IP Protection in the Internet Era: Technology-Driven Collaboration
Part 1: Preface

In the modern era, globalization means that products and services no longer stop at national borders, and bad actors may try to take advantage of technology and widespread internet use to sell counterfeit goods. Law enforcement agencies, owners of intellectual property rights (IPR), e-commerce platforms, and other stakeholders have largely worked in a siloed fashion and without the benefit of a cooperative structure to deal long term with the issue. In fighting counterfeiting it is easy to feel like one is fighting the battle alone, and treading water without real progress.

Alibaba understands that the protection of IPR is critical for technological innovation and economic success. One of the most effective weapons in the protection of IPR is meaningful collaboration and dialogue. By joining forces, working collaboratively and addressing IPR protection with urgency, stakeholders can realize demonstrable and sustained success in the protection of IPR and anti-counterfeiting.

Alibaba has advocated an innovative, cooperative approach among stakeholders committed to the protection of IPR, including brand owners, law enforcement, industry associations, academics, lawyers, and service providers. Alibaba's goal is to create a comprehensive and inclusive community that works together to use technology to protect IPR and fight counterfeitors around the world.

It was against this background that the Alibaba Anti-Counterfeiting Alliance ("AACA") was formed in January 2017. AACA looks to combine Alibaba’s capabilities and resources as a commerce and technology leader with the knowledge, enforcement expertise and resources of rights holders. Together they aim to establish an environment of multi-party cooperation to strengthen IPR protection for the benefit of rights holders, e-commerce platforms and consumers alike. Through such partnerships, we can fight counterfeiting more effectively than ever before.

As of December 31, 2018, AACA had expanded from its 30 original rights holders to 121 member companies. These rights holders represented 16 countries and regions, with 33% from Europe, 27% from the Americas, and 24% from China. AACA’s collaborative efforts have produced a number of sophisticated programs designed to provide new partnership models to cooperatively solve counterfeiting and IPR infringement issues. In doing so, AACA has expanded its influence and is widely recognized and respected both in China and abroad.

This annual report will highlight the experiences of AACA members, and the progress the alliance has made. We hope the success of AACA will encourage and inspire more IPR practitioners from around the world to further enhance cooperation.

Key AACA Results in 2018
(as of December 31, 2018)

| Enhanced Online IP Protection Cooperation | 97% of takedown requests Alibaba received from AACA members were processed within 24 hours during business days. More than 36 AACA members joined a program to pilot new notice and takedown systems on Lazada (the leading e-commerce platform in Southeast Asia). |
| Proactive Monitoring Cooperation | 60% of AACA members were able to participate in the AACA’s innovative Proactive Monitoring Cooperation program, which resulted in nearly a thousand important pieces of brand and product information being integrated into our proactive monitoring algorithms to help detect and remove counterfeit product listings. |
| Test Purchases and Product Authentication | Based on Alibaba’s big data analysis and rights holders' brand knowledge, a total of 1,878 suspicious listings were identified and reported to 54 AACA members for test purchases and authentication. |
| Offline Case Investigations | Alibaba cooperated offline with 56 AACA members, successfully pursuing 194 offline criminal cases. Together we assisted in the arrest of 1,277 suspects and the taking down of 124 criminal operations. These activities resulted in a total case value of roughly RMB 3.6 billion (over 500 million USD). |
| Joint / Concurrent Civil Litigation | AACA members shared 71 cases with Alibaba for possible coordinated civil litigation. Alibaba filed civil lawsuits for 35 of these cases, increasing the penalties faced by the sellers of counterfeit goods. |
| IPR Workshops | Four AACA Industry Working Groups: Luxury Goods, Alcohol & Tobacco, Automotive, and Smart Devices, organized law enforcement trainings, which covered more than 66 public security personnel from China’s Economic Crime Investigation Department. AACA also organized five brand training sessions for Alibaba’s own personnel, covering about 23 rights holders from five industries. |
| Consumer Awareness Campaigns | Taobao Headlines social media account “IP Balabala” ("IP Chit-Chat") drew the participation of select AACA rights holders and engaged 11,000 consumers. |
Part 2: Organizational Structure and Day-to-Day Operations

