATA SOLUTIONS, LLC, Respondent.	))))))))))	Cancellation No.: _____ Reg. No. 3761877 Issued: March 16, 2010 Mark: INTELLIGENT COLD CHAIN Filed: November 16, 2005 as SN 78755227 **PETITION TO CANCEL**

TRANSFRESH CORPORATION ("Petitioner"), a Delaware corporation having a place of business at 950 E. Blanco Road, Salinas, CA 93901, believes it will be damaged by continued registration of the mark INTELLIGENT COLD CHAIN, Reg. No. 3761877 ("Respondent's Mark"), subject of the above-identified registration owned by WIRELESS DATA SOLUTIONS, LLC ("Respondent"), and hereby petitions to cancel the same. As the basis for this Petition to Cancel, Petitioner alleges:

1. Petitioner is the owner of the mark TRANSFRESH INTELLIGENT COLD CHAIN, and Petitioner's parent company is the owner of the mark CHIQUITA INTELLIGENT COLD CHAIN (the "Marks").

2. The Marks are the subject of the following intent-to-use applications filed August 31, 2006: CHIQUITA INTELLIGENT COLD CHAIN, Ser. No. 78964720, and TRANSFRESH INTELLIGENT COLD CHAIN, Ser. No. 78964705, covering "Computer software that facilitates transportation of goods, namely, software that identifies location of refrigerated units and enables monitoring and control of atmosphere in refrigerated units" in International Class 9, and "Providing electronic tracking of refrigerated freight information to others" in International Class 39 (the "Applications").

3. According to the records of the United States Patent and Trademark Office, Respondent filed application Ser. No. 78755227 for INTELLIGENT COLD CHAIN on November 16, 2005, and Respondent was issued registration number 3761877 for Respondent's Mark on March 16, 2010 (the “Registration”).

4. The Applications were suspended on June 13, 2007 and July 31, 2007, respectively, pending registration of Respondent’s Mark, and, on information and belief, the Registration will soon be cited as a bar to registration of the Applications.

5. The products described in the Registration are “Integrated sensing, communicating and networking hardware composed of a microprocessor, sensors, wireless radio, global positioning system (GPS), and input output devices with software for ensuring integrity, safety and security of cargo and mobile asset transporting the cargo sold as a unit (Class 9).”

6. Cold chain logistics concern managing the flow of raw materials or finished products such as perishables in a temperature sensitive environment to keep the products fresh.

7. The logistics industry uses the phrase “intelligent cold chain” to describe the information exchange enabled by wireless, sensor and internet technologies to improve the logistics of temperature sensitive perishables such as produce and flowers.

8. The word “intelligent” as it pertains to software and hardware goods means “pertaining to the ability to do data processing locally; smart;” and “having certain data storage and processing capabilities.” Exhibit A is a printout of definitions from the online dictionary websites <dictionary.com> and <thefreedictionary.com>.

9. The wording INTELLIGENT is therefore merely descriptive because the word INTELLIGENT is a commonly used term in computer science for data storage and processing capabilities.

10. Petitioner’s goods in Class 9 are computer software that stores data.

11. Respondent's goods in Class 9 are computer software that stores data.

12. The phrase "cold chain" as it pertains to logistics and transporting of cargo means "a temperature-controlled supply chain…used to help extend and ensure the shelf life of products such as fresh agricultural produce, processed foods…." Exhibit B is a printout of this definition from Wikipedia.

13. Petitioner's services in Class 39 are for tracking of refrigerated freight (cargo) information.

14. Respondent's goods in Class 9 cover "cargo and mobile asset transporting the cargo sold."

15. Petitioner was required by the Examining Attorney in the Applications to "insert a disclaimer of the descriptive wording INTELLIGENT COLD CHAIN in the application, and Petitioner has done so.

16. "INTELLIGENT COLD CHAIN" is merely descriptive, and Respondent's Mark has not acquired sufficient distinctiveness for registration.

17. "COLD CHAIN" is the common descriptive term used in the logistics industry relating to perishable products, and "INTELLIGENT" is merely descriptive for software.

