

# Alibaba' s Practice on IPR protection as ISP

2014.9 Li Jiehua

# Catalog

- **Introduction over Alibaba Group**
- **Overview of Alibaba IP Protection**
- **Measures and policy**
- **Difficulties and Challenges**

# Catalog

- **Introduction over Alibaba Group**
- Overview of Alibaba IP Protection
- Measures and policy
- Difficulties and Challenges

# The Alibaba Story

Alibaba Group started out of curiosity of our lead founder, Jack Ma...

Mid-1990s  
First U.S. trip



Why no Chinese beer in  
Internet search results?



1999  
Hangzhou, China



 Alibaba.com®

**Mission**

To make it easy to do business anywhere

# The Alibaba Story

. . . And 14 years later, Alibaba Group has become a diverse e-commerce company with a family of Internet-based businesses

1999



**Employees:** 18  
**Office:** Jack Ma's Hangzhou apartment

2013



**Employees\*:** More than 24,000  
**Offices:** Head office in Hangzhou plus more than 70 offices in mainland China, Hong Kong, Taiwan, India, U.S. and U.K.

\* Including employees of Alibaba Group's affiliated entities

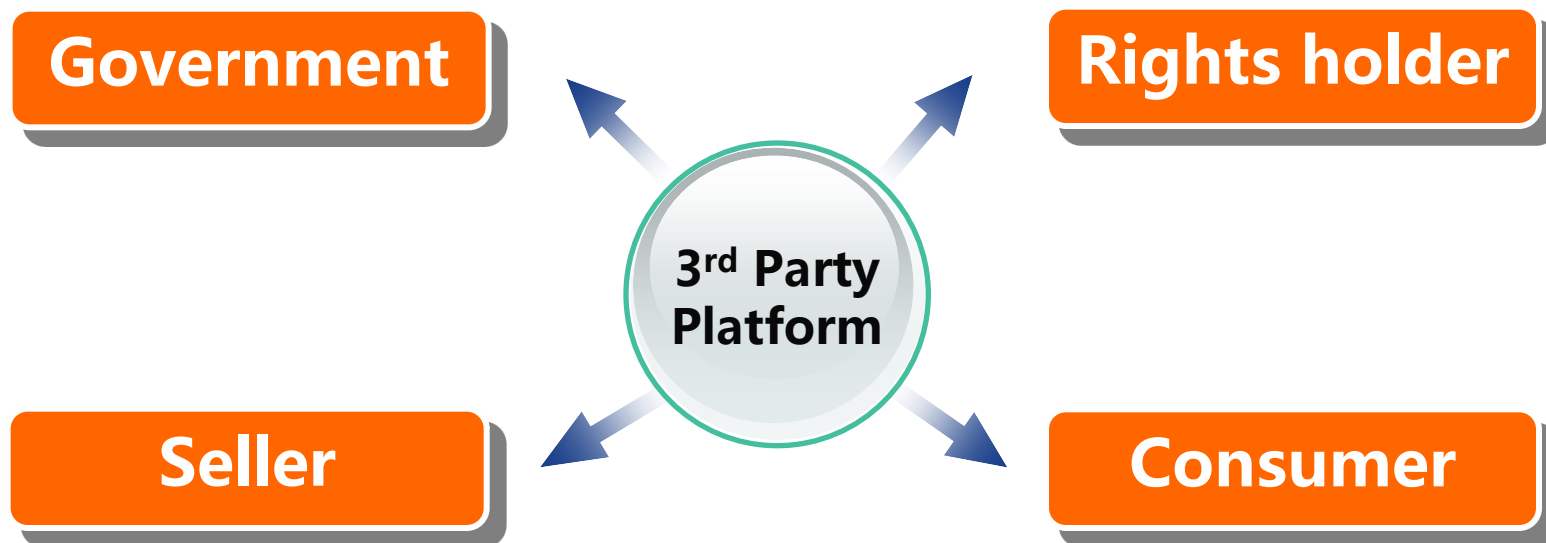
# An E-commerce Ecosystem



# Catalog

- Introduction over Alibaba Group
- **Overview of Alibaba IP Protection**
- Measures and policy
- Difficulties and Challenges

# Overview of Alibaba IP Protection





# Catalog

- Introduction over Alibaba Group
- Overview of Alibaba IP Protection
- **Measures and policy**
- Difficulties and Challenges

# Creating an Online IP Protection and Complaint System



- IPP platform site: <http://ipp.alibabagroup.com/>
- One-stop services for global rights holders
- Cooperation mechanism with global rights holders