1. AACA Organizational Improvements

a) The Secretariat

Since its establishment by 30 founding members beginning in January 2017, rights holders have steadily sought to join the AACA. At the beginning of AACA’s second year, in early 2018, AACA worked diligently to onboard new rights holders, more than tripling to reach to 105 rights holder members by May 2018. Later in the year, there was further expansion with membership increasing to 121 rights holder members by the end of 2018.

Given the rapid growth of membership, it became apparent that AACA required not only additional human, financial and technological resources, which Alibaba gladly provided, but also greater organizational structure to maximize efficiency, including the formation of a Secretariat body. The Secretariat is a body that consists of Alibaba personnel and is primarily responsible for facilitating and managing the operational activities of the AACA.

In September 2018, the official website of the AACA (https://aaca.alibaba.com/) went live thanks to the efforts of the Secretariat and other Alibaba personnel. The website provides the latest information regarding AACA activities, and the progress of its programs. It is also a convenient means for rights holders to receive AACA-related news and information about upcoming events.
b) Industry Working Groups

It is the goal of AACA to not only advance IPR-protection efforts on behalf of specific brands, but on an industry-wide level. To further this goal, AACA members have established 12 industry working groups (IWGs) to discuss and share new trends in online enforcement practices, offline investigations, litigation strategies and tactics, and other IPR-protection strategies. Each rights holder in AACA participates in an IWG, and in cases where a company’s product lines cover multiple industries, they may choose to participate in a second IWG. At present, AACA has 12 IWGs, including Apparel & Footwear; Home & Electronics; Personal Care; Food & Beverage; Technology, Smart Devices & Computing; Entertainment, Publishing & Toys; Industrial & Automotive; Pharmaceuticals; Jewelry & Accessories; Sportswear & Sporting Goods; Alcohol & Tobacco; and Luxury Goods.

At present, AACA has 12 IWGs

IWG meetings are organized every 6-8 weeks to discuss pressing IPR-protection issues and challenges, and solutions, faced by AACA members and their industry. These involve exchanges of best practices and shared experiences, and are a cornerstone of the communication within the AACA. IWG meetings are facilitated by the IWG Chair, Vice-Chair and a Secretariat member. These meetings are popular among AACA members and highly attended.

c) Advisory Board

The added organizational structure of AACA also currently includes an Advisory Board composed of IWG Chairs and Vice-Chairs. The Advisory Board meets quarterly to discuss the overall progress of AACA’s initiatives. Since each industry is represented, the Advisory Board has become an effective organizational mechanism for receiving and sharing industry and cross-industry counterfeiting trends and needs, directing AACA initiatives toward these areas of high priority, and supporting the formulation of AACA policies. The Advisory Board also receives and provides constructive feedback to Alibaba regarding its own IPR-protection work.
2. AACA Conferences

AACA organizes spring and autumn member-wide conferences each year. These AACA conferences attract IP specialists from member companies around the world who participate in high-level IPR-protection forums. The AACA Secretariat, as well as rights holder members, invite government officials, industry association executives, and well-known academics and IPR experts from China and abroad to present and provide their insights. The conferences also provide an opportunity to provide a member-wide review of the operations of AACA, and update members on activities and progress. At the conference we organize workshops on topics of most concern to members, allowing them to share the practical experiences, and explore innovative intellectual property protection solutions together. The 2018 AACA Spring Conference was held on May 4, in Hangzhou, and the Autumn Conference was held on September 13-14, in Beijing. The Autumn Conference, for example, was attended by 215 participants, including 144 rights holders, 19 government officials, law enforcement officials, and academic experts.

