

# Alibaba' s Practice on IPR protection as ISP

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# 1

## Overview of Alibaba Group

Alibaba Group was founded in 1999 by a team of 18 members led by Jack Ma, Mr. Ma aspired to help make the Internet accessible, trustworthy and beneficial for everyone.

**1999**



**Personnel:** 18

**Office:** Jack Ma' s apartment at Hangzhou

**2013**

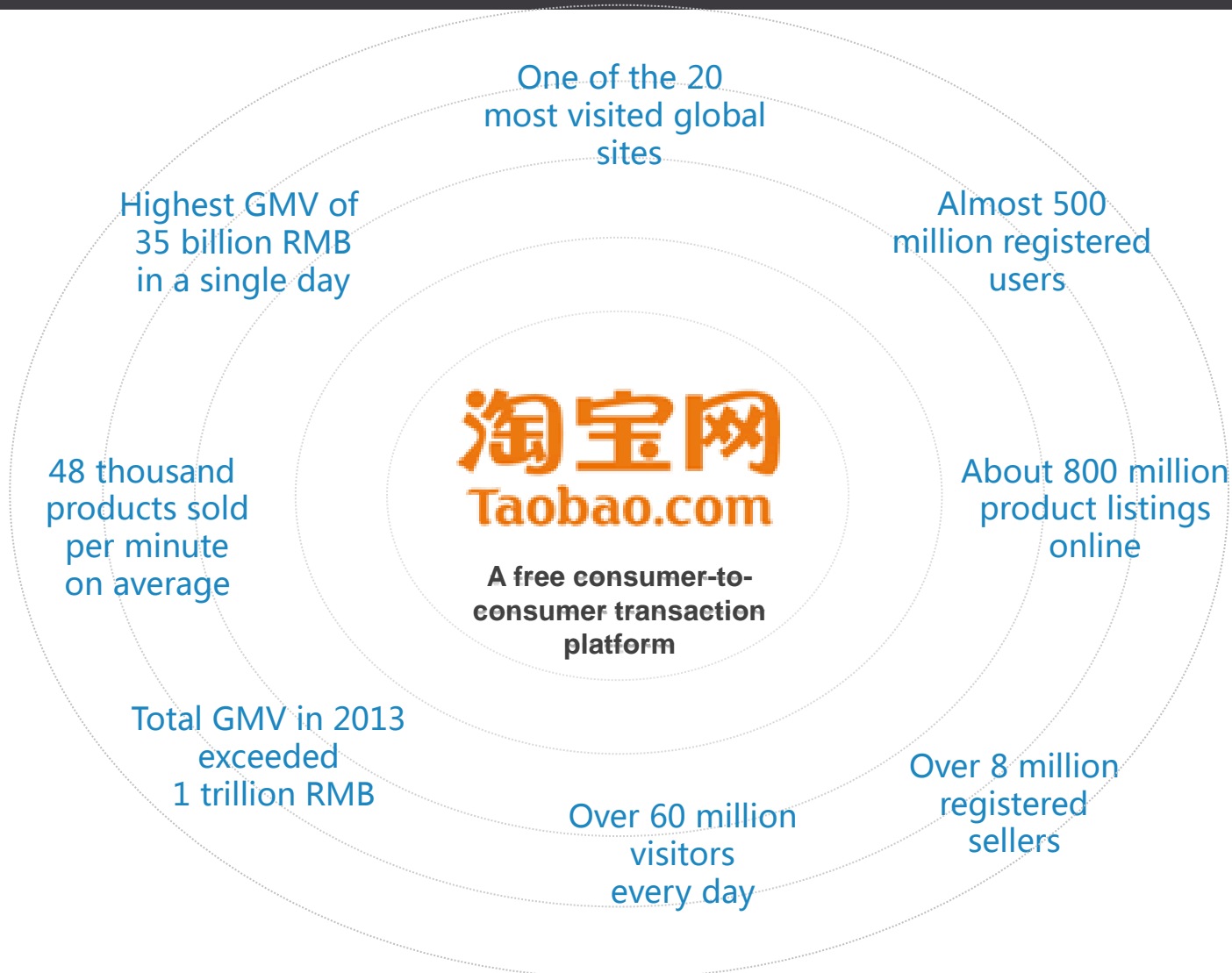


**Personnel :** about 20,400

**Office:** Based in Hangzhou, has over 70 offices at great China area, Singapore, India, UK, and the US.

# 2

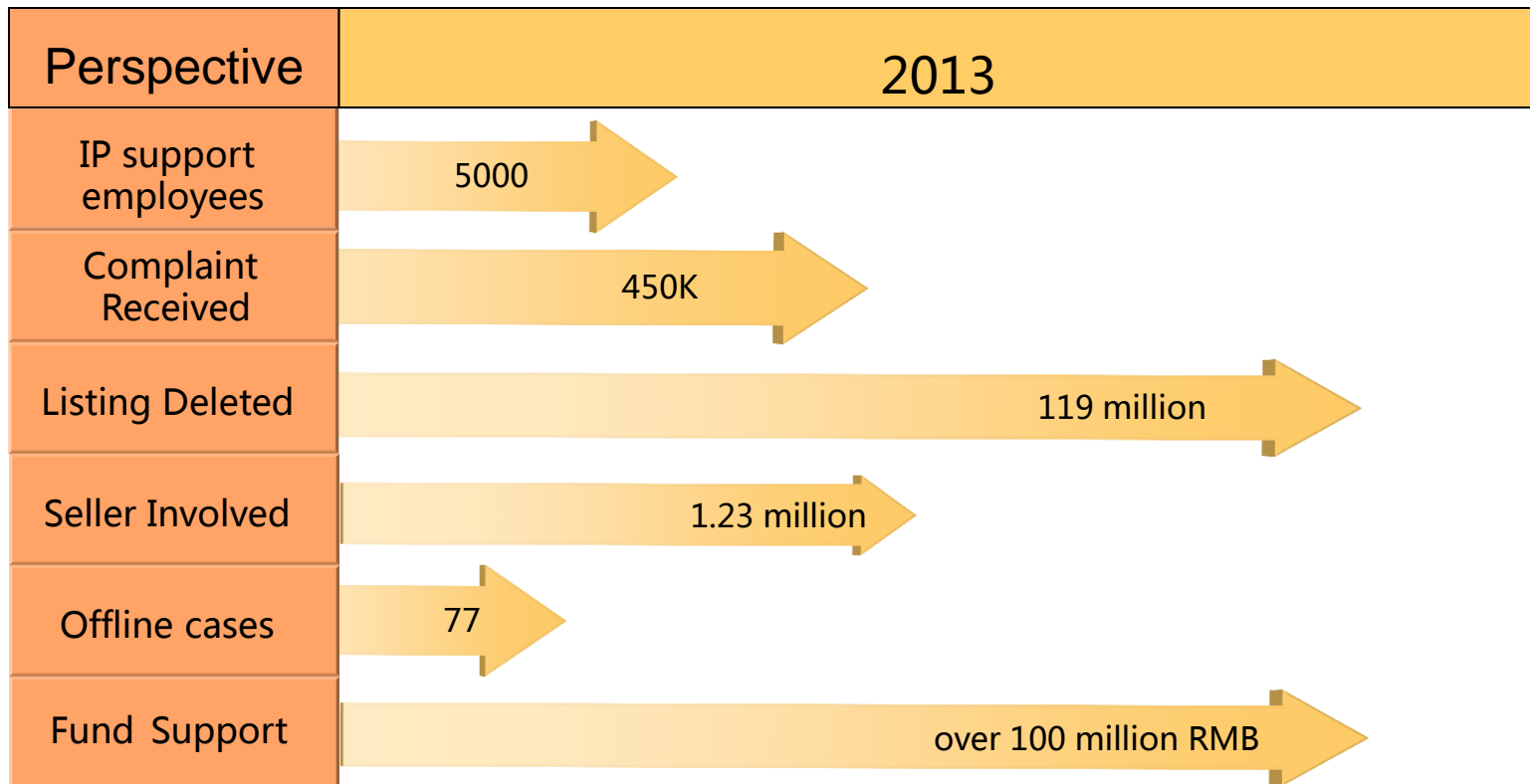
## Development of “Taobao”