18. Others use the phrase "intelligent cold chain" to refer to the use of computer hardware and software in connection with the shipment and storage of fresh products. See, e.g. Exhibit C, which is a Deloitte brochure available to the public on, and downloaded from the Internet.

19. Because Respondent appears to claim that its use of INTELLIGENT COLD CHAIN and ownership of the Registration precludes all other industry uses of this term, the registration of this term is an attempt to preempt use of the term in the industry and is likely to impair Petitioner's and Petitioner's parent company's right to use their own trademarks on their own goods and services.

20. Because of Respondent's blocking Registration, Petitioner is unable to achieve registration of its Mark and its parent company is also unable to achieve registration of its Mark.

21. Accordingly, Respondent's Registration is not entitled to registration.

22. For the foregoing reasons, registration of Respondent's Mark is injurious and damaging to Petitioner within the meaning of Section 14(3) of the Trademark Act of 1946 (15 USC §1064(3)) and will result in injury and damage to Petitioner and its business.

WHEREFORE, Petitioner respectfully prays that this Petition to Cancel be sustained and that the Registration of Respondent's Mark be cancelled.

It is requested that all future communications in connection with this proceeding be addressed to the undersigned.

Dated: June 7, 2010 Respectfully submitted,

E. Lynn Perry
Attorneys for Petitioner
TRANSFRESH CORPORATION

PERRY IP GROUP
A Law Corporation
900 Larkspur Landing Circle
Suite 226
Larkspur, CA 94939
Telephone: (415) 524-8683

CERTIFICATE OF SERVICE

I hereby certify that on June 7, 2010, I caused the foregoing **PETITION TO CANCEL** to be served by United States mail, postage prepaid, in an envelope addressed to:

Wireless Data Solutions LLC
4114 Staghorn Lane
Weston, FL 33331

With a courtesy copy to:

Maria Eliseeva
Houston Eliseeva LLP
4 Militia Dr Ste 4
Lexington, MA 02421

By:

E. Lynn Perry

EXHIBIT A

PETITION TO CANCEL

TRANSFRESH CORPORATION v. WIRELESS DATA SOLUTIONS, LLC

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intelligent

Also found in: Medical, Legal, Encyclopedia, Wikipedia, Hutchinson 0.01 sec.

in·tel·li·gent (ĭn-tĕl′ə-jənt)
adj.

1. Having intelligence.
2. Having a high degree of intelligence; mentally acute.
3. Showing sound judgment and rationality: *an intelligent decision; an intelligent solution to the problem.*
4. Appealing to the intellect; intellectual: *a film with witty and intelligent dialogue.*
5. *Computer Science* Having certain data storage and processing capabilities: *an intelligent terminal; intelligent peripherals.*

[Latin intelligēns, intelligent-, present participle of intellegere, intelligere, *to perceive* : inter-, *inter-* + legere, *to choose*; see leg- in Indo-European roots.]

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in·tel′li·gen′tial (-jĕn′shəl) *adj.*

in·tel′li·gent·ly *adv.*

Synonyms: **intelligent, bright, brilliant, knowing, quick-witted, smart, intellectual**
These adjectives mean having or showing mental keenness. *Intelligent* usually implies the ability to cope with new problems and to use the power of reasoning and inference effectively: *The intelligent math students excelled in calculus.*
Bright implies quickness or ease in learning: *The bright child learned the alphabet quickly.*
Brilliant suggests unusually impressive mental acuteness: *"The dullard's envy of brilliant men is*

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intelligent Search

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All Confusables »

Synonyms

profound
ingenious
together
thinking
understanding
knowledgeable

intelligent - 4 dictionary results

in·tel·li·gent [in-**tel**-i-j*uh* nt] Show IPA

–adjective

1. having good understanding or a high mental capacity; quick to comprehend, as persons or animals: *an intelligent student.*
2. displaying or characterized by quickness of understanding, sound thought, or good judgment: *an intelligent reply.*
3. having the faculty of reasoning and understanding; possessing intelligence: *intelligent beings in outer space.*
4. *Computers*. pertaining to the ability to do data processing locally; smart: *An intelligent terminal can edit input before transmission to a host computer.* Compare dumb (def. 8).
5. *Archaic*. having understanding or knowledge (usually fol. by *of*).

