

ALIBABA GROUP
**INTELLECTUAL PROPERTY
RIGHTS PROTECTION
HANDBOOK**

SEPTEMBER 2019

Introduction

Alibaba Group's ecosystem includes seven major e-commerce platforms: **Taobao, Tmall, Tmall Global, 1688.com, AliExpress, Alibaba.com** and **Lazada**. Each platform varies in terms of its business model and the types of customers it serves. Taobao, Tmall, Tmall Global and 1688.com cater to the needs of Chinese consumers and businesses, while AliExpress and Alibaba.com serve consumers and businesses from around the world. Lazada is a popular online shopping and selling destination in Southeast Asia.

Alibaba is committed to helping merchants leverage the power of the internet to engage customers in lawful commerce while promoting respect and protection for IPR. Alibaba respects IPR and requires that its merchants do the same.

Alibaba formally implemented an IPR protection mechanism in 2002 by allowing rights owners to submit IPR takedown requests via email. As Alibaba continued to develop and strengthen its efforts in IPR protection, it introduced two IPR online protection platforms: "AliProtect" in 2008 for AliExpress, Alibaba.com and 1688.com and "TaoProtect" in 2011 for Taobao and Tmall.

In 2015, Alibaba launched the **Good Faith Program**, which was created to offer a simplified and expedited notice and takedown process on TaoProtect for rights owners who consistently demonstrated a record of accurate notice and takedown reporting. The Good Faith Program continues to apply to the Tao Marketplaces (Taobao, Tmall and Tmall Global).

In 2016, Alibaba integrated AliProtect and TaoProtect into a single, upgraded platform, the **Intellectual Property Protection Platform ("IPP Platform" or "IPP")**, which is available at <https://ipp.alibabagroup.com/>. Rights owners can register a single IPP Platform account and submit takedown requests **across all seven e-commerce platforms** identified above. Through the IPP Platform, rights owners can also track and manage their takedown requests across each of the seven platforms.

Alibaba continuously strives to not only improve the functionality of the IPP Platform, but also to undertake new initiatives to help rights owners protect their IPR. In August 2017, Alibaba launched **Express IPP**, which due to its data-driven technology, optimized processing and increased the speed with which rights owner takedown requests were handled within the IPP Platform. In 2018, 96% of all legitimate IPR takedown requests submitted through the IPP Platform during business days were processed within 24 hours.

Alibaba also maintains tough, consistent penalty policies across its platforms for merchants selling counterfeit or pirated goods. Alibaba's policies provide for escalating penalties that are designed to raise awareness and respect for IPR, and which result in the termination of merchant accounts that do not adhere to Alibaba's expectations and policies.

Each year Alibaba actively collaborates with stakeholders, including rights owners, industry associations, government authorities, and academia to create an inclusive and comprehensive community for the protection of IPR. These collaborative efforts have led to tangible and sustained results in IPR protection, and in 2018 every major metric used by Alibaba to track online IPR protection efforts showed marked improvement.

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Alibaba Group Four Pillars of IPR Protection

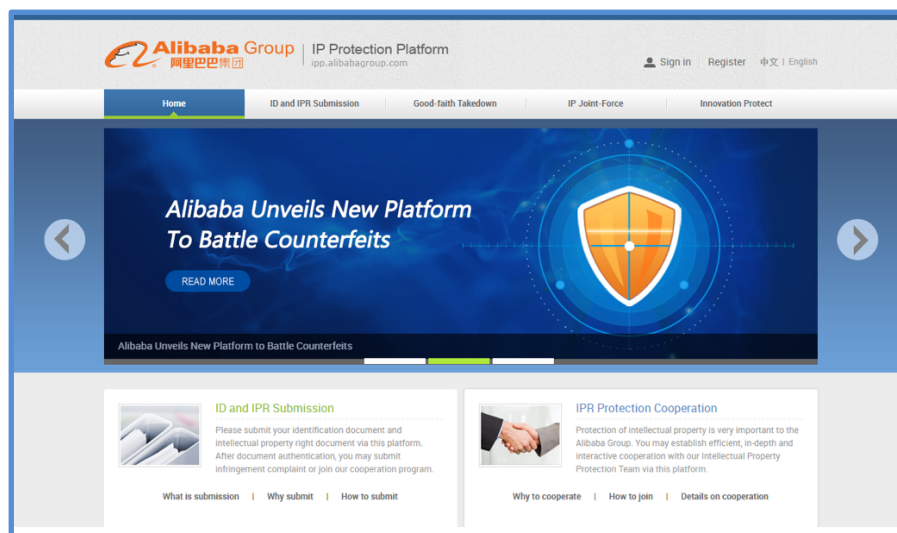
Alibaba's sophisticated IPR protection system draws upon more than 17 years of experience, and is based on a system of four key pillars.

Four Pillars of Alibaba's IPR Protection System

- A. Notice and Takedown – receiving and processing takedown requests from rights owners (see: <https://ipp.alibabagroup.com/> and screenshot below);
- B. Proactive Monitoring – proactively identifying and removing suspected counterfeit and other potentially problematic listings through a technology-driven system and without action required by rights owners;
- C. Offline Initiatives – utilizing data analysis to take the fight against counterfeiters offline to root out counterfeiting at its source; and
- D. Stakeholder Collaboration – enhanced engagement with external stakeholders.

A Enhanced Notice and Takedown

Rights owners can request that infringing listings be removed using Alibaba's notice and takedown processes. Rights owners, or their authorized agents, can initiate the process by submitting takedown requests based on claimed infringement of trademarks, copyrights and/or patent rights through Alibaba's IPP Platform (see screenshot below).

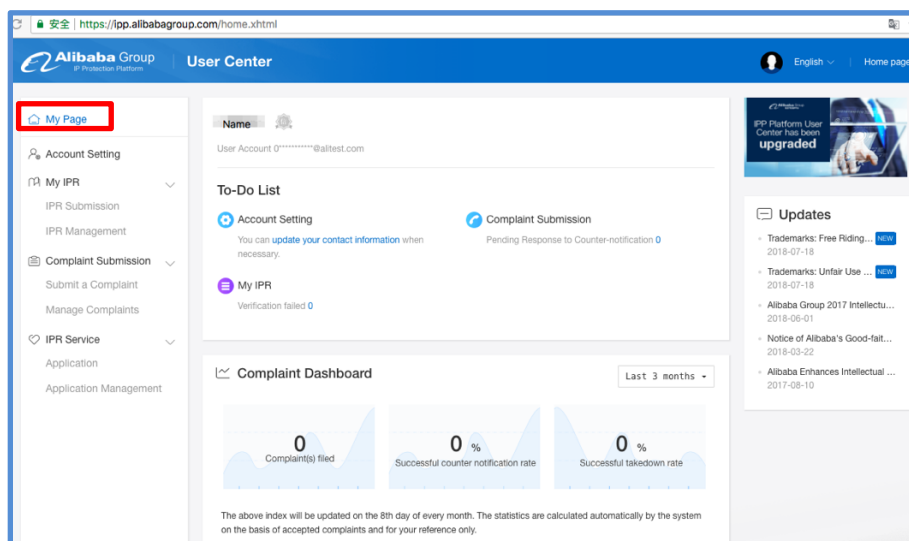


IPP Account Registration

To register an IPP Platform account, go to <https://ipp.alibabagroup.com/>. The account registration process generally consists of providing:

- **Proof of identity.** If a rights owner, or their authorized agent, registers an IPP account as an individual, he/she will be required to upload a digital image (e.g., a scan or photograph) of his/her identity card. If a rights owner is registering as a corporate entity, a digital copy of the business license will be required.
- **Proof of IPR.** Certification of a rights owner's valid trademark rights, patent rights and/or copyrights that will be relied upon when submitting takedown requests likewise will be uploaded and submitted. Proof of IPR typically consists of trademark certificates, patent certificates, copyright registration certificates and/or copyright ownership statements (in the absence of a copyright registration).
- **Proof of Authorization.** A third-party agent enforcing IPR on behalf of a rights owner will also be required to provide proof of their authorization to act on behalf of the rights owner (e.g., a power of attorney).

See the screenshot below for the My Page (home page) of a newly registered IPP Platform account.



Please note that the verification process will not occur until **both** the **proof of identity** and **at least one IPR document** have been uploaded and submitted.

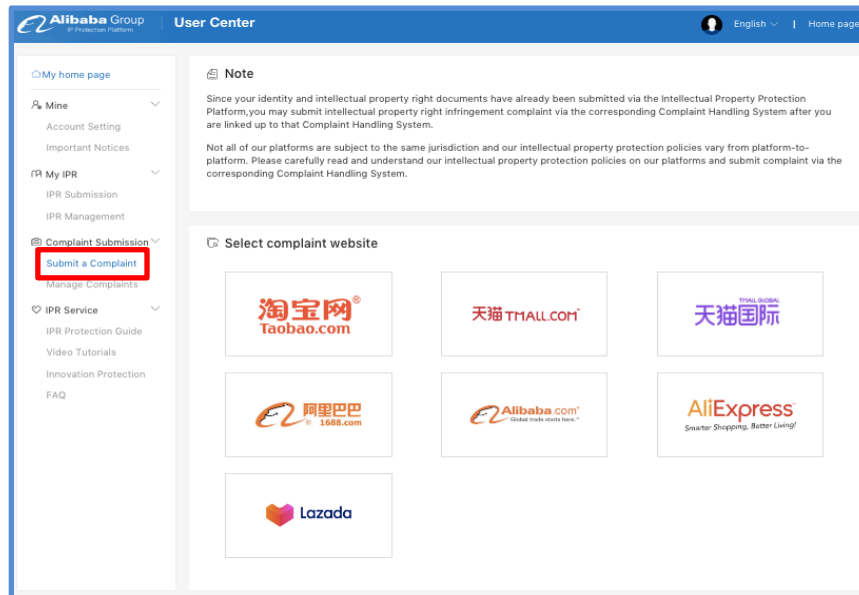
For a more detailed, step-by-step explanation of the IPP Platform account registration process, please refer to Section 2, IPP Platform User Guide, of this *Alibaba IPR Protection Handbook*.

Notice and Takedown Submissions

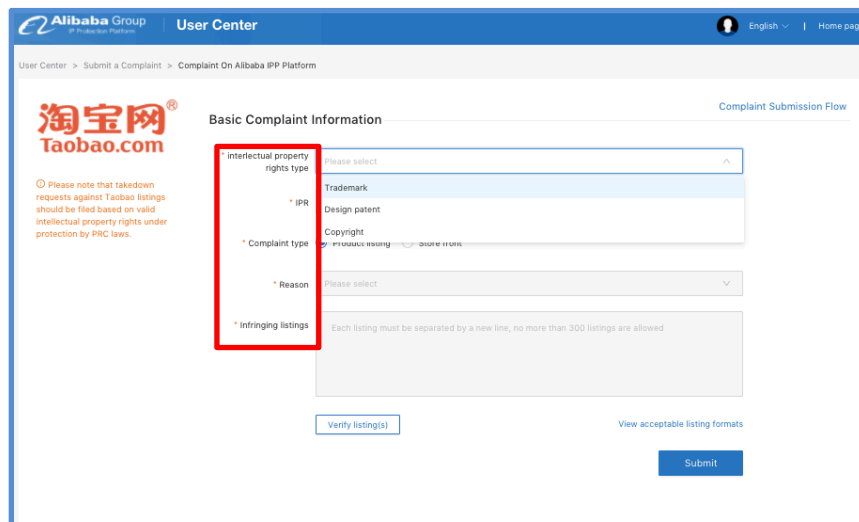
Once the IPP Platform account registration process has been successfully completed, the rights owner (or their authorized agent) may begin to submit takedown requests through their account.

The process for submitting a takedown request involves:

- Logging into your registered IPP account, clicking “Submit a Complaint” and choosing the applicable platform (see screenshot below).



