

Lazada Intellectual Property Rights Protection Handbook

Lazada's Intellectual Property Protection Platform ("IPP Platform"), available at <https://ipp.alibabagroup.com>, is our industry-leading, one-stop online reporting system designed to make it easy to submit takedown requests for alleged infringement of intellectual property rights (IPR). The IPP Platform accepts takedown requests based on trademark, copyright and patent rights, and provides comprehensive information regarding takedown requests such as the status of the requests, success rate, and the success rate of counter-notices.

This Handbook provides step-by-step instructions for navigating the IPP Platform and submitting takedown requests regarding listings on our platforms. More information about the IPP Platform and our IPR policies may be found at: <http://ipp.alibabagroup.com/index.htm>

There are four basic steps to setting up an IPP account (note that Steps 1 and 2 are required only once, during the initial account setup process):

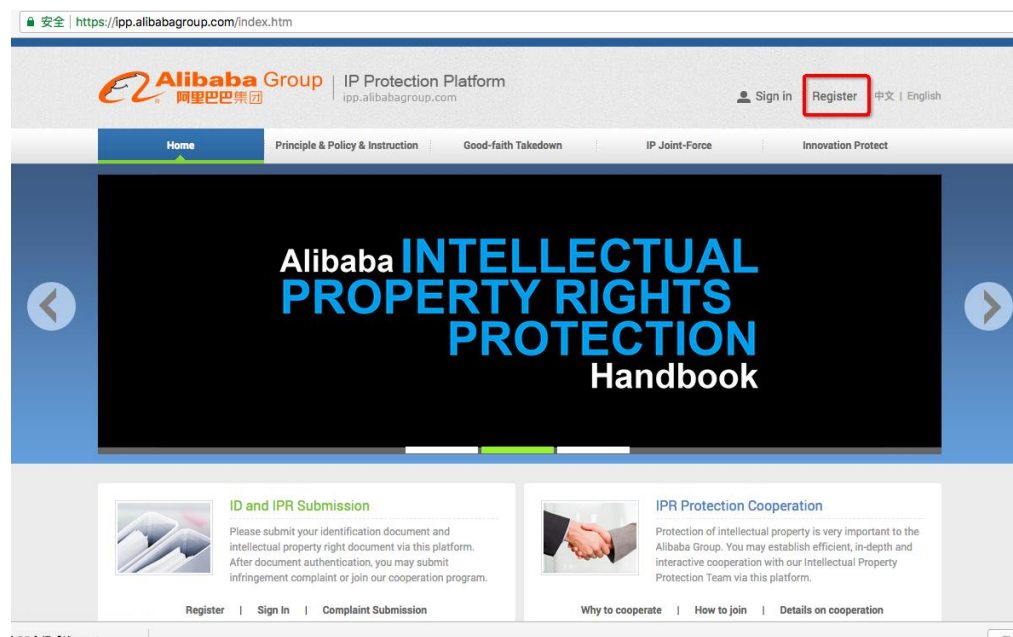
- 1) Provide a valid email address and phone number to register an IPP account. Choose the email address carefully as **it cannot be later changed**. Once the required information is provided and the terms of the IPP User Agreement are accepted (see below), a code will be sent to verify the email address.
- 2) Registrants outside of mainland China will upload documents to confirm their identity. Individuals may upload a digital image (e.g., a scan or photograph) of their official identity card such as a driver's license. For a business entity, such as a corporation, a digital image of the business license is required. Registrants in mainland China will choose from the verification options below under Step 2.
- 3) Continue the registration process by uploading digital images of original IPR documents into the IPP account such as currently valid patent, trademark or copyright registration certificates. Registrants should be sure to also upload any additional documents necessary to show that the submitted IPR is valid and owned by the registrant (e.g., assignments, renewals or extension documents).
- 4) Once the identification finished and *at least one* IPR document is uploaded, the IPP account will be reviewed and verified by Lazada. Once the account is verified, you will be able to submit takedown requests using the account. Be sure to actively monitor your account and respond to any requests from Lazada for additional information and/or counter-notifications.

Note: Each of the above steps is covered in greater detail below.

STEP 1: Register an IPP Platform Account with a Valid Email Address and a Phone Number

To submit takedown requests through the IPP Platform, rights holders or their authorized agents must first register an account on our IPP Platform. To do so, visit

<https://ipp.alibabagroup.com/index.htm> and click the “Register” hyperlink. (See the screenshot below, the ipp.alibabagroup.com home page.)



After clicking the “Register” link, registrants will see a series of fields that require input as a part of the account registration process: the registrant’s “Location” (e.g., Mainland China, Other, etc.); “Identity category” (i.e., “Personal” or “Business” account); “Registrant category” (i.e., “Rights holder” or “Authorized agent”); “Email”; “Password”; etc. (See screenshot below.)

Create a New IP Protection Platform Account

* Location:

* identity category: Personal account Business Registration

* Registrant category: Right holder Authorized agent

* Email:

* Password:

* Confirm password:

* Phone Number:

* Verification:

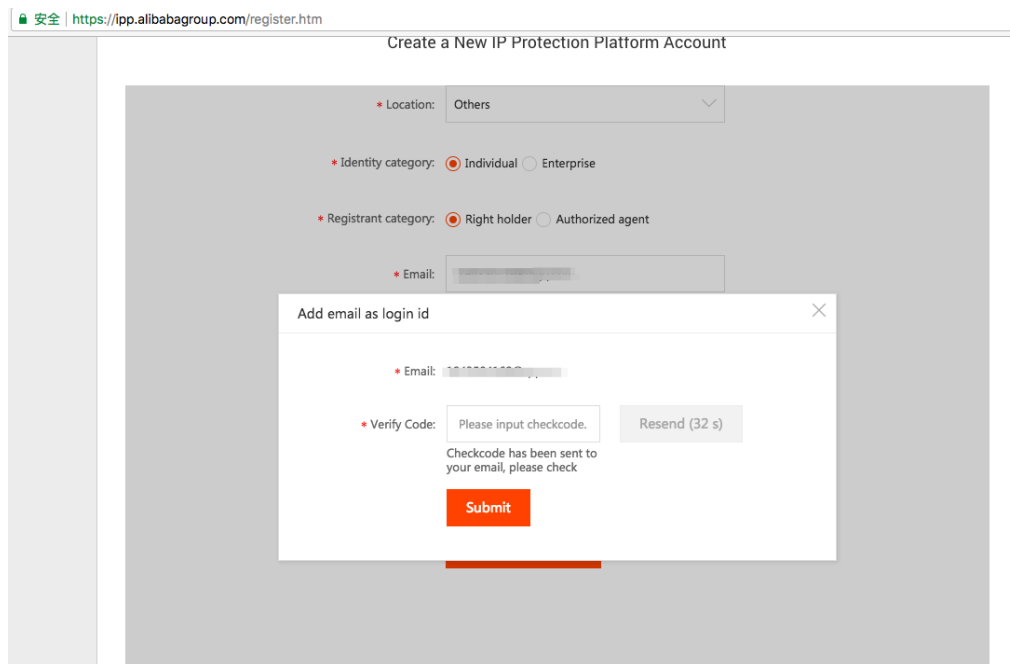
Upon creating my account, I agree to the [IPP User Agreement](#)

Once the required information has been provided, registrants will verify their information and click “Agree and register.”

