

A Brief Introduction to Weixin Brand Protection Platform

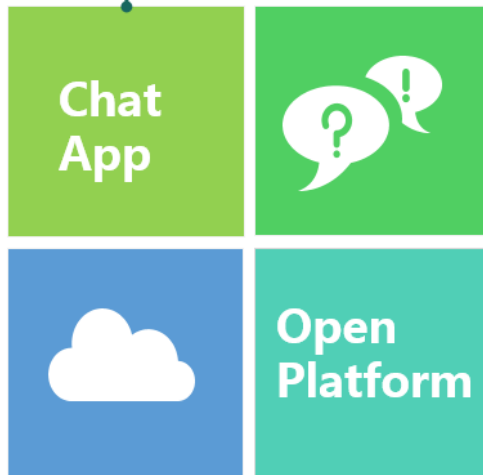
Wexin

- Social-Media Platform
- Instant Messaging

Individual Accounts

889m MAU

- free video/ voice calls
- videos
- images
- games
- stickers
- messaging



Official Accounts

special accounts for:

- publishing content
- building dynamic services within Weixin/ WeChat

Measures to Protect IPR



**Online
Complaint
System**



**Brand
Protection
Platform**

Online complaint System



weixin110.qq.com



Web-based online complaint system for official accounts



App-based online complaint system for individual accounts

Weixin Brand Protection Platform



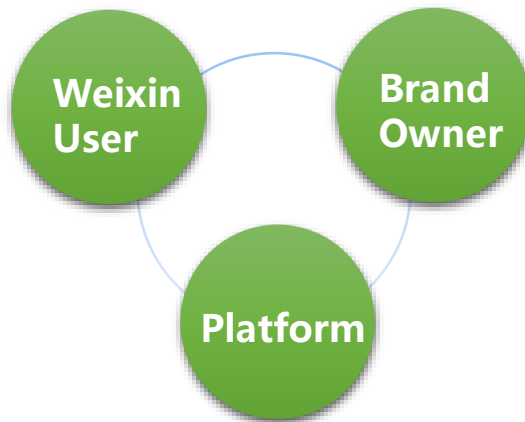
Why we establish the Platform?



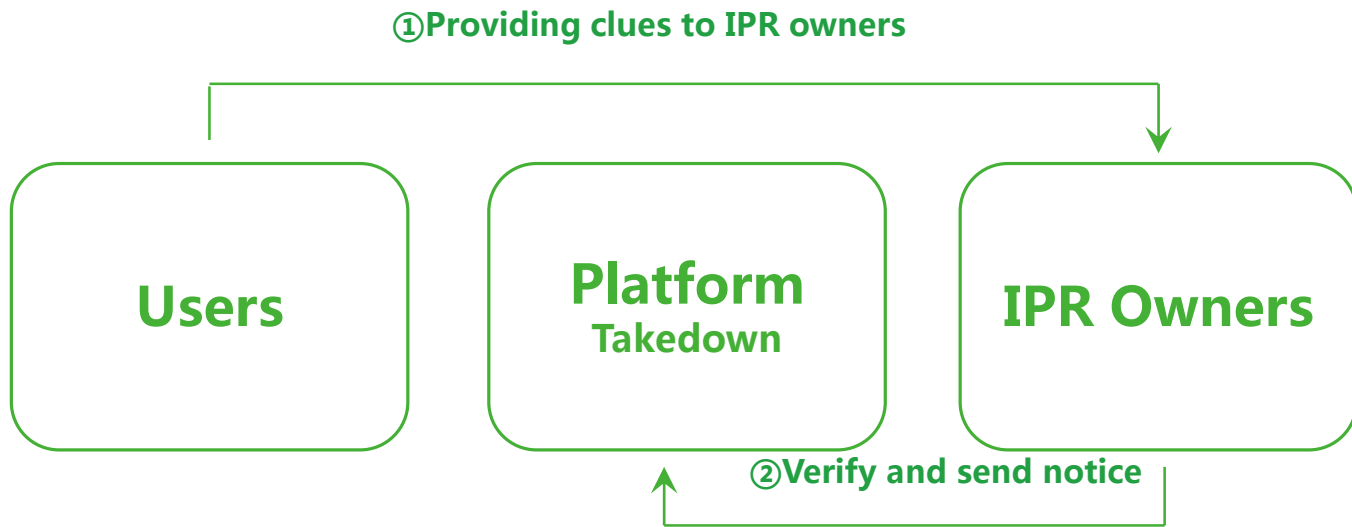
Counterfeiting is difficult to find on Weixin.

Weixin is Semi-private and Semi-public, the “Moments” can not be seen or found unless user is added as WeChat friend by the user who posting the “Moments”

Weixin is not qualified to identify counterfeiting.



Operation Mode



Work Flow- FOR Users



Work Flow-For IP owner



请使用微信扫描二维码，登录后开始维权

Log in the Platform

品牌维权		搜索维权号	搜索	
超过7天未鉴定	全部 (共5061个举报)			
待鉴定				
挂起				
鉴定为其它				
鉴定为售假				
鉴定为侵权				
鉴定为真货				
已侵权封号				
已维权封号				
审核不通过				
全部				
怀疑售假账号	交易过程描述	日期	状态	品牌
	交易是充文一百定金，事后货到付款，后来我拿到包以后，发现包太硬，很难打开，拉链也有问题	2016-01-08	待鉴定	
	江苏海门贵源利用微信销售假货，心牟取千万暴利	2016-01-09	待鉴定	
	江苏海门此人利用微信制假售假，欺骗消费者，牟取暴利，必须严惩	2016-01-12	待鉴定	
	200多 能是真的吗 问问价格 请我买呀	2016-01-13	待鉴定	

Operation interface

Work Flow-For IP owner

品牌维权

举证材料

品牌名称: [模糊]

侵权商品编号: [模糊]

侵权账号类型: 个人号

交易过程截图: 交易是优先一旦发生, 商家得到材料, 商家收到材料以后, 第一时间, 提供材料, 并提供截图

相关聊天记录截图: [聊天记录截图]

侵权截图: [侵权截图]

商品照片: [商品照片]

申请结果: [下拉菜单]

Clues submitted to IP owner by Weixin users

After verification and upload supplementary evidence (if necessary), IP owner may transfer it to Platform as Notice.

If the Notice is confirmed, Tencent may delete the infringement within 3-5 working days.

Outcome

370+
Trademarks

10+
Countries

70+
Companies



35000+
Notices

32000+
Takedown

By March 2017

Participant Brands

*In no particular order



Join us



Application

Send us the application
email for invitation Via
notice_wxpbr@tencent.com



Application materials

If the invitation is granted,
send us the application
materials:
Addr : No.4
Building,Tencent Office,TIT
Creativity Garden,No 397
Xingangzhong Road,
Haizhu



Welcome Aboard

Please visit our website for more information or scan QR code at the end of this slides.
https://weixin110.qq.com/security/readtemplate?t=fake_report/guide

Thanks

Contact : notice_wxpbr@tencent.com

Guideline



Public Account

