Alibaba’s IP Protection Program: Deliberate Results and Innovation

**MAJOR TAKEDOWNS**
- **2018**
  - Alibaba's 24-hour takedown processing time significantly reduced notice and penalties in China for sellers of counterfeit goods.

**IP PROTECTION PROGRAM**
- In 2017, Alibaba worked with brands to take the number of illicit locations closed down by law.
- E-commerce platform taking a first-ever instance of an infringer to court in China.

**BAD ACTORS KICKOUT**
- To even more success, Alibaba looks forward to more partnerships with stakeholders and associations and other law enforcement, industry, and public service authorities.

**SMEs PROTECTION**
- Alibaba has launched measures specifically tailored for small businesses to help them protect their IP rights.

**PROACTIVE TAKEDOWNS**
- In 2017, more listings were proactively removed than were reactively taken down in Chinese courts against counterfeiters.

**REVENUE FROM INFRINGEMENT**
- **Total estimated value of goods involved:** **$1.3 billion**
- **Number of registered accounts on Alibaba’s online and offline platforms:** **240,000**

**DUE TO INFRINGEMENT**
- **Number of arrests made based on Alibaba referrals:** **100,000**
- **Number of takedown requests processed within 24 hours:** **23,711**
- **Average processing time compared to 2016:** **97% reduction**

**DOMESTIC ACTIONS**
- **Number of twin suits in Shanghai and Hangzhou against vendors:** **1,910**
- **Number of infringement complaints filed by rights holders:** **1,328**

**INTERNATIONAL ACTIONS**
- **Number of cases handled by the Cloud Sword Alliance:** **1,170**
- **Number of cases handled by the Cloud Sword Alliance, including cases handled by the Chinese police:** **1,606**

**REGIONAL ACTIONS**
- **Number of cases handled by the Cloud Sword Alliance, including cases handled by the police:** **4.3 million RMB**

**IP CRIMES CONFERENCES**
- Alibaba co-sponsored both the INTERPOL and EUROPOL IP Crimes Conferences in July 2017.

**ONGOING BRAND EDUCATION**
- Alibaba launched courses with public security authorities in 31 Chinese provinces and held a total of 21 sessions of the “Law Enforcement IP Workshops” to exchange and discuss progress and challenges.

**INTERNATIONAL PARTNERSHIPS**
- Alibaba formed a partnership with the Internet and Intellectual Property Coalition (IACC) launched the International AntiCounterfeiting Coalition (IACC) launched the MarketSafe website providing a simple online form for submitting complaints.

**ENHANCEMENTS TO PROTECTION PLATFORM**
- Following the first Rights Holders Day hosted by the AACA, enhancements to its IPP Platform at its Ongoing Brand Education were introduced at the AACA’s Rights Holders Day in March in Shanghai, Alibaba unveiled further enhancements to its IPP Platform at its Ongoing Brand Education.

**INTERACTIONS**
- Alibaba engaged with more than 30 industry associations representing the sector, hired rights holders to help with online service providers to foster deeper engagement.

**MINI-INFOGRAPHICS**
- **24-hour takedown 85%+**
- **Average processing time:** **97% reduction**
- **Number of cases handled by the Cloud Sword Alliance:** **1,170**

**MARKETSAFE WEBSITE**
- Providing a simple online form for submitting complaints.

**IMPACTS**
- **Number of counterfeit skincare products on Alibaba:** **>100,000**
- **Number of infringement complaints filed by rights holders:** **1,328**

**TARGETS**
- **Number of cases handled by the Cloud Sword Alliance:** **1,170**
- **Number of cases handled by the police:** **1,606**

**RESULTS**
- **Number of brand claims: 200,000**
- **Number of enforcement inquiries: 30,000**