



THE FIGHT AGAINST COUNTERFEITING - IP AND INTERNET BRAND PROTECTION

MR. MARCO BRUNO – CONVEY S.R.L.

COLOGNE – 7TH SEPTEMBER 2016

WHO IS CONVEY?



Innovative services and solutions for **Intellectual Property protection and enforcement** in Internet:

- ✓ Online Anti-Piracy and Anti-Counterfeiting services
- ✓ Internet Brand Compliance services for distribution channels control and licensee/distributors management
- ✓ TM Clearing House accredited Agent for new generic Top Level Domains protection



LIMITS OF A 'TRADITIONAL' APPROACH

Method:

The IPR Owner targets the digital counterfeiter/abuser through:

1. Sending of Cease&Desist letters, or
2. Starting a court proceeding

Results:

FAILURE FREQUENTLY GUARANTEED

Reasons:

- ✓ Counterfeiters conceal their identity and have hundreds of alter-egos
- ✓ C&D are too weak – It's scrap paper in the eye of a counterfeiter
- ✓ Lawsuits are too slow and expensive
- ✓ Internet is ever-changing – contents appear/disappear/change in minutes

THE NEW PARADIGM OF ONLINE COUNTERFEITING

Method:

The IPR Owner forgets the counterfeiter and targets the 'Internet Service Provider' through a 'TAKE DOWN NOTICE'

What does 'ISP' mean in this context?

1. The Registrar i.e. Godaddy, Tucows, Marcaria, etc...
2. The Hosting Provider, i.e. 1and1., Hetzner, etc...
3. The Marketplace, i.e. eBay, Amazon, Alibaba, Taobao, Dhgate, Rakuten, etc...
4. The Social Network, i.e. Facebook, Twitter, Instagram, etc...

Results: GREAT CHANCES OF SUCCESS

JURIDICAL GROUNDS – ISP LIABILITY

[EUROPE] Directive 2000/31/EC on eCommerce

[...] the service provider is not liable for the information stored[...] on condition that:

(a) the provider does not have actual knowledge of illegal activity or information [...]; or

(b) the provider, upon obtaining such knowledge or awareness, acts expeditiously to remove or to disable access to the information.

[US] 17 U.S. Code § 512

A service provider shall not be liable for monetary relief for infringement of copyright by reason of the storage at the direction of a user [...] if the service provider

(i) does not have actual knowledge [...] of the infringement;

(ii) [...] is not aware of facts or circumstances from which infringing activity is apparent; or

(iii) upon obtaining such knowledge or awareness, acts expeditiously to remove, or disable access to, the material.

[CHINA] Art. 36 Chinese Tort Law 侵权行为

A network service provider who infringes upon the civil right or interest shall assume the tort liability.

Where a network user commits a tort through the network services, the victim of the tort shall be entitled to notify the network service provider to take such necessary measures as deletion, block or

disconnection. If, after being notified, the network service provider fails to take necessary measures in a timely manner, it shall be jointly and severally liable for any additional harm with the network user.

1ST ISSUE – FIND THE PROPER WAY TO OPERATE WITH EACH PROVIDER

- A. THERE ARE HUNDREDS OF DIFFERENT PROVIDERS, EACH WITH ITS OWN WAY TO ACCEPT AND HANDLE THE 'NOTICE & TAKEDOWN' REQUESTS - WHAT WORKS WITH ONE ISP, FAILS WITH ANOTHER
- B. PROVIDERS ARE COUNTRY BASED: MANY REQUIRE LOCAL LANGUAGE SKILLS
- C. MAJOR PROVIDERS HAVE COMPLEX IP PROTECTION SYSTEMS, REQUIRING:
- ACCREDITATION PROCEDURES OF THE COMPANY
 - ACCREDITATION PROCEDURES OF IP RIGHTS
 - OTHER PRE-REQUISITES (EXTENSION OF THE IP RIGHTS, % OF SUCCESS RATES, ETC...)



2ND ISSUE – COMBATING HUNDRED THOUSANDS CASES

NO MATTER THE INDUSTRY - RENOWNED BRANDS ARE WIDELY EXPOSED TO INTERNET ABUSES AND COUNTERFEITS.

The screenshot displays the Alibaba.com search results for the keyword "IKEA". The top navigation bar includes the Alibaba.com logo and a search bar with "Products" and "IKEA" selected. Below the search bar, related searches are listed: "ikea furniture", "ikea recliner chair", "round bed ikea", and "ikea folding". The main content area is divided into "Categories" and "Products" tabs. The "Categories" tab is active, showing a list of categories: Furniture, Living Room Sofas (156), Beds (289), Living Room Cabinets (248), Shoe Racks (540), Furniture Legs (15), View more, Gifts & Crafts, and Artificial Crafts (43). The "Products" tab is also visible, showing a "Your Buying Request" section with fields for "Products Name" (ikea), "Supplier Location" (All Location), and "Supplier Type". A red box highlights the text "View 95,984 Product(s) below". Below this, a list of products is shown, including "Ikea plastic cup" (US \$0.07-0.09 / Piece), "ForestGrass Synthetic grass lawn for IKEA Carrefour sports grass" (US \$1-9 / Square Meter), and "Industrial indoor artichoke wood pendant light". The bottom of the image features a red banner with the text "CONVEY internet brand protection".

2ND ISSUE – COMBATING HUNDRED THOUSANDS CASES

PLENTY OF EXAMPLES ARE AVAILABLE BOTH ON **INTERNATIONAL MARKETPLACES...**



Qingdao PUJIE Industry Co., Ltd

19 Inch Replica Alloy Wheel for Porsche

FOB Price: **US \$30 - 55 / Piece** | [Get Latest Price](#)

Min.Order Quantity: **60 Piece/Pieces**

Supply Ability: 120,000 Piece/Pieces per Year

Port: Qingdao

Payment Terms: L/C,D/A,D/P,T/T,Western Union,MoneyGram

[Contact Supplier](#) [Chat Now!](#)

Suppliers ▾ | Help ▾ | Safe Trading Guide

[Search](#)

[Submit Buying Request](#)

Alibaba.com*
Global trade starts here.™

Products ▾ AUDI

Related Searches: audi a4 b8 audi a4 audi q5 audi a3 audi a6 audi a4 b6

Related Category

- < Any Category
- < Automobiles & Motorcycles
- < Auto Chassis Parts
- < Auto Drive Systems
- Car Wheels**

Product Features

- ^ PCD
 - ☐ 98mm (3687)
 - ☐ 100mm (8389)
 - ☐ 108mm (7148)
 - ☐ 112mm (9922)
 - + See more
- ^ ET
 - ☐ 35mm (8717)

Notice: * 【AUDI】 * is likely a brand name and if it's the case, products of which can only be traded on Alibaba.com with proof of proper authorization. Please confirm with the supplier(s) before trading with them.