Note:

- For an account registered by an individual, the identification document may be your passport, driver’s license, etc. For an account registered by a business entity, the identification document must be the business license.
- The email address you select when registering the IPP account will serve as your login ID and **cannot be changed** once the account has been created. Please select the email address carefully, and keep in mind that your company will need to be able to continue using the account, even in the event of personnel changes.
- Read the “IPP User Agreement” before checking the box at the bottom. Checking the box indicates agreement to the IPP User Agreement, which is necessary for creating an account. If you do not agree to the User Agreement you may submit takedown requests using one of the other NTD reporting channels Alibaba makes available.

After clicking “Agree and register,” the registrant will be informed that a verification code has been sent by Alibaba to verify the designated email address for the account (see screenshot below). The verification code will need to be input by the account holder to proceed further.



STEP 2: Verifying Rights Holder Identity

2.1) Verifying Identity (International). Please note that Lazada requires documents to verify the identity of rights holders and their IPR. If you register as an entity or individual outside of Mainland China, you will be required to upload a digital image (e.g., a scan or photograph) of an official identity card such as a driver’s license (for individuals) or a digital image of a business license (for a business entity). The identification documents and personal details remain confidential and will

not be disclosed to any other party without your prior consent.

(For individual registrants, see the screenshot below.)

Registration

Email:

* Region:

* Category of User Identity: Individual Enterprise

* Verification Method(s): Individual Personal Information Verification

* Photo of Certificate:

Please upload the picture of your certificate :
The picture you upload should be clear, true and valid. No modification or redaction is allowed.
The picture uploaded supports the following file types: .jpg, .jpeg, .bmp, .gif and .png. The file size shouldn't exceed 8M.
[Certificate Sample](#)

* Certificate Number:

* Full Name:

* Detailed Address:

(For business entity registrants, please see the screenshot below.)

Registration

Email:

* Region:

* Category of User Identity: Individual Enterprise

* Verification Method(s): Corporate Information Verification

* Photo of Certificate:

Please upload the picture of your certificate :
The picture you upload should be clear, true and valid. No modification or redaction is allowed.
The picture uploaded supports the following file types: .jpg, .jpeg, .bmp, .gif and .png. The file size shouldn't exceed 8M.
[Certificate Sample](#)

* Certificate Number:

* Corporate Name:

* Expiration Date of Operation Term: Permanent

* Detailed Address:

Once the required information has been provided, registrants will verify their information and click

“Agree and register.”

2.2) Verifying Identity (Mainland China). Please note that if you registered as a Mainland China Individual, you will need to finish an additional verification step. You can use the Taobao App to conduct the True Person Authentication identity verification scanning process. Alternatively, you can conduct the identity verification by Individual Industrial and Commercial Household Verification (see screenshot below).

If you registered as a Mainland China enterprise, please finish the identity verification by using one of the three methods: corporate email, legal representative of the business entity or a corporate Alipay account (also see screenshot below).

User Center

For the purpose of improving security of your account and facilitating the smooth IPR protection on our platform, please complete your identity verification.

The verification methods we support

Individual Verification

- Real-person Verification**
Open Taobao mobile App, and scan QR code
- Individual Industrial and Commercial Household Verification**
Upload the business license

Enterprise Verification

- Corporate Email**
Bind your corporate email address or use your corporate email address as the registration account
- Legal Representative**
Provide the name and ID number of the legal representative
- Corporate Alipay Account**
Login your corporate Alipay account, and authorize our platform to verify your corporate information

Once you complete your identity verification, you will enjoy more premium features on our platform.

Go Verification

Next, registrants are required to input contact information (see screenshot below). Please note that there are **two contact** information fields: 1) contact information that **will be disclosed** to merchants who are the subject of your takedown requests, and 2) contact information that will be used only by Alibaba to communicate with you, which will **not be disclosed** to merchants. Please ensure the contact information is valid, and accurately reflects the information you intend to share.

The screenshot shows the 'User Center' page for the Alibaba Group. The left sidebar contains navigation options: My Page, Account Setting, My IPR (with sub-options for IPR Submission and IPR Management), Complaint Submission (with sub-options for Submit a Complaint and Manage Complaints), and IPR Service (with sub-options for Application and Application Management). The main content area is titled 'Identity Verification' and shows 'Identity Information Verified'. Below this are sections for 'User Account' (with an 'Edit' button), 'Password' (with a 'Reset' button), and 'Contact information disclosed to the party being complained of' (with an 'Edit' button). The contact information section includes fields for 'Name of contact' (with a dropdown for 'person'), 'Mobile', 'Phone' (with a placeholder 'Please fill in the phone number'), and 'Email Address'. A note states: 'Note: The above information will be disclosed to the party being complained of.' A 'Save' button is at the bottom right.

This screenshot shows a section titled 'Contact information disclosed to Alibaba'. It includes a note: 'If you have not edited this information, the system notification will be sent to the registered email of the account instead.' Below this are the same contact information fields as in the previous screenshot: 'Name of contact' (with a dropdown for 'person'), 'Mobile', 'Phone' (with a placeholder 'Please fill in the phone number'), and 'Email Address'. A note at the bottom states: 'Our IPP platform will communicate with the complainant using the contact information supplied. All notifications will be sent to the contact information above (Please confirm the contact information/mobile phone number or phone number you filled in is real and valid). The above information will be disclosed to our Intellectual Property Protection Team only.' A 'Save' button is at the bottom right.

STEP 3: Verifying Rights Holder IPR

After successfully submitting the required information and uploading the identification documentation, rights holders will input information and provide documentation about the IPR they wish to enforce such as their trademark, copyright and/or patent registrations.

Under the “My IPR” tab (see screenshot below), select “IPR Submission” to provide the required information such as the type of IPR (e.g., trademark, copyright).

