



IACC MarketSafe®

A Partnership with Alibaba Group

Since 2014, the IACC MarketSafe Program has...

SERVED MORE THAN

190+ BRANDS

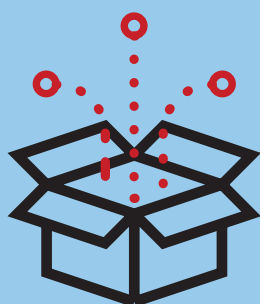
across 40 industries, large and small, members and non-members.

PERMANENTLY REMOVED



making the IACC MarketSafe Program...

the most successful industry association collaboration with Alibaba Group.



The IACC MarketSafe® Program is a one-of-a-kind collaboration that provides rights-holders with the resources they need to enforce their IP on the Alibaba platforms as easily and impactfully as possible.

Save Time with Our Efficient and Effective Process

- **Simplified registration and onboarding** mean you can submit listings within 48 hours!
- A **centralized, easy-to-use portal** makes submitting, tracking, and reviewing complaints a breeze.
- **Reduced submission requirements** and expedited takedown times get those infringements off of the platform within 48 hours, no questions asked.
- **Favorable policies** overcome counterfeiters' evasive techniques.

Reduce the Burden of Enforcing with Unparalleled Hands-On Support

- **Dedicated, Chinese-speaking, IACC analysts** provide guidance and support whenever needed.
- IACC staff with **both brand-side and Alibaba expertise** ensure the biggest impact with every submission.
- A **unique counter-notice process** filters out baseless seller appeals (so you can spend more time hunting for counterfeits!), translates anything you need to see, and protects your sensitive information no matter what.

Boost Your Internal Resources

- **Build your contacts** and working relationship with the Alibaba team.
- **Designate your service provider** to act on your behalf.
- Give your **global team access** through one, easy-to-manage portal account.

IACC MarketSafe operates through a streamlined submission portal and covers all Alibaba e-commerce platforms (Taobao, Tmall, 1688, Alibaba.com, AliExpress).

Hear from our participants...

"You are a dream come true! I must say, I have never worked with a company/organization as accommodating and helpful as you. Major KUDOS!!!!"

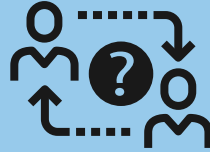
**Frantic Stamper
(SME participant)**

"I HAVE TO write this email to appreciate your team's great support. We may be the youngest customer for your team...1 week, but I believe we are one of your many happy customers. So far, in such a short period of time, we have already removed over 100 links. The overall experience is AWESOME, OUTSTANDING, EXCEEDED EXPECTATION and you name it."

**Liz Li, Global Channel
Marketing Manager,
Serta Simmons**

"I can't sufficiently express how delighted we are to have been part of the MarketSafe Program and now on to Good-Faith with Alibaba. We would certainly be keen to be involved in any other such programs that you might be running, as I believe that a number of the brands that we work with would greatly benefit from this."

SnapDragon (service provider)



Think you've got an unsolvable problem?

We've seen it all, and we know who to talk to! Leverage the IACC's unique relationship with Alibaba and the collective voice of our cross-industry, participant community to stay ahead of infringement trends and resolve policy/operational issues.

Annual Pricing

IACC rights-holder members - \$12,500

Non-members - \$15,500

IACC MarketSafe® SME Program – IT'S FREE

The IACC MarketSafe SME Program is a one-year Program, supported by Alibaba, that gives SMEs access to all of the benefits of IACC MarketSafe at no cost. SMEs exit the Program with their complex IP infringement issues resolved, and the strategies and tools they need to continue confidently enforcing their IP on the Alibaba marketplaces.

Learn more: www.iacc.org/online-initiatives/marketsafe

Contact us: marketsafeinfo@iacc.org

IACC
INTERNATIONAL ANTI-COUNTERFEITING COALITION

The IACC is a non-profit trade association dedicated solely to fighting counterfeiting and piracy around the world. We develop voluntary collaborations with online intermediaries to provide rights-holders with creative, operational, impactful solutions that boost their IP enforcement efforts and improve the IP protection landscape. IACC MarketSafe is one way we work with our partners to create a safe and trusted e-commerce space. Learn more about our other industry and government joint initiatives at www.iacc.org.