

# Using AliProtect to Take Down Counterfeit Listings on Alibaba.com and Aliexpress.com

This document describes the steps necessary to submit takedown requests for counterfeit listing on Alibaba.com and Aliexpress.com.

## Part 1 – Getting Set Up to Submit Takedown Requests

1. Go to <http://legal.alibaba.com/complaint/login/register.htm> and enter the required information to create your AliProtect User Account

The screenshot shows the registration page for the AliProtect system. The page title is 'AliProtect - Alibaba.com Intellectual Property Protection System'. The main heading is 'Create User Account / My Account'. Below this, there is a general information note: 'General Information: Alibaba.com and concerned parties can be communicated directly through this system or via the contact information provided below. Please make sure this input is correct and valid. [\*]Denotes a required field'. The form fields are: \* User ID (Email Address): [text input]; \* Password: [text input]; \* Re-enter Password: [text input]; \* Complaining Party's Name: [text input] with a black arrow pointing to it; \* Contact Email Address: [text input]; \* Region: [dropdown menu showing 'Mainland China']; \* Correspondence Address: [text input]; \* Contact Phone Number: [text input] with sub-fields for country code (e.g. 86), area code (571), and number (12345678); Mobile Phone Number: [text input] with sub-fields for country code (e.g. 86) and number (18622222222); Fax Number: [text input] with sub-fields for country code (e.g. 86), area code (571), and number (12345678); Alibaba Member ID: [text input]. At the bottom, there is a checkbox labeled '\* I accept the User Agreement' and a 'Register' button. The footer contains the following text: 'Alibaba Group : Alibaba.com; Alibaba China - Alibaba International - Alibaba Japan | Taobao | Alipay | Yahoo! China | Koubei.com | Alisoft Product Listing Policy - Intellectual Property Policy and Infringement Claims - Privacy Policy - Terms of Use - Safety & Security Center - Report IPR Infringement Copyright Notice © 1999- 2013 Alibaba.com Hong Kong Limited and licensors. All rights reserved.'

- a. **Important Note – when completing the registration, whatever you enter in the Complaining Party's Name field (next to arrow in screen shot above) must match the name on your business license document that you will upload as part of step #5 below.**

2. Once your account has been created, go to <http://legal.alibaba.com/index.htm> and log in using your User ID and Password.

3. After logging in, click on the IPR Management tab to submit the details of your Intellectual Property Rights (IPR).

Intellectual Property Protection System

legal.alibaba.com/complaint/rights/add\_ipr.htm

Alibaba.com AliProtect - Alibaba.com Intellectual Property Protection System

中文版 | English User ID: info@crkt.com Sign out

My Account IPR Management IPR Complaint Help

Submit IPR Submitted IPR

Note: Alibaba.com is only able to process an infringement claim after the relevant Intellectual Property Rights (IPR) details and documents are submitted and verified.

[\*]Denotes a required field

**IPR Details**

\* IPR Registration Number: Maximum of 50 characters.

\* IPR Name/Description: Maximum of 100 characters.

\* IPR Owner: Maximum of 50 characters.

\* IPR Type:  Trademark  Copyright  Invention Patent  Design Patent  Utility Model Patent  Other

\* IPR Registration Region: Mainland China

\* IPR Validity Period: Select date Select date

Authorization Validity Period: Select date Select date

**IPR Document Submission**

Please upload the following (Acceptable formats include: TXT, DOC, BMP, JPEG, DOCX, PDF, GIF, PNG, JPG, RAR) documents: 1) IPR documents (e.g. trademark / patent / copyright registration certificate, etc.) 2) Non-IPR owner must submit authorization verification.

Submitted IPR details and documents will be shared with Alibaba.com and those parties who are the subject of the complaint.

Add Documents Each file must not exceed 2MB

**Identification of Complainig Party**

Please upload the following (Acceptable formats include: TXT, DOC, BMP, JPEG, DOCX, PDF, GIF, PNG, JPG, RAR) documents: 1) If the Complainig Party is an individual, please submit an ID (passport, etc.). The name on the documents

4. Enter the details for the Intellectual Property Rights that are being infringed. This could be a Trademark, Copyright, Invention Patent, Design Patent, Utility Model Patent, or Other. In addition to the IPR details, you will also be required to upload the IPR document you are submitting, along with an operation license or business registration that identifies your organization.
  - a. For CRKT, we submitted our CRKT Trademark as our IPR.
5. Once you have submitted your IPR, it takes a few days for AliProtect to verify your IPR. You will get an email notification telling you that your IPR has been verified or requesting additional information to verify the IPR you submitted.

