



# The Path and Commercial Value of Internet Brand Protection

## 互联网品牌维权的路径与商业价值

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# 5.82亿用户

As of Dec 31, 2022, Xiaomi's smartphones have  
582 million active users worldwide.



# Leading market share in 54 countries worldwide

Ranked in top three in 54 countries and top five in 69 countries

## Top 1



## Top 2

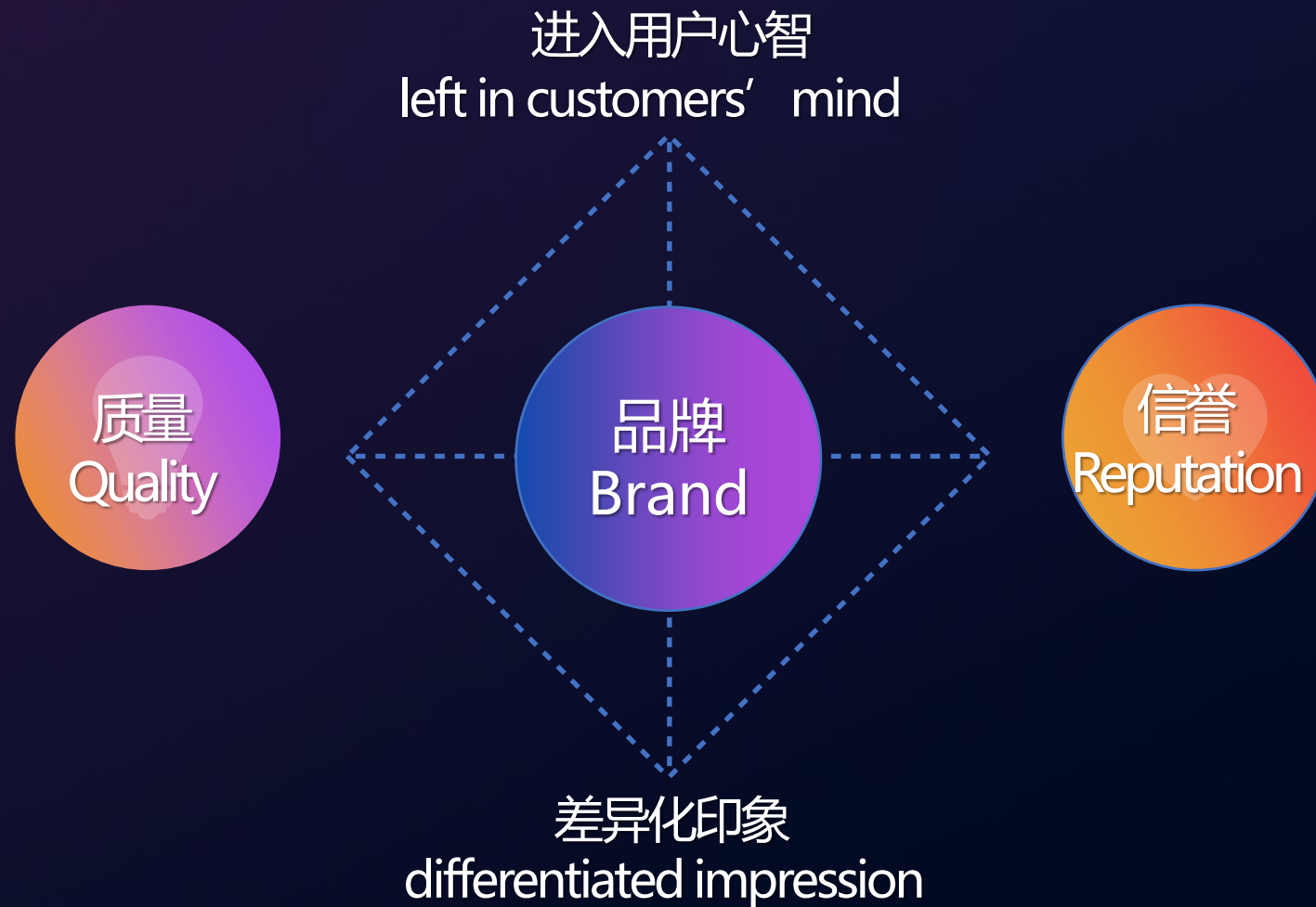


## Top 3





**A brand is a differentiated impression that a company  
left in the minds of customers**



The original intention is to protect the reputation of Xiaomi brand and the health & safety of consumers

## "5.26" Counterfeit Battery Case

Feb 2022, the Police in Jiangsu Province, China cracked down on a criminal case of counterfeiting Xiaomi phone batteries.