The screenshot shows the 'My IPR' page. The left sidebar has 'My IPR' highlighted with a red box. Below it are 'IPR submission' and 'IPR management'. The main content area is titled 'Submit IPR Information'. It includes a section for 'IPR Type and Place of Registration'. Under 'Please Select the IPR Type', there are radio buttons for 'Trademark', 'Copyright', 'Patent', and 'Others'. Under 'Please Choose the Place of IPR Registration', there is a dropdown menu with 'Others' selected. At the bottom, there are 'Save Draft' and 'Next' buttons.

Different types of IPR will involve different information fields. For example, in the screenshot below a trademark is used as the example. The information fields relevant to trademark registrations include information such as the trademark registration number, registrant information, class of goods, etc.

Please make sure that the information below correspond with your trademark certificate. If doesn't, please make it correct.

* Name of the trademark you submitted

* Registration number of the trademark you submitted

* Registrant of the trademark you submitted

* Expiration date of the trademark you submitted

* Class of goods/ service of trademarks you submitted

* Brand related to the trademark you submitted

Depending on the history of particular IPR, additional information may be required depending on the type of IPR. For example, additional information may be required if IPR has been assigned, renewed, etc.

My IPR Welcome, [Name] [My IPR](#) [Logout](#) [中文](#) | [English](#) [Home page](#)

General Information
Registration
Contact

My IPR
IPR submission
IPR management

Complaint Submission
Submit a complaint
Manage complaints

IPR Service
Application
Application management

Submit IPR Information

- IPR Type and Place of Registration
- Trademark basic information
- Additional information of trademark

* Whether the trademark you submitted has been renewed?
 No Yes
When the trademark registration expires, have you applied for renewal with the Trademark Office to extend the trademark protection period?

* Whether the trademark you submitted has been assigned before?
 No Yes
Whether the trademark has been assigned before, and if the assignment has been completed?

* Whether the trademark you submitted has been altered before?
 No Yes
Whether the registrant's name, address or other registered contents have been changed after the trademark registration? If any change occurs, please apply for corresponding change of trademark information with the Trademark Office.

Once the necessary information has been provided, the registrant will upload (see screenshot below) a digital image of the IPR documentation, such as an image of the original registration certificate.

My IPR

Welcome [User Name] My IPR Logout IPRI English Home page

General Information

Registration
Contact

My IPR

IPR submission
IPR management

Complaint Submission

Submit a complaint
Manage complaints

IPR Service

Application
Application management

Submit IPR Information

• IPR Type and Place of Registration

• Trademark basic information

• Please upload trademark certificate

Upload

Check the illustration

Please upload a full set of digital color photos or colored scan copies of the original trademark certificate; if the trademark certificate has separate page(s) for a trademark class(es), please provide it/them together; if it is a photocopy in black and white, please have it sealed by the registrant, and provide a digital color photo of the sealed copy.
Acceptable file formats include GIF, JPG, JPEG, PNG, BMP, PDF and TGA. Each file must not exceed 5M.
The attachment(s) will be disclosed to the relevant offices and Alibaba, and Alibaba may disclose the attachment(s) based on the relevant clauses in the User Agreement.

Trademark certificate page(s) for trademark class(es)

Upload

Check the illustration

If the trademark certificate has separate page(s) for trademark class(es), please provide it/them here

Save Draft Next

Once the necessary information has been provided and the documentation uploaded, you will submit the IPR for verification. To do so, click “Submit for verification” (see screenshot below). Lazada generally verifies IPR documentation and proof of identify within three working days.

IPR submission
IPR management

Complaint Submission

Submit a complaint
Manage complaints

IPR Service

Application
Application management

Additional information of trademark

• Power of Attorney or other proof of authorization for IPR Enforcement

IP Right Holder : 1234

• Please upload the identification document of 1234, i.e. the front and back pages of the ID card, personal information page of passport, or enterprise business license.

Upload

• Please input the ID number, passport number, or enterprise business license number of 1234.

• Please select the expiration date of authorization.

Select day Forever

An authorization letter on intellectual property right enforcement is generated according to the information you have filled out. Please following two steps:

First step: download template:

Download

Please download and review the authorization letter. If the information is correct, please have it signed (in case the IPR power is an individual), or sealed (in case it the IPR owner is an enterprise) by 1234 and upload the same. If the IPR owner is not available to sign or seal immediately, you may click the "Save Draft" button below, and upload it later when it is signed or sealed.

• Second step: Please upload a digital photo of the authorization letter signed (in case it is an individual), or sealed (in case it is an enterprise) by 1234.

Upload

Please make sure that your authorization letter has been signed (in case it is an individual), or sealed (in case it is an enterprise) by 1234. If you employ your own template for authorization letter, please make sure it specifies that 1234 authorizes 1234 to enforce intellectual property rights on its behalf. Authorization only on business operation or sales cannot be accepted for the purpose of IPR enforcement.

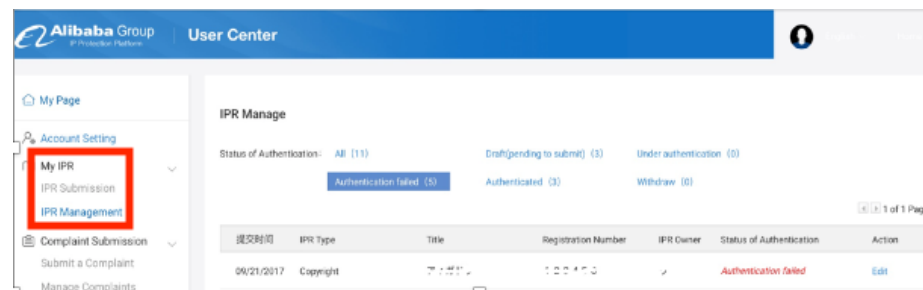
Save Draft Submit for verification

Note:

- The IPR documentation can be a certificate bearing the seal of a relevant authority, such as a national patent or trademark office.
- If IPR has been renewed, or if ownership has been transferred or modified, to avoid delay please provide any such additional documents along with the original IPR certificate.
- To avoid delay, please note that the IPR documentation must clearly demonstrate that the IPR is successfully registered, currently in effect, and must match the identity of the rights holder in the IPP account.
- An agent authorized to act on behalf of rights holder is required to submit documentation, such as a power of attorney, demonstrating they're authorized to act on behalf of the rights holder.
- Please also note that it is important to separately complete and submit each IPR for verification.