## Part 2 – Submitting Takedown Requests

### 1. Go to the IPR Complaint tab

The screenshot shows the Alibaba.com AliProtect Intellectual Property Protection System interface. The browser address bar displays `legal.alibaba.com/complaint/product/search_keywords.htm`. The page header includes the Alibaba.com logo, the title "AliProtect - Alibaba.com Intellectual Property Protection System", and user information: "User ID: info@crkt.com Sign out". A navigation menu at the top contains "My Account", "IPR Management", "IPR Complaint" (highlighted with a blue bar and an arrow), and "Help".

On the left side, a sidebar menu lists "Submit Listings" (highlighted), "Pending Submissions", "Pending Counter-Notification", and "History".

The main content area is titled "Identify and save alleged infringing listings to Pending Submissions". It features a blue information box stating: "Complaints can only be submitted after an IPR submission is verified." Below this, a red note says: "\*Please select one of the following options".

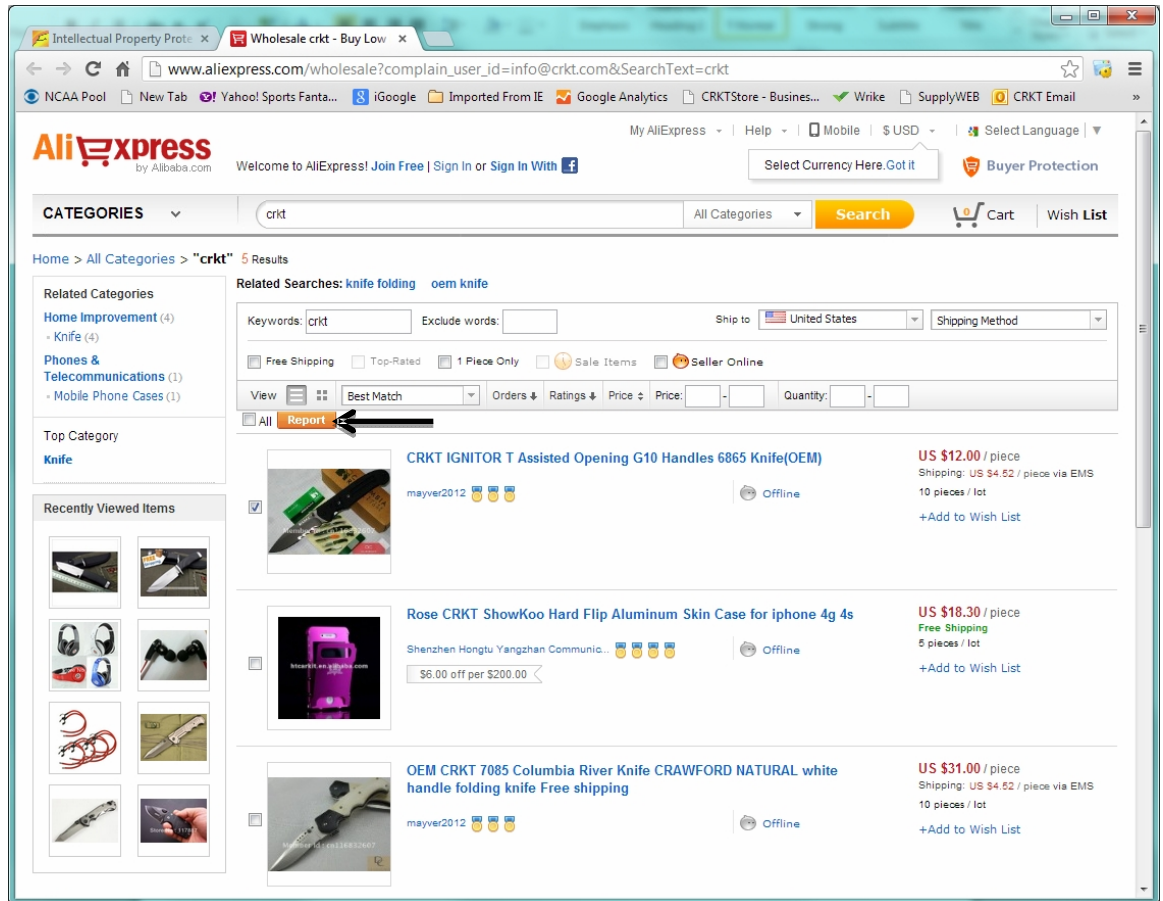
Two options are provided:

- Option 1: Search for alleged infringing listing by keyword**  
Instructions: "On the search results page, select alleged infringing products and click 'Report'".  
Form fields: "Enter keyword:" (text input), "Select Platform" (dropdown menu), and a "Search" button.
- Option 2: Save alleged infringing listings in batches by pasting the URLs below**  
Instructions: "Please note the following when using the batch submission option:  
1) There is a maximum of 200 listings per submission  
2) Only product listings can be submitted  
3) Each URL must be placed on a separate line".  
Form: A large empty text area for pasting URLs, followed by a "Submit Listings" button.

