

Example embodiments of a product authentication method may include triggering a first authentication process in response to sensing a conductive ink in proximity to a computing device having a set of sensors and performing a second authentication process. The first authentication process may include initiating an application on the computing device when the set of sensors senses the conductive ink. And the second authentication process may be performed by the application on the computing device and may include sending a code to a remote server and receiving a validity determination from the remote server.