3. Topical Seminars

In response to IPR topics and challenges raised by TWGs with relevance to multiple industries, the Advisory Board and the Secretariat coordinate and organize sessions with relevant stakeholders such as government agencies, industry experts and scholars to explore possible solutions, such as increased engagement and support from relevant legislative, law enforcement, and judicial authorities. For example, during the Autumn Conference in 2018, experts from across China came to meet with AACA members to discuss the issue of bad faith trademark registrations. Through this effort, the AACA is working to promote awareness of the issue from relevant government stakeholders, and advocate changes to legislation and judicial procedures.

Part 3: AACA Cooperation Programs

AACA has developed a series of innovative programs, which members can choose to opt into depending on their priorities, enforcement resources and strategies. These collaborations are key initiatives for sharing resources and expertise among relevant stakeholders, and for utilizing Internet technology for anti-counterfeiting efforts. In 2018 major AACA cooperation programs included:

- Enhanced Online IP Protection Cooperation
- Proactive Monitoring Cooperation
- Test Purchases and Product Authentication
- Offline Case Investigations
- Joint / Concurrent Civil Litigation
- IPR Workshops
- Consumer Awareness Campaigns

Some AACA programs focus on online intellectual property protection, such as improving the ability and accuracy of rights holder complaints, and improving Alibaba’s proactive monitoring capabilities and algorithm optimization. Other programs focus on offline cooperation, such as establishing exchanges of information between Alibaba and rights holders to develop cases for referral to law enforcement and increase the chances the case(s) will result in criminal convictions. Still other programs are targeted toward education and dialogue with consumers as well, as law enforcement agencies, to increase awareness of IPR issues.

These innovative AACA programs foster cooperation, and provide options to each rights holder member to allow them to choose the programs that best fit their company’s IPR enforcement needs and are most likely to help them achieve their IPR protection goals.
1. Enhanced Online IP Protection Cooperation

Alibaba’s online platform for IPR protection is the IP Protection Platform (“IPP Platform”). The IPP Platform is designed to provide easy-to-use notice and takedown functionality, and an industry-leading user experience for rights holders implementing online monitoring strategies.

Alibaba provides AACA members with a dedicated online IPR-protection consultation channel for escalating complex and strategic enforcement as well as providing AACA members with a means for sharing any problems or suggestions they may have regarding the use of the IPP Platform. This helps us to continually optimize and improve the technical capabilities and efficiencies of the IPP Platform and IPR services we provide to all rights holders. Through the cooperation with AACA members, as of the end of 2018, Alibaba processed 97% of infringement notifications from AACA rights holders within 24 hours.

Alibaba also solicits input from the AACA Advisory Board on IPP Platform upgrade planning. This valuable input enriches the resources and educational content made available on the IPP Platform to help assist rights holders in submitting takedown requests. For example, on the IPP Platform rights holders can now find an IP Handbook, FAQs, analyst of complaint scenarios, video guides, and other reference materials to support their enforcement efforts.

a) IPP Counter-Notice Abuse Project

Alibaba continually works to improve the IPR-protection governance systems for its platforms. Some rights holders report that there are merchants who submit fraudulent materials (e.g., fake company seals or falsified authorization documents) during the counter-notice (appeal) process, in an attempt to evade punishment and make enforcement against them more challenging. As a third-party platform, Alibaba does not have the ability to determine disputes about the authenticity of such materials. Therefore, Alibaba invites AACA rights holders to collaborate in providing examples of authorization documents or other relevant information that can be used to help determine the authenticity of materials submitted in counter-notices. During review of counter-notices, Alibaba can then reference the information provided by rights holders to improve decision-making and reduce the risk of counter-notice abuses.

This initiative has seen excellent results. As of the end of December 2018, select AACA members had actively participated, and a total of 89 cases of falsified counter-notice documents were intercepted.

In addition to identifying such documents, Alibaba also sends information on abusive merchants to its offline investigation team for further investigation. As appropriate, the team also refers such instances, along with supporting evidence, to law enforcement for criminal investigation. As a result of these efforts, AACA members have taken a big first step in the fight against abuse of Alibaba’s counter-notice system.

b) Lazada Notification Enhancements

Lazada is the number-one online shopping and selling destination in Southeast Asia. Headquartered in Singapore, the platform covers six countries: Malaysia, Indonesia, the Philippines, Singapore, Thailand, and Vietnam.