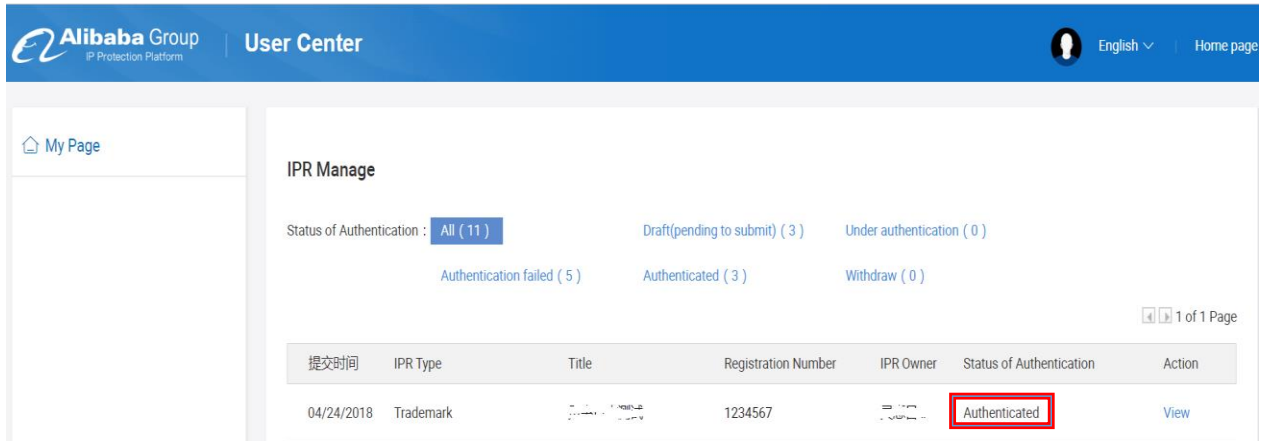
After verification, the IPP account will be ready to use for takedown request submissions. Please note that IPP accounts will not be verified (and not active for takedown submissions) until the identifying documentation has been uploaded and at least one IPR document has been successfully uploaded.

To view the status of your IPR documentation verification, you may login to your IPP account and click the “IPR Management” tab on the left column (see screenshot below).

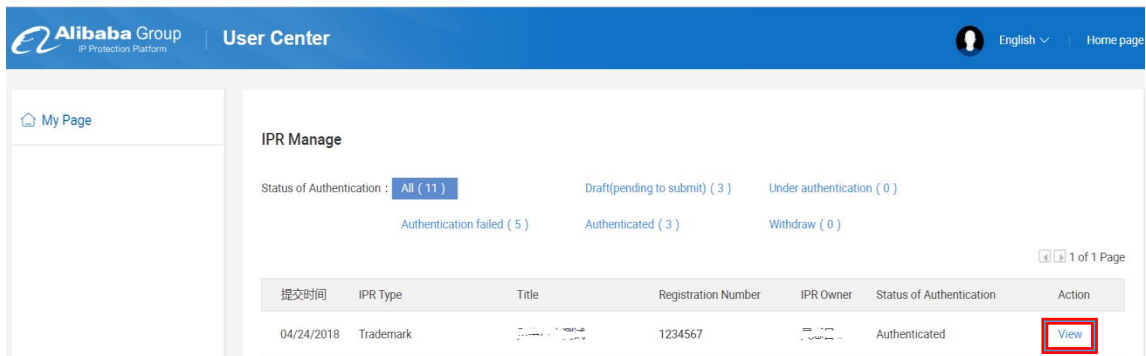


The “Status of Authorization” column shows the current status of the IPR, (see screenshot below for a trademark authentication example). The status will be one of the following:

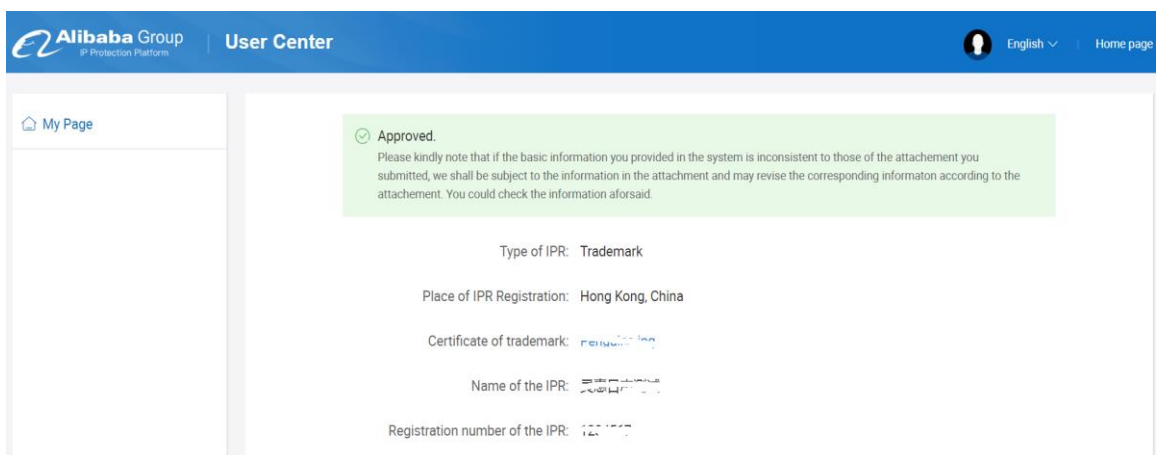
- Under authentication
- Authentication failed
- Authenticated
- Withdraw



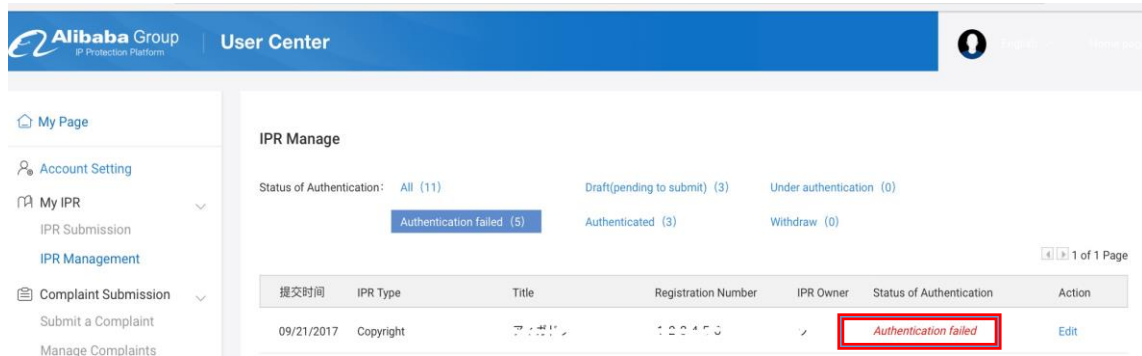
For more detailed information regarding the authentication status, click the “View” hyperlink (see screenshot below).



After clicking “View,” You will be brought to a screen with additional detail (see, as an example, screenshot below).



If your IPR verification has failed (i.e. the “Status of Authentication” column shows “Authentication failed”), you may click “Edit” to see the reason(s) and upload the required documents for further verification (see screenshot below).