Use **intelligent** in a Sentence

Today's Word Picks on Dictionary.com

- feckless
- pastiche
- lineament
- susurration

Word Origin & History

intelligent
c.1500, a back formation from intelligence or else from L. intelligens, prp. of intelligere (see intelligence).

Online Etymology Dictionary, © 2010 Douglas Harper
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in·tel·li·gent (ĭn-tĕl'ə-jənt) ?
adj.

1. Having intelligence.
2. Having a high degree of intelligence; mentally acute.
3. Showing sound judgment and rationality: *an intelligent decision; an intelligent solution to the problem.*
4. Appealing to the intellect; intellectual: *a film with witty and intelligent dialogue.*
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in·tel'li·gen'tial (-jĕn'shəl) *adj.*, **in·tel'li·gent·ly** *adv.*

Synonyms: These adjectives mean having or showing mental keenness. *Intelligent* usually implies the ability to cope with new problems and to use the power of reasoning and inference effectively: *The intelligent math students excelled in calculus.*
Bright implies quickness or ease in learning: *The bright child learned the alphabet quickly.*
Brilliant suggests unusually impressive mental acuteness: *"The dullard's envy of brilliant men is always assuaged by the*

EXHIBIT B

PETITION TO CANCEL

TRANSFRESH CORPORATION v. WIRELESS DATA SOLUTIONS, LLC

Cold chain

From Wikipedia, the free encyclopedia

A **cold chain** is a temperature-controlled supply chain. An unbroken cold chain is an uninterrupted series of storage and distribution activities which maintain a given temperature range. It is used to help extend and ensure the shelf life of products such as fresh agricultural produce[1], processed foods, photographic film, chemicals and pharmaceutical drugs.[2]

Slurry ice used to ship sensitive food products

Contents

Uses

Truck with cooling system

Cold chains are common in the food and pharmaceutical industries and also some chemical shipments. One common temperature range for a cold chain in pharmaceutical industries is 2 to 8 °C. but the specific temperature (and **time** at temperature) tolerances depend on the actual product being shipped.

Iced seafood on display

This is important in the supply of vaccines to distant clinics in hot climates served by poorly developed transport networks. Disruption of a cold chain due to war may produce consequences similar to the Smallpox outbreaks in the Philippines during the Spanish-American war.

Traditionally all historical stability data developed for vaccines was based on the temperature range of 2-8 °C. With recent development of biological products by former vaccine developers, biologics has fallen into the same category of storage at 2-8 °C due to the nature of the products and the lack of testing these products at wider storage conditions.

The cold chain distribution process is an extension of the good manufacturing practice (GMP) environment that all drugs and biological products are required to adhere to, enforced by the various health regulatory bodies. As such, the distribution process must be validated to ensure that there is no negative impact to the safety, efficacy or quality of the drug substance. The GMP environment requires that all processes that might impact the safety, efficacy or quality of the drug substance must be evaluated, including storage and distribution of the drug substance.

Validation

A cold chain can be managed by a quality management system. It should be analyzed, measured, controlled, documented, and validated.

The food industry uses the process of Hazard Analysis and Critical Control Point, HACCP, as a useful tool. Its usage continues into other fields. PDA (Parenteral Drug Association) Technical Report # 39 gives a rough summary of how the cold chain can be validated.

The overall approach to validation of a distribution process is by building more and more qualifications on top of each other to get to a validated state. This is done by executing a Component Qualification on the packaging components. Next, an Operational Qualification that demonstrates the process performs at the operational extremes. The final piece is the Performance Qualification that demonstrates that what happens in the real world is within the limits of what was demonstrated in the Operational Qualification limits.

The PDA’s Technical Report states that a Component Qualification is required to demonstrate that a component can be manufactured to the design criteria of that individual component. This was put into the document because the industry did not understand the principles of Validation; all Validation processes were specific to equipment and not auxiliary processes such as shipping/distribution.