- After choosing the platform for which you wish to submit removal requests, the submission process generally involves the following steps (see screenshot below):
 - Selecting the type of infringement such as trademark, patent, copyright, etc.;
 - Selecting the relevant IPR from the rights owner’s IPP account, which has previously been input to the system, verified by Alibaba and is available in the account for enforcement;
 - Indicating the location or type of the alleged infringement (i.e., selecting whether the takedown request relates to a “Product listing” or “Store front”);
 - Choosing the reason or basis for the complaint from the available drop-down options (e.g., “Trademark Misuse,” “Counterfeit,” etc.); and
 - Providing and verifying the URL(s) of the allegedly infringing listing(s), along with supporting information.



- Once a takedown request has been submitted, Alibaba reviews and processes the takedown request. Provided the allegation is confirmed, the reported listing(s) are removed.
- Merchants that are the subject of takedown requests will be notified and will have an opportunity to appeal by submitting a counter-notification within a specified period (e.g., three business days).
- If a merchant appeals a takedown request by submitting a counter-notification, the rights owner must respond to the counter-notification within a specified period (e.g., three business days). The rights owner may withdraw the takedown request if they accept the merchant's counter-notification. Rights owners that do not accept a counter-notification may dispute the merchant's appeal and request that Alibaba review the matter and make a final determination.
- Once a takedown request has been submitted, its status and outcome (including appeal by the merchant), can be tracked within the IPP account. The rights owner's reporting history is also available for review in their IPP account.

For more detailed, step-by-step instructions regarding the submission process, please refer to Section 2, IPP Platform User Guide, of this *Alibaba IPR Protection Handbook*.

The Good Faith Program

Alibaba's Good Faith Program offers an innovative approach to online enforcement on the Tao Marketplaces (Taobao, Tmall and Tmall Global). The program is designed to help diligent and accurate rights owners protect their IPR in the Tao Marketplaces more efficiently through IPP. For rights owners in the Good Faith Program, the burden of evidence to support the alleged infringement claim is reduced compared to standard IPP Platform accounts, and the reduced evidentiary requirements mean that reported listings can be taken down more expeditiously.

Eligibility for the Good Faith Program is determined by a rights owner's IPP Platform reporting history. The current requirements for accounts to join the Good Faith Program are as follows:

- At least 100 takedown requests over the previous three months;
- A successful takedown rate of at least 90% with a rate of successful merchant counter-notifications of no more than 5%; and
- No history of deliberately providing false information.

Additional information about the Good Faith Program may be found at:

<https://ipp.alibabagroup.com/goodFaithTakedown.htm>.

B. Cutting-Edge Technology in Proactive Monitoring

Apart from responding to rights owner takedown requests, Alibaba has long employed cutting-edge technologies to **proactively** screen potentially problematic listings. Proactive monitoring, where Alibaba removes listings without any action required by rights owners, remains one of our most powerful enforcement mechanisms. Alibaba deploys robust technologies, such as advanced real-time merchant verification, advanced algorithms for detecting risks, and cutting-edge core computing capabilities to identify high-risk users, safeguard the health of our platforms and help keep unwanted merchants from returning.

Each year Alibaba builds upon this state-of-the-art technology to proactively identify and remove potentially problematic listings, and each year the number of listings proactively removed by Alibaba is many times greater than the number of listings removed as a result of rights owner requests. Alibaba's sophisticated technologies work effectively to intercept and remove potentially infringing listings on its e-commerce marketplaces, and Alibaba continues to fine-tune its technologies and data capabilities in order to help ensure the accuracy and legitimacy of product information listed on its platforms. Importantly, 96% of Alibaba's proactive removals in 2018 occurred before a single sale took place, protecting consumers and brand owners alike.

C. Offline Anti-Counterfeiting Initiatives

Given that online counterfeit sales are a reflection of offline counterfeiting activities, Alibaba complements its online platform governance with offline investigations. Alibaba's offline investigations team uses technology-enabled capabilities to detect potentially infringing activity and support brand owners and law enforcement in identifying counterfeit manufacturing and distribution facilities for criminal prosecution.

In 2018, Alibaba expanded its engagement with law enforcement authorities to 31 provinces, regions and municipalities across China, and provided 1,634 IP-related leads, each of which exceeded the criminal threshold in China. Alibaba's support contributed to the arrest of 1,953 criminal suspects and the closure of 1,542 facilities involved in the manufacturing, supply, and distribution of illicit goods.

D. Advanced Stakeholder Engagement

Alibaba actively collaborates with rights owners, industry associations, government authorities, academia, and industry leaders to create an inclusive and comprehensive community for the protection of IPR. As a result of this advanced collaboration, Alibaba has created and supported several industry-leading initiatives and best-practice programs such as the Alibaba Anti-Counterfeiting Alliance (AACA). The AACA is a collaboration by Alibaba and brand owners, and is the first alliance in the world between a major e-commerce platform and rights owners.

From its founding in early 2017, the AACA grew from 30 members to 121 rights owner members by the end of 2018. The current membership represents companies from 12 industry working groups (IWGs), and includes globally recognized names such as Apple, Bose, Canada Goose, Danone, Ford, Hasbro, Honda, L'Oreal, Mars and Samsung. A list of AACA members may be found at: <https://www.alizila.com/wp-content/uploads/2019/03/AACA-Members-as-of-03282019.pdf>. Even while experiencing such substantial growth, AACA membership has maintained balance, both geographically and across industries. In 2018, European, American, and Chinese brands accounted for 33%, 27%, and 24% of the AACA's membership, respectively.

The AACA's IWGs have developed into leading industry forums for discussing new trends in online enforcement practices, offline investigations, litigation strategies and tactics, and IPR-protection efforts. AACA members participate in IWGs to advance efforts not just on behalf of their individual companies, but also for the benefit of their respective industries. These sustained efforts have proven Alibaba to be a global leader in IPR protection, and we will continue making meaningful contributions to the protection of IPR and collaborating with stakeholders around the world.

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Alibaba Group Intellectual Property Protection Platform User Guide

Introduction

Alibaba's Intellectual Property Platform ("IPP Platform" or "IPP") is available at <https://ipp.alibabagroup.com/> and is our industry-leading, one-stop online reporting system designed to make it easy to submit takedown requests. The IPP Platform accepts takedown requests based on trademark, copyright and patent rights and provides comprehensive information such as the status of the requests, success rate and the success rate of merchant counter-notifications.

This User Guide section of the *Alibaba IPR Protection Handbook* provides step-by-step instructions for navigating the IPP Platform and submitting takedown requests for listings on the [Alibaba.com](https://www.alibaba.com), [AliExpress.com](https://www.aliexpress.com), [1688.com](https://www.1688.com), [Taobao.com](https://www.taobao.com), [Tmall.hk](https://www.tmall.hk) (Tmall Global), [Tmall.com](https://www.tmall.com) and Lazada platforms.

Overview

There are four basic steps to registering and verifying an IPP account (note that Steps 1 and 2 are required only during the initial account set-up process):

1) Initial Account Set-Up: Initiate the account registration process by providing basic information, including a valid email address and, for mainland China individuals, a telephone number. Be sure to choose the email address carefully as it cannot later be changed. Once the required information has been provided, and the terms of the IPP User Agreement accepted, a verification code will be sent to the designated email address.

2) Verify Registrant's Identity:

Registrants outside of Mainland China will upload documentation to confirm their identity. Individuals may upload a digital image (e.g., a scan or photograph) of their official identity card such as a driver's license. For a business entity, such as a corporation, a digital image of the business license is required.

Registrants in Mainland China will choose from the verification options described on page 14, "Verifying Identify (Mainland China)." Note that registrants that are not the rights owner (e.g., a third party enforcement agents) will need to provide documentation, such as a power of attorney, confirming their authority to act on behalf of the rights owner.

- 3) Verify the Rights Owner's IPR: Continue the account registration process by uploading digital images of original IPR documents such as valid patent, trademark or copyright registration certificates. Registrants should be sure to upload any additional documents (e.g., assignments or renewal documents) necessary to show that the IPR is current, valid and registered in the name of the rights owner.
- 4) Account Verification: Once the identification document and at least one IPR document have been uploaded, the IPP account will be reviewed and verified by Alibaba.

After an IPP account has been successfully verified, the rights owner, or their authorized agent, will be able to submit takedown requests through the account.

Each of the steps outlined above, as well as the notice and takedown submission process, is covered in greater detail in the following pages.

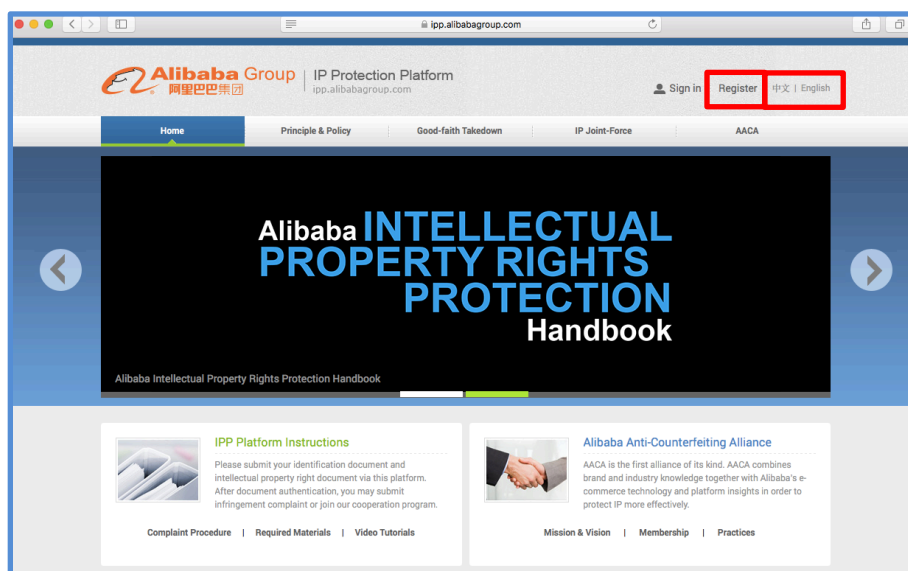
A Account Registration

Step 1: Initial Account Set-Up

Register an IPP Platform Account with a Valid Email Address

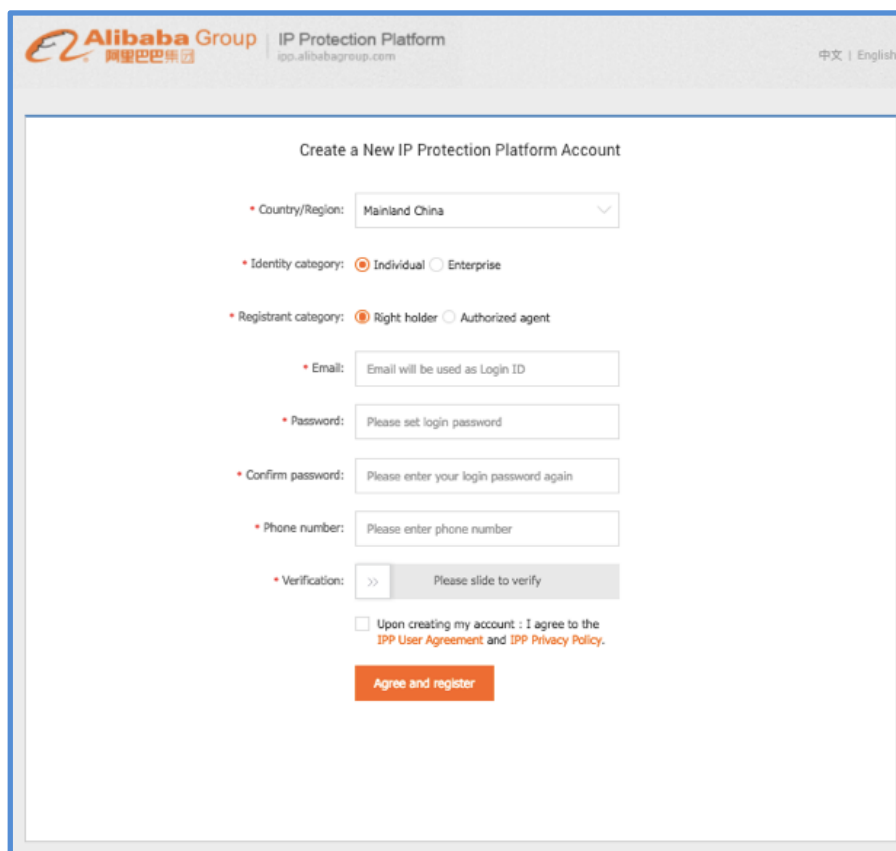
To submit takedown requests through the IPP Platform, rights owners or their authorized agents must first register an account. To do so, visit <https://ipp.alibabagroup.com/> and click the "Register" hyperlink (see the screenshot below).

