



Here's what rights holders, industry groups and officials have to say about the Alibaba Anti-Counterfeiting Association and the work that it's doing:

#### September 2021

"Last year, the National IP Rights Coordination Center was proud to officially recognize the work of Alibaba Group during our 2020 Private Sector Award Ceremony for the company's continued efforts in protecting American consumers and businesses. This includes American small businesses and, on this one-year anniversary of Alibaba's SME Advisory Committee, we wish them continued success in advancing meaningful action in IPR protection for this integral part of the global economy."

- *Steve K. Francis, Acting Executive Associate Director, Homeland Security Investigations*

"Congratulations to Alibaba on the one-year anniversary of its SME Advisory Committee. The company continues to demonstrate true leadership in assisting SMEs in their IPR protection efforts. Alibaba not only provides SMEs with a seat at the table on such important matters, but also provides them with the tools necessary to succeed in enforcing their IP rights across its platform."

- *Bob Barchiesi, president of the International AntiCounterfeiting Coalition*

"In recent years we have regularly recognised Alibaba for leading by example, by remaining highly engaged with its external stakeholders, both big and small, on addressing important matters related to anti-counterfeiting and anti-piracy. We look forward to continuing to work with Alibaba in the future and achieving further success in regard to IPR Protection."

- *Peter Ratcliffe, Detective Superintendent, ECD, City of London Police*

"SMEs often face a number of challenges when it comes to guarding their IP rights. Companies like Alibaba understand this, and work to provide support for these essential businesses. Alibaba's approach of offering tailored IP enforcement tools and assistance and creating a dedicated space wherein a committee of SMEs can voice their unique needs is an excellent way to partner with these firms."

- *Dr. Jay Kennedy, Assistant Professor, Michigan State University and Assistant Director of Research, Michigan State Center for AntiCounterfeiting and Product Protection (A-CAPP)*

"The SAC platform has resulted in entirely new IP enforcement possibilities for SME brands. For instance, since May 2020 Acorn International and the Alibaba platform governance department jointly launched a special campaign against online IPR infringing stores and links. We are grateful for the support that Alibaba is providing to SMEs and its clear commitment in brand protection."

- *Jake Fisch, CEO, Acorn International, Inc.*

“Since ZIPPO joined the AACA, for more than two years, our collaboration with AACA on IP protection has made significant achievements and breakthroughs. We are honored to be a member of the AACA family. Thanks to the strong support of AACA, we are looking forward to further cooperating with AACA, and striving to create a better business ecosystem continuously!”

– *Jinghua Liu, Zippo Manufacturing Company, Director, COO, Zippo (China) Outdoor Products Co., LTD, CEO*

“Our offline case with Alibaba, so far the most successful in the cycling industry, is exemplary of the close collaboration between right holders, e-commerce platforms, and law enforcement.”

– *Andrew Love, Brand Security and Global Investigations and Legal Enforcement, Specialized*

### September 2020

“Small businesses are an integral part of the global economy and their intellectual property rights must be protected at all costs. Alibaba’s new SME Advisory Committee is another positive step forward in providing a venue for open dialogue and advancing meaningful action,”

– *Steve K. Francis, director of the National IPR Coordination Center*

“As a business that develops market-leading intellectual property in our field, Alibaba’s commitment to help us protect the significant investments we make is an important dynamic in the relationship between our two businesses. We look forward to working closely with Alibaba as part of this committee and seeing this initiative realize continued success.”

– *Simon Boyd, international sales director for South Wales-based hair products company CyDe*

“SMEs too often lack the necessary resources to adequately protect their intellectual property. Congratulations to Alibaba for creating the SME Advisory Committee, and providing them with a much-needed voice. This is yet another example of Alibaba’s commitment and industry-leading approach in building a trusted online marketplace.”

– *Bob Barchiesi, president of the International AntiCounterfeiting Coalition*

“We applaud Alibaba on the creation of this very important committee. SMEs are a backbone of both the economy and innovation. They are important job creators, and keeping their voices at the forefront of IP protection is crucial.”

