Counterfeited goods & the internet

China, similarly to European countries, provides legal protection of IPRs including trademarks, copyrights and patents.

If the IP-protected material is uploaded without the right holder’s consent, he may request, in writing, from the internet service provider (ISP):
- to remove the infringing work
- to remove the relevant website from its network
- to disable access to the infringing material

SMEs should monitor Chinese e-commerce sites for infringing products. By acting quickly you will be able to have infringing products removed from the market, preserving your market share.

A good place to start are two of the most popular e-commerce sites in China: Alibaba and Taobao.

The most common infringements encountered on e-commerce sites include:
- trade mark violation (used without permission)
- sale of counterfeit products
- copyright infringement (advertisements, promotion)

HOW TO spot infringing content online

1. Search for your brand or product name in Chinese.
2. Search through a Chinese search engine (baidu.com, bing.com)
3. Search for items in the same category as your product.
4. Use your product name plus your home country as key search terms.
5. Spot infringing content online

CHINA

700 million internet users in China

And still growing, the internet has become a popular and easy channel for product distribution around the world.

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Sets of documents must be submitted to AliProtect for IP infringement claims.

Alibaba’s IPR protection policy expressly prohibits, ‘listings of counterfeits, replicas, or other unauthorised items.’ Furthermore, it stipulates that the, ‘listings of offers to sell or purchase counterfeits, replicas, or other unauthorised items shall be subject to removal by Alibaba.com.’

**PROCESS**

1. **Proof of identity**
2. **Proof of IPR ownership**
3. **The exact hyperlink and details of the listings**

**AliProtect** IP handling dispute system

**AliExpress** global shopping website, 1688.com (China wholesale marketplace), Taobao (China retail platform) and Tmall (China retail platform).

**Taoprotect** IP dispute handling system

There are five e-commerce platforms under the Alibaba Group: Alibaba (global wholesale marketplace), AliExpress (global shopping website), 1688.com (China wholesale marketplace), Taobao (China retail platform) and Tmall (China retail platform).

**3** working days

**HELPLINE**
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