

# Cooperation with intermediaries 与中间环节合作

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Enhancing IP protection on e-commerce marketplaces  
加强电商平台知识产权保护

17 November 2020  
2020年11月17日

Strategic  
Project 战略项目

Expert Group  
Paper 专家组文件

E-COMMERCE  
电商



DOMAIN NAMES  
域名

Expert Group  
Cooperation with  
intermediaries  
专家组与中间环节的  
合作



PAYMENTS  
支付

Workstreams  
工作流程

Automated  
Content  
Recognition  
自动内容识别



SOCIAL MEDIA  
社交媒体

Phase 2 Report  
in progress  
二阶段报告  
编写中

Phase 1 Report  
Published  
一阶段报告  
已发布

## Enhancing IP protection on e-commerce marketplaces – Starting point 加强电商平台知识产权保护 — 出发点

How to support the cooperation between IP owners and e-commerce marketplaces considering :

在下述背景下，支持权利人与电商平台合作：

- The upwards trend in e-commerce. 电商增长趋势。
- The growing focus of IP owners on online protection strategies. 权利人对互联网知识产权保护策略的日益关注。
- The development by major e-commerce marketplaces of IP protection measures and cooperation schemes with IP owners. 大型电商平台对知识产权保护措施以及与权利人合作机制的发展。

Starting point: How can we improve our services to support such cooperation.

出发点：如何通过改善服务，支持此类合作。

## Business case, Vision and Objectives 商业案例、愿景和目标

Develop solutions to reduce identified friction areas and duplication of efforts...  
制定解决方案，减少相关产生矛盾的领域，避免重复劳动.....



### IP right holders 权利人

- Increasing number of marketplaces with different notification and IP protection mechanisms 执行不同侵权通知及知识产权保护机制的平台越来越多
- Resource intensive processes to verify IP rights, and authenticate with marketplaces 平台确权、鉴权工作耗费大量资源
- Duplication of efforts to provide information on IP infringing products to different marketplaces 需要反复向不同平台提供侵权产品信息



### E-commerce marketplaces 电商平台

- Notification and IP protection mechanisms reaching a limited number of IP right holders 侵权通知及知识产权保护措施只能触达有限数量的权利人
- Resource intensive and unsecured processes to verify rights and authenticate IP right holders 确权、鉴权工作耗费大量资源且安全系数低



### Small e-commerce marketplaces 小型电商平台

- Limited resources to put in place notification or IP protection mechanisms 投入于侵权通知或知识产权保护机制的资源有限
- Limited access to information on IP infringing products 对侵权产品信息的获取较为局限

... and that benefit IP right holders and marketplaces of all sizes. ....建设惠及权利人及各规模电商平台。

## E-commerce: Strategic project on enhancing IP protection on e-commerce marketplaces

### 电商：加强电商平台知识产权保护的战略项目

Information on marketplaces IP protection mechanisms  
有关平台知识产权保护机制的信息

  
1. Information resources  
信息资源

  
2. Verification of IP rights  
确权

Search tool to support verification of rights  
确权检索工具

Secured online service supporting exchange of information  
支持信息交换的安全在线服务

  
4.  
Sharing of information  
信息共享

  
3.  
Authentication of IP right holders  
鉴权

Secured online service to support authentication of right holders  
安全线上鉴权服务



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Thank you