Please note that if you wish to change languages (e.g., from Chinese to English) you may do so using the functionality to the right of the Registration link (see the second red box in the screenshot below).



After clicking the Register link, registrants will see a number of fields that require input as a part of the account registration process (see screenshot below). As you will see below, the required information includes the registrant’s “Location” (i.e., “Mainland China” or “Other”); “Identity category” (i.e., “Personal” or “Business” account); “Registrant category” (i.e., “Rights holder” or their “Authorized agent”); designation of an “Email”; selection of a “Password”; etc.

Please note that the email address selected when registering an IPP account will serve as the login ID and **cannot be changed** once the account has been created. Please select the email address carefully, and keep in mind that you or your company will need to continue using the account, even in the event of personnel or service provider changes.

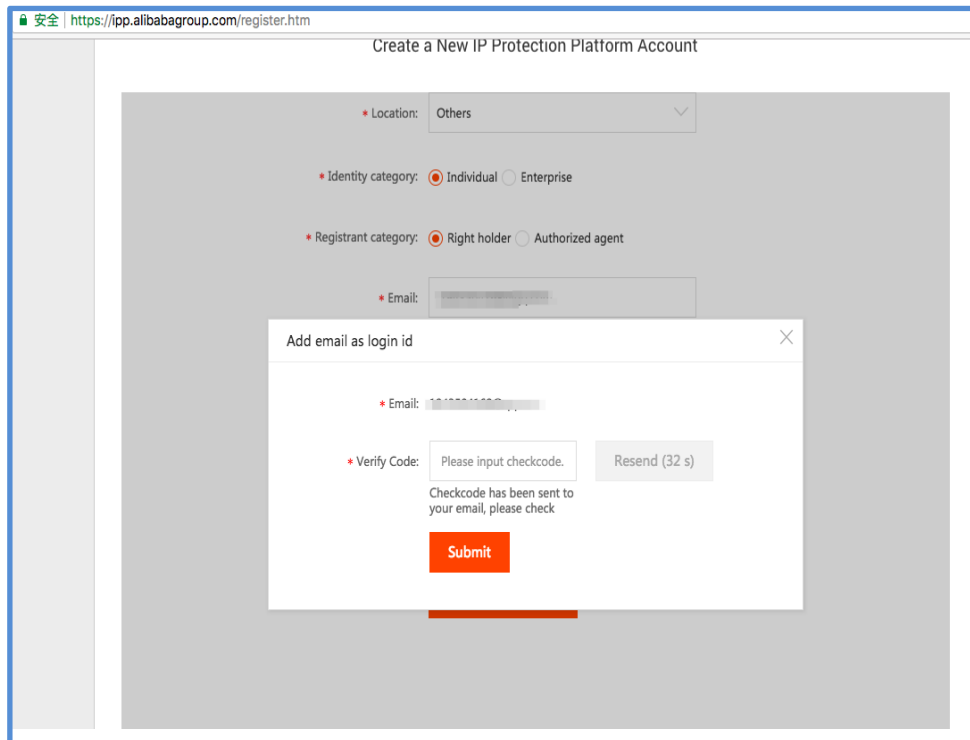


The screenshot shows the registration page for the Alibaba Group IP Protection Platform. The page title is "Create a New IP Protection Platform Account". The form includes the following fields and options:

- Country/Region: Mainland China (dropdown menu)
- Identity category: Individual Enterprise
- Registrant category: Right holder Authorized agent
- Email: Email will be used as Login ID (text input)
- Password: Please set login password (text input)
- Confirm password: Please enter your login password again (text input)
- Phone number: Please enter phone number (text input)
- Verification: >> Please slide to verify (slider)
- Agreement: Upon creating my account : I agree to the [IPP User Agreement](#) and [IPP Privacy Policy](#).
- Agree and register (orange button)

Once the required information has been provided, registrants will verify their information using the slider to the right of “Verification” (see “Please slide to verify” in the screenshot above). Registrants will also review the IPP User Agreement and, provided they agree to the terms, click “Agree and register.” Be sure to read the IPP User Agreement before checking the box. Checking the box and clicking the “Agree and register” link **indicates agreement** to the IPP User Agreement. If you do not agree to the IPP User Agreement you will not be able to register an IPP account, but you can still submit takedown requests using one of the other reporting channels Alibaba makes available (see Section 3, Frequently Asked Questions, of this *Alibaba IPR Protection Handbook*).

After clicking “Agree and register,” the registrant will be informed that a code has been sent to verify the email address provided (see the following screenshot). The account holder will need to input the verification code to further proceed in the account registration process.



Step 2: Verifying the Rights Owner's Identity

Submitting Documents to Verify the Identity of the Rights Owner

Verifying Identity (International)

Alibaba requires documents to verify the identity of each rights owner. If the account is registered on behalf of an entity or individual outside of Mainland China, the registrant will be required to upload a digital image (e.g., a scan or photograph) of an official identifying document such as a driver's license or passport (for individuals) or a business license (for a business entity). Please note that the identification document and personal details remain confidential and will not be disclosed to any other party without prior consent.

For individuals, please see the screenshot below.

Registration

Email:

* Region:

* Category of User Identity: Individual Enterprise

* Verification Method(s): Individual Personal Information Verification

* Photo of Certificate:

Please upload the picture of your certificate :
The picture you upload should be clear, true and valid. No modification or redaction is allowed.
The picture uploaded supports the following file types: .jpg, .jpeg, .bmp, .gif and .png. The file size shouldn't exceed 8M.
[Certificate Sample](#)

* Certificate Number:

* Full Name:

* Detailed Address:

For businesses, please see the screenshot below.

Registration

Email:

* Region:

* Category of User Identity: Individual Enterprise

* Verification Method(s): Corporate Information Verification

* Photo of Certificate:

Please upload the picture of your certificate :
The picture you upload should be clear, true and valid. No modification or redaction is allowed.
The picture uploaded supports the following file types: .jpg, .jpeg, .bmp, .gif and .png. The file size shouldn't exceed 8M.
[Certificate Sample](#)

* Certificate Number:

* Corporate Name:

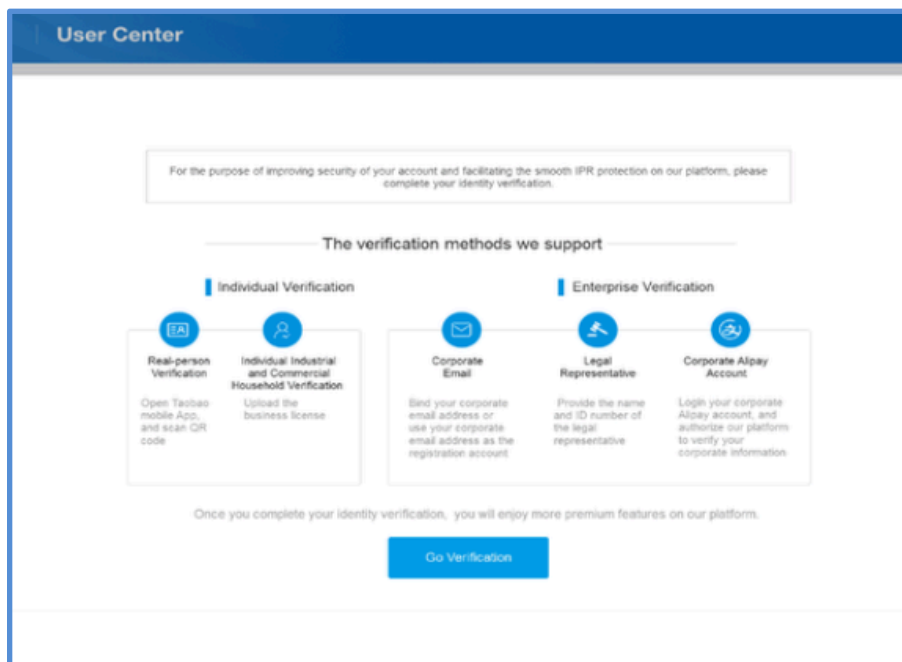
* Expiration Date of Operation Term: Permanent

* Detailed Address:

Verifying Identity (Mainland China)

Please note that if you registered as a Mainland China Individual, you will also need to verify your identify (see screenshot below). You can use the Taobao App to conduct the True Person Authentication verification process or, alternatively, you can conduct the identity verification by Individual Industrial and Commercial Household Verification.

If you registered as a Mainland China enterprise, you will finish the identity verification by using one of the three methods: corporate email, legal representative of the business entity or a corporate Alipay account (also see screenshot below).



Contact Information – All Registrants

Next, registrants will be required to input contact information (see the screenshot that follows). Please be aware that there are **two contact information fields**: 1) contact information that **will be disclosed** to merchants who are the subject of your takedown requests (i.e., “Contact information disclosed to the party being complained of”), and 2) contact information that will be used only by Alibaba to communicate with you (i.e., “Contact information disclosed to Alibaba”), and which **will not be disclosed** to merchants. Please ensure the provided contact information is current, correct and accurately reflects the information you intend to share.

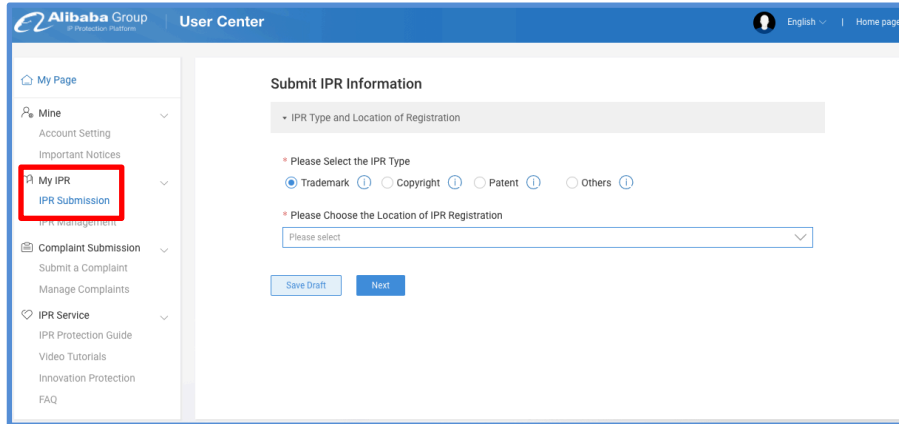
The screenshot displays the Alibaba Group User Center interface. On the left is a navigation menu with options: My Page, Account Setting, My IPR (with sub-options for IPR Submission and IPR Management), Complaint Submission (with sub-options for Submit a Complaint and Manage Complaints), and IPR Service (with sub-options for Application and Application Management). The main content area is titled 'Identity Verification' and shows a status of 'Identity Information Verified'. Below this are sections for 'User Account' and 'Password'. The primary section is 'Contact information disclosed to the party being complained of', which includes a note that the information will be disclosed to the party being complained of. It contains form fields for 'Name of contact' (with a dropdown for 'person'), 'Mobile', 'Phone' (with a placeholder 'Please fill in the phone number'), and 'Email Address'. A 'Save' button is located at the bottom of this section. A second, identical section titled 'Contact information disclosed to Alibaba' is visible below, with a note that if not edited, notifications will be sent to the registered email. It also has form fields for 'Name of contact', 'Mobile', 'Phone', and 'Email Address', and a 'Save' button.

Step 3: Verifying Rights Owner IPR

Submitting Documents to Verify the IPR of the Rights Owner

After successfully inputting the required information and submitting identifying documentation, rights owners will input information and provide documentation about the IPR they wish to enforce such as their trademark, copyright and/or patent registrations.

Under the “My IPR” tab (see the following screenshot), select “IPR Submission” to begin providing the required information such as the type of IPR (e.g., trademark, copyright, etc.)



