

京东品牌保护工作介绍

JD Group Brand Protection

2020年



JD.COM

态度与策略 Attitude and Strategy



假货态度

Attitude to counterfeit

假货0容忍

Zero tolerance to
counterfeit



保护策略

Protection Strategy

以防为主

Give Priority to Prevention

防打结合

Raid action as a
supplement



工作方法 Methods of work



01

专业团队

Professional team

团队成员分别由法律专家，数据分析专家，风控专家以及前相关执法人员（经侦，技侦）组成

The team is composed of legal experts, data analysis experts, risk control experts and former law enforcement personnel.



02

技术驱动

Technology driven

通过模型算法等先进的技术对全平台风险进行实时排查及时发现风险漏洞

Through advanced technology such as model algorithm, real-time risk investigation of the whole platform is carried out, and risk is found in time.



03

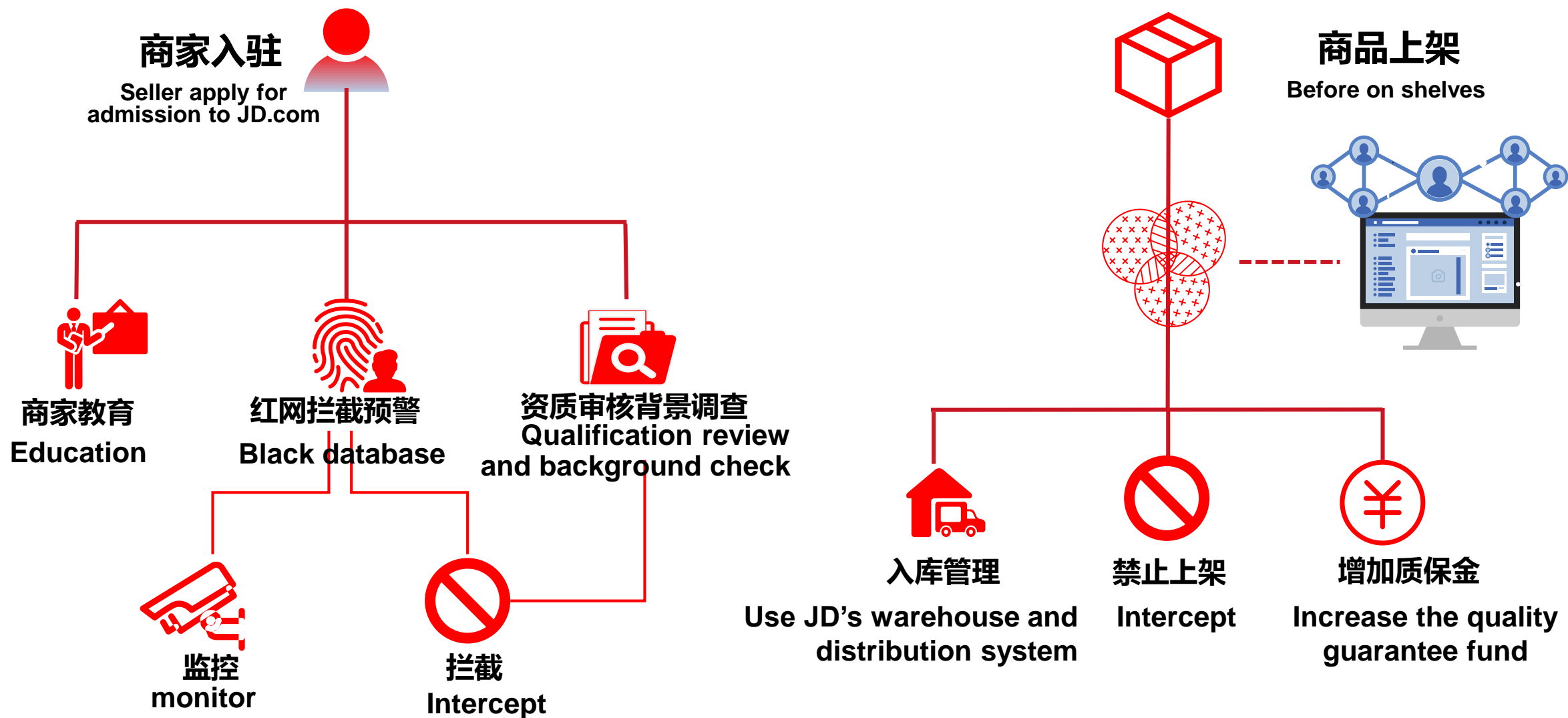
合作共治

Cooperation

团结一切可以团结的力量共同治理假货问题

Unite all forces that can be united to fight against counterfeits

风险预防 Working Mechanism-Risk Prevention



工作机制-监管及打击

Working Mechanism-Regulation and crackdown

发现线索
Obtain the lead via
system



公证测买
Conduct Test
purchase

权利人鉴定
Identification by
right owner



分析研判
Analysis and share useful
information to right owner

涉假目标处理
Raid action/ Shut down



技术驱动
Technology driven

智区块链-著作权保护

Blockchain-Protection of copyright



服务权威

Authority

权威机构对作品进行确权登记、发放证书, 并提供维权服务

The authority carries on the confirmation right registration to the work, issues the certificate, and provides right safeguard service

高效便捷

Efficient and convenient

全流程线上化, 登记即确权, 申诉维权处理快, 进度实时可查

The whole process is online. The processing speed of right protection is fast, and the progress can be checked in real time

跨平台保障

Cross-platform support

确权登记后发放权威证书, 认可度高, 平台直连法院, 可跨平台维权并保障权益

The authoritative certificate issued after registration with high recognition. The platform connects the court

区块链-防伪追溯

Blockchain- Anti-counterfeiting and traceability



商品防伪

Product anti-counterfeiting

商品经过“一物一码”的标识，并且将全过程流转的信息写入区块链。区块链上信息不能随意篡改，商品从生产到运输再到最后销售，每一个环节的信息都被记录在区块链上，可以确保商品的唯一性。造假商品很难具备合乎特定规则的商品标识。