Performing thermal testing can also help with validating the cold chain. Certified test labs use environmental chambers to simulate ambient profiles that a package may encounter in the distribution cycle. Thermocouple probes and separate temperature dataloggers measure temperatures within the product load to determine the response of the package to the test conditions. Replicate testing based on a qualification protocols is used to create a final qualification report that can be used to defend the configuration when audited by regulators. It is normally best to have an individual that understands the principles of Validation, when defending such processes to a Federal Regulatory body of any nation.

Cold chains need to be evaluated and controlled:

- Carriers and logistics providers can assist shippers. These providers have the technical ability to link with airlines for real time status, generate web-based export documentation and provide electronic tracking.
- The use of refrigerator trucks, refrigerator cars, reefer ships, reefer containers, and refrigerated warehouses is common.
- Shipment in insulated shipping containers or other specialised packaging[3].
- Temperature data loggers and RFID tags help monitor the temperature history of the truck, warehouse, etc. and the temperature history of the product being shipped.[4] They also can help determine the remaining shelf life.[5]
- Documentation is critical. Each step of the custody chain needs to follow established protocols and to maintain proper records. Customs delays occur due to inaccurate or incomplete customs paperwork, so basic guidelines for creating a commercial invoice should be followed to ensure the proper verbiage, number of copies, and other details.

During the distribution process one should monitor that process until one builds a sufficient data set that clearly demonstrates the process is in compliance and in a state of control. Each time the process does not conform to the process, the event should be properly documented, investigated and corrected so that the temperature excursion do not occur on future shipments. Thus the process is continually evolving and correcting for anomalies that occur in the process. Eventually the process can evolve into periodic monitoring once sufficient data demonstrates that the process is in a state of control. Any anomaly that occurs once a process is in a state of control will result in the process being invalidated and not in control and result in product withdraw from the market to ensure patient safety.

It is necessary to develop an internal documentation system as well as multi-party communication standards and protocols to transfer or create a central repository or hub to track information across the supply chain. These systems would monitor equipment status, product temperature history, and custody chain, etc. These help ensure that a food, pharmaceutical, or vaccine is safe and effective when reaching its intended consumer.