Products | Suppliers

Products Name: Category: All Categories > **Car Wheels**

Supplier Location: Supplier Types: ☐ Trade Assurance ☐ Gold Supplier ☒ Assessed Supplier

[View 13,098 Product\(s\) below](#) Minimum Order: ☐ Online View as: ☒ ☐



Alloy Wheels Rims RS4 style to fit Audi 18 inch ET 35 SILVER.....EUROPES MAIN SUPPLIER. BEST PRICE.

GB £ 62.5-64.5 / Piece **4 Pieces** (Min. Order)

Width: 8.0 inch ET: 35mm
Car Make: Mercedes, Audi, VW PCD: 100mm,112mm
Diameter: 16-20 Inch Finishing: SILVER

ANGUS BRAIDWOOD & SON LIMITED
United Kingdom

2ND ISSUE – COMBATING HUNDRED THOUSANDS CASES

...AND ON DOMESTIC ONES

https://s.taobao.com/search?q=EAMES&js=1&stats_click=search_radio_all%3A1&initiative_id=staobaoz_20151001&ie=utf8&sort=sale-desc

亲, 请登录 免费注册 手机逛淘宝 淘宝网首页 我的淘宝 购物车 收藏夹 商品分类

淘宝网 Taobao.com 更多市场 宝贝 EAMES 搜索

所有宝贝 天猫 二手 我的搜索 惠发现

所有宝贝 更多市场 宝贝 bmw轮 搜索 收起筛选

所有宝贝 天猫 二手 我的搜索 惠发现

所有分类: 共 3404 件宝贝

品牌: Continental/德国马牌 固特异

材质: 锦纶 金属

适用年龄: 5岁 6岁 7岁 8岁 9岁 10岁 11岁

选购热点: 钓鱼 轮毂改装

相关分类: 汽车零部件/油品 摩托车/装备/配件 玩具/童车/益智/积木/模型 自用

您是不是想找: 行李箱万向轮 脚轮 拉杆箱万向轮 bmw官方旗舰店 旅行箱万向轮 凡

综合排序 人气 销量 信用 价格 -- 500.00 - ￥

☐ 包邮 ☐ 赠送运费险 ☐ 货到付款 ☐ 海外商品 ☐ 二手 ☐ 天猫 ☐ 正品保障 ☐ 24小时

您好,

原价 78 包邮

¥3500.00 0人付款 BMW宝马5系M5钢圈-F10宝马进口5系M轮

¥500.00 0人付款 BMW宝马老款5系E39钢圈-老款宝马5系轮

¥78.00 779人收货

¥148.00 465人收货

淘宝网 Taobao.com 更多市场 宝贝 porsche轮 搜索

所有宝贝 天猫 二手 我的搜索 惠发现

所有分类: 共 1.60万 件宝贝 = 16.000 收起筛选

品牌: Continental/德国马牌 固特异

材质: 塑料 金属 合金

适用年龄: 5岁 6岁 7岁 8岁 9岁 10岁 11岁 12岁 13岁 14岁

相关分类: 汽车零部件/油品 玩具/童车/益智/积木/模型 汽车改装升级 自用闲置转让 汽车内外饰用品 自行车/骑行装备/零配件 更多

¥880.00 2人付款 保时捷轮毂21寸20寸22寸18寸合金 奥迪 Q7 大众途锐 宝马X6 X5

¥800.00 2人付款 保时捷轮毂全套带轴杆精抛macan 奥迪Q7 大众途锐18寸19寸20寸21寸

¥750.00 3人付款 保时捷轮毂21寸20寸22寸18寸合金 途锐 Q7 911 panamera

¥780.00 2人付款 保时捷轮毂20寸21寸19寸18寸Macan 奔驰 途锐 奥迪Q7 Q5A8 Cayman新换

中豪保时捷轮毂

¥1512.00 0人付款 保时捷轮毂20寸21寸22寸合金Panamera 大众途锐 奥迪Q7 奔驰

¥950.00 1人付款 保时捷轮毂19寸20寸21寸22寸Macan Panamera Cayman 奥迪Q5Q7 奔驰

¥1000.00 0人付款 20寸21寸22寸保时捷全套轮毂 保时捷帕拉梅拉 保时捷911 保时捷

¥1080.00 0人付款 20寸21寸 保时捷全套轮毂 保时捷帕拉梅拉 保时捷金钢圈 保时捷改装

中豪汽车用品专卖

internet brand protection

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3RD ISSUE – COUNTERFEITERS ARE SMART...

TRADITIONAL MONITORING IS TEXT BASED

Counterfeiters are getting smarter and raise the bar against enforcement activities by REMOVING EVERY CITATION OF THE BRAND/COMPANY IN THE TITLE/TEXT OF THE OFFERINGS

AliExpress
Smarter Shopping, Better Living!

SuperDeals Bestselling

Buyer Protection | Help | Mobile | Ship to USD / Seleziona lingua

CATEGORIES I'm shopping for... All Categories

Home > All Categories > Sports & Entertainment > Cycling > Bicycle Parts > Bicycle Wheel

Scale-free bicycle bag carbon stem riser 80 31.8

Full carbon G3 wheelset, 50mm clincher, 700C road bike full carbon wheels, 5 kinds of color. with Ti QR

★★★★★ 100.0% of buyers enjoyed this product! (76 votes) | 94 orders

Price: **US \$520.00** / Pair

TEXTUAL QUERIES ARE NOT SUFFICIENT

Buy Now Add to Cart

Add to Wish List (134 Adds)

Return Policy: Returns accepted if product not as described, buyer pays return shipping; or keep the product & agree refund with seller. View details

Seller Guarantees: On-time Delivery 60 days

Sold By Kevin Bicycle's store China (Mainland) (Fujian)

974 98.7% Positive feedback Detailed seller ratings

Visit Store

Contact Seller Contact Now

Seller Online

Product ID: 1418036035 Full carbon G3 wheelset, 50mm clinc...

Share: B p f t g+

Sign in and share the website for a chance to get Points, which you can then convert to coupons.