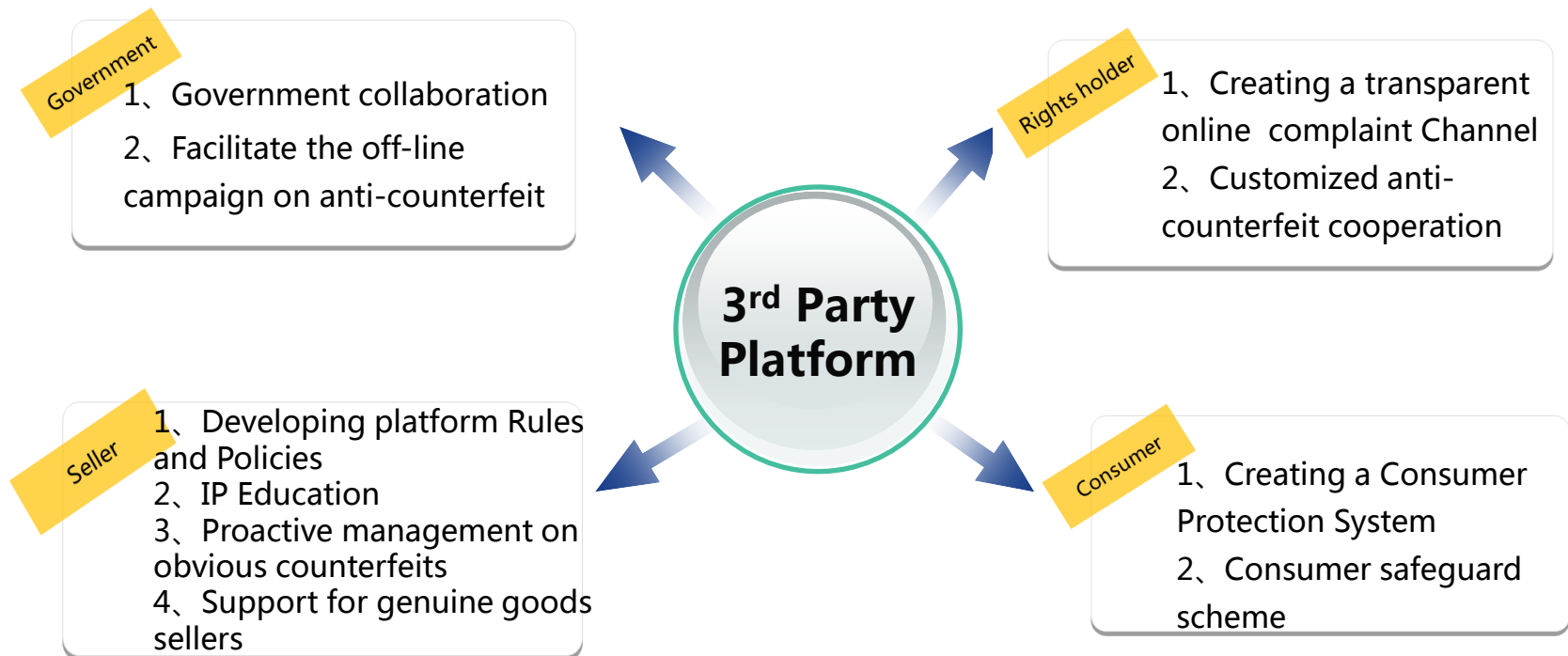
\*Besides Taobao, Alibaba family contains different types of E-business websites, including Tmall.com, alibaba.com, 1688.com.etc.

