

Interview with William Mansfield of ABRO Industries, Inc.

Indiana-based home and car care brand ABRO Industries, Inc. is one of 20 SMEs that joined the [SME Advisory Committee \(SAC\)](#), established by Alibaba Anti-Counterfeiting Alliance (ACA) a year ago.

Alizila spoke with William Mansfield, Director of Intellectual Property at ABRO, to learn about his collaboration with ACA and how they are advancing intellectual property rights protection for small and medium-sized enterprises around the world.

1) Why did you join ACA's SAC?

Alibaba plays a major role in ABRO's sales expansion plan for China. We wanted to make sure our China-based customers only received authentic ABRO products and we were thrilled when we had the chance to work directly with Alibaba's brand protection team to make sure our customers were protected.

2) Tell us more about your experience of collaborating with Alibaba on IP protection.

I have been in the brand protection industry for over 20 years and can honestly say I've never seen an online platform anything near as effective to help fight counterfeits as what Alibaba is doing. The resources they dedicate to not only stopping the fakes online, but to taking aggressive and proactive action against the source of the fakes in the real world is ground breaking.

If only everyone took fighting fakes as seriously as Alibaba does!

3) What did you learn through participating in SAC? How has SAC helped SMEs like yourself with IP protection?

I've learned that it is essential to have good partners on the ground in China when it comes to operating there. ABRO is fortunate to have staff based in China, and Alibaba's ACA and SAC have helped us to maximize their effectiveness. For the SME's that don't have staff on the ground, Alibaba is doing amazing things to help them protect their own brands as well as a major multinational can.

4) Why is it important to have a committee that represents SMEs like your brand?

SMEs make up a large share of global economic activity. But they make up a very small share of brand protection efforts. There are few resources tailored to the specific needs of SMEs. Alibaba has made a serious commitment to create marketplaces safe for SMEs because they recognize the central role they play in global economic growth.