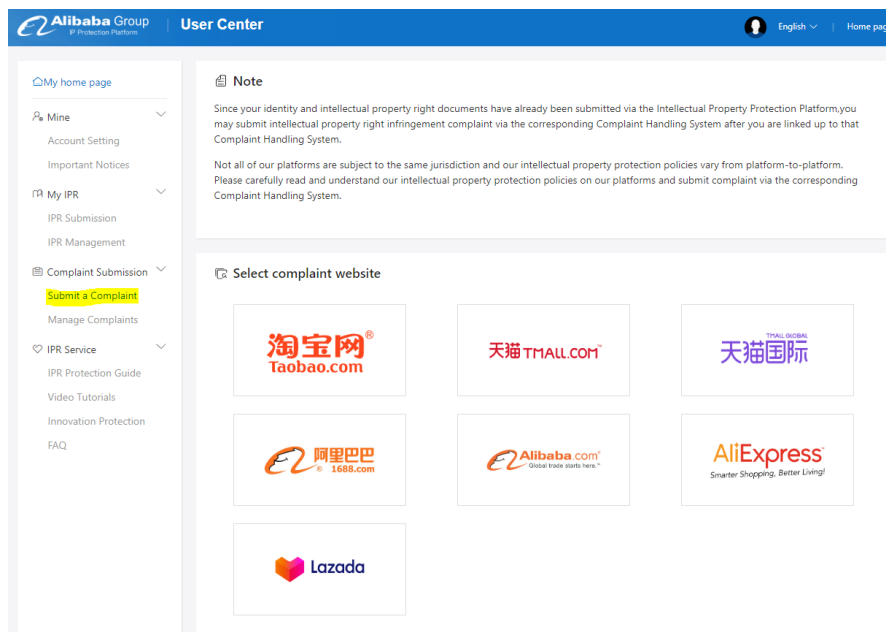
If, in the future, a rights holder or their authorized agent wants to add trademarks, copyrights or other IPR to the account, they may do so by following the above in this Step 3 (Steps 1 and 2 above will not need to again be completed).

STEP 4: Submitting and Managing Takedown Requests

Please note that takedown requests can be submitted through the IPP Platform only after the email address, rights holder and IPR have been verified, as outlined in the steps above. Once the account is verified and activated, the account may then be used to submit takedown requests based on the alleged infringement of IPR. To submit a takedown request, follow the steps below.

4.1) Submitting a Complaint

To request the removal of allegedly infringing listings, click the “Submit a complaint” tab (see screenshot below), and then select the corresponding platform (Lazada.com, Taobao.com, Tmall.com, Tmall Global, 1688.com, Alibaba.com or Aliexpress.com) on which you want to submit a takedown request.



- After selecting the platform, you will next need to:
 - From the “Sites” field (see screenshot below), choose the Lazada sites where the infringement listings located from the drop-down menu.
 - From the “IPR” field (see screenshot below), choose the type of IPR (trademark, copyright, etc.) allegedly infringed from the drop-down menu. Please note that you need a verified IPR before submitting complaints in particular countries.
 - From the adjacent drop-down menu (see below), choose from the IPR available in the account, which is to be used as the basis for the takedown request. Please note that this adjacent field is dynamic. For example, if you chose “Trademark,” the adjacent drop-down menu would display for your selection the verified trademarks available in your IPP account. If you chose “Copyright,” the adjacent drop-down options would relate to the copyrights available in your IPP account, etc.
 - Select the “Complaint type,” i.e., whether the claimed infringement is found in a “Product listing” or “Store front” (see arrow in screenshot below) .

The screenshot displays the 'Basic Complaint Information' form on the Alibaba Group IP Protection Platform. The form is for a complaint on the Lazada platform in Singapore. Key fields include:

- Select a Site:** SINGAPORE
- IPR:** Please select (highlighted with a red box, with an adjacent dropdown menu also highlighted)
- Complaint type:** Product listing (indicated by a red arrow)
- Reason:** Please select
- Infringing listings:** Each listing must be separated by a new line, no more than 300 listings are allowed

Additional elements include a 'Verify listing(s)' button, a 'View acceptable listing formats' link, and a 'Submit' button. A note on the left states: 'Please note that takedown requests against listings in lazada.sg require intellectual property rights valid in Singapore.'

- Once you have identified the type of IPR involved, and your IPR which you wish to enforce, choose the type of alleged infringement (e.g., Counterfeit, content infringement and etc.) from the drop-down menu in the “Reason” field (see screenshot below).

Alibaba Group IP Protection Platform | User Center

User Center > Submit a Complaint > Complaint On Alibaba IPP Platform

Lazada

Basic Complaint Information

Complaint Submission Flow

* Select a Site: SINGAPORE

* IPR: Trademark | Test Account (123456) | Add a new IPR

Complaint type: Product listing

* Reason: [Dropdown menu open showing Counterfeit, Content Infringement]

* Infringing listings: [Text area]

Verify listing(s) | View acceptable listing formats

Submit

Please note that takedown requests against listings in lazada.sg require intellectual property rights valid in Singapore.

- Below the Reason field, paste the URLs to be reported for removal into the “Infringing Listings” field (see screenshot below). Please be sure to click “verify listings” to confirm the URLs are valid (see arrow in screenshot below).

intellectual property rights under protection by PRC laws.

* Reason: [Dropdown menu]

* Infringing listings: Each listing must be separated by a new line, no more than 300 listings are allowed

Verify listing(s) | View acceptable listing formats

- You will also need to provide evidentiary information, or proof of infringement, to support the takedown request. Under “Proof of Infringement for the Complaint” (see screenshot below), you may input text into the “Supplemental infringement reason” field (see arrow in screenshot below) that describes the basis for the allegation. In other cases, such as allegations of counterfeit products, rights owners may elect to submit a separate document (e.g., uploading a comparison photo) to provide the required evidentiary information. Once the evidentiary information has been provided, click the “Submit” button to finalize your complaint submission.

intellectual property rights under protection by PRC laws.

Reason

Infringing listings
Each listing must be separated by a new line, no more than 300 listings are allowed

[Verify listing\(s\)](#) [View acceptable listing formats](#)

Proof Of Infringement For The Complaint

Supplement infringement reasons
Note: You can supplement infringement reasons.