2. There are 2 ways to submit listings – Option 1: Search for alleged infringing listings by keyword, or Option 2: Save alleged infringing listing in batches (up to 200 listings per batch)

Option 1 – Search for alleged infringing listings by keyword

- Enter the keyword (for example, your brand), then select the Platform (china.alibaba.com, [www.alibaba.com](http://www.alibaba.com), or [www.aliexpress.com](http://www.aliexpress.com)) and click Search
- On the listings page, select the listings that are infringing (or click checkbox next to All to select them all), and then click on the orange Report button, as shown below:



- c. The listing(s) will be saved to Pending Submissions. Select the checkbox next to all submissions you would like to submit (or click the top checkbox next to the word Image to select all listings), then select Continue

The screenshot displays the AliProtect interface. At the top, a message indicates that one alleged infringing listing has been saved to Pending Submissions. Below this, a table lists the submission details:

Image	Product Name	Company Name	Action
<input type="checkbox"/>	HOT!! OEM Buck 768 Camping Hunting knife Outdoor Survival knife Silver blade Freeshipping Retail/Wholesale Free Shipping	Mr Chen's store	Delete

At the bottom of the table, there are navigation buttons: '< prev', '1', and 'next >'. To the right, there is a 'Go to Page' field and a 'Go' button. Below the table, a black arrow points to a yellow 'Continue' button, with 'Remove from List' and 'Back' buttons to its right.

Footer text includes: Alibaba Group: Alibaba.com | Alibaba China - Alibaba International - Alibaba Japan | Taobao | Alipay | Yahoo! China | Koubei.com | Alisoft | Product Listing Policy - Intellectual Property Policy and Infringement Claims - Privacy Policy - Terms of Use - Safety & Security Center - Report IPR Infringement | Copyright Notice ©1999-2013 Alibaba.com Hong Kong Limited and licensors. All rights reserved.

- d. Choose the IPR, enter a complaint reason (for CRKT listings we typically just say “Counterfeit Listing”), and then select Match

The screenshot shows a web browser window with the URL `legal.alibaba.com/complaint/product/search_uncommit.htm`. The page is titled "AliProtect - Alibaba.com Intellectual Property Protection System". The user is logged in as `info@crkt.com`. The navigation menu includes "My Account", "IPR Management", "IPR Complaint", and "Help". The "IPR Complaint" section is active, showing a form with the following fields and instructions:

- Choose IPR:** A dropdown menu currently set to "please select".
- Complaint reason:** A text area with the instruction "Please ensure the complaint reason relates to this IPR case".
- Upload certificate:** A section with the instruction "Please provide the complete patent certificate. Download patent complaint form." and a link to "Add Documents". Below this, it states "Each file must not exceed 2MB".

At the bottom of the form, there are two buttons: "Match" and "Cancel". A black arrow points to the "Match" button. The footer of the page contains the following text:

Alibaba Group : Alibaba.com | Alibaba China - Alibaba International - Alibaba Japan | Taobao | Alipay | Yahoo! China | Koubei.com | Alisoft  
Product Listing Policy - Intellectual Property Policy and Infringement Claims - Privacy Policy - Terms of Use - Safety & Security Center - Report IPR Infringement  
Copyright Notice ©1999-2013 Alibaba.com Hong Kong Limited and licensors. All rights reserved.

- e. At this point the listings are submitted to AliProtect for processing. Click the History link on the left side and it will show that the listings are “In Progress”. It can take up to 7 business days to process the complaint. If the complaint is processed successfully, you will see the status change to “Listing Removed”.