# Developing Appropriate Platform Policy

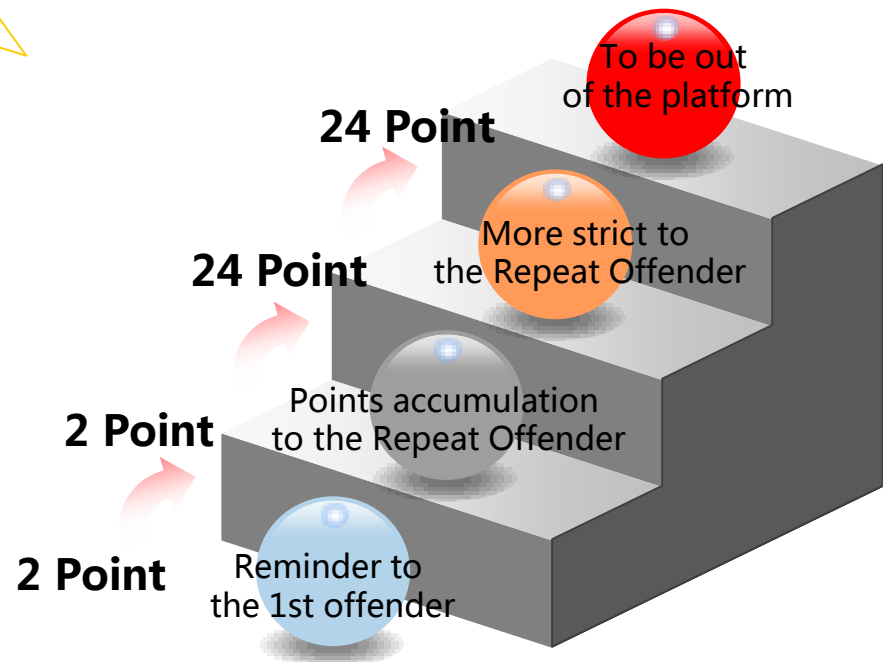
Improve the intellectual property rules system

## Education to the 1st offender

Combination of penalization and education in which first offenders will be admonished and warned and repeat offenders will be punished, 25% of counterfeit sellers no longer sell counterfeits.

## Enhance punishment against the Repeat offender

Twice infringement is defined as repeat offender, harsher policy to the repeat offender on the 3rd time.

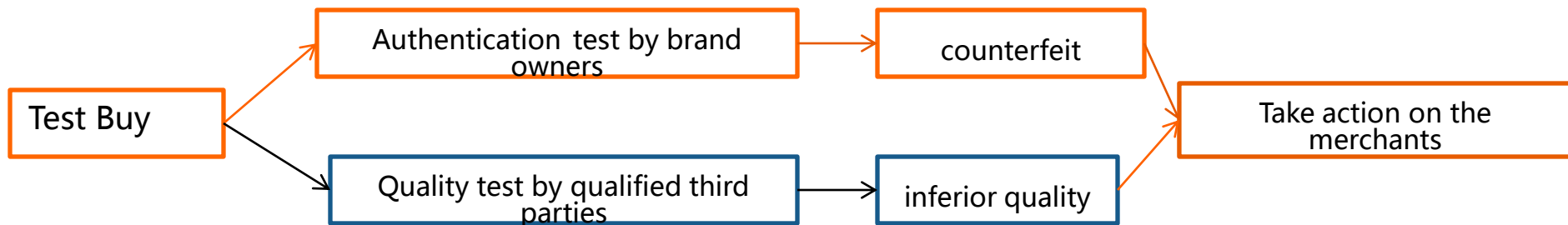


# Proactive Anti-counterfeit Measures

## *Control of Apparent Counterfeits/Piracy*

- Pay close attention to the general characters of infringement
- Apparent counterfeits keywords, apparent piracy products

## *“Mystery Test Buy” Mechanism*



# IPR Cooperation in different fields

## Government Authorities

In-depth cooperation with government law enforcement agencies, including Public security bureau ,State General Administration of Press, Publication, Radio, Film and Television (GAPP), General Administration of Quality Supervision, Inspection and Quarantine (AQSIQ), State Intellectual Property Office, and State Administration of Industry & Commerce

## Brand Owners

By the end of 2013, Alibaba Group had cooperated with 1,060 brands for IP protection

## Trade Associations

The Motion Picture Association of America (MPAA)  
The International Anti-Counterfeiting Coalition (IACC)  
Quality Brands Protection Committee (QBPC)

....

# Overseas IP tour

During August 2013 Alibaba group held 3 IP communication conference in the U.S. More than 50 IP representatives from 42 brand owners took part in and Apple, Bose, Specialized made formal speech.



# Attendance in WIPO ACE conference



In March 2014 the 9<sup>th</sup> WIPO ACE meeting was held in Geneva. Chinese Government sent a delegation of State General Administration of Press, Publication, Radio, Film and Television (GAPP), State Intellectual Property Office, State Administration of Industry & Commerce and Alibaba Group to attend this meeting. Alibaba Group introduced the effort made in years of IP protection with practice material as the sole enterprise from China.

# Co-operation with EU brands



In Oct. 2013, Taobao.com under Alibaba Group signed MOU with Louis Vuitton. Till now Alibaba Group has joined co-operation with many of European brands .