Seller Guarantees: On-time Delivery 16 days

4TH ISSUE – TRADEMARKS ARE NOT ANY MORE ENOUGH...

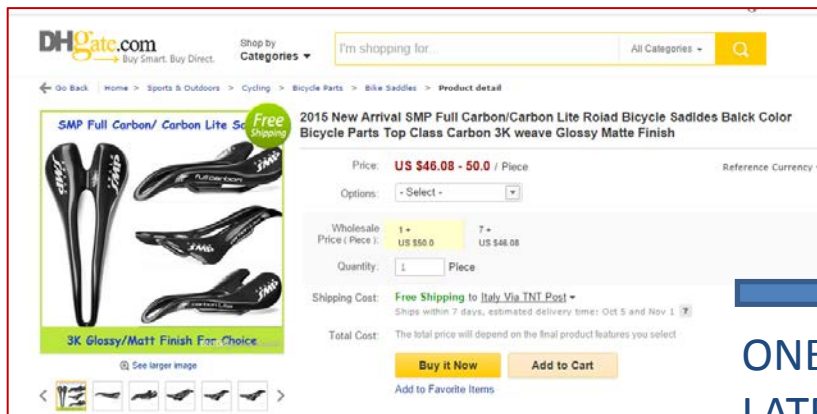
TRADEMARKS ARE THE MOST IMMEDIATE WEAPON TO TACKLE COUNTERFEITS, BUT...

COUNTERFEITERS ARE INFRINGING UPON ALL YOUR IP RIGHTS, INCLUDING

- TECHNOLOGY PATENTS
- DESIGN RIGHTS
- COPYRIGHTS

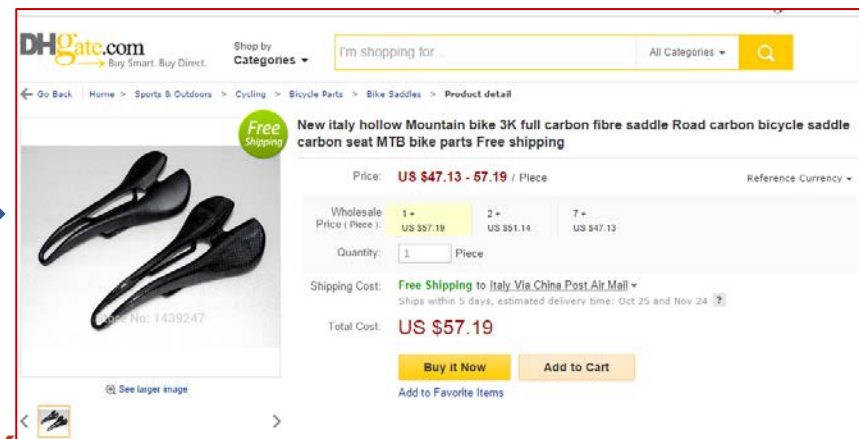
... AND THEY ARE SMART ENOUGH TO ADAPT THE CONTENTS OF THEIR OFFERINGS TO AVOID ENFORCEMENT. SEE BELOW...

A FAKE SELLE SMP SADDLE (the TM is visible)
ENFORCEMENT ON THE GROUND OF A TM



ONE WEEK
LATER...

A FAKE SMP SADDLE (TMs disappeared)
AND NOW??



CONVEY'S APPROACH

**INTERNET
INTELLIGENCE**

**EX ANTE DETECTION AND ANALYSIS OF THE EXISTING ONLINE THREATS
AND SYSTEMATIC SURVEILLANCE OF FUTURE ABUSES**



**BUSINESS
INTELLIGENCE**

**IDENTIFICATION OF THE INVOLVED PROVIDERS AND
DEFINITION OF THE OPTIMAL ENFORCEMENT STRATEGY**



**PROFOUND IP
EXPERTISE**

**EXPLOITATION OF THE WHOLE INTELLECTUAL PROPERTY
RIGHTS PORTFOLIOS**



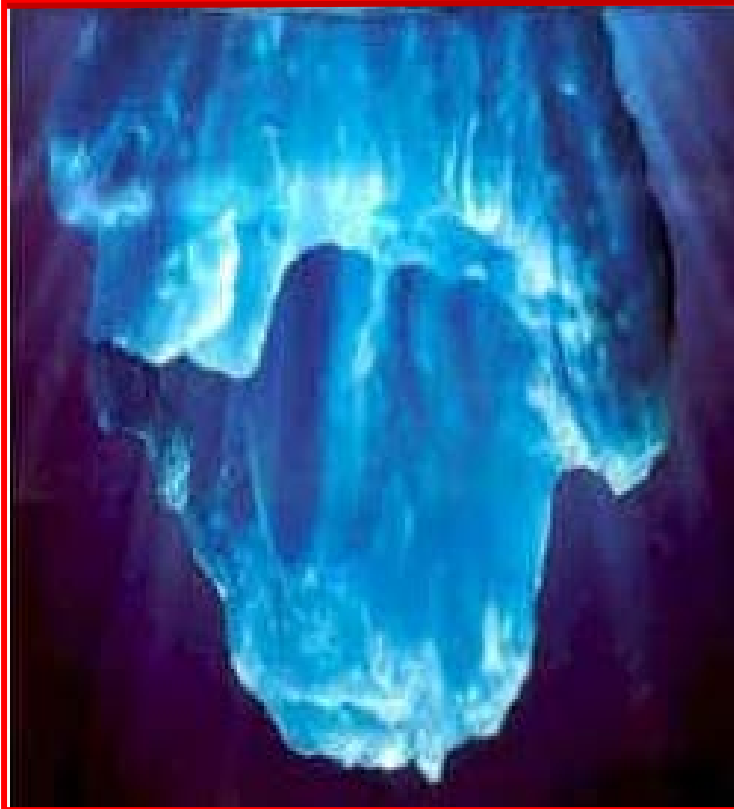
**TACKLING INTERNET COUNTERFEITS
EFFICIENTLY**

APPLICATION OF THIS APPROACH ON ASIAN MARKETPLACES

THE MAIN SOURCE OF COUNTERFEITS



FAKES ON WESTERN
MKTPLACES ARE JUST THE
TIP OF THE ICEBERG



CHINESE E-COMMERCE PLATFORMS ARE THE MAIN
SOURCE OF COUNTERFEITS



PRELIMINARY ACCREDITATION OF THE IP OWNERS AND THE IP RIGHTS ON THE VARIOUS IPR PROTECTION PLATFORMS

我的IPR

基本信息

注册信息

联系信息

我的知识产权

提交知识产权

知识产权管理

侵权投诉

发起投诉

合作互动

合作签约

专线服务

专项活动

2ND PHASE – ANALYSIS OF ALL LISTINGS AND DETECTION OF ABUSIVE URLS

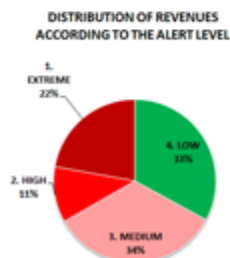
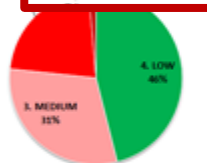
ANALYSIS OF:

1. SELLERS
2. PRODUCTS
3. MODELS
4. PRICES
5. PRODUCT CATEGORIES
6. AVAILABILITY
7. MIN. PURCHASE
8. ITEMS SOLD

PLATFORM	NUMBER OF LISTINGS
TAOBAO	35.832
EVERYCHINA	2.534
RUTEN	2.531
CHINA ALIBABA	2.194
TMALL	1.662
ALIBABA	1.531
PAIPAI	235
IOFFER	181

ALERT LEVEL	NUM. OF LISTINGS	AVG. PRICE €	ITEMS SOLD	AVG. AVAILABLE ITEMS	TURNOVER €
1. EXTREME	52	€ 78,39	2.153	1.367	€ 138.199,09
Bags & Wallets	23	€ 123,05	1.481	1.180	€ 114.364,82
Clothing	11	€ 43,26	333	1.984	€ 11.665,94
Eyewear	13	€ 48,34	183	1.229	€ 8.484,36
Shoes	5	€ 28,37	156	1.233	€ 3.683,97
2. HIGH	858	€ 134,47	568	2.249	€ 68.929,64
Bags & Wallets	304	€ 152,16	336	4.120	€ 58.269,01
Clothing	135	€ 34,75	85	2.650	€ 3.115,97
Eyewear	371	€ 168,29	86	676	€ 5.463,77

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Bags & Wallets	23	€ 123,05	1.481	1.180	€ 114.364,82
Clothing	11	€ 43,26	333	1.984	€ 11.665,94
Eyewear	13	€ 48,34	183	1.229	€ 8.484,36
Shoes	5	€ 28,37	156	1.233	€ 3.683,97
2. HIGH	858	€ 134,47	568	2.249	€ 68.929,64
Bags & Wallets	304	€ 152,16	336	4.120	€ 58.269,01
Clothing	135	€ 34,75	85	2.650	€ 3.115,97
Eyewear	371	€ 168,29	86	676	€ 5.463,77
Shoes	48	€ 41,51	61	1.418	€ 2.080,90
3. MEDIUM	1.195	€ 448,02	580	69	€ 210.469,00
Bags & Wallets	299	€ 1.073,40	517	209	€ 195.791,88
Clothing	34	€ 310,27	29	78	€ 6.635,63
Eyewear	832	€ 229,58	26	18	€ 6.147,43
Shoes	30	€ 429,18	8	88	€ 1.894,06
4. LOW	1.795	€ 1.336,46	256	8	€ 205.132,49
Bags & Wallets	1.396	€ 1.613,62	196	7	€ 181.581,69
Clothing	72	€ 395,55	30	10	€ 11.961,09
Eyewear	259	€ 334,53	10	11	€ 3.260,82
Shoes	68	€ 458,91	20	12	€ 8.328,89
TOT.	3.900	€ 783,02	3.557	538	€ 622.730,22



3RD PHASE – PRIORITIZING TARGETS AND OUTLINING OF A CUSTOM MADE ENFORCEMENT STRATEGY

IN-DEPTH ANALYSIS OF EACH MARKETPLACE

[illegible]

4TH PHASE – START OFF WITH TAKEDOWNS – REMOVAL OF ABUSIVE URLs AND SHUT DOWN OF E-SHOPS

CONVEY S.R.L. 德 | 待响应申诉 0

淘宝网 知识产权投诉平台

平台 * **淘宝网** Taobao.com

知识产权 * 请选择

投诉链接类型 * ☒ 商品 ☐ 店铺招牌、店铺公告等

投诉理由 * 请选择

投诉链接 * 一条链接一行，最多300条

验证链接

举证证明 选择文件

1. 支持zip/rar/jpg/png/bmp/pdf
2. 可作为举证证明的文件：
侵权分析报告(模板下载)

提交

知识产权 * 商标权

投诉链接类型 * ☒ 商品 ☐ 店铺招牌、店铺公告等

投诉理由 * 请选择

投诉链接 * 一条链接一行，最多300条

请选择

TOTTENHAM (7665613)

Tottenham Cockerel on ball (figurative) - Class 25 (G898793)

UNDER ARMOUR - Class 18 (4974746)

UA Logo (Figurative) - INT. ext. CN - CL 25, 28 (G1007431)

投诉单详情

投诉单号: 2159100
投诉时间: 2015-08-25 18:04
知识产权名称: New Balance - Class 25
知识产权类型: 商标权

举证证明:

致淘宝公司的法律部门,我们正式通知你们在TAOBAO.com的下列广告侵犯New Balance Athletic Shoe, Inc.的知识产权。这些产品已经由New Balance Athletic Shoe, Inc.的知识产权部门和产品专家

投诉理由: 作过精心的检验,可以确认是假货和仿制品,与原产品相比较有许多异常和不同之处(款式)。请查收附件1。这些产品完全是假冒的。请贵公司能够尽早将其撤下,以保护New Balance Athletic Shoe, Inc.的商标权。

3. FILING AND MANAGING TAKE-DOWN NOTICES IN MANDARIN CHINESE

审核通过

全部(4) | 审核中(0) | 审核不通过(0) | 申诉中(0) | 申诉待响应(0) | 小二介入(0) | 撤回(0) | 申诉成立(0) | 最终删除(4)