Different types of IPR will involve different information fields. For example, in the screenshot below trademark is used as the example. Accordingly, the information fields, such as the trademark, trademark registration number, class of goods, etc., are relevant to trademarks.

Please make sure that the information below correspond with your trademark certificate. If doesn't, please make it correct.

- * Name of the trademark you submitted
xxxxxx
- * Registration number of the trademark you submitted
xxxxxxx
- * Registrant of the trademark you submitted
xxxxxxx
- * Expiration date of the trademark you submitted
2026-12-06
- * Class of goods/ service of trademarks you submitted
Class 5 × Class 2
- * Brand related to the trademark you submitted
xxxx

Save Draft Next

To avoid delay, be sure to provide all relevant information and supporting documentation. For example, if the IPR has been modified, assigned, renewed, extended, etc. such additional information will be required (see the screenshot that follows).

My IPR | Welcome, [User Name] | My IPR | Logout | 中文 | English | Home page

Submit IPR Information

- IPR Type and Place of Registration
- Trademark basic information
- Additional information of trademark

* Whether the trademark you submitted has been renewed?
 No Yes
 When the trademark registration expires, have you applied for renewal with the Trademark Office to extend the trademark protection period?

* Whether the trademark you submitted has been assigned before?
 No Yes
 Whether the trademark has been assigned before, and if the assignment has been completed?

* Whether the trademark you submitted has been altered before?
 No Yes
 Whether the registrant's name, address or other registered contents have been changed after the trademark registration? If any change occurs, please apply for corresponding change of trademark information with the Trademark Office.

[Save Draft](#) [Next](#)

Once the necessary information has been provided, the registrant will upload (see screenshot below) a digital image of the IPR documentation such as the original registration certificate. Acceptable IPR documentation includes registration certificates bearing the seal of a relevant authority such as a national patent or trademark office. If IPR has been renewed, or if ownership has been transferred or modified, be sure to also provide such related documentation along with the original IPR certificate.

Alibaba Group | User Center | English | Home page

Submit IPR Information

- IPR Type and Location of Registration
- Trademark basic information

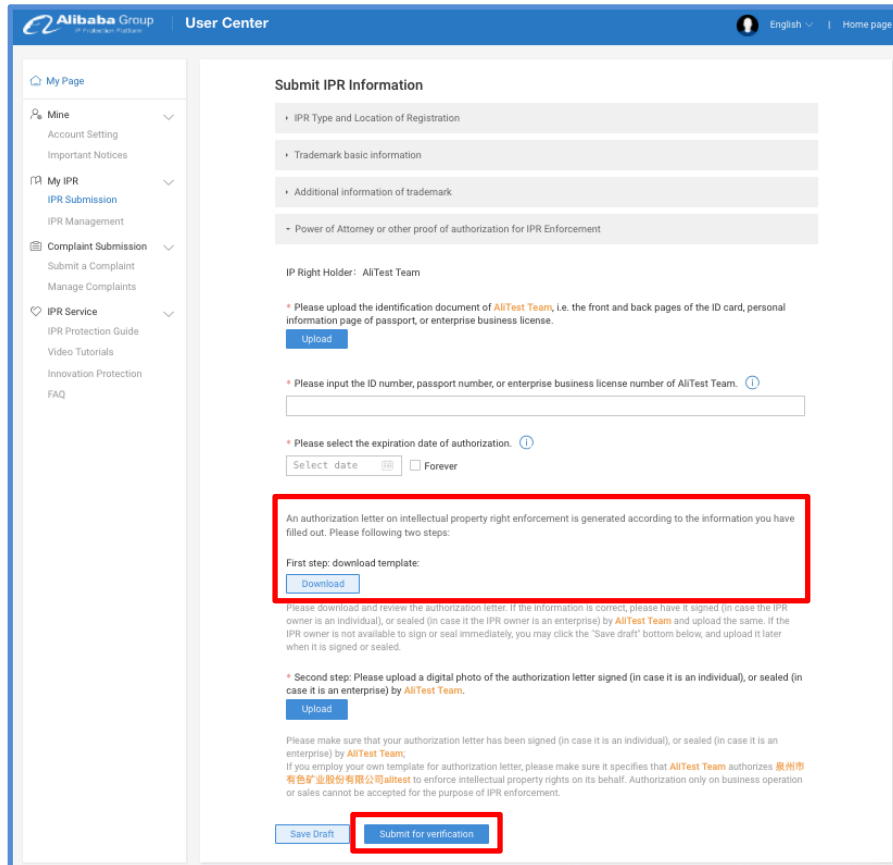
Please upload trademark certificate
[Upload](#)
[Check the illustration](#)

Only one trademark can be submitted at a time; if you have more than one trademark, please submit them individually.
 Please upload a full set of digital color photos or colored scan copies of the original trademark certificate; if the trademark certificate has separate page(s) for trademark class(es), please provide for them together; if it is a photocopy in black and white, please have it sealed by the registrant, and provide a digital color photo of the sealed copy.
 Acceptable file formats include GIF, JPG, JPEG, PNG, BMP, PDF and TSA. Each file must not exceed 5M.
 The attachment(s) will be disclosed to the reported sellers and Alibaba, and Alibaba may disclose the attachment(s) based on the relevant clauses in the User Agreement.

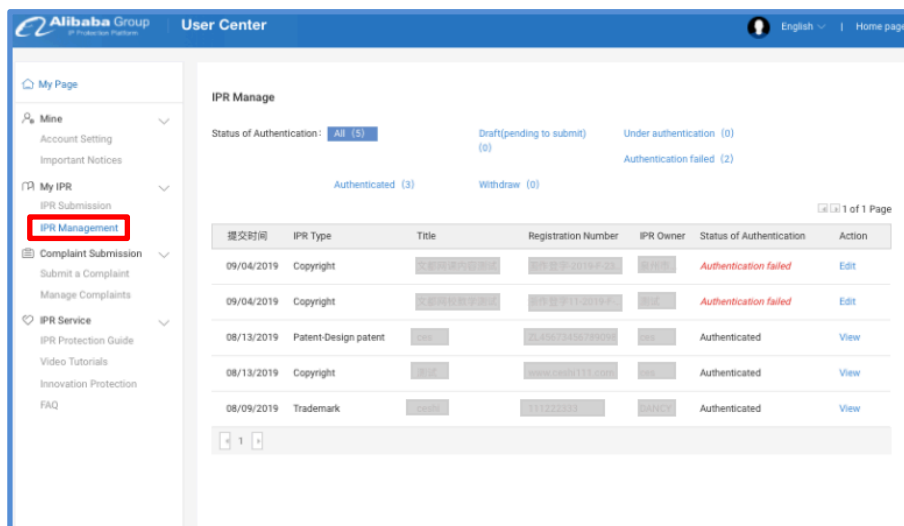
Trademark certificate page(s) for trademark class(es)
[Upload](#)

Please be aware that an agent authorized to act on behalf of a rights owner will be required to submit documentation, such as a power of attorney, demonstrating that they're authorized to act on behalf of the lawful rights owner (see the first red box in the screenshot that follows).

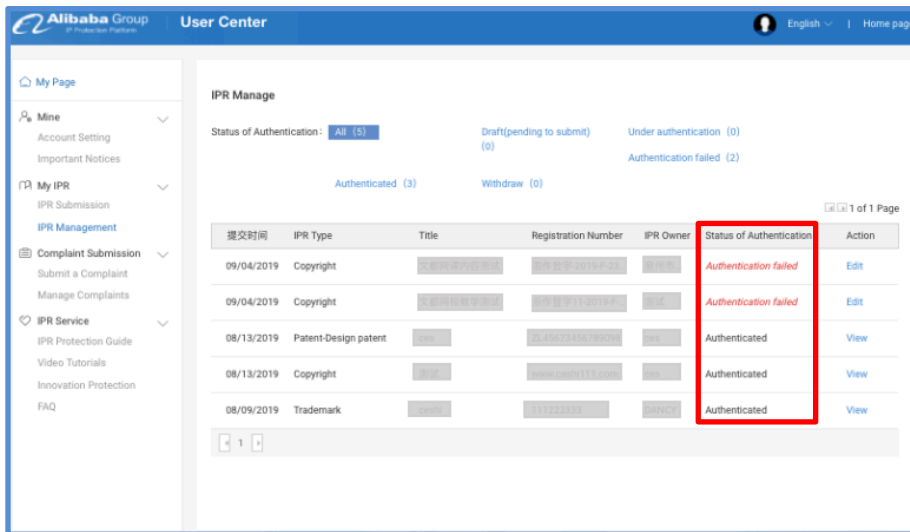
After the necessary information has been input and the documentation uploaded, the registrant will submit the IPR for verification by clicking “Submit for verification” (see second red box in the screenshot below).



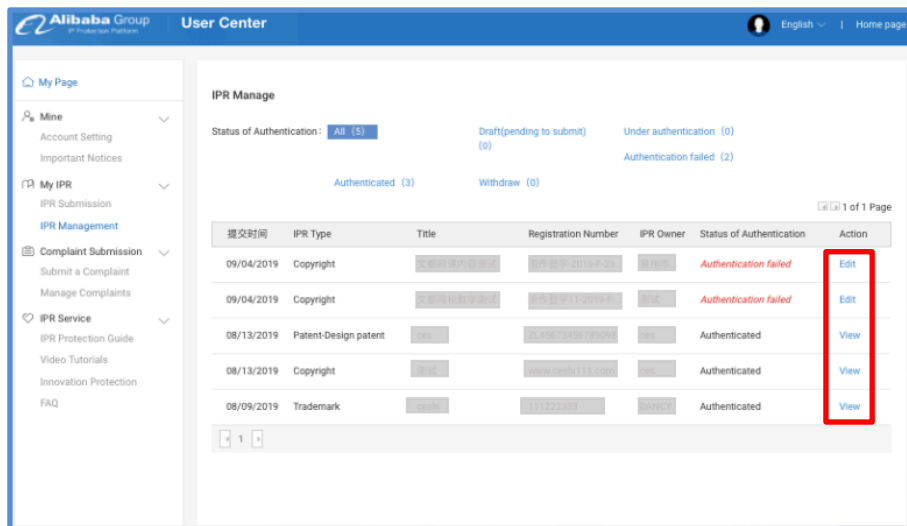
Please note that it is important to *separately* complete and submit each IPR for verification. To view the status of any IPR documentation submitted for verification, you may login to your IPP account and click the “IPR Management” link (see screenshot below).



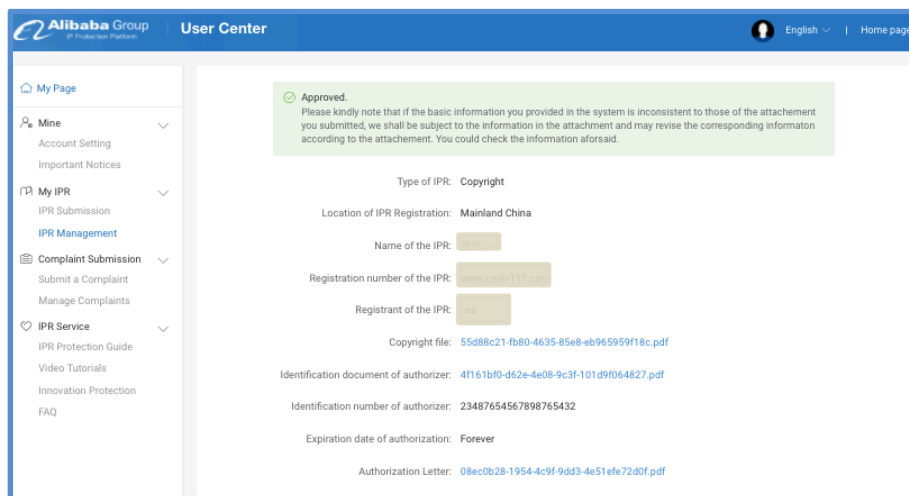
The “Status of Authorization” column on the IPR Management page shows the current status of the submitted IPR. The status will be: “Under authentication,” “Authentication failed,” “Authenticated” or “Withdraw” (see, for example, the screenshot below).



For more detailed information regarding the IPR authentication status, click “View” for authenticated IPR or click “Edit” for submitted IPR that has failed (see screenshot below).



