



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:

April 2022

"Alibaba has demonstrated unique leadership in IP protection, proving to be a key strategic partner for ANDEMA and its members. Alibaba IP Teams are always available to support Spanish rights holders to protect their IP, with specific care and attention for SMEs, and a proactive and agile mindset to efficiently tackle new IP challenges."

– *Gerard Guiu Ribé, Director General, ANDEMA*

"We sincerely appreciate the company's concerted efforts on intellectual property rights enforcement, including proactively addressing thousands of illicit domains that infringed upon rights of many international brands. Partnerships like this are invaluable in the fight against intellectual property crime and we applaud Alibaba for its drive and eagerness to do what is right."

– *Peter O'Doherty, Assistant Commissioner, City of London Police*

January 2022

"Alibaba's support for INTERPOL's IP crime initiatives has been long and strong. Alibaba even helps to meaningfully fund INTERPOL's Illicit Goods and Global Health Programme, (IGGH) which targets illicit pharmaceuticals and other threats to consumer safety. IGGH and Alibaba share a deep commitment to the enhancement of private-public partnerships for fighting IP crime and this is greatly appreciated."

– *Veaceslav Balan, Illicit Goods & Global Health Programme, INTERPOL*

"Alibaba has been incredibly supportive of Danish rights holders, especially SMEs, when intellectual property protection issues are raised. For instance, during Denmark's successful run at the Euro 2020 football competition last summer, Alibaba took special efforts to protect the rights of official branded sportswear sold online. We thank Alibaba for always being available to protect the rights of Danish enterprises."

– *Jesper Herold Halle, Commercial Consul, Consulate General of Denmark in Shanghai*

"Alibaba is a long-standing partner of The Luxury Law Alliance, always willing to support our meetings and conferences worldwide. We recognize and appreciate Alibaba for their positive contributions in the fight against those who infringe upon the rights of our members."

– *Mary Heaney, Chief Executive Officer, The Luxury Law Alliance*

"Alibaba is the only non-American marketplace being recognized today for this Private Sector Partnership Award. . . . [W]e are proud to recognize the company's unwavering commitment in protecting intellectual property rights and consumer health and safety."

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

“We have a long-standing collaboration with Alibaba Group in fighting infringing geographical indications in the agri-food sector. This is an extremely relevant compartment for the country’s economy and for which Italy is renowned worldwide, and we are deeply committed to protecting operators and consumers alike. We have found a relevant partner in Alibaba on this. We have been working successfully with Alibaba for 6 years and using their reporting system, the IPP portal, which is a very easy and effective tool.”

- *Felice Assenza, Chief of the Italian Ministry of Agriculture, Department of Central Inspection and Fraud Repression*

“At AACS we hugely value our partnership with the Alibaba IP teams. Working closely with them over the past few years we have benefitted directly from their commitment to partnership, drive to deliver results, and strategic understanding of the issues we face in a fast-changing world of counterfeit and IP infringement. As we look forward, we are building plans together that will further improve effectiveness for our members and respond to emerging threats and trends around the world.”

- *David Francis, Managing Director for the Alliance Against Counterfeit Spirits*

“Since 2017, Alibaba has partnered with us on IPR Summits for Spanish businesses and IPR protection courses to further educate officers in Spain and several countries throughout South America and Africa. Alibaba’s efforts have proven a highly valuable resource in the global fight against the manufacture and sale of counterfeit goods.”

- *Colonel Anselmo Del Moral Torres, Guardia Civil University Centre*

“Alibaba is a critical partner in the fight against counterfeiters and those who infringe upon the intellectual property rights of others. Alibaba has also shown sustained leadership in this space for several years through its implementation of comprehensive online and offline IP protection programs and initiatives.”

- *Peter Ratcliffe, Detective Superintendent, Intellectual Property Crime Unit, City of London Police*

“As a market leader in open source technology, Arduino faces a quite unique set of challenges online. We appreciate Alibaba’s IP Teams’ commitment, knowledge, and understanding of the specific IP Protection challenges that come with open source hardware. We appreciate the close collaboration with Alibaba’s IP Teams, which advise on how best to leverage Alibaba’s IP programs and tools to tackle these challenges, and always come up with creative and actionable solutions. We thank Alibaba for the close and sustainable partnership we are building together.”

- *Sara Therner, Head of Intellectual Property, Arduino*

“Confindustria Moda has been working effectively with Alibaba for several years. By organising various activities to promote the protection of intellectual property rights, Alibaba has shown a real commitment to supporting our member companies in protecting their brands. I am pleased to recognise Alibaba's effort [in] supporting fashion companies in their fight against online counterfeiting.”

- *Cirillo Coffen Marcolin, President of Confindustria Moda*

“We were pleased to observe in 2021 that Alibaba embraced the principle of technology-enabled governance for IPR cooperation. Due to this approach, we succeeded in identifying a

number of infringers together. Alibaba's mystery shopper test purchases together with subsequent data analysis played an essential role in developing O2O leads, particularly in supporting police crack downs in Liaoning and Jiangsu provinces against criminal networks involving production and distribution of counterfeit personal care products. Entering the Year of the Tiger, we look forward to continuing this high-tech, collaborative approach to IPR protection as Alibaba's supporting partners."

– *Brand Protection Unit, Beiersdorf AG*

"In the essential task for SMEs to protect their IP and build brand equity, the deep knowledge and exchange of resources offered by Alibaba's SME Advisory Committee proves to be highly valuable. We commend this effort in helping SMEs understand what is needed and possible."

– *Xavier de Bure, Co-Founder and Managing Director, BABYZEN*

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](#).