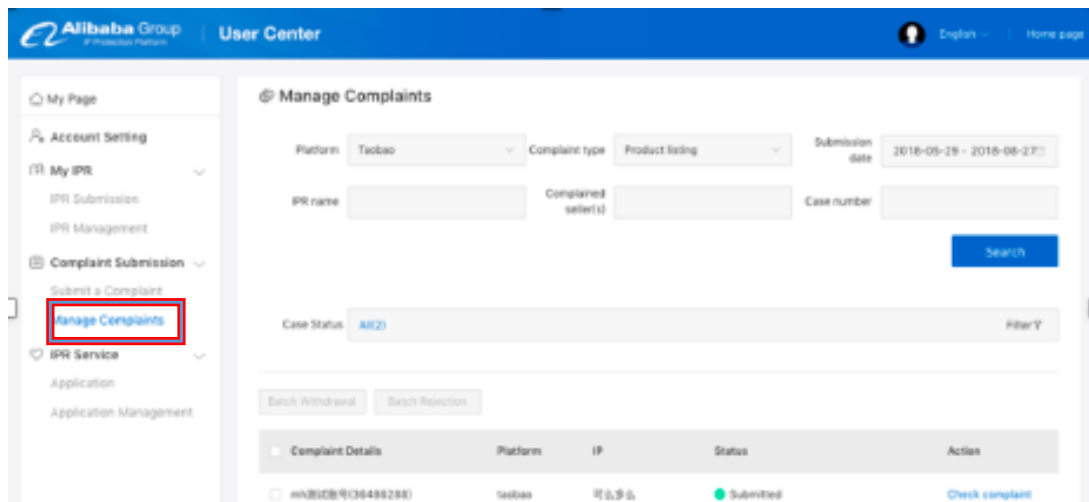
Document proof of infringement [+ Add document](#) Acceptable formats include zip/rar/jpg/png/bmp/pdf/doc/docx (Each file must not exceed 5MB). No more than 4 documents are allowed

[Submit](#)

- A case number will be generated in connection with the takedown request submission. Please note that the case number is a very important reference. Any follow-up or questions about a takedown request will require the case number in order for Lazada to reply or assist.

4.2) Managing Takedown Requests

- You can manage your complaint(s) and monitor their status by clicking “Manage Complaints” on the left side of the screen in your IPP account (see screenshot below).



- You will see from the above that you are able to search for specific takedown requests using the case number, platform, type of IPR, etc. Once you’ve identified a takedown request about which you’d like more information, select click “Check complaint details” (see the screenshot below) to learn more about the status.

Alibaba Group IP Protection Platform | User Center English Home page

Manage Complaints

Platform: Singapore | Complaint type: Product listing | Submission date: 2019-05-01 ~ 2019-11-01

IPR name: | Complainer seller(s): | Case number: | Search

Case Status: All(6) Filter

Batch Withdrawal | Batch Rejection

Complaint Details	Platform	IP	Status	Action
<input type="checkbox"/> (5000594104) Case number: 201907251759154103 Submission date: 2019-07-25 17:59 https://www.lazada.sg/-i342356187-...	sg	Test Account	Counter notification accepted Counter-notification Date: 2019-07-25 18:01 on test For more information	Check complaint details

- After clicking “For more information,” you will see the screenshot below, which contains the details of the complaint, including “Complaint Details,” which show the information of the original takedown request, and “Case Records” which show the progress of the takedown request.

My Counter Notification

(Counter notification accepted)

Complaint Number: 201907251759154103

Complaint details

Submission Time	July 25, 2019
Complaint Number	201907251759154103
IPR Type	Trademark
Complaint Reason	Content Infringement
IPR Name/Description	Test Account
IPR Registration Number	123456
Name of IPR Owner	Test Account
Contact Email to Seller	
Contact Person to Seller	

Reported Listings

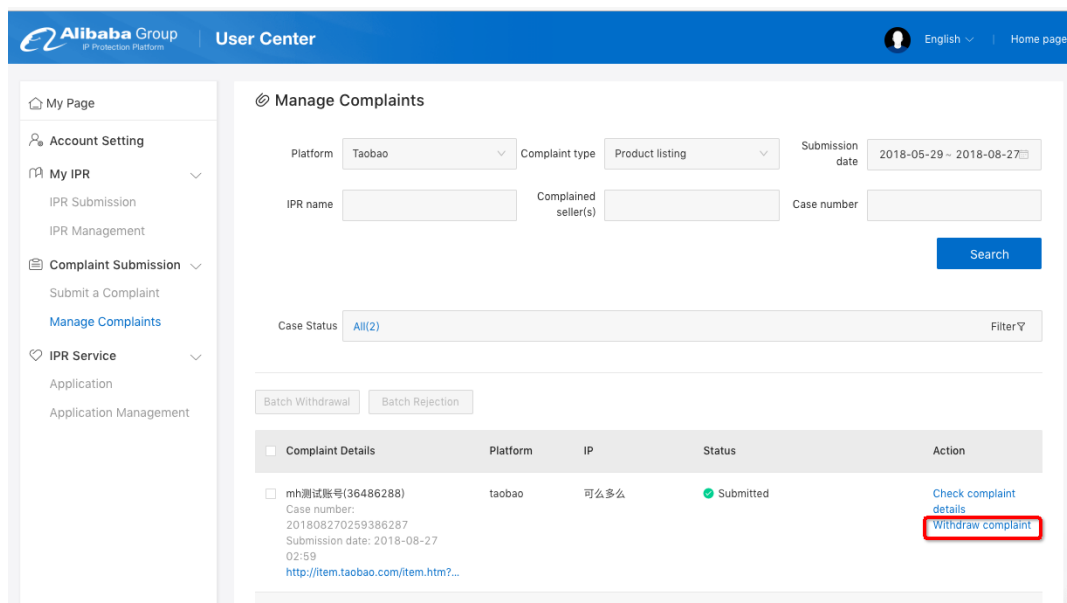
Product Information	 nice watch [Screenshot of reported item]
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Processing Procedures

Time	Procedure	remark
Thursday, July 25, 2019 6:03 PM	Counter notification is accepted	
Thursday, July 25, 2019 6:01 PM	Submit counter notification	test 屏幕快照 2019-07-18 下午2:29:48.png
Thursday, July 25, 2019 6:00 PM	Complaint(s) approved	Your product listing is unfair use of other's trade mark and infringes the other's trademark right.

