

# THE IACC MARKETSAFE EXPANSION PROGRAM

**IACC**  
INTERNATIONAL ANTI-COUNTERFEITING COALITION

**COLLABORATIVE. EFFECTIVE. INCLUSIVE. FREE.**

## About

The IACC MarketSafe Expansion Program is a free anti-counterfeiting program that supports rights-holders' IP enforcement efforts on Alibaba's platforms. It provides a streamlined mechanism for expedited take-down actions against infringing listings and sellers. It also facilitates dialogue with Alibaba to strengthen preventative measures and address policy concerns. Another critical objective of the Expansion Program is to build a bridge between rights-holders and Alibaba so that rights-holders can benefit from a direct relationship with Alibaba by entering its good faith program once they exit the Expansion Program.

The Expansion Program stems from three years of successful collaboration between the IACC and Alibaba through the IACC MarketSafe Program. IACC MarketSafe has led to the removal of hundreds of thousands of counterfeit goods and their sellers from Alibaba's online platforms. In fact, it proved so effective that Alibaba is now financially supporting the Expansion Program to allow a greater number and diversity of rights-holders to participate for free.

## Program Features

### Policy Building

Participants take part in a rights-holder working group to:

- Provide input on the Program
- Share information and best practices
- Engage in ongoing dialogue with Alibaba in an organized and systematic manner

### Effective Take-Downs

Participants have access to take-down procedures on all of Alibaba's e-commerce platforms as well as:

- IACC resources to assist with Chinese translation
- Expedited take-down and registration procedures
- Reduced requirements for an actionable claim
- Assistance with problem solving
- Protection against disclosure of sensitive information to Alibaba
- Standardized processes for submitting evidence collected through civil raids to provide to Alibaba for consideration in seller penalties on Alibaba platforms
- Dedicated team of IACC and Alibaba personnel with the authority and knowledge to enforce protocols on each Alibaba platform

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**Applications to the Expansion Program** are open to all rights-holders – large and small, members and non-members. Brands may assign a third-party representative to act on their behalf in the Program. Applications to the program can be submitted directly through the **IACC MarketSafe Expansion webpage**.

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The Expansion Program is one way the IACC works collaboratively with industry partners to create safe and trusted online marketplaces for brands and consumers. Learn more about our other industry and government joint initiatives at [www.iacc.org](http://www.iacc.org).

**Learn more** [www.iacc.org/iacc-marketsafe-expansion](http://www.iacc.org/iacc-marketsafe-expansion)  
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