



IACC MarketSafe® SME Program - A FREE Tool to Fight Fakes

Who Are We?

The IACC is a non-profit trade association dedicated solely to fighting counterfeiting and piracy around the world.

We develop voluntary collaborations with online intermediaries to provide rightsholders with creative, operational, impactful solutions that boost their IP enforcement efforts and improve the IP protection landscape.

The IACC MarketSafe SME Program is just one way we are helping SMEs protect their companies. We use the strength of our voice and vast community network to partner with other platforms and government agencies in creating a safe and trusted e-commerce space.

Learn more about us at
www.iacc.org

The IACC MarketSafe® SME Program is a one-of-a-kind partnership between the International AntiCounterfeiting Coalition (IACC) and Alibaba that helps small and medium-sized enterprises (SMEs) enforce against online fakes. Our goal is to help you quickly get infringing listings off of Alibaba's platforms while empowering you with hands-on support to bolster your enforcement actions.

Throughout the one-year program, IACC will equip SMEs with the tools and knowledge to continue enforcing successfully, while building a direct relationship with Alibaba.

Save Time with Our Efficient and Effective Process

- **Simplified registration and onboarding** means you can submit listings within 48 hours!
- Our **centralized, easy-to-use portal** makes submitting, tracking, and reviewing complaints a breeze.
- **Reduced submission requirements** and **expedited take-down times** get those infringements down within 24 hours, no questions asked.
- **Favorable policies** overcome counterfeiters' evasive techniques.



IACC MarketSafe® SME Program

is a free one-year program that covers all Alibaba e-commerce platforms (Taobao, Tmall, 1688, Alibaba.com, AliExpress, and the Lazada marketplaces in Indonesia, Malaysia, Philippines, Singapore, Thailand, and Vietnam).

Reduce the Burden of Enforcing with Unparalleled Hands-On Support

- **Dedicated, Chinese-speaking, IACC analysts** provide support whenever needed.
- IACC staff with **expertise in SME issues and Alibaba's protocols** ensure the biggest impact with every submission.
- A **unique counter-notice process** filters out baseless seller appeals (so you can spend more time hunting for counterfeits!), translates anything you need to see, and protects your sensitive information no matter what.

Hear from Our Participants...

"Just to congratulate you because we are really happy with the platform. Our mood has changed, we don't feel frustrated any longer and are motivated again to keep creating our designs!"

Javier Acedo, Lausett
(SME participant from Spain)

"Thank you so much for all your help! Like you have taken our stress over counterfeits and reduced it by a TON!!! I check every week on AliExpress which was the one who had all of our fakes and I have not found ONE since our last submission!!! We are thrilled."

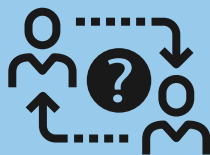
A Jillian Vance Design
(SME participant)

"I can't sufficiently express how delighted we are to have been part of the MarketSafe Program and now on to Good-Faith with Alibaba. We would certainly be keen to be involved in any other such programs that you might be running, as I believe that a number of the brands that we work with would greatly benefit from this."

Jet Doran, SnapDragon
(Service provider)

"As a lucky participant in the pilot program with Lazada, we found it easy to enforce Zimmermann's copyright and trade mark rights. Prior to that, we had no direct method for enforcement on Lazada, despite it being one of the biggest ecommerce platforms in Southeast Asia. We are delighted Lazada will now be part of the IACC's MarketSafe program."

Philippa Bergin-Fisher, Zimmermann
(Participant from Australia)



Think you've got an Unsolvable Problem?

We've seen it all, and we know who to talk to! Leverage the IACC's unique relationship with Alibaba and the collective voice of our cross-industry, participant community to stay ahead of infringement trends and resolve policy/operational issues.

Boost Your Internal Resources

- **Build your contacts and working relationship** with the Alibaba team.
- **Learn all the in- and-outs** so you can start working directly with Alibaba whenever you're ready.
- **Designate your service provider** to participate on your behalf.

Need Help Beyond Alibaba? Become an IACC Member!

The IACC and our member community are a great resource for:

- **Fundamental information** about brand enforcement and IP laws
- **Connecting with and resolving issues** with other platforms (Amazon, eBay, Facebook, Instagram, etc.)
- **Advice and best practices** from fellow brands and experts in the field
- **Connections** to government and law enforcement resources and assistance
- Searching for companies who can provide you with **legal and enforcement help**
- **Drawing attention and finding solutions** to brand protection challenges unique to SMEs
- **And more!**

Learn More About How You Can Tap Into Our Network as an IACC Member!

Email Dawn Sgarlata, Membership Director at iacc@iacc.org



Contact Us!

Learn more about the IACC MarketSafe SME Program:

www.iacc.org/online-initiatives/marketsafe

Contact us: marketsafeinfo@iacc.org

IACC
INTERNATIONAL ANTICOUNTERFEITING COALITION

The IACC is a non-profit trade association dedicated solely to fighting counterfeiting and piracy around the world. We develop voluntary collaborations with online intermediaries to provide rights-holders with creative, operational, impactful solutions that boost their IP enforcement efforts and improve the IP protection landscape. IACC MarketSafe® is one way we work with our partners to create a safe and trusted e-commerce space. Learn more about our other industry and government joint initiatives at www.iacc.org.