- In some cases, you may find it is necessary to withdraw a takedown request. To withdraw a complaint, you can click the “Withdraw” button (see screenshot below), and select the withdrawal reason. Once a complaint has been withdrawn, the original listing will be

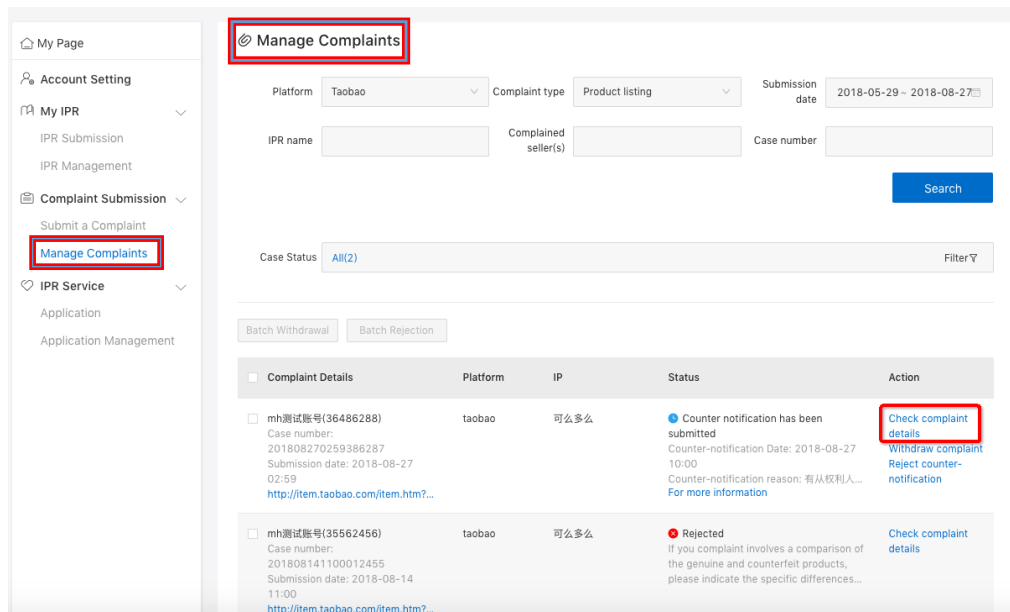
reinstated.



4.3) Counter-Notifications

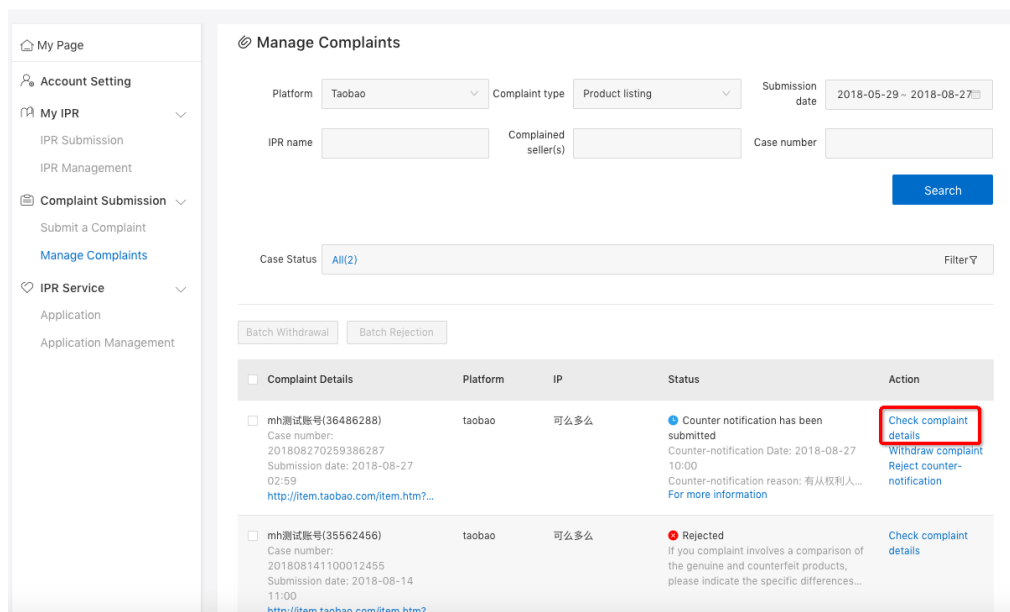
- Once your takedown request is processed, merchants may submit counter-notifications disputing the allegation of infringement. **Please note**, responses to counter-notifications are **time-sensitive**, and failure to respond in a timely manner will result in a merchant's counter-notification being deemed valid, the automatic withdrawal of your takedown request(s) and reinstatement of the listing(s).
- The email account used when registering the IPP account will receive a notification when the seller submits a counter-notification. However, we strongly encourage account holders to regularly check their IPP account and address any pending counter-notifications or other requested action.

4.3(a) Reviewing Counter-Notifications. To review counter-notifications, select "Manage Complaints" (see screenshot below, "Manage Complaints"), and select the corresponding platform.

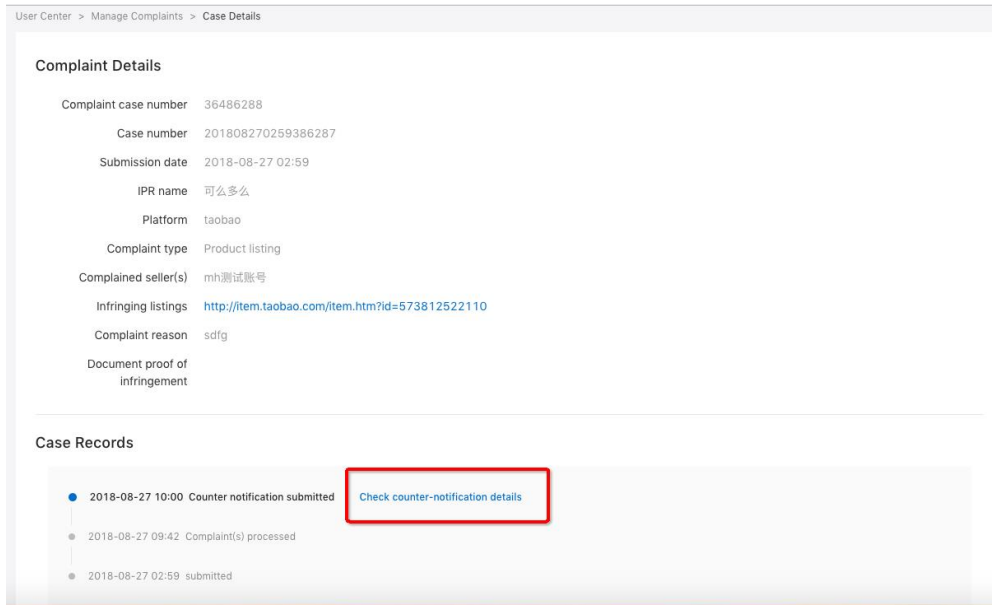


4.3(b) Responding to Counter-Notifications.