Since Alibaba’s acquisition of Lazada in 2016, Alibaba has been working to improve the experience of rights holders seeking to enforce their IPR on the Lazada platform. In September 2018, Alibaba launched a pilot project with AACA members to test the use of the Alibaba IPP Platform for submitting rights holder takedown requests of Lazada product listings. During the testing process rights holders reported their experiences using the IPP Platform to report Lazada listings so that Alibaba could use the feedback to improve the functionality. Nine AACA members participated in the first phase of the project, and by the end of 2018, 36 AACA members had already joined the initiative.

During the initial two-month period of the Lazada pilot, Alibaba and AACA members worked closely together and saw significant improvements in processing and Lazada’s ability to protect IP on its platform. The specific and constructive feedback from rights holders allowed Alibaba to improve Lazada’s notification process, fix technical problems, and improve system stability. Alibaba is now finalizing platform rules and policies, in preparation for the planned rollout to all rights holders of Lazada-platform enforcement through the IPP Platform. The formal rollout of the Lazada initiative for all rights holders is planned for mid-2019.
2. Proactive Monitoring Cooperation

Through real-time search engines, text analysis, logo recognition, image and text recognition, biometric authentication, and other technical solutions, Alibaba has established a set of effective proactive monitoring measures to intercept and actively remove potentially problematic listings. However, as a third-party platform, Alibaba is not a brand-specific expert, so it can be challenging to accurately identify counterfeits of a given specific brand. For this reason, AACA designed the Proactive Monitoring Cooperation program, in order to work closely with rights holders on automated proactive monitoring on our platforms. Rights holders provide their unique brand and product knowledge to help Alibaba.

Since its launch, Proactive Monitoring Cooperation has been very popular with AACA rights holders. In 2018, 60% of AACA members were able to participate in the innovative program which resulted in nearly a thousand important pieces of brand and product information being incorporated into our proactive monitoring algorithms, to help detect and remove counterfeit product listings.

Proactive Monitoring Cooperation also involves the sharing of the brand-specific results with AACA members every month so they can evaluate the effectiveness of the measures. The provided information shows the number of penalties for counterfeit goods, improper use of trademarks, the categories and sub-categories of goods affected, the breakdown of first- and second-hand goods, the types of brand knowledge most effective for optimizing algorithms, and other information. This makes it possible for rights holders to better understand trends in counterfeiting affecting their brands, and adjust their own strategies.

Through this program we have seen marked results in many key intellectual property infringement scenarios, such as:

a) Improper Use of Trademarks

In November 2018, through discussions with rights holders in the apparel industry, the Alibaba team was informed of recurring issues with the improper and infringing use of their registered trademarks to advertise product lines never produced by rights holders themselves (so called “non-produced goods”). Based on information provided by AACA rights holders, Alibaba incorporated new information into its algorithms to address the issue, such as key categories affected, models used in displays on brand flagship stores, and other product features. After optimizing its algorithms in December 2018, the number of proactively removed listings for non-produced goods by these participating brands increased 9-fold compared to the previous month. Due to the vastly improved proactive monitoring, the number of removal requests that those rights holders submitted to Alibaba for non-produced goods decreased by 87% during the same period.

b) Proactive Monitoring for Nighttime Listings

Based on AACA rights holder feedback and Alibaba’s own analysis in mid-2018, it was determined that 62% of ‘obvious’ counterfeit listings reported by AACA members, were posted primarily at night. In response to merchants’ nighttime postings of infringing listings, Alibaba and AACA rights holders from multiple industries exchanged information and collaborated to develop special data models with targeted algorithms to provide additional scrutiny to merchants and listings posted between 18:00 and 09:00 the next day, which helped address the issue. Additionally, Alibaba increased staff on duty during holidays to quickly and effectively handle issues and abuses. After the new measures and algorithms went into effect, AACA members benefited from a reduction in the time required for penalizing of such sellers by 81%.
3. Test Purchases and Product Authentication