有效监管

Effective supervision

商品从生产到销售，每一个环节的主体都以自己的身份（私钥）将信息签名写入区块链，信息不可篡改，身份不可抵赖。一旦出现纠纷，能够快速定位问题环节，进行举证和追责。

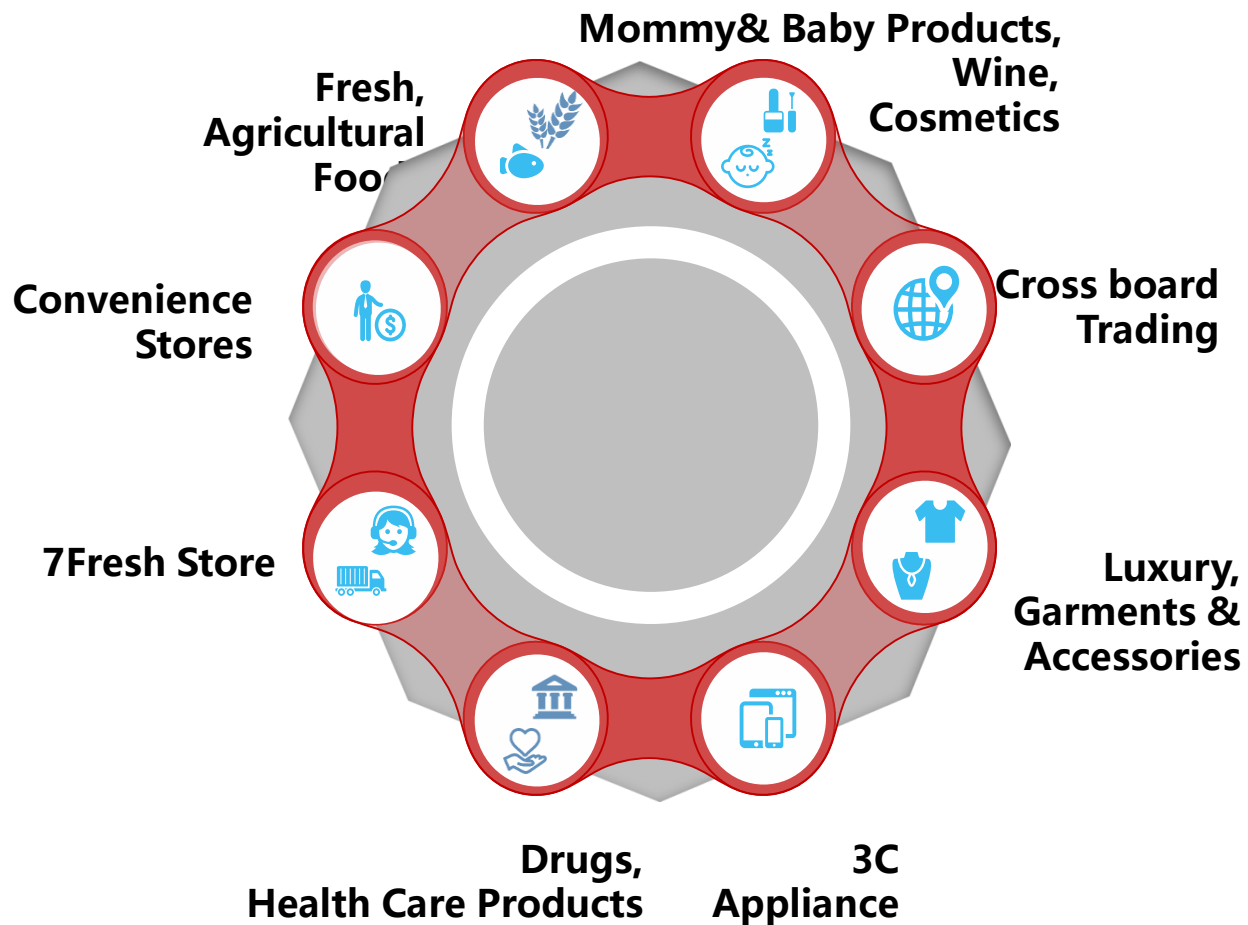


供应链协同

Supply chain collaboration

区块链上的数据高效地在供应链不同部门之间进行共享，达到统一凭证、全程记录、及时高效，能够有效解决多方参与、信息碎片化、流通环节重复审核等问题，从而降低物流成本、提高效率。