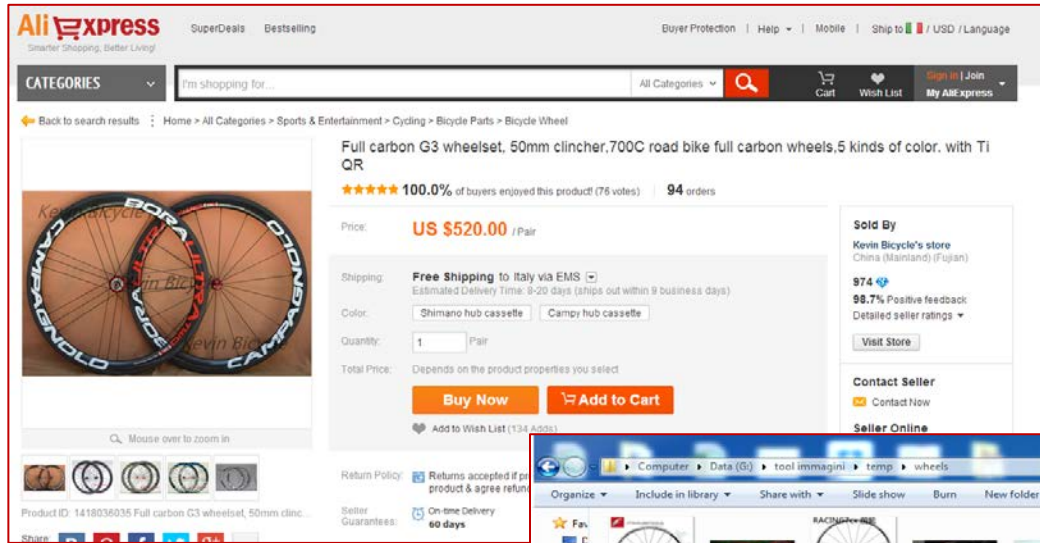
☐ 全选 ☐ 批量撤回 ☐ 批量申请小二介入

共4条数据

投诉信息	知识产权/申诉信息	处理状态/备注	操作
☐ 迪奥服饰运动 (49643219) http://item.taobao.com/item.htm?id=45638955234 (已删除)	New Balance - Class 25	✓ 最终删除	
☐ 小娟娟专柜 (49643216) http://item.taobao.com/item.htm?id=45856086840 (已删除)	New Balance - Class 25	✓ 最终删除	
☐ 李吉宙66933 (49643217) http://item.taobao.com/item.htm?id=520652376180 (已删除)	New Balance - Class 25	✓ 最终删除	

1. SET UP OF COMPLAINT PLATFORMS/PROCEDURES

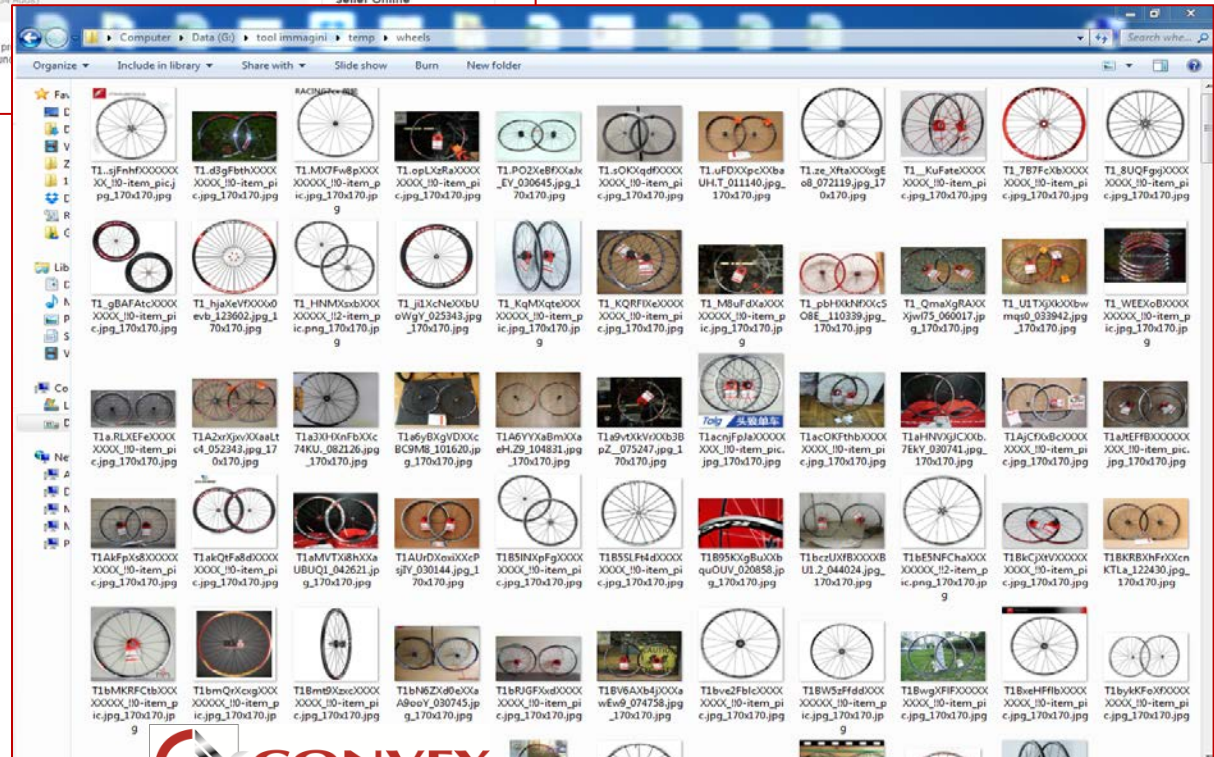
5TH PHASE – REFINEMENT OF ANALYSIS THROUGH IMAGES DETECTION



**DETECTION OF
COUNTERFEIT OFFERINGS
NOT SHOWING
TRADEMARKS IN THE
TEXT/DESCRIPTION**

**FROM TEXTUAL QUERIES TO
THE ANALYSIS OF WHOLE
PRODUCT CATEGORIES**

**THE TRADEMARK DETECTION
TAKES PLACES THROUGH A
DOWNSTREAM ANALYSIS ON
EACH IMAGE BY AN
ALGORITHM**



CONVEY
internet brand protection

6TH PHASE – ENFORCEMENT GROUNDED ON THE WHOLE IP PORTFOLIO – FROM TRADEMARKS TO COPYRIGHTED ARTWORK

Product Name: 2015新款男士真皮皮带高档鸵鸟纹豹头扣鹰头扣龙扣皮带批发

Product Attributes: 货源类别: 订货 产品类别: 腰带 适用性别: 男 适用年龄段: 成年 材质: 真皮 皮质特征: 牛皮 腰带扣材质: 合金 腰带扣造型: 圆形 扣合方式: 针扣 流行元素: 水钻镶钻 长度(CM): 100-135CM 宽度: 普通款(2-4cm) 是否外贸: 否 最快出货时间: 4-7天 颜色: 深咖色