EXHIBIT C

PETITION TO CANCEL

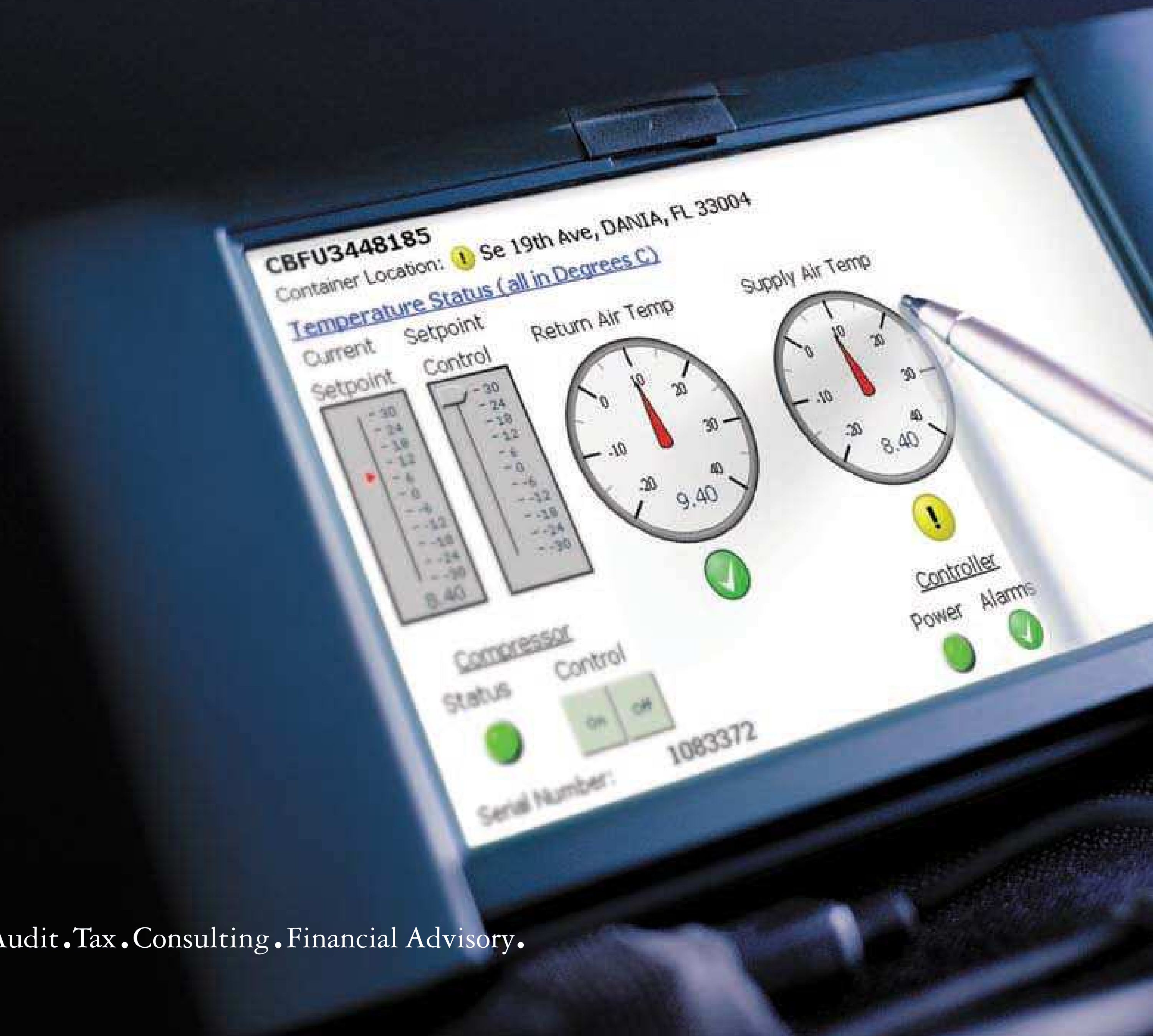
TRANSFRESH CORPORATION v. WIRELESS DATA SOLUTIONS, LLC

Deloitte.

Consumer Business

Intelligent Cold Chain

Capturing the Value of Pervasive Computing for Supply Chain Transformation



Audit. Tax. Consulting. Financial Advisory.

Leveraging Emerging Technologies for Significant Business Improvement and Market Differentiation

A paradigm shift is currently underway that may significantly impact a multi-billion dollar global issue – the estimated $35 billion[1] of annual waste in perishable goods. There can be enormous opportunities for companies to differentiate themselves in the marketplace through leveraging the emerging technologies that improve supply chains.

Most Consumer Packaged Goods (CPG) companies and agribusinesses are no longer just considering process improvements of their supply chains – they are investing in and revamping entire business strategies to survive the game. For companies handling temperature sensitive perishables, the challenges may be accentuated by the additional cold-chain logistics involved with effectively handling and preserving these goods.

Converging issues such as fierce competition; strict mandates and global standards for product identification, tagging, and security; and the need for enhanced traceability to improve operations and quality are influencing significant change in the CPG industry. The consequences of resisting change related to these and other emerging issues are potentially lost distribution channels and a weakened competitive edge.

By making information and computing power available anytime and anywhere, companies can more quickly adjust to these issues and the ever-changing environment. Additionally, they can significantly improve how they operate, what they deliver, and potentially their bottom lines.

1 Forbes Magazine, April 24, 2006

At the heart of the paradigm shift is Pervasive Computing. The concept behind this burgeoning trend is that companies can achieve significant business improvement and market differentiation through automatic, remote data capture and information delivery. Known as computing "at the edge," Pervasive Computing is derived from a range of peripheral devices that leverage wireless, sensor, and internet technologies. The result can be extremely valuable, bi-directional data on the characteristics and movement of goods.

