

**LongPack**  
**TOYS**

## **Guidelines for Intellectual Property (IP) Complaints**

# 1 General procedure

## 1 • Intellectual Property Dispute Resolution Mechanism

### 1.1 • Option 1

Find out the pirated platform, understand the method of protecting intellectual property rights in online operations; submit intellectual property certification materials, then initiate a link to infringing goods, and finally initiate a complaint. (Through online means)

### 1.2 • Option 2

To resolve intellectual property disputes by offline judicial organisations, the information provided needs to be very detailed and the operation process is more complicated. (Through offline means)

## 2 • Materials needed

### 1 • Proof of identification—materials that can verify the authenticity of your identity

- For an individual, provide a copy of national identity card, passport or driver's license (overseas users).
- For an entity, provide a copy of the business registration certification or license.

### 2 • Proof of intellectual property rights

*For example:* A copy of official trademark, patent certificate, copyright or other valid rights certificates. Provide a completed copyright claim statement if you are claiming ownership of unregistered copyright.

Official trademarks	Copyright	
-Text marks	-Exterior designs	-Product promotion ideas
-Graphic trademarks	-Product brochures	-Packaging & labeling
-Combined trademarks		

### 3 • If you are not the rights holder, you need to provide

- Identification document of the rights holder
- A letter of authorization issued by the rights holder

# 2 Alibaba



## How to file a complaint on Alibaba

Alibaba Intellectual Property Protection Platform (IPP) covers the following Alibaba E-commerce platforms: **Taobao.com, Tmall.com, Tmall.hk, 1688.com, Aliexpress.com and Alibaba.com.**

### 1 • Register an account on IPP platform

Registrant category (individual/enterprise, right holder/authorized agent)

- [Create an IPP account](#) with your email.
- Find out more: [How to register my account on IPP](#)

### 2 • Submit IP related information

- Provide [proof of your identity](#) (Please refer to above steps if you're not the right holder)
- Provide [proof of your intellectual property right\(s\)](#)

Once verified, you do not need to submit these documents again as long as your IP rights documents have not expired.

### 3 • Submit the suspected infringing merchant

Include the link where the corresponding infringing product information is located, and the reason for the other party's infringement.

- Provide the platform where the alleged infringing listing is found, submit hyperlink(s) of the listing and provide any additional support of alleged infringements.
- Once the takedown request is verified, we will take down the corresponding listing and notify owners of the removal. If any counter-notification is received, it will be forwarded for verification.

### 4 • Check the status of your complaint submission


- Check the status (processing, pending review etc)
- Review historical records of your complaints

# 3 Taobao

淘宝网  
Taobao.com

## How to file a piracy complaint on Taobao

There are two ways to file a complaint:

- 1 • Taobao Online customer service: You can log in to Taobao through your registered email address of the complainant, and then contact online customer service through this [Consumer service Taobao](#)  channel.
- 2 • Alibaba Intellectual Property Protection Platform (as mentioned above)

4  
JD.com

## How to file a piracy complaint on JD.com

### 1 • Register an account on Jing Dong Intellectual Property Right System (JD IPR System)

Registrant category (personal/business)

[Create an account](#) 

### 2 • Submit IP related information

- Provide proof of your identity (Please refer to above steps if you're not the right holder)
- Provide proof of your intellectual property right(s).

Once verified, you do not need to submit these documents again as long as your IP rights documents have not expired.

### 3 • Submit the suspected infringing merchant

Include the link where the corresponding infringing product information is located, and the reason for the other party's infringement.

- Provide the platform where the alleged infringing listing is found, submit hyperlink(s) of the listing and provide any additional support of alleged infringements.
- Once the takedown request is verified, we will take down the corresponding listing and notify owners of the removal. If any counter-notification is received, it will be forwarded for verification.

### 4 • Check the status of your complaint submission

- Check the status (processing, pending review etc)—it will take 1-3 working days to verify.
- Review historical records of your complaints.

# 5 Pinduoduo



## How to file a piracy complaint on Pinduoduo

### 1 • Register an account on Pinduoduo IPR Protection Platform

—Registrant category (right holder/authorized agent)

[Create an account](#) 

### 2 • Submit IP related information

- Provide proof of your identity (Please refer to above steps if you're not the right holder)
- Provide proof of your intellectual property right(s).

Once verified, you do not need to submit these documents again as long as your IP rights documents have not expired.

### 3 • Submit the suspected infringing merchant

Include the link where the corresponding infringing product information is located, and the reason for the other party's infringement.

- Provide the platform where the alleged infringing listing is found, submit hyperlink(s) of the listing and provide any additional support of alleged infringements.
- Once the takedown request is verified, we will take down the corresponding listing and notify owners of the removal. If any counter-notification is received, it will be forwarded for verification.

### 4 • Check the status of your complaint submission

- Check the status (processing, pending review etc)
- Review historical records of your complaints

# 6 Offline judicial organs

## How to file a piracy complaint on offline judicial organs

National Copyright Administration of The People's Republic of China  
(Anti-piracy reporting center)

Complaint No.: 12390 (free)

Complaint mailbox: jubao@ncac.gov.cn

## Documents to be submitted

### 1 • Certificates of the intellectual property rights registered in China.

The patent includes patent certificate, official announcement of the patent, and copy of patent registration that certifies the legal status of the patent. The copyright includes voluntary registration certificate of the works and its affixed sample of the works.

### 2 • The reasons and evidence of respondent's suspected infringement

Include the website links or screenshots of the content being complained of (for screenshots of video, it is necessary to mark the exact minutes and seconds in the video where the alleged infringement appears), and detailed explanation of the infringement (in which a comparison shall be made between the suspected infringing contents and the infringed with illustrations).

### 3 • Required certificates of the complainant

**A. the identity documents of IPR owner** (ID card, the copy of legal person or other organization's registration certificate with official stamp affixed and the identity documents of legal representative or person in charge, hereinafter inclusive).

**B. the intellectual property licensee** with independent claim rights shall submit license contract and identity documents.

**C. the legal successor of the intellectual property** shall submit relevant legal certificates regarding validity of such succession and identity documents.

**D. the authorized agent** shall submit the original copy of power of attorney and identity documents. The power of attorney shall be signed by the legal representative or stamped with the official chop of corporation or organization, and shall record the matters entrusted, power, and time limit. If the agent is the staff of the subject of right, he/she shall provide ID and certificate of employment, and if the agent is a law office, it shall provide its business license, the qualification and practice certificates of both its own and the responsible person it sends to handle the procedures, and the original copy of recommendation letter.

**E. Foreign complainants** shall provide ID and a local notarized affidavit and accreditation from Chinese Embassy or Chinese Consulate General of his/her country or region. For materials in foreign languages, a translated version in Chinese shall be provided with the signature of the translator(s) and the official stamp of the translation agency. Complainants from Hong Kong SAR, Macao SAR or Taiwan Province shall submit identity documents and relevant notary documents.

**Notice:** Documents mentioned above shall all be provided in the form of colored scanned copies or photographs unless otherwise specified. The complainant shall ensure that the submitted materials are true, complete (for instance, all pages of the original supporting documents shall be included), legal and valid.





**Do you need help?**

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[www.longpacktoys.com](http://www.longpacktoys.com)

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