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Alibaba cites strides in IP protection efforts with brand, tech help

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Alibaba's IP efforts seem to be working. Image credit: Alibaba

By STAFF REPORTS

A new report claims that Alibaba Group's intellectual property rights-protection efforts showed continued success last year.

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Per Alibaba's IPR report, a combination of ever-improving technologies and close partnerships with brands and other external stakeholders helped to deliver strong results for the ecommerce platform in the core areas of proactive monitoring and removal, rights-holder takedown requests and offline enforcement.

Listing purge

The report cited results of Alibaba's IP-protection programs for last year, such as 96 percent of proactively removed listings were eliminated before a single sale took place and 96 percent of removal requests submitted via Alibaba's online Intellectual Property Protection Platform (IPP Platform) were processed within 24 hours.

There was a 20 percent year-on-year increase in the number of registered users on the IPP Platform and a 57 percent year-on-year decrease in the number of listings removed in response to consumer reports of suspected counterfeits.

There were 1,045 IP-related leads by Alibaba to law enforcement that resulted in the arrest of 4,125 criminal suspects and the closure of 2,029 facilities involved in the manufacturing and distribution of illicit goods, according to Alibaba. This was quite a jump from the previous year.

Also, membership in the [Alibaba Anti-Counterfeiting Alliance](#) (AACA), which brings rights holders and other IP stakeholders together to share industry and technical know-how in the fight against IP infringers, increased to 170 rights holders representing more than 500 brands worldwide by end of last year up from 30 at [its launch](#) in January 2017.

Michael Kors, Tommy Hilfiger, Fossil, Siemens, Dyson, Kohler and Coach were among the brands that joined last year.

AMONG THESE 170 rights holders, European representatives accounted for 31 percent of members. Those from the Americas, China and Asia Pacific accounted for 30 percent, 25 percent and 14 percent, respectively.

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