The most significant challenge is usually not gathering the data but developing an integrated strategy that allows virtually everyone involved with supply chain processes – from IT specialists and forklift operators to operational heads – to improve the use of the data for decision-making and bottom-line impact. Timely application can lead to cost-saving efficiencies, increased sales, and for everyday consumers, higher quality products where and when they want them.

Based on the specific logistical needs of temperature-sensitive perishables such as fresh produce, cosmetics, flowers, or health drugs, the opportunity is great for CPG companies and agribusinesses to capture the full value of Pervasive Computing. By creating a real-time, sense-respond control network, they are able to monitor asset location, temperature, ripening processes, and other critical factors within the cold chain. The first steps to establishing an Intelligent Cold Chain vision are to consider current and upcoming issues that may impact supply chains and identify business opportunities that can occur through transformation. The follow-up is to develop a technology and implementation strategy that can deliver scalable, reliable, and ROI-driven results.

Proactive Solution: When adverse events occur – such as unacceptable temperature changes – bi-directional data may help to reduce waste by making automated adjustments to container atmosphere and sending alerts for early removal of inferior product.

Critical Questions for Determining the Relevance of Pervasive Computing for Your Supply Chain

- Are you looking to reduce your labor, transportation, and supply chain costs?
- Is it difficult to track and trace products through your supply chain?
- Is shrinkage a significant problem?
- Are you interested in lowering the cost of quality and product waste?
- Are you looking to identify and remove inferior product before it reaches the customer?
- Is the improvement of quality through enhanced control of food temperatures and respiration rates or other measurable characteristics important to you?
- Will improved quality differentiate you from competitors?
- Are you interested in growing market share with technology innovation?
- Do you need to improve operational efficiencies?
- Are you looking to improve asset and capital utilization?
- Do you want to improve information velocity?
- Is the amount of product your customer orders based on "guesstimates" versus timely demand?
- Do your products have a limited shelf life?
- Is enhancing customer service and brand value an opportunity you have yet to capitalize on?

Intelligent Cold Chain: Reducing Waste and Increasing Product Sales

Developing a Market-Leading Capability

CPG companies and agribusinesses that acknowledge the current paradigm shift and its corresponding drivers have an opportunity to set new standards for supply chain performance of temperature-sensitive perishables. For instance, by enhancing in-transit asset location and temperature knowledge, agribusinesses that supply fresh produce would be able to remotely modify conditions and provide a new level of quality and ripening assurance to customers. The ripple effect of this predictive environment can reduce potential damage early in the cold chain process, before the product reaches the retailer's shelf.

Through the integration of wireless and sensor products, GPS capabilities, and unique identifiers, containers can be located, managed, and measured to drive improved results. For temperature-sensitive perishables, the applications of these technologies help to streamline cold chain logistics and leverage data to reduce waste and create market-differentiation that can lead to sales.

The Cold Chain Conundrum: Revealing Results

In an effort to better understand the in-transit challenges of supplying temperature-sensitive perishables, Deloitte Consulting LLP (Deloitte Consulting) and the University of Arkansas engaged in a pioneering study, "In-Transit Temperature." Deloitte Consulting and the University worked in close collaboration to execute the study, capture and analyze the data.