1. More than 2 million counterfeit batteries were seized;
2. Multiple cities such as Guangzhou, Shenzhen, Dongguan, and Hangzhou were involved;
3. 16 suspects were arrested;
4. Amount of the suspected crime exceeded 300 million yuan.

### Highlights:

Protect consumer health, property and safety  
Supervised by the Ministry of Public Security  
Reported by CCTV's News





Creating products in the factory.  
Cultivating brands in people' s minds.

打造产品在工厂里，  
打造品牌在人心中。

# E-commerce Platform Governance 平台生态治理

Technology progress brings challenges, yet technology itself is the solution to the challenges.  
科技发展带来的问题，用科技来解决。

1. Fast response to take down infringing content and products;  
快速响应侵权投诉下架
2. Disclosure of entity information;  
主体信息披露
3. Provision of sales data and logistics routes;  
销售数据和流通线索提供;
4. Big data discovery and interception;  
大数据发现与拦截;
5. Industry exchanges.  
行业交流。



**京东知识产权保护平台**  
JD IP Protection Platform

 抖音电商  
**知识产权保护平台**



# Coordinated actions with various law enforcement agencies 多部门执法合作

1. Investigate infringements on global e-commerce platforms and preserve evidence;  
全球电商平台主动巡查、证据保全
2. Coordinated actions with various law enforcement agencies, such as cooperation with customs, criminal strikes, and civil litigations;  
海关、刑事、诉讼，跨部门多手段打击
3. Participate in industry associations, and share information.  
积极参加行业协会共享信息



知识产权海关保护备案子系统

查询条件

权利人名称	小米科技有限责任公司	权利名称	
备案权利类别	商标权	权利人国别	--请选择--
备案内容类型	全部	备案号	
商品分类	全部	权利号	

模糊查询 精确查询

备案查询

权利标识	权利名称	权利人名称	权利人国别	权利号	备案号	权利类别	商品分类	备案状态	备案开始日期	备案截止日期
 MI		小米科技有限责任公司	中国	10674696	T2023-14488	国内注册	12	生效	2023-05-21	2033-05-20
XIAOMI	xiaomi	小米科技有限责任公司	中国	10272734	T2023-13520	国内注册	28	生效	2023-02-14	2033-02-13
 MI		小米科技有限责任公司	中国	10268542	T2023-13520	国内注册	18	生效	2023-02-07	2033-02-06
小米	小米	小米科技有限责任公司	中国	10268558	T2023-13520	国内注册	16	生效	2023-02-07	2033-02-06

Xiaomi actively filed in the customs brand protection system  
小米积极在海关保护系统做商标备案



# The commercial value of brand protection

## 品牌维权的商业价值





# Promoting product sales performance

## 促进正品销售业绩



The sales volume of Xiaomi Bluetooth earphones had an abnormal decline, before three counterfeit factories were investigated and their operators arrested later in that month. Business value achieved :

- MoM increase  
 $\approx 30\%$

# Protecting business opportunities from erosion

## “Xiaomi Pad” Case 保护商业机会不被侵蚀——“小米派案例”

1. The damage resulting from the unfair competition of misconduct are enormous, reaching CNY 120 million  
恶意混淆不正当竞争侵权金额高达1.2亿元
2. The court ordered them to pay CNY 37 million in compensation to Xiaomi  
法院判决其赔偿小米经济损失3700万元
3. Compensation = sales volume \* 30% (average profit rate) \* 50% (intellectual property contribution rate) \* 2 times (punitive damages)  
赔偿金=销售金额\*30%（平均利润率）\*50%（知识产权贡献率）\*2倍（惩罚性赔偿）



The Pad named "Xiaomi Pad" in question was not made by Xiaomi company officially  
非小米公司生产的“小米派”



# Cost reduction and efficiency increase 降本增效

1. Big data analysis of abnormal operating data ;  
大数据分析异常经营数据
2. Criminal strikes against black markets;  
刑事打击，震慑灰黑产
3. Enhancing the compliance awareness of partners with compliance trainings.  
合规培训提升合作伙伴合规意识





# Brand protection throughout the whole product lifecycle

## 全生命周期保护品牌保护



## Strategy 战略

- **Brand protection eco-System**  
品牌保护生态
- **Protect business opportunities**  
保护商业机会
- **Cost reduction and efficiency increase**  
减费增效
- **Balance property rights, quality and reputation**  
平衡专有权、质量和信誉

## Full Lifecycle 全生命周期

- **Design**  
产品设计阶段
- **Manufacturing**  
制造阶段
- **Online Sales**  
电商销售
- **Aftersales**  
售后阶段

## Industry Co- Governance 行业共治

- **E-commerce platforms governance**  
电商平台治理
- **Criminal Strike and coordinated legal actions**  
犯罪打击和其他手段协同
- **Industry cooperation**  
行业合作



THANKS