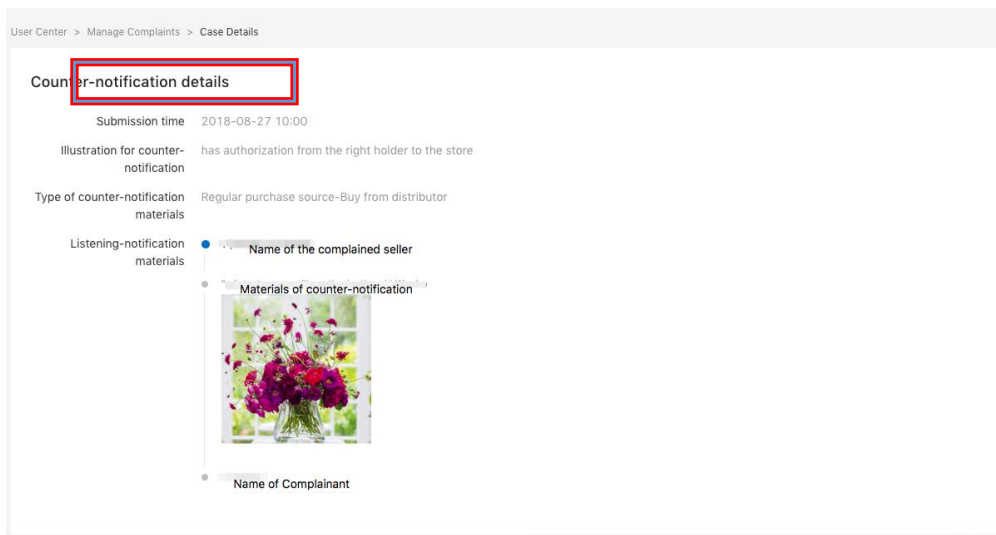
- To review counter-notifications that require a response, click “Check complaint details” (see screenshot below).



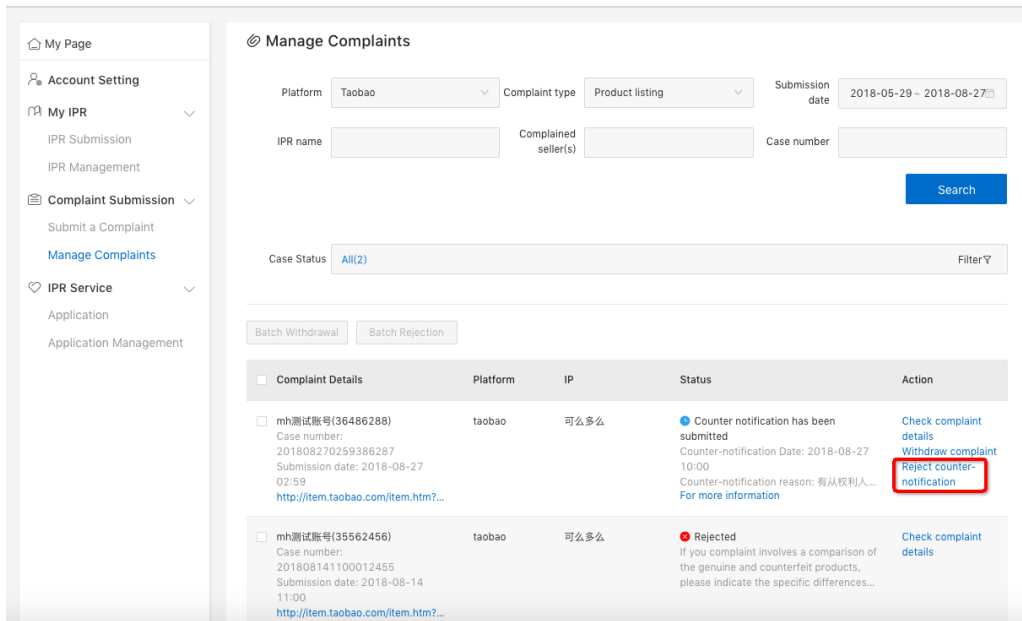
- You will then be brought to a “Complaint Details” page where you can click the “Check counter-notification details” hyperlink (see screenshot below).



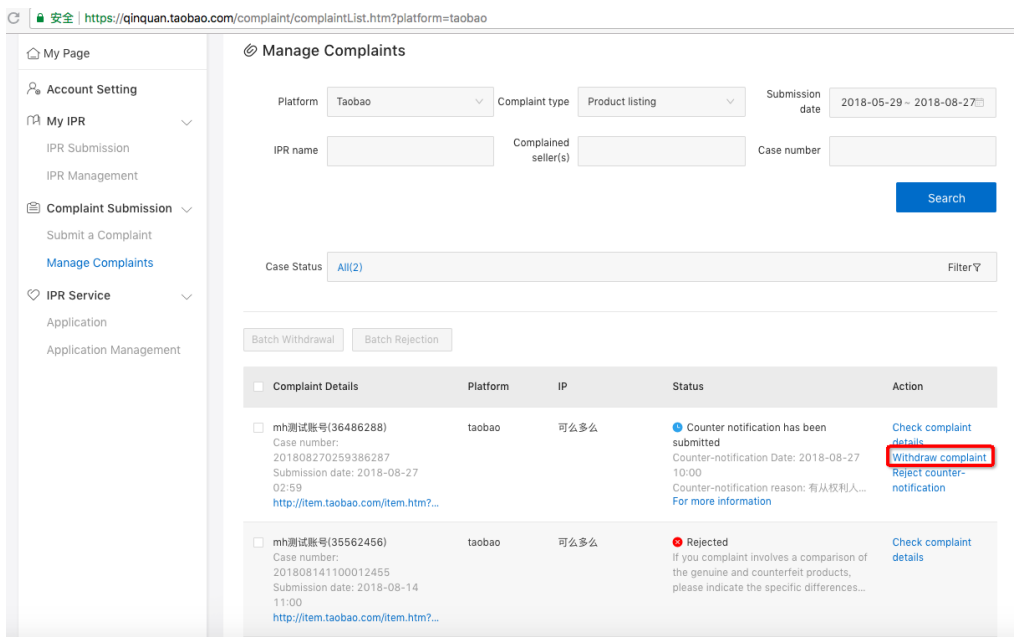
- You will then be brought to the “Counter-notification details” page (see screenshot below).



- To REJECT a counter-notification, click “Reject Counter-notification” (see the screenshot below), and the case will be further processed as a dispute with additional review by Lazada. We reserve the right to make the final decision on such disputed matters based on the information provided to us.



- To ACCEPT a counter-notification, you can click "Withdraw complaint" (see the screenshot below). The counter-notification will then be accepted, and the listing reinstated.



Note:

- If a rights holder does not respond to the counter-notification within the specified timeframe (e.g., three business days), the counter-notification will be deemed accepted, the takedown request withdrawn and the listing reinstated.