Simple description: 货源类别: 订货、产品类别: 腰带、适用性别: 男、适用年龄段: 成年、材质: 真皮、皮质特征: 牛皮、腰带扣材质: 合金、腰带扣造型: 圆形、扣合方式: 针扣、流行元素: 水钻镶嵌、长度(CM): 100-135CM、宽度: 普通款(2-4cm)、是否外贸: 否、最佳出货时间: 4-7天、颜色: 深咖色、建议零售价: 399.00

Detailed description:

仅市独天有羽、鹰、龙二款可选

专柜包装) Stefano Ricci 史蒂芬 Made in Italy。【意大利正品】

(配专柜包装) Stefano Ricci 史蒂芬 Made in Italy。【意大利正品】。Stefano 品牌历史悠久，是所有奢侈品牌中最低调的品牌之一[爱心][爱心]，正适合爱奢侈且又低调有内涵的亲们。此款正是采用意大利进口皮精心设计的圆头款带身，带身的设计工艺和手工车线的颜色搭配显得立体

价格 **¥249.00**

累计评论 交易成功

配送 广东广州 至 全国 ▼ 快递 ¥5.00 ▼ 卖家承诺48小时内发货

颜色分类



尺码

95cm 125cm



作品登记证书

登 记 号: 国作登字-2014-F-00123108



作品名称：立体鹰头

作品类别：美术作品

作者: Stefano Ricci

著作权人：斯蒂法诺里奇股份公司 (STEFANO RICCI S. P. A.)

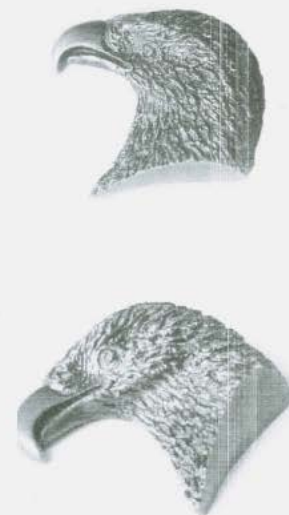
创作完成时间: 2004年01月05日

首次发表时间:2004年04月28日

以上事项,由斯蒂法诺里奇股份公司申请,经中国版权保护中心审核,根据《作品自愿登记试行办法》规定,予以登记。

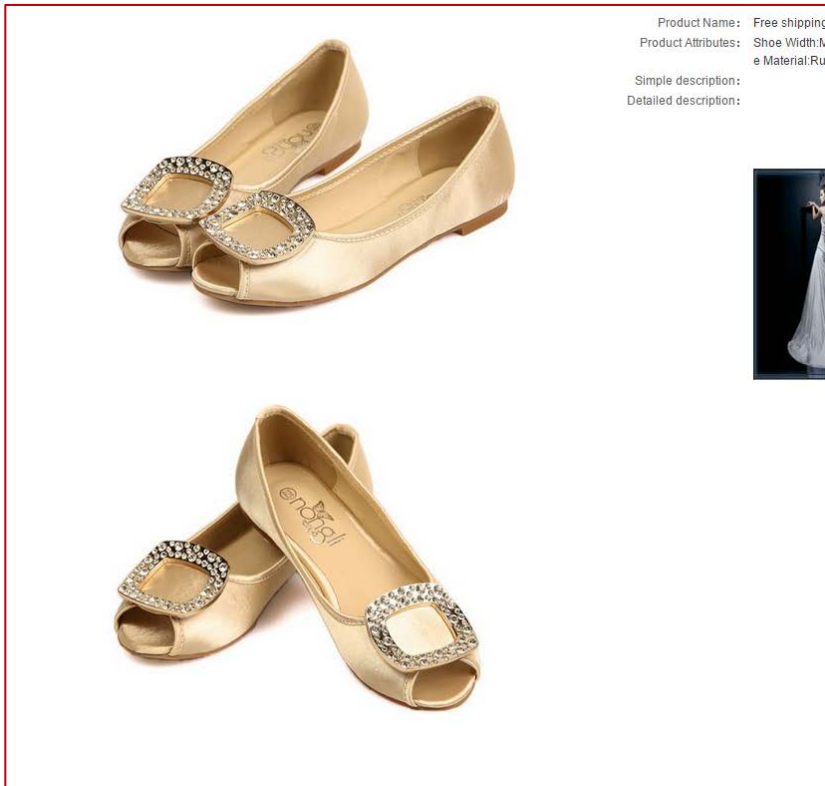
登记日期: 2014年05月13日

登记机关签章



CONVEY
internet brand protection

6TH PHASE – ENFORCEMENT GROUNDED ON THE WHOLE IP PORTFOLIO – FROM TRADEMARKS TO DESIGN PATENTS



User ID: enforceme

My Account
IPR Management
IPR Complaint
Help

Submit IPR
Submitted IPR

IPR Details

IPR Registration Number: 000682588-0001
IPR Name/Description: Square Buckle II
IPR Owner: GOUSSON-CONSULTADORIA E MARKETING S.R.L.
IPR Type: Design Patent
IPR Registration Region: Hong Kong, Macau, Taiwan or Overseas
Intellectual Property Status: Verification successful
IPR Validity Period: 03/05/2007~03/05/2017

OHIM – OFFICE FOR HARMONIZATION IN THE INTERNAL MARKET
TRADE MARKS AND DESIGNS

UAMI – UFFICIO PER L'ARMONIZZAZIONE NEL MERCATO INTERNO
MARCHI, DISEGNI E MODELLI

21	000682588-0001
25	EN - IT
22	05/03/2007
15	05/03/2007
45	2003/2007
11	000682588-0001
46	04/04/2008
73	GOUSSON - CONSULTADORIA E MARKETING LDA. Rua Dos Murcas, 88 P-9000-058 Funchal-Madeira PORTUGAL
74	JACOBACCI & PARTNERS S.P.A. Corso Emilia, 8 I-10152 Torino ITALIA
51	02 - 07
54	86 - Каталог/Токи

ES - Hebillas
CS - Píezky
DA - Spænder
DE - Schnallen
ET - Pandlad
EL - Αγκυρώσεις
EN - Buckles
FR - Boucles
IT - FERMAGLI
LV - Sprādzēs
LT - Sagtyės
HU - Csatok
MT - Bokkili
NL - Gespen

0001.1

6TH PHASE – ENFORCEMENT GROUNDED ON THE WHOLE IP PORTFOLIO – FROM TRADEMARKS TO INVENTION PATENTS

Alibaba.com™ Global trade starts here.™

Products ▾ What are you looking for...