# 3

## Data of IP Protection



# 4 Overview of Alibaba IP Protection



# 5

## Creating an Online IP Protection and Complaint System



- IPP platform site: <http://ipp.alibabagroup.com/>
- One-stop services for global rights holders
- Registered rights holders by 2013: 36,000
- Cooperation mechanism with global rights holders

# 6

# Developing Appropriate Platform Policy

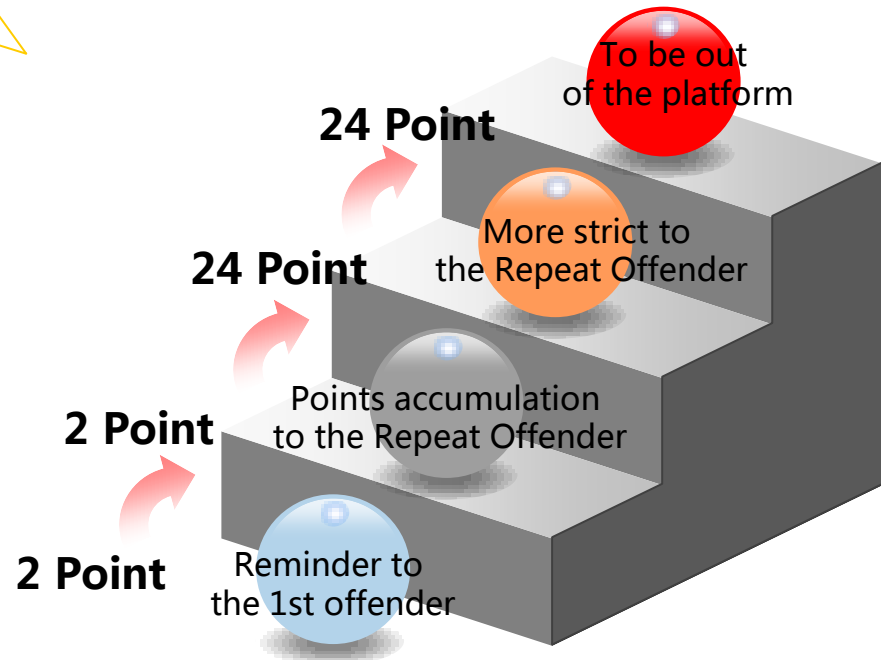
Improve the intellectual property rules system

## 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.

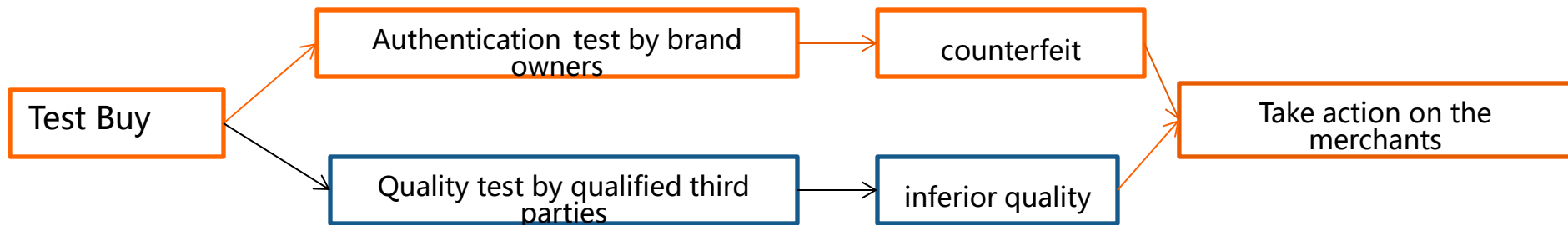


# 7 Proactive Anti-counterfeit Measures

## *Control of Apparent Counterfeits/Piracy*

- Pay close attention to the general characters of infringement
- Apparent counterfeits keywords, apparent piracy products
- Takedown 112 million listings proactively in 2013

## *“Mystery Test Buy” Mechanism*





## Government Authorities

In-depth cooperation with government law enforcement agencies, including 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