After clicking “View,” for example, users are brought to a screen with additional detail about the approved IPR (see, as an example, the screenshot that follows). If the IPR has failed authentication, clicking Edit will allow users to see the reason(s) for the failure and allow further action, such as uploading required documents, to facilitate further review and authentication.



If, in the future, a rights owner or their authorized agent wishes to supplement the IPP account with additional IPR, they may do so by following Step 3 above. Steps 1 and 2 above will not need to be completed again. Likewise, Step 4 below, Account Verification, will not be required; note, however, that the subsequently submitted IPR itself will be verified.

Step 4: Account Verification

Verification of Submitted Information and Documents

Please note that IPP accounts will not be verified (and not active for takedown submissions) until the identifying document and *at least one* IPR document have been successfully uploaded. Alibaba generally verifies IPR documentation and proof of identify within three working days. After successful verification, the IPP account will be ready to use for submitting takedown requests.

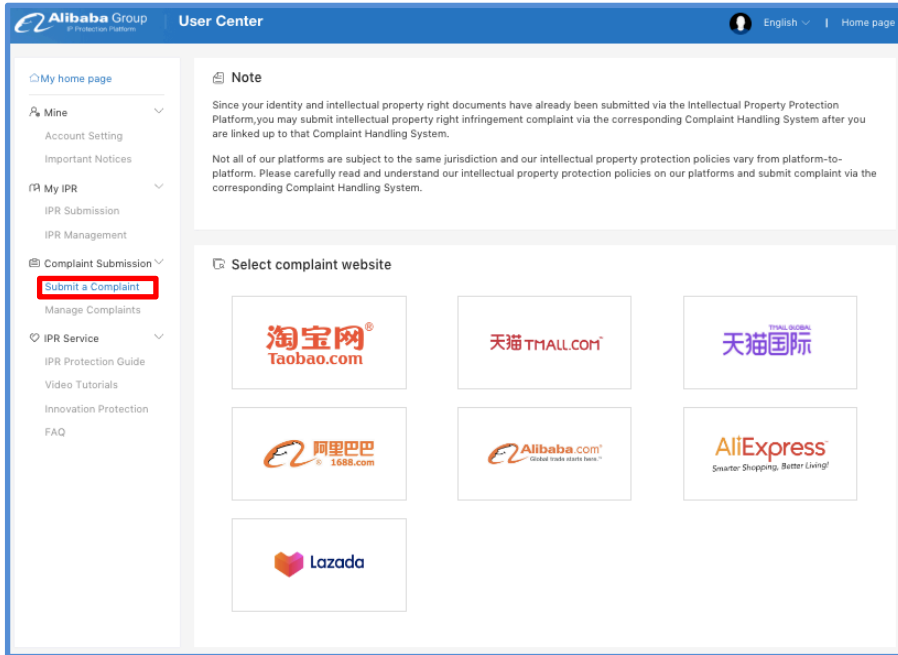
B. Submitting and Managing Takedown Requests

1. Submitting Takedown Requests

Once the account is verified by Alibaba, it will be active and ready to be used for submitting takedown requests based on the alleged infringement of IPR. To submit a takedown request, follow the steps below.

Choosing a Platform

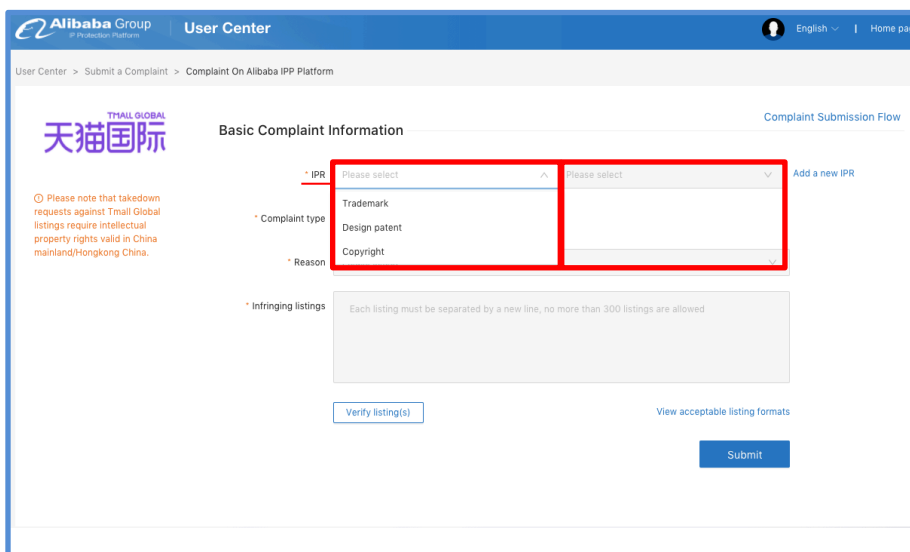
To request the removal of allegedly infringing product listings, after logging into your IPP account, click “Submit a complaint” (see the screenshot that follows) and select the platform (Taobao.com, Tmall.com, Tmall Global, 1688.com, Alibaba.com, AliExpress or Lazada) on which you want to enforce your IPR.



Choosing IPR

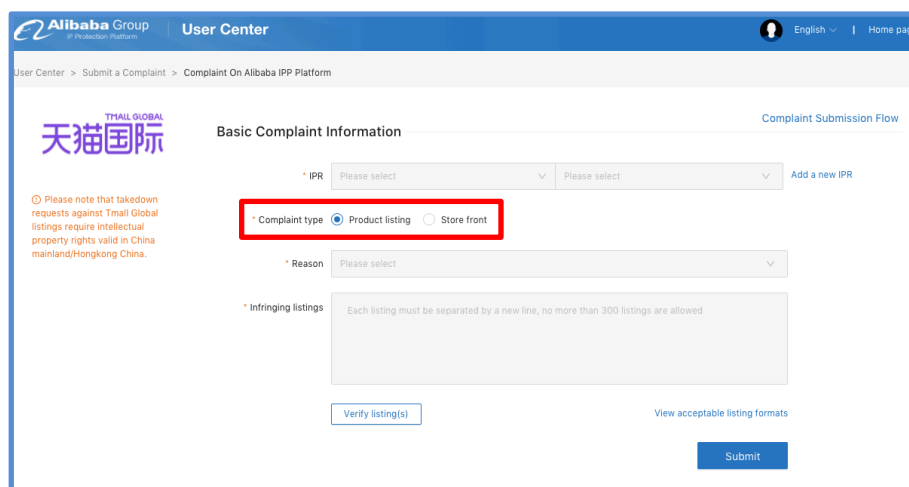
After choosing the platform, account holders will be brought to a landing page where they will input basic complaint information (see the screenshot below). For the first step, choose the type of IPR allegedly infringed, e.g., trademark, copyright, etc. from the “IPR” drop-down menu (see red box on the left in the screenshot below).

Next, from the adjacent drop-down menu (see the red box on the right in the screenshot below), account holders will choose from the IPR available in their account. Please note that this adjacent field is dynamic and tailored to your account. For example, if you choose “Trademark” from the IPR field, the adjacent field would offer a drop-down menu of trademarks verified and available in your IPP account for enforcement.



Location of Infringement

Next, for Tao Marketplaces, select the “Complaint type” to indicate whether the claimed infringement is found in a “Product listing” or “Store front” (see the Tmall Global screenshot example below).

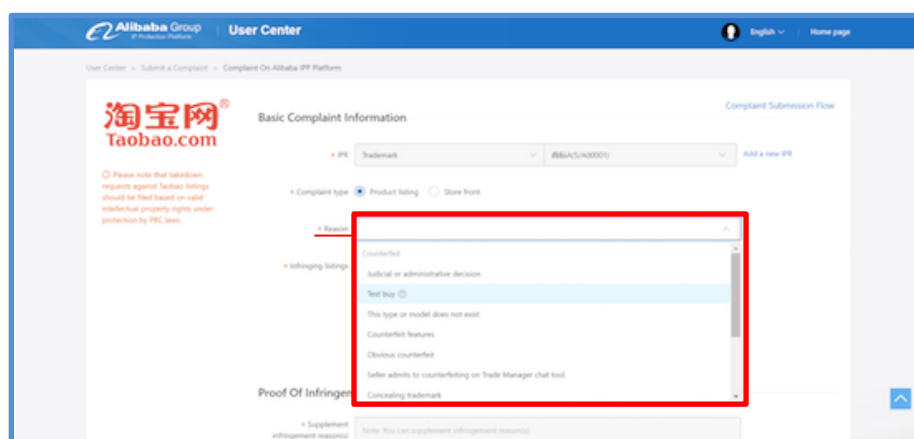


The screenshot shows the 'Basic Complaint Information' form on the Alibaba Group User Center. The 'Complaint type' field is highlighted with a red box, showing 'Product listing' selected and 'Store front' unselected. The form includes fields for IPR, Reason, and Infringing listings. A 'Verify listing(s)' button is visible below the Infringing listings field.

Please note that for storefront complaints relating to AliExpress and Alibaba.com merchants, it is recommended that rights owners submit such complaints to ipr@alibaba-inc.com.

Type of Infringement

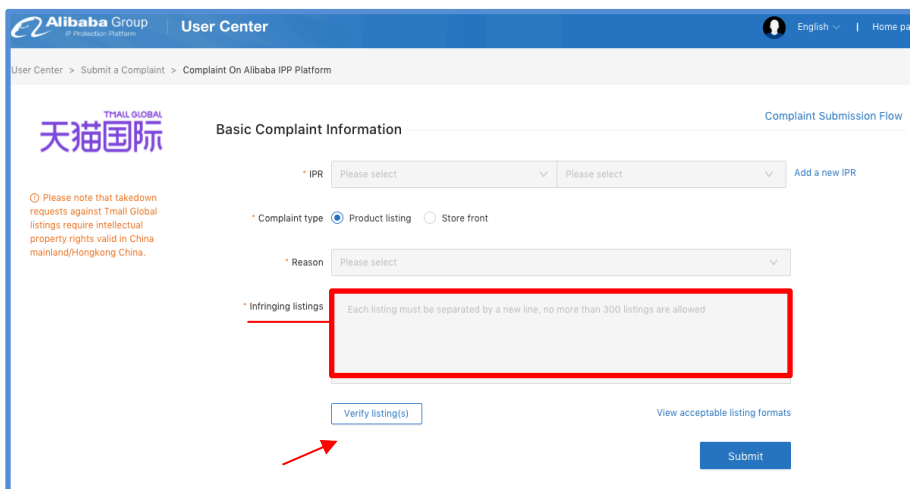
Next, choose the reason for the claim of infringement (e.g., Counterfeit, Image misuse, etc.) from the “Reason” field drop-down menu (see the screenshot below).



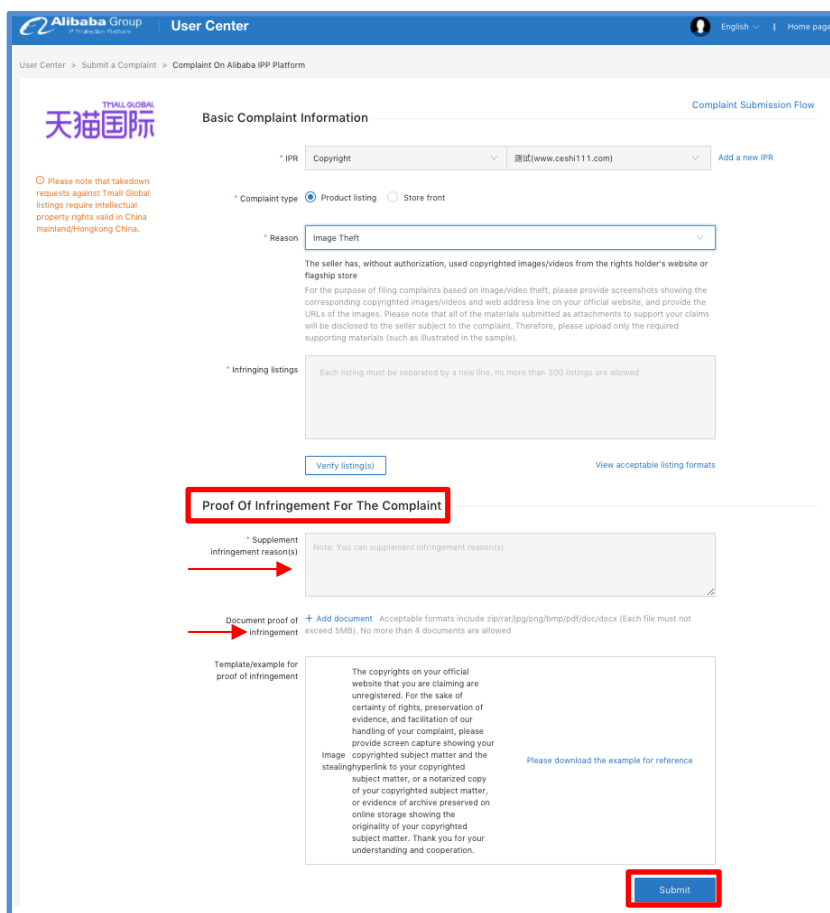
The screenshot shows the 'Basic Complaint Information' form on the Alibaba Group User Center for Taobao.com. The 'Reason' field is highlighted with a red box, showing a dropdown menu with options like 'Counterfeit', 'Judicial or administrative decision', 'This type or model does not exist', 'Counterfeit features', 'Obvious counterfeit', 'Seller admits to counterfeiting on Trade Manager chat tool', and 'Coexisting trademark'.