Since 2010, Alibaba has complemented the online governance of its e-commerce platforms by collaborating with brand right holders in offline anti-counterfeiting efforts. Alibaba has found that, in cases where we are able to conduct test purchases to confirm suspected counterfeit sales by merchants, we are better able to document the illegal activity, pursue investigations against key targets, and refer the cases to law enforcement. This approach also generates the best support and outcome for subsequent law enforcement actions.

Building on Alibaba’s experience, AACA established a Test Purchases and Product Authentication program to help build a pipeline for offline enforcement actions. Alibaba started by evaluating the willingness and ability of each member to participate in the new program (e.g., available budget to support test purchases, available personnel to inspect and authenticate whether purchased products are counterfeit, etc.), and discussed with members how they identify sellers of counterfeit products. Using the exchanges with rights holder members, and Alibaba’s big data capabilities, within the AACA we were able to generate sets of priority targets for test purchases. Alibaba also set up a fund for test purchases, to collect samples from suspicious targets and send the samples to AACA members for authentication. AACA members in return, send reports to Alibaba advising whether the test-purchased products are genuine or counterfeit. Confirmed counterfeit purchases inform further investigation and analysis by Alibaba to determine high-value targets, which are reported to law enforcement authorities for further offline investigation and raids.

By December 31, 2018, using information provided by AACA members, and Alibaba’s big data analysis, 1,878 authentication listings were generated and shared with rights holders. For these cases, rights holders completed 557 test buys and identified 237 listings that sold counterfeit products. This evidence was then used by the rights holder members and Alibaba’s offline investigation team for joint follow up actions and referrals to law enforcement.
4. Offline Case Investigations

Because online counterfeiting sales are a reflection of offline counterfeiting activities, Alibaba’s offline investigation team uses big data capabilities to assist rights holders to zero in onto merchants for investigation. Alibaba's offline investigation team cooperates with rights holders and law enforcement agencies in supporting offline investigations through technical support, for example, such as the collection of electronic evidence. Using evidence of online transactions and leads, Alibaba can often identify the sources of products and offline counterfeit wholesalers. This enables police to take down entire counterfeit seller networks, and positively impacts key areas and regions. After several years of cooperation, Alibaba has formulated a cooperative and successful, three-party anti-counterfeiting model among Alibaba, brand rights holders, and law enforcement agencies. Alibaba has produced many important cases which have a major impact, resulting in consumers, and society as a whole, responding well to publicized actions by Alibaba.

Case Study:

In the second half of 2018, the U.S. automotive manufacturer, Ford, worked together with Alibaba to successfully conduct eight cases against IPR infringement by criminals in Shanghai and Hangzhou. This was accomplished through the use of big data investigation and analysis, and active cooperation with law enforcement authorities, as described above. A total of nearly 50,000 fake auto parts from the eight cases were seized during raids. The value of the seized parts alone exceeded RMB 4 million (nearly USD 600,000), and more than ten suspects were arrested.

As noted above, by then end of 2018, 154 priority cases were reported to law enforcement as a result of AACA Offline Case Investigations, which involved 56 AACA rights holders. Together, Alibaba and AACA members facilitated the arrest of 1,277 suspects and the closure of 524 illicit distribution and manufacturing facilities. These examples of successful AACA offline cooperation had a total case value of RMB 3.6 billion (over USD 500 million).
5. Joint / Concurrent Civil Litigation

In addition to offline investigations and criminal referrals to law enforcement, Alibaba has also pursued civil litigation to increase the risk and cost for counterfeiters. In 2017, Alibaba’s Taobao became the first e-commerce platform operator in China to bring civil lawsuits against merchants who misused its services for the sale of counterfeit goods. We are doing everything possible to deter counterfeiters from using our platforms. In 2018, Alibaba introduced the Joint / Concurrent Civil Litigation program as a part of AACA, to enhance cooperation with members in this area. Rights holders start by exchanging information to align with Alibaba on ongoing cases and key targets. Alibaba and the AACA rights holders bring coordinated, such as concurrently filed, civil lawsuits against counterfeiters, allowing us to join forces in our efforts against key targets.