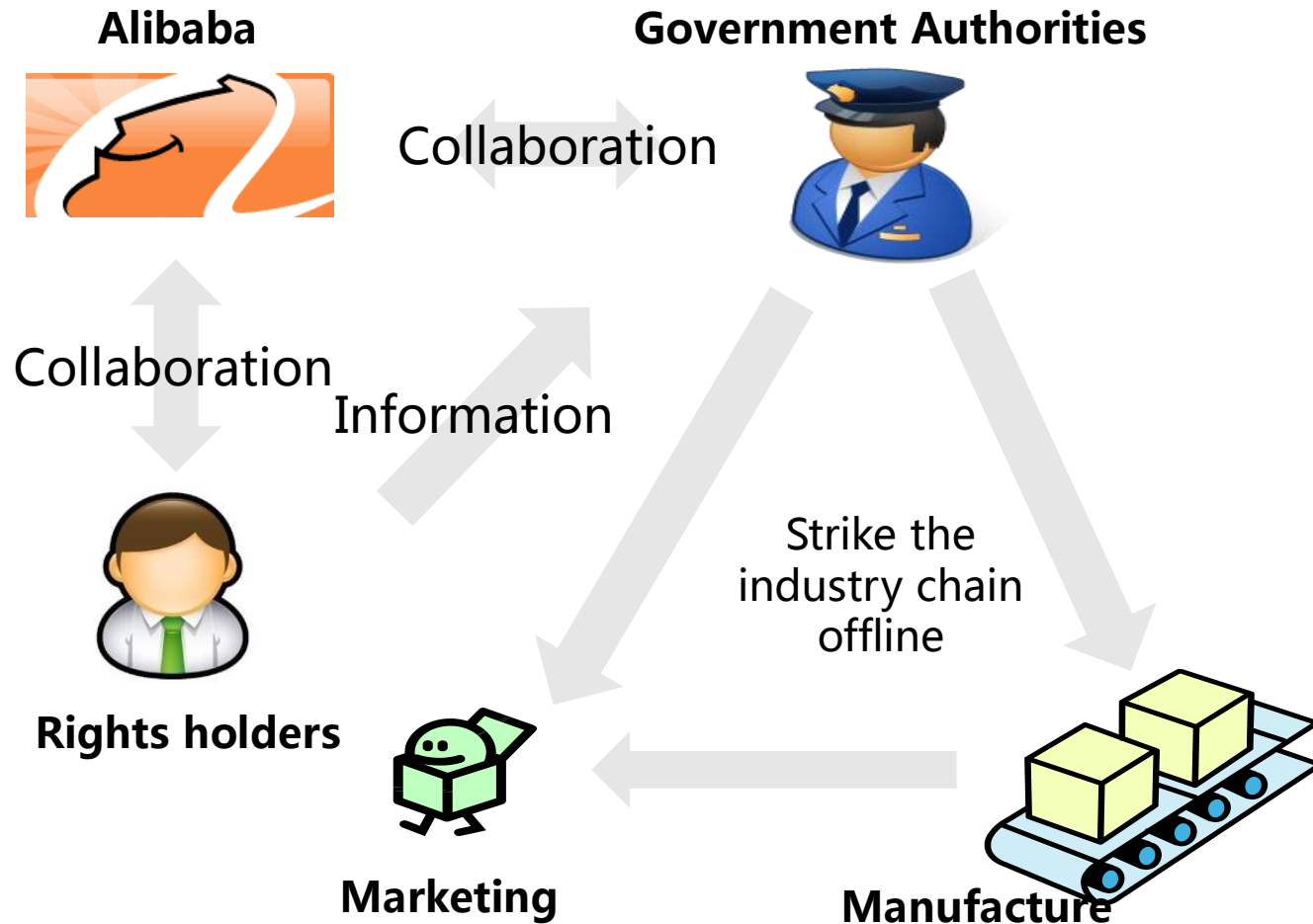
By the end of 2013, Alibaba Group had cooperated with 1,060 brands for IP protection

## Trade Associations

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

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# 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.

Management Innovation of the 3<sup>rd</sup> party platform IP protection

- 1、 Civil liability on infringers
- 2、 Control and Interception of Illegal gain from Infringements



# Difficulties and Challenges of Online IP Protection

Alibaba's objective is to build an e-commerce ecosystem, serve 10 million Small and Medium Enterprises (SMEs), create 100 million job opportunities, and serve one billion users worldwide. To provide an easy transaction platform for anyone in the world.

**1、 Different jurisdictions will have different focus and directions on IP protection.**

**2、 Locally registered rights holders encounter problems when they claim rights in other jurisdictions.**

**3、 No precedent on the interaction of inter-government/firms/platforms.**

Keep fighting, we're on the way!

Thank You

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