Pernod Ricard



**PHILIPS**

swatch<sup>®</sup> 



**JACK & JONES**



**VERO MODA<sup>®</sup>**

**ONLY.**



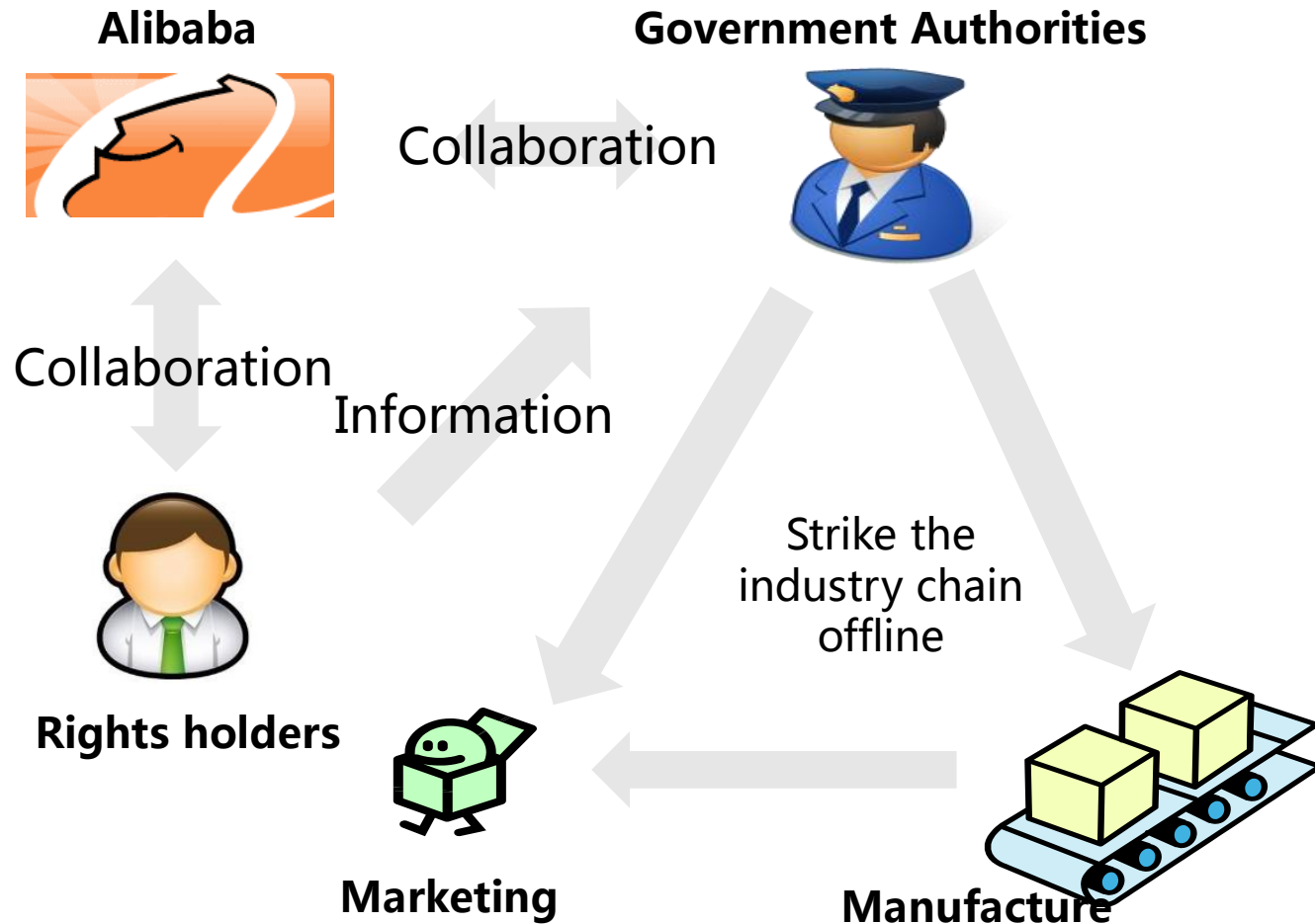
**BOSCH**

**BURBERRY**  
ESTABLISHED 1856





# Offline Anti-Counterfeit Operation at the Source



In 2013, Alibaba worked with the Chinese criminal law enforcement authority to handle 77 IP infringement cases. 51 criminal groups were arrested. The value involved was 360 million RMB.

# Guidance in IP Protection and Creating a Consumer Protection System

## Popular IP Education



- IP Protection Handbook
- Offline investigation and survey

## Encouraging Innovation



Alibaba encourages SMEs to create their own brands and technologies. For example, Tmall has opened a special space for "Tmall Original" brands

## Legal-Product Support



Promoting IP protection through positive measures and helping counterfeit sellers transform themselves into legal sellers also constitute an area of focus for Alibaba in IP protection.

## Consumer Protection



Taobao.com devoted 200 million RMB to the "Refunding First" scheme. This will enhance consumer experience to a new level and help guide the whole industry towards healthy development.

# Catalog

- Introduction over Alibaba Group
- Overview of Alibaba IP Protection
- Measures and policy
- **Difficulties and Challenges**

# Difficulties and Challenges of Online IP Protection

**1、 Sellers have weak awareness or knowledge of IPR**

**2、 Abuse of rights**

**3、 Third party platform is lack of ability of identifying counterfeit.**

Keep fighting, we're on the way!

Thank You

[ruofeng@alibaba-inc.com](mailto:ruofeng@alibaba-inc.com)