– *Steve Lamar, president and CEO of the American Apparel & Footwear Association.*

“In forming this advisory committee, Alibaba is further demonstrating that it understands and appreciates the needs of SMEs. Small and medium size businesses deserve to be heard on IP protection and Alibaba is leading the way.”

– *José Antonio Moreno Campos, director general of ANDEMA*

"Small and medium-sized businesses are not only vital to Italian food and agriculture industries, but also to the Italian economy as a whole. Alibaba's SME Advisory Committee will support the IP needs of SMEs to help them position themselves in the market to

compete and succeed. We strongly endorse Alibaba's efforts to empower SMEs as well as their leadership in IP protection."

– *Stefano Vaccari, head of Anti-Fraud for the Italian Ministry of Agriculture, Department of Central Inspection and Fraud Repression*

"Alibaba has displayed significantly notable progress through the years and is now, without question, a leader in IPR protection amongst the marketplaces."

– *Claudio Bergonzi, director general, Istituto di Centromarca per la Lotta Alla Contraffazione*

#### October 2019

"As a member of AACA, we are grateful for the level of support we've received from Alibaba, especially in our actions against illegal copycat products in China and globally. We look forward to continuous and more in-depth cooperation and we are in full support of Alibaba's good efforts in this critical area of IP protection."

– *Robin Smith, China and Asia Pacific vice president and general counsel for Lego*

#### August 2019

"From my perspective, the AACA opened the door for us as a brand owner to form a smooth and efficient way of working with Alibaba's Brand Cooperation Team on enforcement actions both online and offline. It's been a hugely positive experience."

– *Anna Gibson, director of intellectual property for Treasury Wine Estates*

#### March 2019

"Michael Kors is pleased to have joined the AACA during 2019. We look forward to working together with Alibaba to enforce our intellectual property rights and pursue infringers in both online and offline channels."

– *Krista McDonough, senior vice president and general counsel for Michael Kors*

"The close partnership with Alibaba both on commerce and IP protection has enabled Danish companies to thrive in the Alibaba ecosystem."

– *Jesper Herold Halle, commercial consul at the Royal Danish Consulate General in Shanghai.*

"We want to make sure the best practices that we are making here in China will be replicable in the rest of the world."

– *Sam Zhou, general manager of global brand protection for P&G Greater China*

#### May 2018

"We strongly believe that IPR enforcement requires close collaboration amongst many stakeholders. The AACA enhances such collaboration in both the online and offline arenas. UL is very pleased and proud to be a member of this industry-leading alliance."

– *Brian Monks, vice president and chief security officer for Underwriters Laboratories LLC*

“We fully support Alibaba’s efforts to continuously strengthen online and offline intellectual-property infringement enforcement. We are focused on winning our customers’ trust and we’re grateful for great partners like Alibaba who can help us achieve this goal.”

– *Conan Chen, director of brand protection for L Brands*

“By joining AACA, we have confidence that through our collaboration with Alibaba, we can take the protection of our brand to a new level and continue to minimize infringers of our brand.”

– *Leona Xie, legal director, China for Daniel Wellington*

#### Sept. 2017

“We will work with Alliance members to call on society to fight counterfeits like drunk-driving and improve regulations so that counterfeiters will pay the price they deserve.”

– *Zhou Guanqun, legal director for Chinese high-end kitchenware brand Supor*

#### January 2017

“This alliance will allow us to put to use some of the most powerful technologies available in the battle against counterfeit goods. Already Alibaba has delivered significant results in tracking down IP violators, and we look forward to working with them and the rest of the members to continue that effort.”

– *Sam Shen, Shanghai-based director for Amway*

“We look forward to continuing to working with Alibaba and others to break the supply chain of counterfeit goods, and create an environment where counterfeiters can no longer hide.”

– *Scott Thompson, general counsel of marketing properties at Mars Inc.*

**For more information on the AACA, click [here](#).**