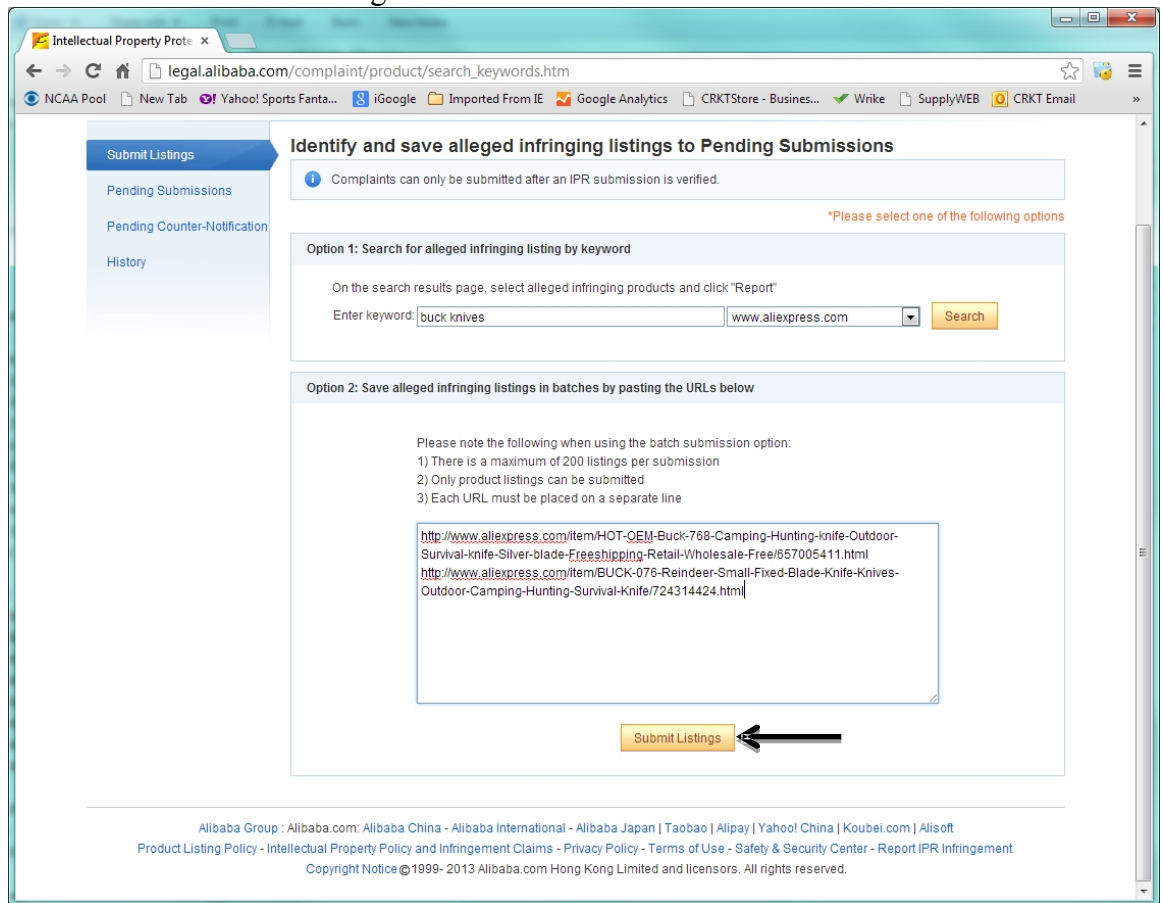
The screenshot shows the AliProtect interface with the following elements:

- Navigation:** My Account, IPR Management, **IPR Complain**, Help
- Search Form:** IPR Reg. No., Case Number, Supplier Name, Period, Search
- Table Headers:** Complaint Date, Case Number, IPR Reg. No., Supplier, Listing, Platform, Status, Action
- Table Data:**

Complaint Date	Case Number	IPR Reg. No.	Supplier	Listing	Platform	Status	Action
03/08/2013	201303080211081192	2485097;	mayver2012	http://www.aliexpress.com/item/OEM-CRKT-7085-Columbia-River-Knife-CRAWFORD-NATURAL-white-handle-folding-knife-Free-shipping/542508477.html	Aliexpress.com	In Progress	Details Withdraw
03/08/2013	201303080211081192	2485097;	mayver2012	http://www.aliexpress.com/item/CRKT-IGNITOR-T-Assisted-Opening-G10-Handles-6865-Knife-OEM-/542505755.html	Aliexpress.com	In Progress	Details Withdraw

Option 2 – Save alleged infringing listing in batches

- a. This option allows you to submit up to 200 listings at one time
- b. In order to use this option, you need to have the URLs of all of the infringing listings that you will be submitting.
- c. For CRKT, we use a program called iMacros to do a search for listings using keywords such as “CRKT”, and then save the URL for each listing to a spreadsheet. *Please contact Mark Schreiber ([mschreiber@crkt.com](mailto:mschreiber@crkt.com)) if you are interested in getting more details about how to set up iMacros to capture listings.*
- d. Cut and paste the URLs from your spreadsheet (or whatever mechanism you used to capture the URLs of infringing listings) into the box under Option 2, and then click Submit Listings