Identify Infringing Listings

In the “Infringing Listings” field (see the screenshot that follows), paste the URL(s) that are the subject of the infringement claim being asserted. Be sure to click “Verify listings” to confirm the URLs are valid (see arrow in screenshot that follows).



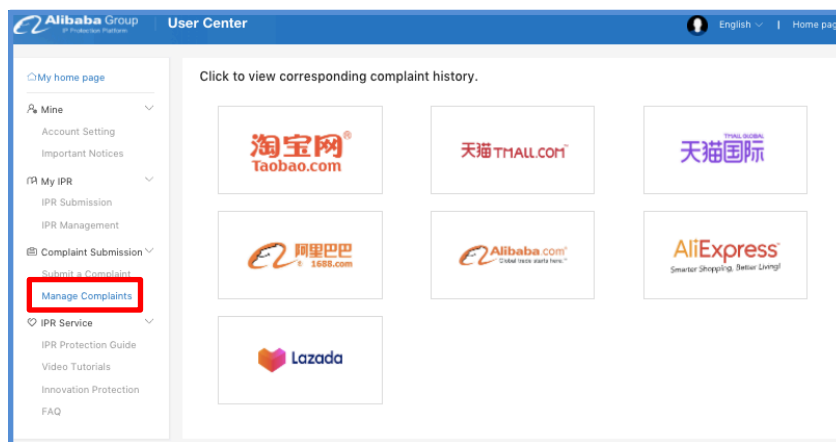
As mentioned above, submissions will also need to include evidentiary information, or proof of infringement, to support the takedown request. Below the “Proof of Infringement for the Complaint” field (see screenshot below) is a “Supplemental infringement reason” field where rights owners can input text that describes their basis for their allegation of infringement (see first arrow in the screenshot below). In other cases, rights owners may choose to upload a separate document, such as a comparison photo, to provide a visual illustration of the required evidentiary information (see second arrow in the screenshot below). Once the evidentiary information has been provided, click the "Submit" button to finalize the submission.



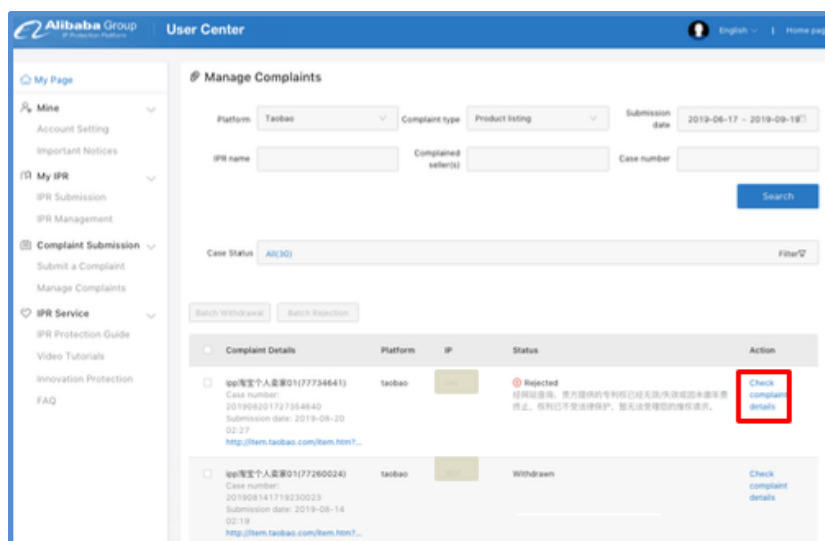
Please note that a case number will be generated in connection with each takedown request. The case number is a very important reference, and any follow-up or questions about the submission will require the case number in order for Alibaba to reply or assist.

2. Managing Takedown Requests

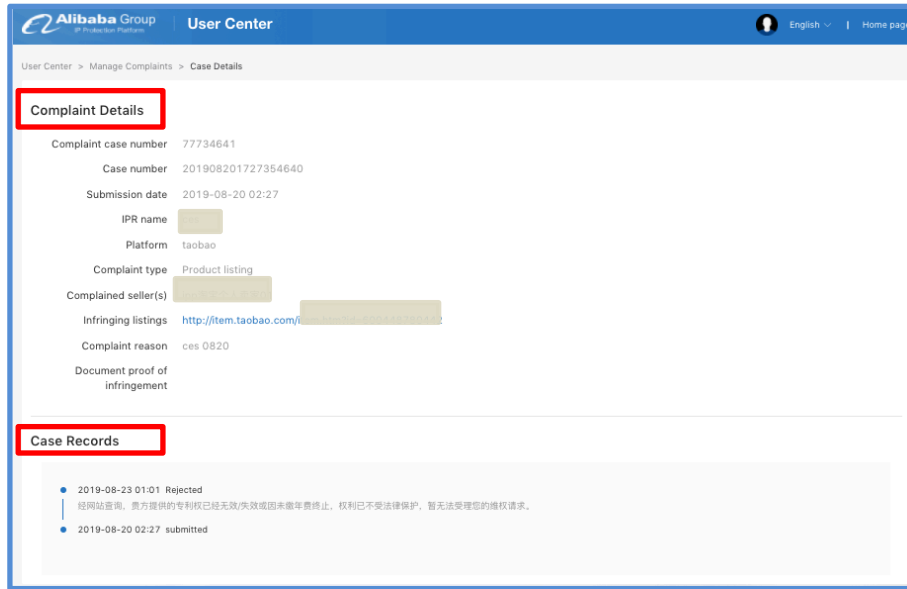
Account holders can manage takedown requests, and monitor their status, by clicking “Manage Complaints” within their IPP account (see the screenshot below) and selecting the platform.



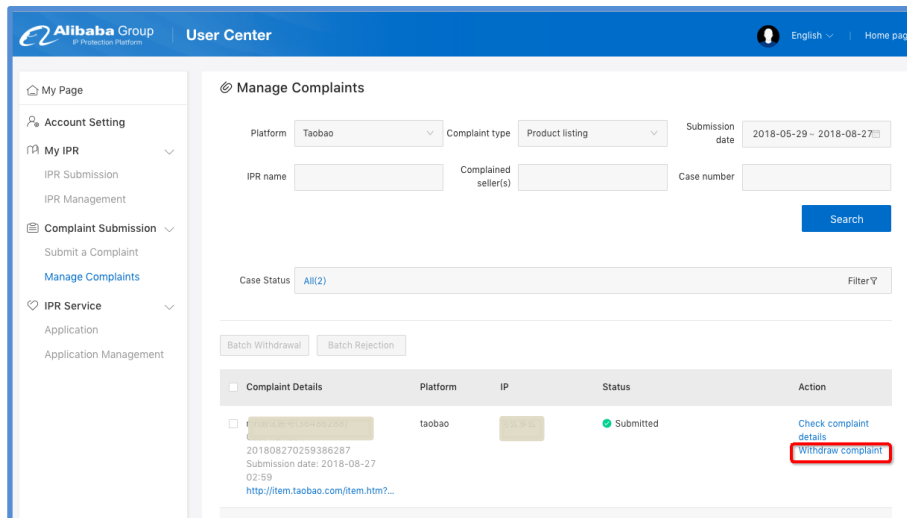
After selecting the platform, account holders will be brought to a page with relevant information about takedown requests related to that platform (see the screenshot below). Account holders are able to search for specific takedown requests using the case number, type of IPR, etc. To see more information about a particular takedown request, click “Check complaint details” (see red box in the screenshot below).



After clicking “Check complaint details,” IPP users will be brought to a page (see screenshot example below) that contains the details about the complaint, including a “Complaint Details” section, which contains the information of the original takedown request, as well as a “Case Records” section, which details the progress of the takedown request.



In some cases, rights owners may find it is necessary to withdraw a takedown request. To withdraw a complaint, click the “Withdraw complaint” link (see the screenshot below) and select the withdrawal reason. Once a complaint has been withdrawn, the original listing will be reinstated.



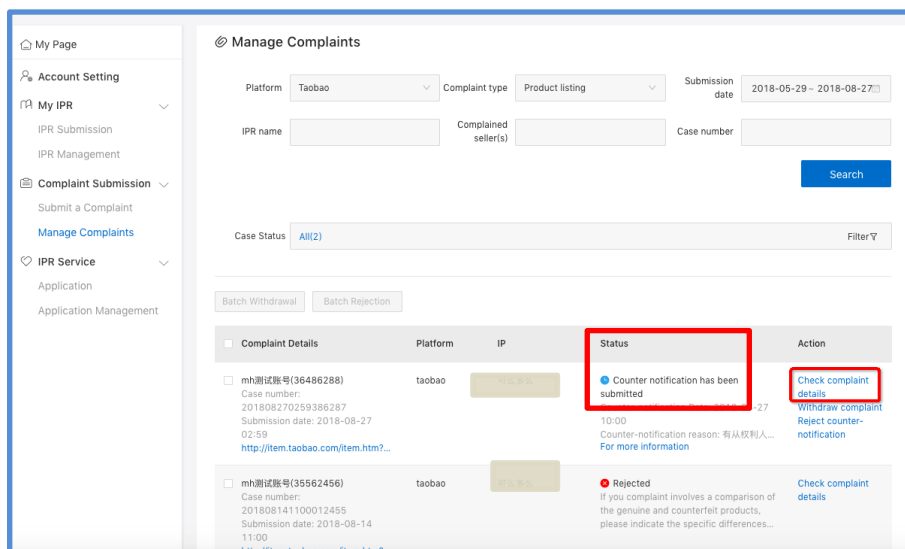
3. Counter-Notifications

Once a takedown request has been processed, merchants may submit counter-notifications disputing the allegation of infringement. Please note, responses to merchant counter-notifications are *time-sensitive*, and failure to respond in a timely manner will result in a merchant’s counter-notification being accepted, the withdrawal of the takedown request(s) and reinstatement of the listing(s).

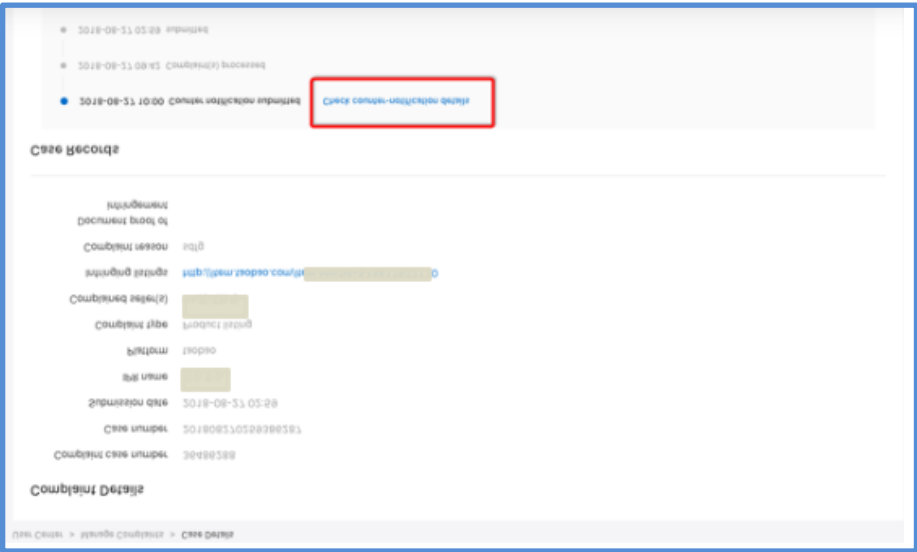
The email address designated when registering the IPP account will receive a notification when a merchant submits a counter-notification. However, we strongly encourage account holders to regularly check their IPP account and address any pending counter-notifications and/or other requested actions.

