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The UPU: IP Infringement and Mitigation Strategies in the International Postal Supply Chain

Selected legal and postal security issues
(presentation to WIPO)



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OBJECTIVES

- Briefly present the institutional framework of the UPU as an intergovernmental organization and a specialized agency of the United Nations;
- Highlight a few selected legal and postal security issues.



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STRUCTURE OF THIS PRESENTATION

**Basic
institutional
overview of the
UPU**

**Selected legal and
postal security
issues**

**Concluding
remarks**



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UPU OVERVIEW (1)



**Third
oldest
inter-governmental
organization
(1874)**



**Specialized
agency of the
United Nations
(since 1948)**



**Headquarters in
Berne, Switzerland**



UPU OVERVIEW (2)

192 member countries form one single postal territory through a tridimensional network

- > Physical (Delivery logistics)
- > Electronic (E-Services)
- > Financial (Payments)





UPU OVERVIEW (3)



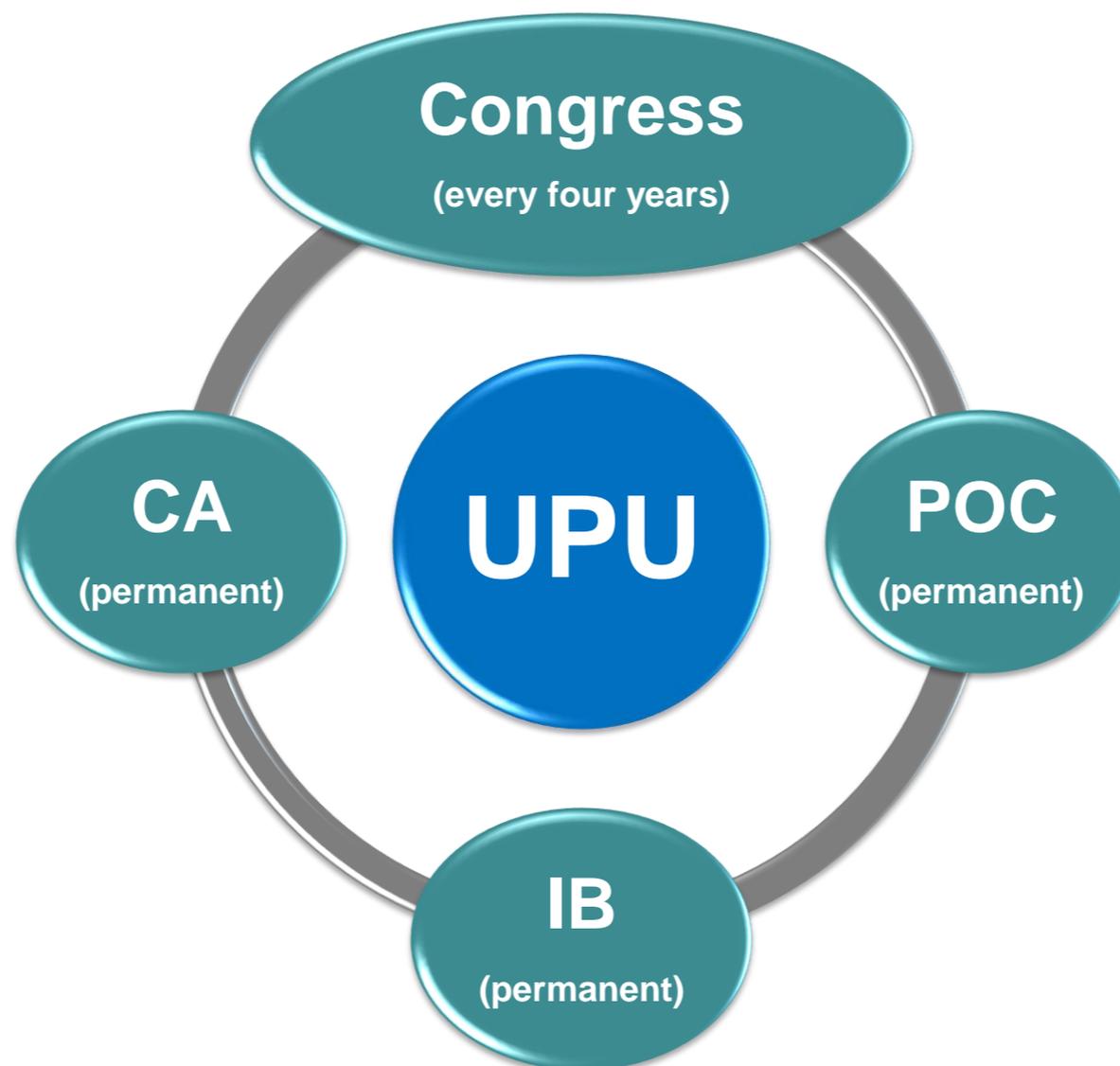


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UPU OVERVIEW (4)





