



Mike R. Dunn
Co-Founder, President

Mike co-founded Octane5 in 2009 and is responsible for all sales, marketing and product development operations.

In a previous role, Mike last served as President of J. Patton, and developed and launched the security print and holographic manufacturing operation. Mike is a co-inventor on two patents covering the process of manufacturing overprinted holographic hang tags. Since its inception, billions of hang tags have been produced and shipped globally.

At Octane5, Mike was instrumental in developing a 10 year global partnership with De La Rue, and developed the “THREADS” line of label and hang tags. THREADS employs cylinder mould water marked paper that was converted and adapted to create pressure sensitive labels and hang tags. During the 10 year arrangement, dozens of global brands relied on this technology to protect their products.

Since 2021, Octane5 has been the partner to Crane Authentication to deliver high security labels, hang tags and other micro-optic products to their customer base. Combined with loyalty-based consumer activation and brand compliance software, Octane5’s enterprise solution is being used by brands such as; Harley-Davidson, Caterpillar, Ford, General Motors, and Major League Baseball to name a few.

In addition to his role at Octane5, Mike is a regular speaker on licensing and brand protection topics at numerous industry events such as SPLiCE, Licensing International’s Mind Mix, IACC, the Anti Gray Market Association and more. Mike is a recipient of the award for 2023 Influentials in Licensing within the Innovation category. Mike has a Bachelor of Science from Georgia State University, and two sons.