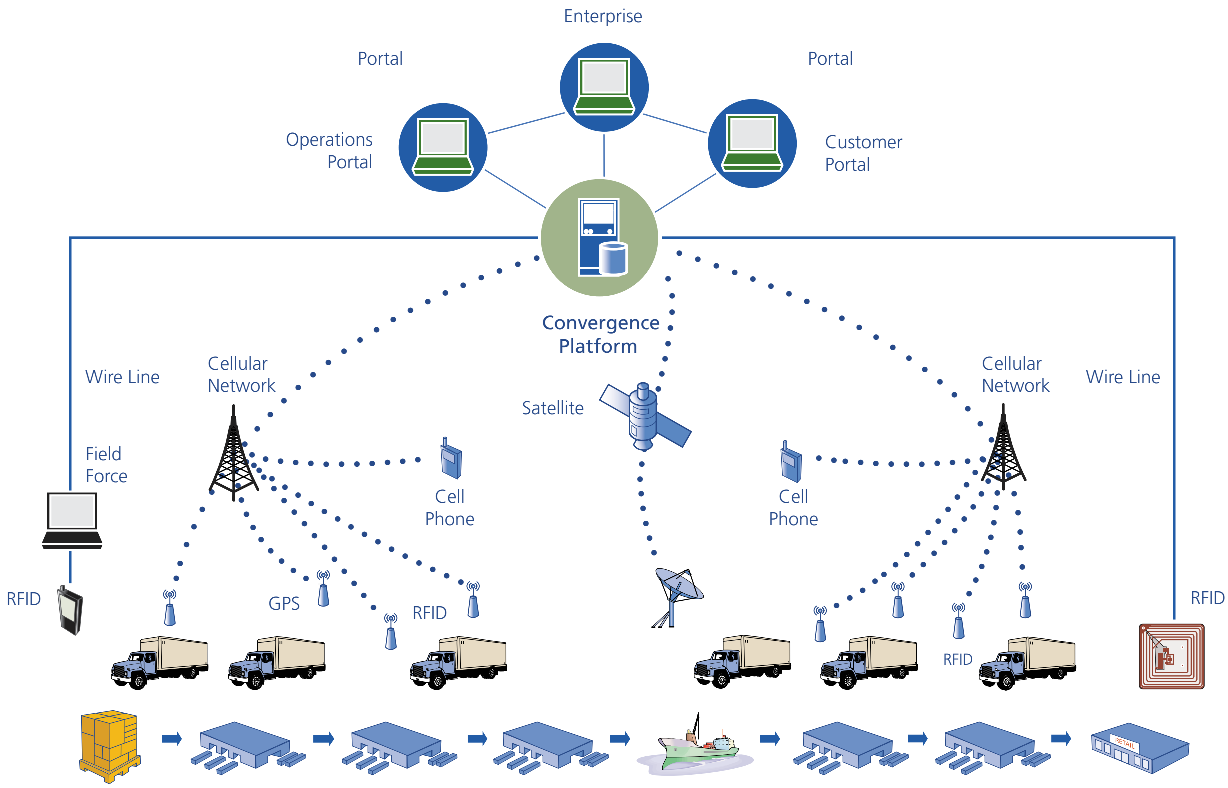
This particular Intelligent Cold Chain project employed a multi-sensory, bi-directional, data-capture-and-control network to monitor the temperatures of fresh produce in transit from farms in Latin America and destined for US retail customers. The revealing results demonstrated that even under relatively well-controlled conditions inside a chilled distribution container, there were significant temperature variations from pallet to pallet of up to 35 percent.

It is the point of view of Deloitte Consulting that the advantages of a cost-effective system available for capturing highly granular real-time, bi-directional data could translate into significantly improved customer service, brand value, market share, and financial results.

Deloitte Consulting managed the project and sourced key components; the University RFID lab provided a distribution center environment.

Deloitte Consulting is a Strategic Sponsor of the University of Arkansas RFID Research Center.

Figure 3: Example of Intelligent Cold Chain Technology Architecture



Source: Sensorlogic, Inc.

Enabling Benefits Through Knowledge and Experience

CPG companies looking to achieve significant business improvement and market differentiation through Pervasive Computing and the Intelligent Cold Chain strategy should first understand the critical strategic and technical considerations involved. In a field as fast-paced and complex as wireless and sensor technologies, keeping up with the latest trends and developments is a full-time job. Deloitte Consulting LLP (Deloitte Consulting) is recognized for working diligently with clients to understand their needs and help them determine appropriate strategies with regard to the practical application of wireless and sensor innovations.

As a member of EPCglobal and 1Sync (formerly UCCNet), and a Strategic Sponsor of the RFID Research Center at the University of Arkansas, Deloitte Consulting has gained tremendous insights from being involved with the development and testing of a wide range of wireless products in a real-world environment. Our highly skilled specialists have experience with every aspect of wireless deployment – from opportunity assessment to system development and change management. The cross-functional team, which includes a leading supply chain and IT specialist from the RFID Research Center, provides value in strategy and operations, technology integration, enterprise applications, and tax. Clients have benefited from the experience and unbiased knowledge they receive by engaging Deloitte Consulting to help them put a supply-transformation plan in place.