UPU OVERVIEW (5)

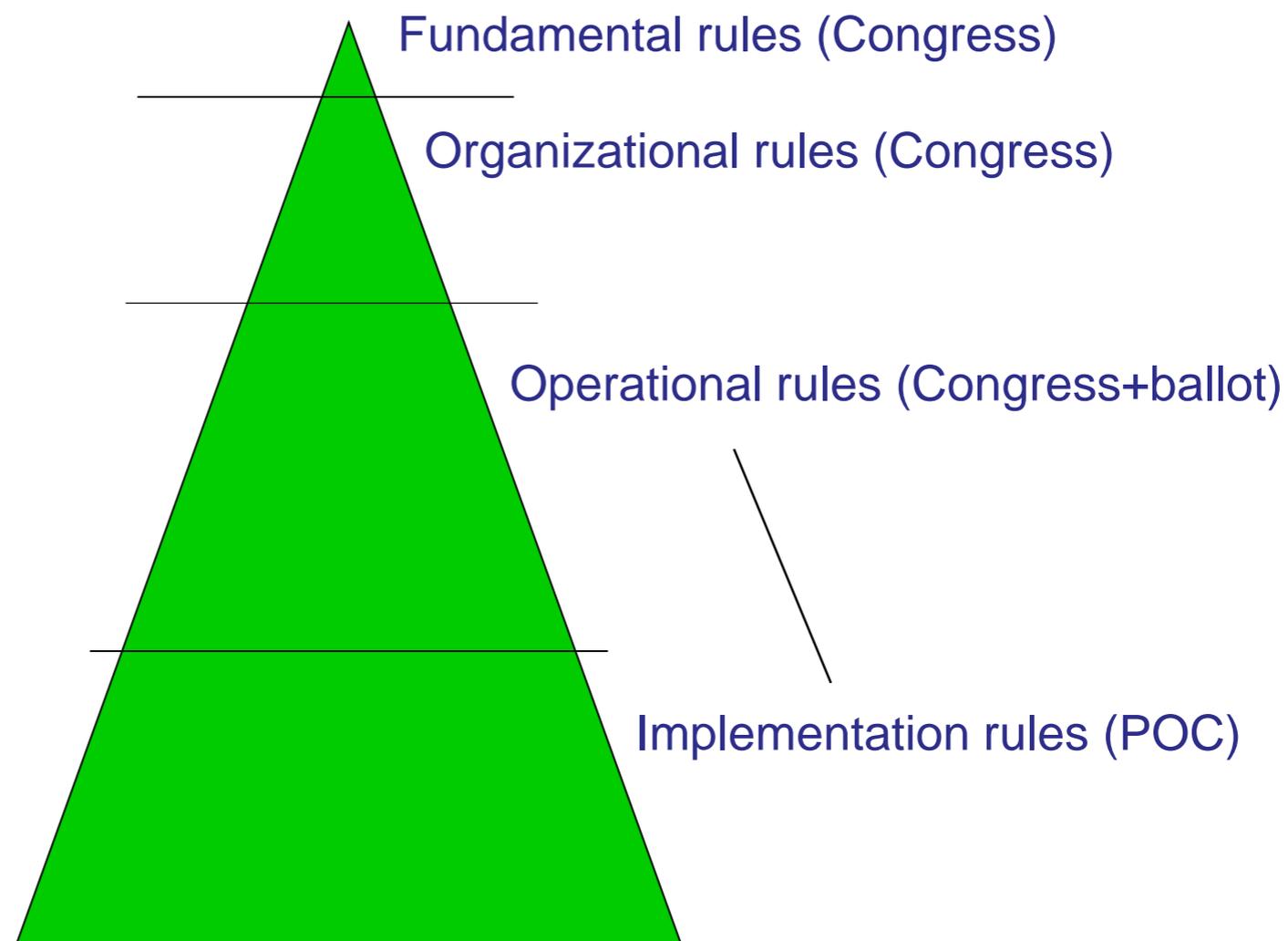
Constitution

Gen Regs

Convention

Postal Payment Services Agreement

Regulations





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UPU OVERVIEW (6)



- Constitution
- General Regulations



- Convention
- PPSA
- Regulations



UPU OVERVIEW (7)



- CA: 41 members
- Supervisory powers
- Deals with legal, administrative and regulatory questions
- Meets twice a year



- POC: 40 members
- Practical measures
- Deals with operational and technical questions
- Meets twice a year



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UPU OVERVIEW (8)

International Bureau (secretariat):

- About 275 staff members from all over the world;
- French and English as working languages;
- Conducts work between each Congress cycle and executes the mandates given by governing bodies;
- Hosts Council meetings twice a year;
- Depository functions (instruments of approval/ratification of the Acts of the Union).