- e. The listing(s) will be saved to Pending Submissions. Select the checkbox next to all submissions you would like to submit (or click the top checkbox next to the word Image to select all listings), then select Continue

The screenshot shows the AliProtect web interface. At the top, there are navigation tabs: "My Account", "IPR Management", "IPR Complaint", and "Help". Below these, there is a message: "A total of 1 alleged infringing listing(s) were saved to Pending Submissions." The main content area displays a table of pending submissions. The table has columns for "Image", "Product Name", "Company Name", and "Action". The first row shows a product listing for "HOT!! OEM Buck 768 Camping Hunting knife Outdoor Survival knife Silver blade Freeshipping Retail/Wholesale Free Shipping" by "Mr Chen's store". A checkbox is present next to the "Image" column header. Below the table, there are navigation controls including "Previous", "1", "Next", and "Go to Page" with a "Go" button. A black arrow points to the "Continue" button, which is highlighted in yellow. Other buttons include "Remove from List" and "Back".

Image	Product Name	Company Name	Action
<input type="checkbox"/>	HOT!! OEM Buck 768 Camping Hunting knife Outdoor Survival knife Silver blade Freeshipping Retail/Wholesale Free Shipping	Mr Chen's store	Delete

- f. Choose the IPR, enter a complaint reason (for CRKT listings we typically just say “Counterfeit Listing”), and then select Match

The screenshot shows the Alibaba.com AliProtect interface for filing an Intellectual Property Rights (IPR) complaint. The browser address bar shows the URL: `legal.alibaba.com/complaint/product/search_uncommit.htm`. The page title is "AliProtect - Alibaba.com Intellectual Property Protection System". The user is logged in as "info@crkt.com".

The main navigation bar includes "My Account", "IPR Management", "IPR Complaint", and "Help". The "IPR Complaint" section is active, showing a sidebar with "Submit Listings", "Pending Submissions", "Pending Counter-Notification", and "History".

The complaint form contains the following fields and instructions:

- \* Choose IPR:** A dropdown menu currently set to "please select".
- \* Complaint reason:** A text area with the instruction: "Please ensure the complaint reason relates to this IPR case".
- \* Upload certificate:** A section with the instruction: "Please provide the complete patent certificate. Download patent complaint form." Below this is a button labeled "Add Documents" and a note: "Each file must not exceed 2MB".

At the bottom of the form, there are two buttons: "Match" (highlighted with a black arrow) and "Cancel".

Footer text includes: "Alibaba Group : Alibaba.com, Alibaba China - Alibaba International - Alibaba Japan | Taobao | Alipay | Yahoo! China | Koubei.com | Alisoft", "Product Listing Policy - Intellectual Property Policy and Infringement Claims - Privacy Policy - Terms of Use - Safety & Security Center - Report IPR Infringement", and "Copyright Notice ©1999-2013 Alibaba.com Hong Kong Limited and licensors. All rights reserved."

- g. At this point the listings are submitted to AliProtect for processing. Click the History link on the left side and it will show that the listings are “In Progress”. It can take up to 7 business days to process the complaint. If the complaint is processed successfully, you will see the status change to “Listing Removed”.

The screenshot shows the AliProtect interface. On the left sidebar, the 'History' link is highlighted with a blue bar and a black arrow pointing to it. The main content area displays a table of IP infringement cases. The table has columns for Complaint Date, Case Number, IPR Reg. No., Supplier, Listing, Platform, Status, and Action. Two cases are visible, both with a status of 'In Progress'.

Complaint Date	Case Number	IPR Reg. No.	Supplier	Listing	Platform	Status	Action
03/08/2013	201303080211081192	2485097;	mayer2012	http://www.aliexpress.com/item/OEM-CRKT-7085-Columbia-River-Knife-CRAWFORD-NATURAL-white-handle-folding-knife-Free-shipping/542508477.html	Aliexpress.com	In Progress	Details Withdraw
03/08/2013	201303080211081192	2485097;	mayer2012	http://www.aliexpress.com/item/CRKT-IGNITOR-T-Assisted-Opening-G10-Handles-6865-Knife-OEM-/542505755.html	Aliexpress.com	In Progress	Details Withdraw