区块链-防伪追溯



超**900家**
顶级品牌商

超**6万个**SKU

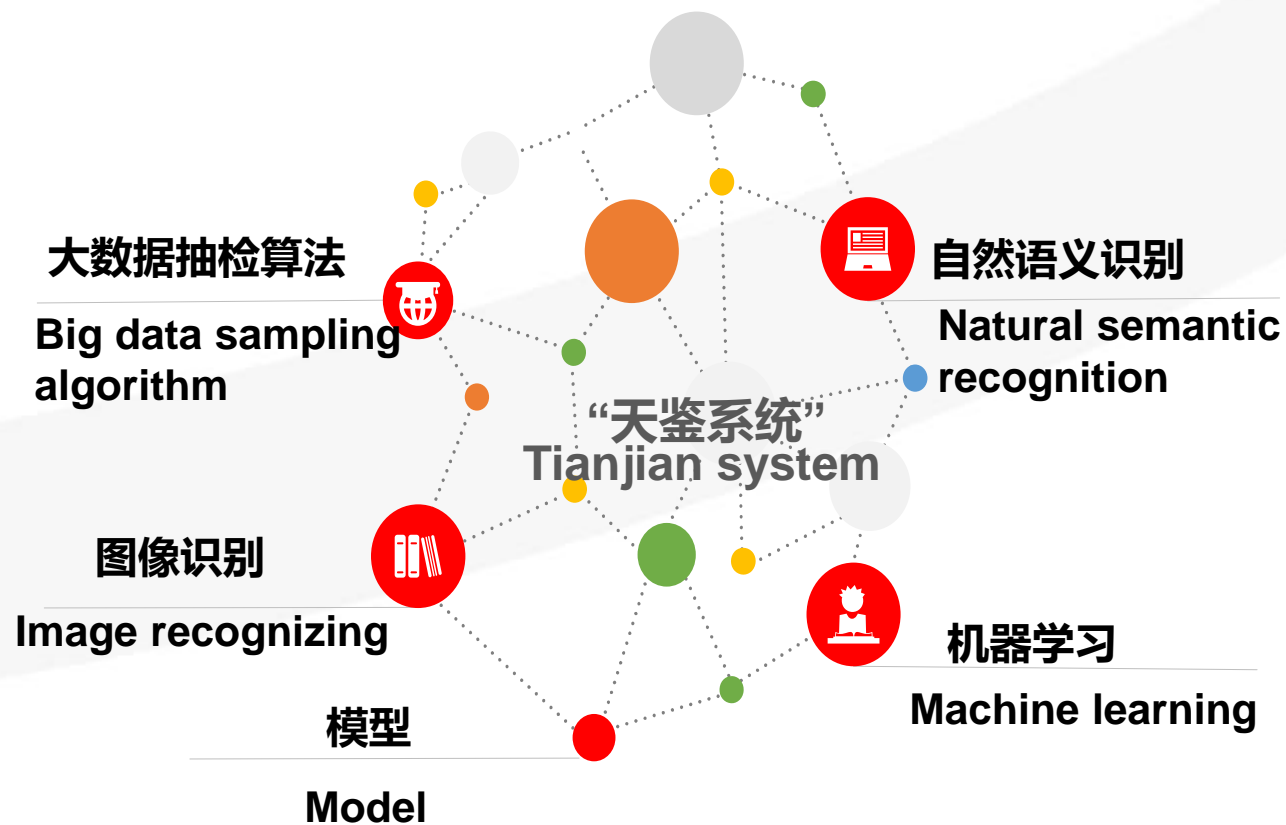
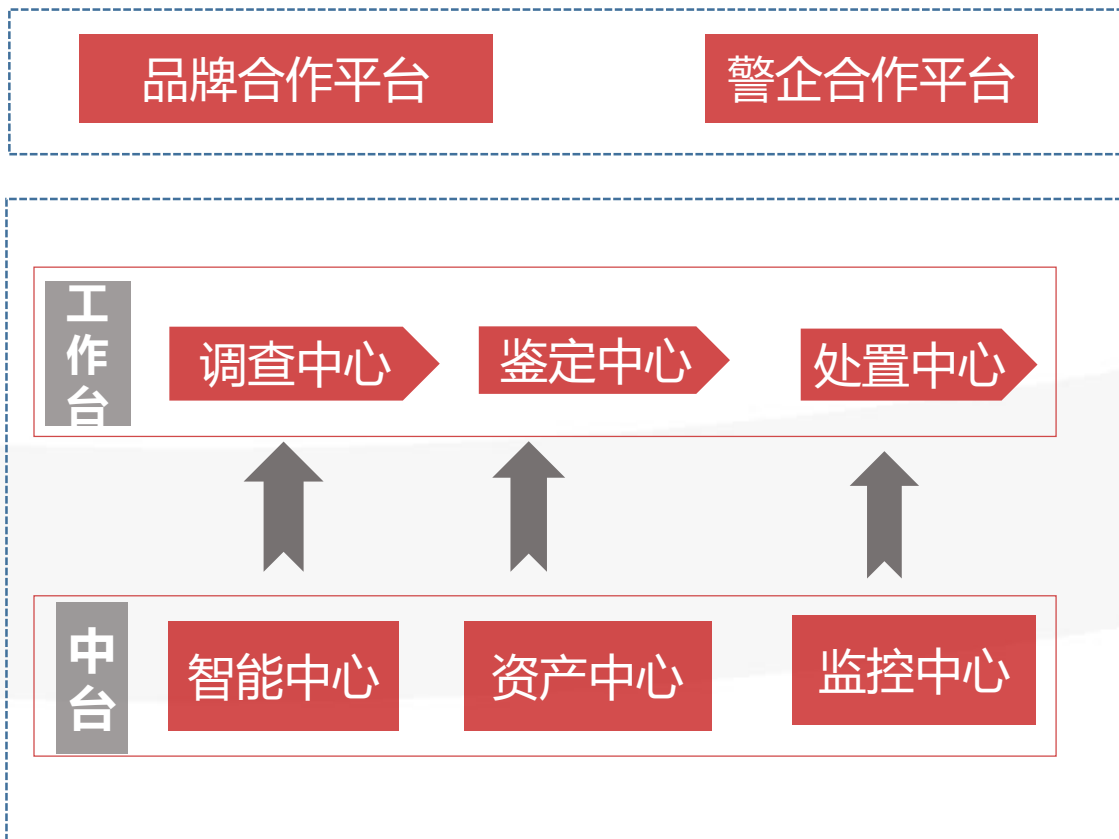
超**600万次**
售后用户访问

超**14亿条**
已上链数据

京东智臻链官方网站<https://blockchain.jd.com/>

自主研发风控系统-天鉴

Self developed risk control system-Tianjian



大数据分析-测买

Big data analytics-Test purchase

1

公证测买方式的规范

(进入的方式, 浏览时间, 优惠券适用等)

2

测买账号和地址的多样化

(300+账号, 30多个城市)

3

测买账号被识别风险排查

4

测买全程云公证录证



分析研判 Analysis and judgment

对目标进行深入分析研看判目标是否具备打击条件及团伙性质
Analyze and extend the information of subject for right owner and
law enforcement to conduct offline investigation and raid action



共治共赢 Cooperation

品牌保护-深度对接、紧密联动



联系沟通渠道

Channels of contact



邮箱 Email

• dajia@jd.com

假货
counterfeit



电话 Phone number

• 010-89112929

其他知产侵权
Other IP infringement

Platform 平台

• 知识产权维权平台



Email 邮箱

• IPR-help@jd.com



谢谢