About 298 results: Bicycle Frame (11), Bicycle Wheel (82)

Home > Products > Transportation > Bicycle Parts > Bicycle Wheel (92107)



G3 clicher wheels carbon,50mm carbon wheels,,g3 50mm wheels

FOB Price: US \$0 - 1 / Pair | [Get Latest Price](#)

Min. Order Quantity: 1 Pair/Pairs

Supply Ability: 500 Pair/Pairs per Month

Port: SHENZHEN

Payment Terms: L/C,T/T,Western Union,Paypal

[Contact Supplier](#) [Leave Messages](#)

[Start Order](#) [Add to Inquiry Cart](#) [Add to My Favorites](#)

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50mm Bora carbon road bike wheels carbon racing bicycle wheelset carbon aluminium braking surface 700c clincher wheels china

Price: **US \$440.00** / Pair

Shipping: **Free Shipping** to Germany via EMS ☒
Estimated Delivery Time: 5-12 days (ships out within 17 business days)

Quantity: Pair (652 Pair available)

Total Price: **US \$440.00**

[Buy Now](#)

[Add to Cart](#)

[Add to Wish List](#) (0 Adds)

Return [Returns accepted if product not as described, buyer pays return shipping or keep the](#)

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Detailed Seller Ratings
information is unavailable when
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Seller Online

[Mela Liu](#)

证书号 第416744号



发明名称: 装有辐条的自行车的车轮

发明人: M·帕萨罗托

专利号: ZL 01 1 23351.6

专利申请日: 2001年7月16日

利权侵权证明

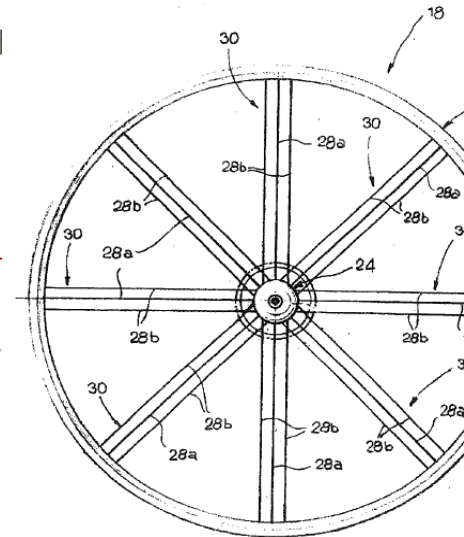
(发明或实用新型)

一、投诉方 坎培诺洛有限公司 拥有专利号为 ZL01123351.6 中国专利的专利权, 专
表一:

表一: 专利基本信息表

专利类型	☒ 发明 ☐ 实用新型
专利号	ZL01123351.6
申请日	2001年7月16日
专利名称	装有辐条的自行车的车轮
专利权人	坎培诺洛有限公司
专利权人合法授权生产企业	无

二、投诉方在此通知贵公司, 本投诉方确认: 下述被投诉方链接地址中所销售的产品技术特征落入本专利权利要求 1、3 (填写权利要求编号, 可填多个) 的保护范围, 侵犯了投诉方上述专利的专利权。具体情况如下:



RETURN ON INVESTMENT (ROI) – CASE STUDY



Month	Listings Removed	Blocked sales	Blocked turnover USD
= 2014			
01. January	1.574	977	\$14.763,27
02. February	3.407	53.939	\$847.917,92
03. March	2.812	33.937	\$460.416,56
04. April	1.942	5.024	\$109.941,84
05. May	1.718	1.921	\$40.906,94
06. June	1.387	4.715	\$53.244,65
07. July	1.140	3.168	\$49.488,50
08. August	1.276	3.404	\$41.842,06
09. September	1.213	2.101	\$34.751,22

Intellectual Property Right	Listings Removed	Blocked sales	Blocked turnover USD
Cockerel on Ball - Class 25	790	1.118	\$14.201,69
Cockerel on Ball - Class 28	2	0	\$0,00
COLDGEAR - CTM - CL. 9, 25, 28	16	272	\$9.039,36
Copyright on Tottenham Hotspur Online Store	333	289	\$4.254,74
Copyright on UA Logo	16.652	59.282	\$879.409,06
Copyright on UA.com	8.078	33.819	\$673.778,23
Design Patent - Shoe upper (D690092)	110	1.321	\$48.931,99
HEATGEAR - CL. 9, 25, 28	118	157	\$3.680,69
HOTSPUR - Classes 16, 18, 25	123	85	\$874,80
MICRO G - Class 18, 25, 28	28	31	\$1.991,63
SC - Class 25	3.171	1.882	\$125.659,12
Shoe Upper Design	8	591	\$10.894,12
SPURS - CL. 16, 18, 25	105	172	\$2.993,76
TOTTENHAM - Class 25	6.649	4.642	\$82.723,50
Tottenham - Class 26, 28	9	3	\$39,69
UA - Classes 9, 18, 25, 28	1.976	1.353	\$55.484,62
UA Logo - Class 18	2.494	46.915	\$324.971,02
UA Logo - Class 25, 28	11.727	85.263	\$1.368.381,64
UNDER ARMOUR - Class 18	189	24.437	\$251.023,32
UNDER ARMOUR - Class 25	7.020	54.663	\$1.505.078,12
UNDER ARMOUR - Class 9	7	0	\$0,00
安德玛 - Class 25	11.810	31.933	\$546.458,54
TOT	71.415	348.228	\$5.909.869,64

RESULTS OF ENFORCEMENT ACTIONS AS A FACTUAL BENCHMARK OF THE IP PORTFOLIO:

- TRADEMARKS
- TRADEMARKS ON MODELS
- COPYRIGHTED LOGOS
- COPYRIGHT ON WEBSITE
- COPYRIGHTED CATALOGUES
- DESIGN PATENTS
- INVENTION PATENTS

THE GOODFAITH TAKEDOWN MECHANISM

Good-Faith Takedown Mechanism

Alibaba has also introduced a new system for Taobao.com and Tmall.com referred to as the Good-Faith Takedown Mechanism (trial). This mechanism appears to mainly codify existing Alibaba practices intended to reward IP owners with a solid history of filing accurate and concise takedown requests.

Under the new system, complainants will be classified into three categories, with the timeframe for processing and takedowns being more favourable depending on the category (see table). The timeframes indicated exclude the time required by Alibaba to review and verify the documentation submitted.