To check whether counter-notifications have been submitted, click “Manage Complaints,” and then select the relevant platform you intend to check. (Please refer to “Managing Takedown Requests” above, and the first accompanying screenshot, to review the process.)

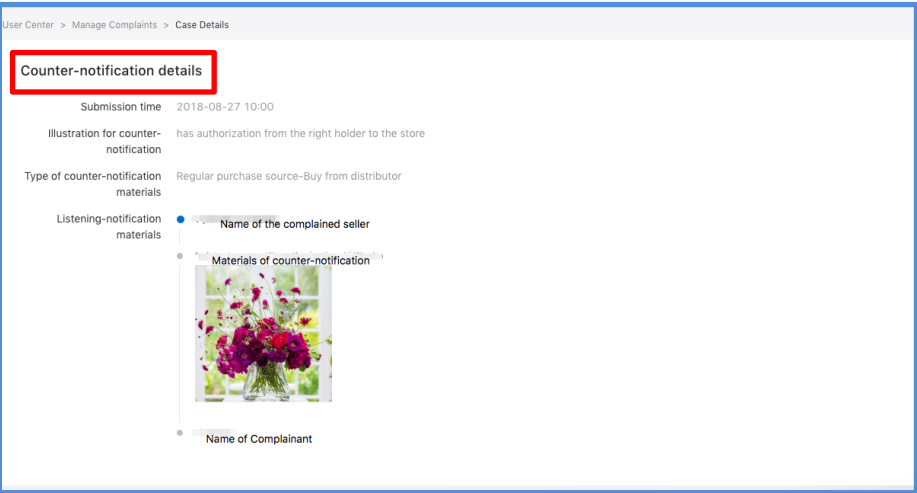
Reviewing and Responding to Counter-Notifications. If a counter-notification has been received, the complaint status will indicate that a counter-notification has been submitted (see the red box on the left in the screenshot below). For more information, or to respond to pending counter-notifications, click “Check complaint details” (see the red box on the right in the screenshot below).



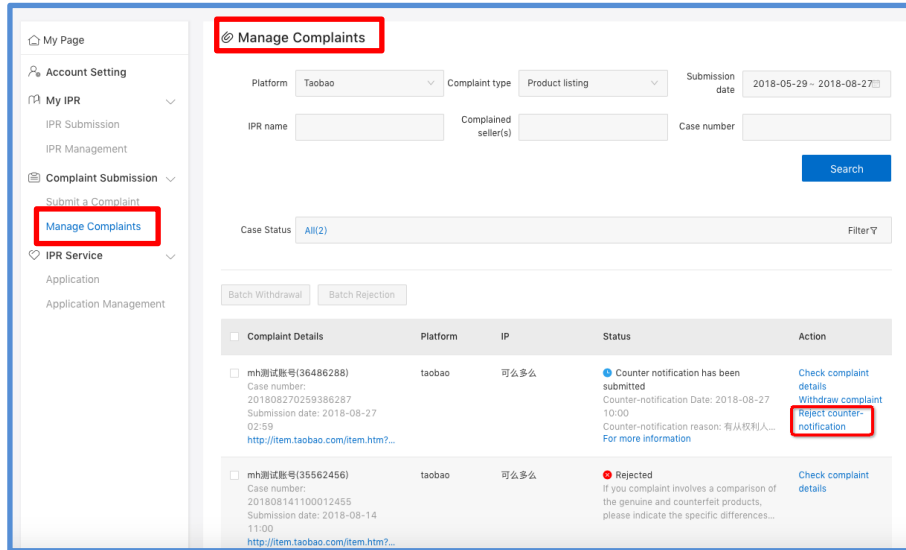
After clicking Check complaint details, you will be brought to a Complaint Details page where you can click “Check counter-notification details” (see the screenshot below) to obtain more details about the submitted counter-notification.



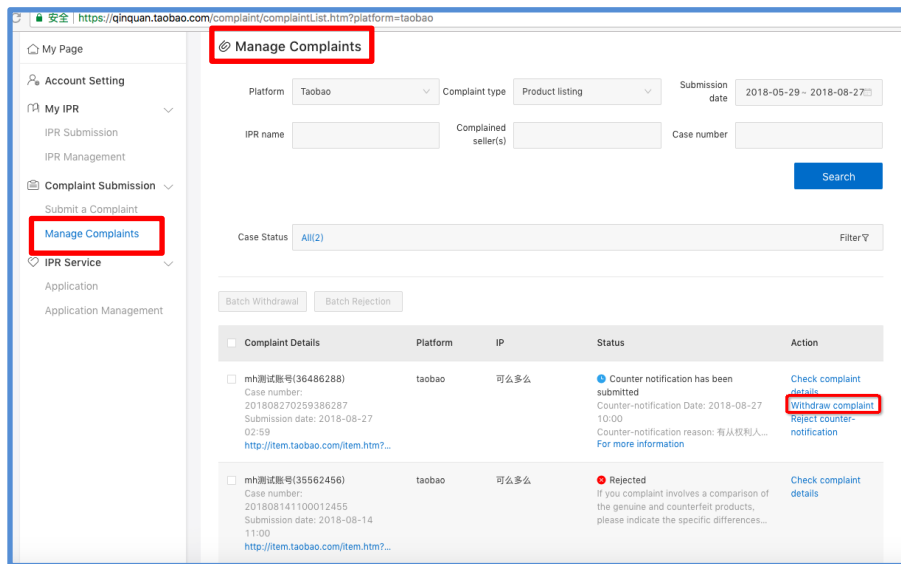
After clicking Check counter-notification details, you will be brought to a counter-notification details page such as the example in the screenshot below.



To **reject** a counter-notification, click “Reject Counter-notification” from the account Manage Complaints page (see the screenshot below). The case will then be further processed as a dispute with additional review by Alibaba. Alibaba reserves the right to make the final decision on such disputed matters based on the information provided to us.



To **accept** a counter-notification, click “Withdraw complaint” from the account Manage Complaints page (see the screenshot below). The counter-notification will then be accepted and the listing reinstated.



Please be aware that if a rights owner does not respond to a counter-notification within the specified timeframe (e.g., three business days), the counter-notification will be deemed accepted, the takedown request withdrawn and the listing(s) reinstated.

3

Frequently Asked Questions

A Alibaba Group FAQs

Q: What IPR can I enforce on Alibaba's e-commerce sites?

Takedown requests can be based on a number of valid IPR, including trademarks, patents and copyrights. Please note that for takedown requests regarding Taobao, Tmall, Tmall Global and 1688.com, the asserted IPR must be valid and enforceable in China (e.g., for trademark and patent infringement claims, the asserted trademarks or patents must have been registered in the People's Republic of China ("PRC")). For listings on AliExpress and Alibaba.com, duly issued IPR outside of the PRC may also serve as the basis for takedown requests. For listings on Lazada, IPR from the relevant marketplace (i.e., Indonesia, Malaysia, the Philippines, Singapore, Thailand or Vietnam) is required.

As to copyright claims, Alibaba will accept both registered and unregistered copyrightable works of authorship. For unregistered copyrighted works, the rights owner will need to provide a statement of copyright ownership, a model form of which may be obtained through the IPP Platform (i.e., the "Copyright Claim Statement").

Please note that rights owners alleging infringement of a design or utility model patent registered in the PRC will need to submit, along with the patent registration certificate, a Patent Evaluation Report issued by the China National Intellectual Property Administration. A Patent Evaluation Report is not required for takedown requests based on invention patents registered in the PRC nor is an Evaluation Report required for Alibaba.com and AliExpress enforcement actions based on patents registered outside of the PRC. Also, a claim chart comparing the defined claims in the patent to the features in the allegedly infringing products is often very helpful and recommended.

Q: I have discovered a merchant who infringes my IPR. How can I protect my rights?

You may submit a takedown request through ipp.alibabagroup.com to request the removal of allegedly infringing products listed on Taobao, Tmall, Tmall Global, 1688.com, AliExpress, Alibaba.com and Lazada.

Alternatively, Alibaba makes available an online form with pre-defined fields that may be used in submitting the takedown requests. The online form may be found at: <https://ipp.alibabagroup.com/complaint/onlineForm/online.htm>.

Please note, the online form does not require registration on the IPP Platform and may be particularly helpful for rights owners who may lack familiarity with the takedown process or who only occasionally submit takedown requests.

Furthermore, takedown submissions may be submitted by email to: ipr@alibaba-inc.com.

Q: When registering an IPP account, what does "proof" of identity and IPR refer to?

"Proof of identity" refers to documentation that allows Alibaba to confirm the identity of the party registering the IPP account and claiming to be the rights owner. Specifically, if the registrant is an individual, Alibaba will require that the person upload a digital copy (e.g., scanned copy or photograph) of their identification card such as a driver's license or passport. If the registrant is a business entity, a digital upload of the business license will be required as proof of the entity's identity.

"Proof of intellectual property rights," refers to documentation that allows Alibaba to confirm the IPR the registrant wishes to assert. Commonly, digital uploads of original registration certificates for trademarks, patents and/or copyrights serve as the IPR documentation. Any additional or related documentation required to establish that IPR is valid and in effect (e.g., extensions or renewals) or owned by the rights owner (e.g., assignments) will also be needed. Once verified, the submitted documentation will be kept on file in the rights owner's IPP Platform account. When submitting takedown requests, the rights owner, or their authorized agent, will simply select from the available IPR to support their takedown request(s).

Please note that if takedown requests will be carried out by an authorized agent of the rights owner, any such third-party agent will need to provide documentation (e.g., a power of attorney) establishing that the rights owner has authorized the agent's enforcement of the IPR.

Q: What do I need to include when I submit a takedown request through the IPP Platform?

After successfully registering an IPP account, the rights owner or their authorized agent will begin the "Submit a complaint" process within their account by selecting the relevant platform (Taobao, AliExpress, etc.), designating the type of alleged infringement (e.g., trademark, copyright, etc.), selecting the IPR from the right holder's account which they claim is infringed, indicating the nature of the alleged infringement (e.g., trademark misuse, counterfeit, patent infringement, etc.), and providing the URLs for the allegedly infringing listings and supporting information. The designations of rights and the type and nature of infringement mentioned above are selected from easy-to-use drop-down menus within the IPP Platform.

For example, for an allegation of counterfeiting, the rights owner would select "Trademark" from the IPR drop-down menu, choose the registered trademark from within their account that they allege has been counterfeited, select the nature of infringement, "Counterfeit," from a drop-down menu and provide evidence to support the allegation (e.g., rights owners routinely provide a brief description indicating the differences in the listed product that establish that it is not genuine along with a side-by-side comparison photo illustrating the differences).

For a more detailed, step-by-step explanation of the notice and takedown submission process, please see Section 2 above, IPP Platform User Guide, to this *Alibaba IPR Protection Handbook*.

To learn more about submitting takedown requests, rights owners may also log into their IPP Platform accounts and, from their "My Page" homepage, select "**IPR Protection Guide**" under IPR Services to see useful descriptions and case studies of the most common IPR complaint reasons.

Q: What are the most common reasons that may cause a takedown request to be rejected? What suggestions does Alibaba have for rights owners to avoid rejections?