Intelligent Applications

To support CPG companies and agribusinesses in capturing the value of Pervasive Computing and the Intelligent Cold Chain strategy, Deloitte Consulting has created an accelerated business-assessment and technology-adoption model. Our unique, customized approach involves developing a pragmatic, efficient, and cost-effective program that can help to address specific needs and drive long-term results.

Following is a more detailed breakdown of the services that Deloitte Consulting provides:

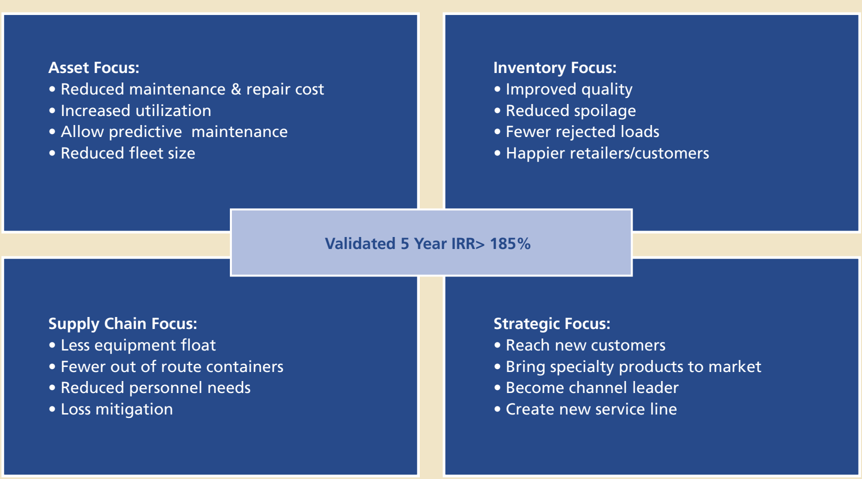
- **Developing the Business Case:**
  Deloitte Consulting's team of specialists can assist CPG companies and agribusinesses in evaluating the categories of benefits that would be derived from innovative technologies and supply chain strategies. Using the Enterprise Value Map (see figure 5), the team will work with the company's business units to identify and measure potential results in three core areas: Asset Efficiency, Operating Margin, and Revenue Growth. High and low benefits are identified for each area and tied back to the company's supply chain. Through this process, it can be determined which areas of implementation would have the most significant impact.

- **Utilizing the Technology:**
  Upon identifying and estimating the appropriate wireless and sensor products and services for meeting strategic and technology goals, Deloitte Consulting can help a company develop an effective and timely technology deployment strategy. From correct RFID product tagging to effective roll-out of technology solutions, we can assist with related transitions and implementation to achieve enterprise-wide goals.

- **Effecting Integration of Systems, People and Processes:**
  A critical step in the process of developing a market-leading capability is the integration of technologies and leveraging of data. Remote wireless systems are only beneficial when information derived from them can be used to drive critical business decisions and processes. Deloitte Consulting can help a company evaluate the options available to them with regards to synchronizing data, communicating with business partners, connecting to legacy applications and systems, integrating people and processes through training, and enhancing the process of sharing skills, knowledge and experience.

- **Planning for Scalability and Adaptability:**
  In planning for the future, Deloitte Consulting can help a company determine the scalability of its RFID architectures and its ability to adapt to emerging capabilities such as individual tagging. With technology advancing in this arena at a rapid pace, it is essential to develop a forward-looking strategy that would capture new opportunities and facilitate continued effectiveness.

Figure 4: Driving Value Through Pervasive Computing



Source: Sensorlogic, Inc.

For More Information:

To learn more about the Intelligent Cold Chain strategy and how Deloitte Consulting can help you harness the complexities of wireless and sensor technologies, please contact:

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Senior Manager
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Irving, TX
Tel: 469.417.3006
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Chris Hook
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Vice Chairman & National
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