Category	Criteria	Takedown timeframe
Good	Takedown request submission accuracy rate $\geq 90\%$ Valid counter-notice rate $\leq 1.5\%$	One to three business days

CONVEY S.R.L. Pending for Response to Counter-notification 24 Alibaba Intellectual Property Protection Platform 简体中文

Submit Complaints Manage Complaints

Status of Complaining Party

Good-faith Takedown Status

Your current status is: Good-faith complaining party.
[Good-faith Letter of Undertaking](#) [What is Good-faith complaining party?](#)

Complaints submitted by a good-faith complaining party will be processed within 1-3 working day(s) by experie in the area of intellectual property rights based on simplified requirements of proof of infringement.

If you have any queries, please feel free to contact: iprsupport@alibaba-inc.com

Your Complaint Index

Takedown rate	Successful counter-notification rate
99.33%	0.06%

The relevant time for calculating the Complaint Index: 2015-07

Notes

- Status of complaining parties will be calculated and updated automatically on the first day of each month.

THE EXPOITATION OF THE WHOLE IP PORTFOLIO IS THE BASIS FOR A TOP REMOVAL RATE AWARDED BY THE MARKETPLACES

THERE ARE TWO KINDS OF COUNTERFEITERS: **THOSE WHO FEEL GUILTY...**



mercoledì 16/09/2015 07.12

肖靖 <xiaojing199210@outlook.com>

Hello dear friend,

To ☐ enforcement@convey.it

Hello dear friend

I'm apologize, I have sold your company brand products, I'm so sorry, I kindly ask you to cancel a complaint, I will remove all offerings. Please give me a chance, I have to feed two children, I'm no have a job. This complaint will be close my store, I'm begging you to, please. I will remove all offerings.

Best regards

Top-rated Seller Motorcycle and Cycling



martedì 15/09/2015 21.44

es1020550938 <wudaihan_2010@163.com>

Complaints single number: 201509100220428809

To ☐ enforcement

Hello, friend

Please forgive me, I really did not intend to use your trade names.

Please forgive me, I now remember the name of your merchandise.

Never mess with this name.

I ask you to forgive the ignorance of the mistake.

These clothes I'm not the main selling, but someone else shelves.

Please help me eliminate rut cast out okay?

I can not live without this store.

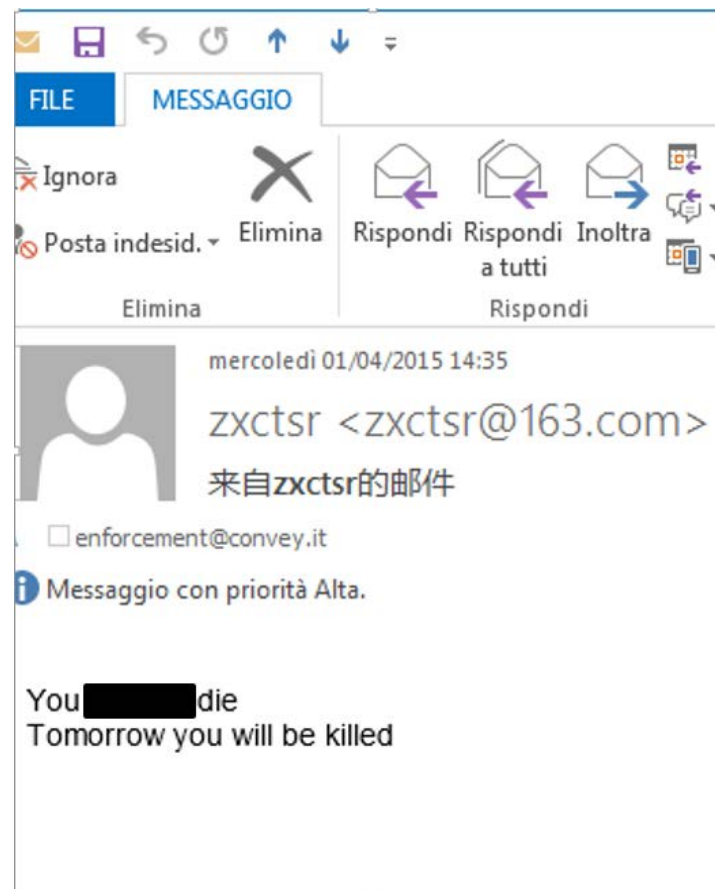
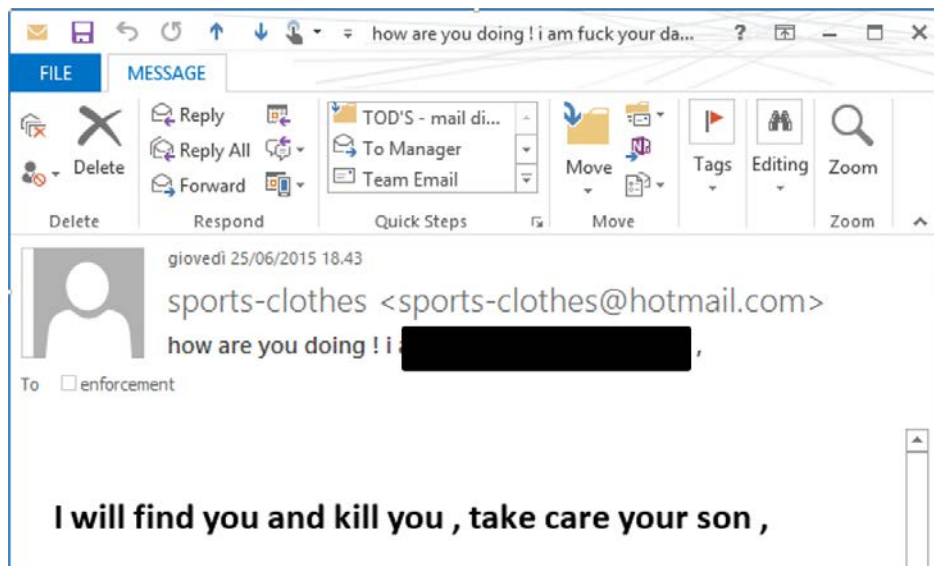
I have small children.

I know that was wrong.

Please forgive me.

thank you!

THERE ARE TWO KINDS OF COUNTERFEITERS: AND THOSE WHO DON'T 😊



... BUT WE GOT USED TO IT!

THANK YOU!



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internet brand protection

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QUESTIONS