One of the most **frequent reasons for rejection** is a failure to provide supporting information. For example, if a complaint alleges that a listing infringes the rights owner's IPR, but fails to provide sufficient information to support the allegation, the complaint likely will be rejected since Alibaba will be unable to verify the claim of infringement. In such situations, Alibaba may ask for supporting information.

Another common mistake, causing takedown requests to be rejected, is a failure to possess (or correctly select from within the IPP account), IPR to support the allegation of infringement. For example, if a rights owner selects from their account a trademark registered under Class 25 (clothing), but the product listing which is the subject of the takedown request is in Class 18 (luggage), the complaint may be rejected since the product offered is not covered within the scope of the rights owner's IPR.

Q: How long does it take for Alibaba to remove a listing after the takedown request has been accepted through the IPP Platform?

The majority of takedown requests can be processed within 24 hours, provided the request includes the necessary information to support the allegation. Rights owners are advised to log into their IPP Platform account regularly to check the status of the takedown requests, and to help ensure they respond to any merchant counter-notifications in a timely fashion.

Q: Can I request the removal of a listing without creating an IPP Platform account?

Yes, while reporting through an IPP Platform account is generally the most efficient way for effecting takedown requests, Alibaba offers other options to help meet the differing needs of rights owners. For example, rights owners can use the online form, which is available at: <https://ipp.alibabagroup.com/complaint/onlineForm/online.htm>. The online form is particularly useful for rights owners who have a small number of listings to report or who only occasionally submit takedown requests.

Q: How can I learn more about Alibaba's IPR protection programs and participate in them?

Alibaba welcomes the participation of rights owners in its IPR protection initiatives. Rights owners may find the latest news about Alibaba's efforts and initiatives on ipp.alibabagroup.com.

B. Supplemental Lazada FAQs

Introduction

Lazada is a part of the Alibaba Group, and is committed to protecting IPR and maintaining a healthy and safe e-commerce environment. Lazada shares the same IPR policy across all six countries, [Indonesia](#), [Malaysia](#), [the Philippines](#), [Singapore](#), [Thailand](#), and [Vietnam](#), in which it operates. More information about Lazada's IPR policy may be found at: https://pages.lazada.sg/wow/i/sg/LandingPage/IPR?spm=a2o42.home.footer_top.18.654346b5toMM2w.

As of June 2019, Lazada was included alongside other Alibaba platforms in Alibaba's industry-leading IPP Platform, which is available at <https://ipp.alibabagroup.com/>. The Alibaba Group IPP Platform is a one-stop online reporting system designed to make it easy to submit takedown requests regarding the infringement of IPR.

The IPP Platform accepts takedown requests based on IPR, including trademarks, copyrights and patent rights, and provides comprehensive information regarding takedown requests such as the status of the requests, success rate, and the success rate of counter-notices.

For more information on how rights owners can use the IPP Platform, including for Lazada takedown requests, please see Section 2 above, IPP Platform User Guide, to this *Alibaba IPR Protection Handbook*, which offers step-by-step instructions for navigating the IPP Platform and submitting takedown requests regarding listings on Lazada's country-specific platforms as well as [Alibaba.com](#), [AliExpress.com](#), [1688.com](#), [Taobao.com](#), [Tmall.hk](#) (Tmall Global) and [Tmall.com](#). More information about the IPP Platform may be found at: <http://ipp.alibabagroup.com/>.

The remainder of this supplement addresses questions that rights owners and their IPR service providers frequently ask the Lazada team in the course of our work to support their IPR enforcement efforts.

Frequently Asked Questions

Q: What is the IPR policy of the Lazada platforms?

Lazada IPR protection policies cover trademarks, copyrights, patents and registered design rights. The policy is available at: https://pages.lazada.sg/wow/i/sg/LandingPage/IPR?spm=a2o42.home.footer_top.18.654346b5Zn6mHr.

If you believe that your IPR has been infringed by a Lazada merchant, you may submit takedown requests by:

1. Registering an account on the IPP Platform <https://ipp.alibabagroup.com/register.htm>; or
2. Filing notices of infringement via email at: Trust@lazada.com.

Please note that distribution channel management is not covered under the IPR policy.

Q: Can I request the removal of a listing on Lazada without creating an IPP Platform account?

Yes, you can file notices of infringement via the Trust email system at: Trust@lazada.com. For more details about filing complaints through Trust please visit: https://pages.lazada.sg/wow/i/sg/LandingPage/IPR?spm=a2o42.home.footer_top.18.654346b5toMM2w.

Q: What parts of my global IPR portfolio can I enforce on Lazada?

When processing takedown requests, Lazada abides by local laws and also international regulations. Trademarks, as well as design and patent registrations are territorial by nature, thus locally registered trademarks are required in the jurisdiction relevant to the takedown request. Each of the countries for which Lazada operates a site is a signatory to the Berne convention, so with the proper proof of ownership, we can accept takedown requests based on copyrights from jurisdictions other than that of the product listing.

Q: Are WIPO trademarks acceptable on Lazada?

Lazada does accept WIPO trademarks as long as they have a local designation in the country where you intend to file the takedown request. If your trademark is in a local language (other than English), please provide a simple translation in English or Chinese.

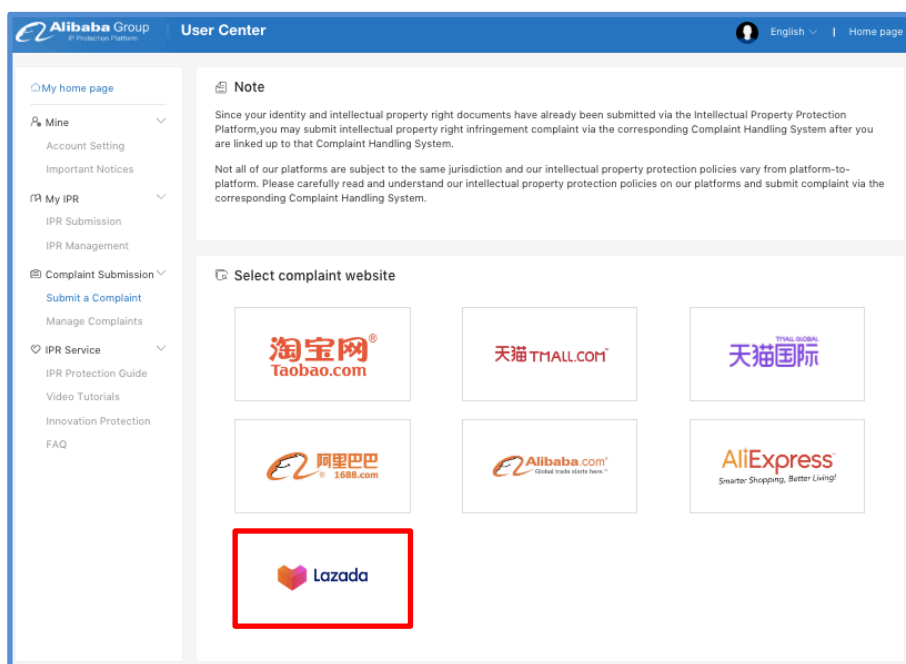
Q: How long does it take for Lazada to remove a listing after the takedown request has submitted through the IPP Platform?

The majority of takedown requests can be processed within five working days.

Rights owners are advised to log into their IPP account regularly to check the status of their takedown requests and ensure that they respond to any merchant counter-notifications in a timely manner.

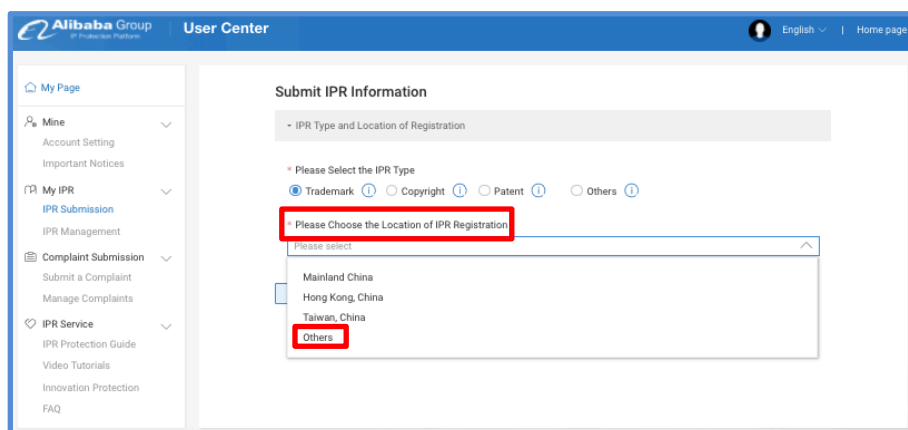
Q: Can I use the same Alibaba IPP Platform for Lazada, which I already use for different Alibaba platforms?

Yes, if you have registered an account on the IPP Platform you may select the Lazada icon from the list of Alibaba platforms (see the screenshot that follows) when submitting takedown requests.



Q: When submitting IPR documents for Lazada into the IPP Platform, what should I choose as the location of IPR registration?

Choose “Others,” as shown in the screenshot below.



Q: Is there a timeline for Lazada to fully reach Alibaba's IPR protection standards?

Lazada aspires to reach Alibaba's IPR standards. Alibaba has been developing its IPR protection initiatives since 2002. Benefiting from Alibaba's experience and support, Lazada will reach its desired goals for IPR in a far shorter time. We are working hard to get there.

Q: What is the advantage of using the IPP Platform instead of pursuing legal actions for Lazada listings?

The IPP Platform provides a one-stop portal for rights owners to efficiently submit takedown requests whereas pursuing legal actions is costly and can be time-consuming. Through the IPP Platform, Lazada provides rights owners with the ability to efficiently and effectively manage takedown requests with transparent tracking of the progress and outcome.

Q: Why can't Lazada manage the IPP Platform accounts of rights owners and execute takedowns on their behalf?

Lazada's knowledge of a given brand or product would be insufficient to accurately determine if a product infringes the IPR of a rights owner. Rights owners are best-positioned to identify infringements of their own IPR and, moreover, they have the necessary legal rights to enforce their IPR and submit takedown requests. While we also have mechanisms which leverage technology to proactively detect and prevent suspected products from being sold on Lazada, it is important that rights owners work with us to protect their IPR.

Q: If my company has multiple brands across different countries, what's the best way to manage my IPP Platform account(s)?

That is a strategic matter to discuss with your brand protection specialist or legal counsel. You will need to coordinate internally to ensure that the account(s) are managed efficiently, and to determine who has the proper authority to exercise your rights in each jurisdiction.

Q: What are the punishments for merchants? And how can Lazada prevent merchants from creating other accounts and stores?

We have introduced non-compliance points for merchants accused of infringing IPR. These points result in escalating penalties for merchants, which include product listing suspensions and can ultimately lead to the permanent termination of the store. We employ technologies that utilize relevant factors to help prevent bad actors whose stores have been terminated from opening new stores.

Q: What measures do you use to proactively prevent IPR infringements? For example, are online merchants required to comply with specific terms of use?

Lazada is dedicated to enabling consumers to access the best selection of lawful goods possible, and to creating a fulfilling online shopping experience. We are, therefore, dedicated to disallowing listings that violate the IPR of brands or other rights owners or that mislead consumers about which brand they are buying.

Lazada has undertaken significant efforts to educate merchants to respect IPR through different channels, such as Lazada University, webinars, and physical trainings. There is also a penalty system which is designed to encourage corrective behavior - any breach of Lazada's IPR policy can result in a merchant's product listings being frozen and/or issuance of non-compliance points, which result in penalties of escalating severity.

Q: When Lazada finds that an IPR-infringing product is sold one country by a merchant in another country, what will you do?

We review listings based on the country platform and corresponding legal jurisdiction. Each Lazada store is tied to a single country platform, e.g., if a Thailand-based listing is infringing a right registered in Thailand, our policies allow for action against the listing and the corresponding store.

Q: In addition to notice and takedown measures, how should we enhance cooperation with Lazada to combat online IPR infringement?

We hope that rights owners will begin by making full use of the IPP Platform. We also encourage you to work with us in order to provide more information about your brands and products as well as how you identify infringements. Looking ahead, we also anticipate developing cooperation with rights owners in many other areas too and welcome suggestions.