As of December 31, 2018, AACA rights holders shared a total of 71 cases with Alibaba for possible coordinated civil litigation. Alibaba filed civil lawsuits against 35 counterfeiters of AACA member brands as a result. In two of these cases, the rights holders also initiated further coordinated civil litigation (after a successful criminal case) to add even more deterrent force against the targets.

6. IPR Workshops

a) Law Enforcement Agency Training & Dialogue

In 2018, Alibaba brought together the combined experience and expertise of rights holders and law enforcement in the classroom and in the field. A series of training sessions hosted by Alibaba’s offices delivered input to law enforcement agencies based on the collective needs of AACA’s Industry Working Groups. AACA also organized rights holder visits to key regions where counterfeit goods historically have been produced and sold. During the meetings, rights holders engaged in dialogue with local law enforcement officials about counterfeiting trends, and how Alibaba and rights holders might better to support law enforcement's work to protect IPR. Through this enhanced communication, law enforcement gleaned new insights about counterfeit trends, methods for authentication, and the difficulties rights holders face in their anti-counterfeiting efforts.

In 2018, AACA also organized ‘training days’ by four IWGs: Luxury Goods, Alcohol & Tobacco, Automotive, and Smart Devices. These trainings covered more than 80 public security personnel from the Economic Crime Investigation Department. In addition, there were three regional exchange seminars organized to discuss and help improve the three-way cooperation model among rights holders, law enforcement and Alibaba.

b) Alibaba Training & Exchange

To enable Alibaba to better understand AACA members’ products and enhance the ability to identify potentially problematic listings, Alibaba invited rights holders to its headquarters to exchange information with frontline Alibaba personnel involved in IPR-protection efforts. AACA members presented regarding their brands and related products, counterfeit product features, counterfeit seller behaviors, and methods for identifying counterfeit merchants. By the end of 2018, AACA had organized five such training sessions, covering 23 brands from five IWGs.

7. Consumer Awareness Campaigns

AACA launched a consumer awareness program at its Spring Conference, 2018. Through this program, Alibaba partnered with AACA rights holder members to develop educational campaigns using new Internet-empowered thinking and methods.

In 2018, AACA opened its very own account, "IP BabaBala" ( "IP Chit-Chat" ), on the Alibaba-owned consumer media platform, Taobao Headlines. AACA members were invited to disseminate relevant brand knowledge and information about the harm to society of buying counterfeit products. As of December 31, 2018, there were 11 participating AACA members, which either participated individually or as a part of their IWG. AACA hosted four live interactive Q&A sessions with consumers, and five news-style article postings, in 2018. These efforts have engaged 11,000 consumers so far.

In the offline world, AACA also organized special activities with Zhejiang University foreign exchange students to publicize the importance of brand protection. Students from over 16 countries participated in the event.

Each September, Chinese e-commerce platforms participate in an alcoholic beverage festival known commonly as the "Wine Festival" promotion, during which Alibaba and other platforms promote sales. During the festival week, the AACA Alcohol & Tobacco IWG members interacted with consumers on three topics related to their purchasing choices:
"How do you distinguish real from fake alcohol?"; "Do you know how to identify what wine you are drinking?"; and "Which aged Chinese spirits are trustworthy?" In response to the questions, consumers engaged with the brand owners, often raising relevant questions of their own. Via the IP Balabala account, the relevant brand owners provided answers, which allowed for direct interaction with consumers, and provided valuable guidance about reducing the risks of buying counterfeits. The campaign was well-received by consumers and rights holders alike.

