

## ABSTRACT

The present invention relates to a method for identifying a timepiece comprising a first component, e.g. the movement, and a second component, e.g. the case. A first zone of the first component of the timepiece is photographed with sufficient enlargement to show therein the tracks and flaws in or on the substrate of the first component in this first zone resulting from the process of manufacturing the timepiece and in particular said tracks or flaws produced when the second component is fitted into the first component. An identification mark (label, chemical or physical modification of the substrate) is applied to a second zone of the second component of the timepiece. These tracks or flaws are converted into a unique code by an appropriate algorithm and this code is associated with at least one item of information contained in the identification mark to form a unique and complete identifier of the item.