Part 4: Exploring Theoretical & Practical Solutions to IPR Issues

In addition to its core cooperation programs, AACA is also looking to the future. AACA invites government officials, judges, and domestic and foreign academic experts and scholars to research and discuss key topics and theoretical issues together with AACA members. Through special seminars, AACA discusses issues of concern to members, and seeks innovative ways to improve the legal environment to solve industry-wide problems. The AACA also closely cooperates with the Alibaba Intellectual Property Research Institute in these endeavors.

In addition to the core AACA cooperation programs discussed above, AACA has also established special projects to address other particular issues of concern to rights holder members, such as copycat brands, design-based complaints, airbags concerns, and equipment for assisting fake auto tire manufacturing. These projects allowed Alibaba and AACA members to explore solutions to specific challenges together, and resulted in good results. For example, because tire-related issues affect personal safety, Alibaba took the step to ban certain tire equipment sales (e.g., tire number changing machines). Such specially-crafted solutions, combined with wider AACA cooperation programs, allowed Alibaba and rights holder partners to pioneer success in new areas.
Some of the AACA’s efforts from 2018 are discussed below:

1. Bad Faith Trademark Registration

Alibaba strives to protect IPR and create a fair and honest market environment, however malicious actors sometimes misuse Alibaba's notice and takedown processes to make baseless complaints in order to harm competitors and gain a commercial benefit. In addition, such actors may maliciously register trademarks in bad faith and then initiate a stream of complaints against e-commerce business entities engaging in normal and legitimate business. Small and medium-sized businesses are at particular risk from such behavior.

To address this unique phenomenon, the AACA organized a symposium during the Autumn Conference in 2018, and invited representatives from the China Trademark Association, judges from the Yuhang District People’s Court, and professors from the University of the Chinese Academy of Social Sciences, to discuss this topic with the Alibaba Intellectual Property Institute and relevant AACA rights holders. During the meeting, the parties talked about the malicious registration of trademarks, such as generic names (such as “hula-hoop”), reasonable descriptive phrases (such as “touch Screens”), and relevant elements of product packaging (such as text and graphics), as well unregistered domestic trademarks and foreign trademarks that were unregistered in China. These issues were discussed in a constructive manner from the perspective of theory and judicial practice. AACA hopes to encourage more attention and discussion around this issue by all parties so we can ultimately find a solution to the problem.

2. Discussion of New E-commerce Law

In 2018, in response to the promulgation of China's first E-commerce Law, AACA organized an event to discuss the relevant provisions of the new laws concerning IPR with its members, and provide a platform for dialogue about specific interpretations and possible challenges with the law’s implementation. Listening to the opinions of rights holders helped Alibaba to consider its platform policies and processes with the benefit of the perspective of rights holders. AACA aims to facilitate and exchange of ideas and constructive dialogue by e-commerce platforms and rights holders alike.

Part 5: Outlook

In 2019, AACA will further expand its membership and establish more partnerships in IPR-protection. We will continue to organize spring and autumn conferences, review AACA progress and achievements, communicate with experts and scholars, and consider new policies based on meaningful dialogue. The Advisory Board will continue to organize quarterly meetings to provide direction to the AACA membership, and consider key issues. And we will continue to improve the operations of AACA cooperation programs, increase efficiencies, and actively explore new solutions to further IPR-protection.

In 2019, AACA will reach more partners than ever before, including industry associations, law enforcement agencies, academic institutions, and government, for multi-party cooperation. Together we will join forces to enhance protection of IPR using the latest technologies to benefit AACA members around the world, and enhance AACA’s positive influence.

As shown in this report, the interests of rights holders, platforms, and other key stakeholders are aligned in the protection of IPR and the fight against counterfeits, and we must work together to effectively combat illegal activity. AACA will continue to push forward as a pioneer in IPR protection, and build a strong network among those committed to improved governance online and offline. We hope that all AACA members will move forward with Alibaba and help build a new world order for intellectual property rights protection in the internet era.

Secretariat of Alibaba Anti-Counterfeiting Alliance