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STRUCTURE OF THIS PRESENTATION

***Basic
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SELECTED LEGAL AND POSTAL SECURITY ISSUES (1)

Acts of the Union = Treaties

- ALL Acts of the Union are to be deemed as treaties adopted within an international organization, thus falling under the purview of article 5 of the VCLT; this is also confirmed in article 22 of the UPU Constitution, regardless of specific modes of approval of the different Acts by member countries;
- ALL Acts of the Union are, indeed, governed by international law (article 2 of the VCLT);
- SOME Acts are permanent (Constitution and General Regulations), others approved on a temporary, cycle-limited basis (Convention, PPSA, Regulations) – certain procedural difficulties with regard to this approach.



SELECTED LEGAL AND POSTAL SECURITY ISSUES (2) – Commitment to safe and secure transport of international postal items

Relevant provisions

- Article 8 - Postal security;
- Article 9 – Violations;
- Article 19 - Items not admitted. Prohibitions (including dangerous goods, illicit drugs, counterfeit and pirated articles and other articles whose importation or circulation is prohibited in the country of destination);
- Various detailed Regulations associated with the above provisions.

Possibility for further cooperation with WIPO against IPR infringement?



SELECTED LEGAL AND POSTAL SECURITY ISSUES (3) – Postal Operations Council (Committee 1 – Supply Chain Integration)

Relevant sub-bodies

- Postal Security Group;
- Customs Group;
- Transport Group;
- Standards Board;
- Operations and Accounting Review Group;
- Addressing Group.





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SELECTED LEGAL AND POSTAL SECURITY ISSUES (4)

Today's postal services (designated operators)

- 5.26 million employees
- 668,445 post offices





SELECTED LEGAL AND POSTAL SECURITY ISSUES (5) – The specificities of international postal traffic

- International postal items are transported by different methods;
- The primary transport method for international mail is by air (land and sea also used);
- International postal items travel in and out of customs administrations throughout the world (facilitated clearance of items under Kyoto Convention – Specific Annex J);
- The UPU regularly interacts with other international organizations associated with the postal supply chain in order to define rules which have an impact on international postal operations.





SELECTED LEGAL AND POSTAL SECURITY ISSUES (6) – UPU interaction with other international organizations and initiatives

Examples of international organizations and initiatives which may have an impact on international postal operations:

- International Civil Aviation Organization (ICAO);
- World Custom Organization (WCO);
- United Nations Office on Drugs and Crime (UNODC);
- International Narcotics Control Board (INCB);
- Interpol;
- International Air Transport Association (IATA);
- United Nations Economic and Social Council Committee of Experts (UNESCO) – Transport of Dangerous Goods;
- United for Wildlife Transport Task Force (UFW);
- WIPO?





SELECTED LEGAL AND POSTAL SECURITY ISSUES (7) – Electronic advance data (EAD) data capture, transmission and compliance

- Training for all UPU regions, focusing on customs data capture and ITMATT exchange through the UPU's Customs Declaration System (CDS);
- Currently 20 designated operators utilizing CDS;
- Internationally shared analytics framework potential.





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Structure of this presentation

***Basic
institutional
overview
provided***

***Legal and postal
security issues
discussed***

**Concluding
remarks**



Concluding remarks

- Both safety and security of the international postal network constitute paramount aims of the UPU;
- Deep, ongoing cooperation with other international organizations and initiatives;
- Growth of e-commerce -> increased emphasis on measures aimed at proper identification, acceptance and handling of international postal items (i.e. packages);
- Increased interest of actors impacted by IPR infringement through postal networks (such as luxury goods and the pharmaceutical industry);
- Increased participation of other actors in the activities of the UPU -> Airlines, customs authorities, trade associations, other transport companies;
- Provision of UPU IT solutions to other entities.



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**Thank you very much for
your attention!**

Intellectual Property Protection Strategies of Online Intermediaries

Christian Borggreen

VP and Head of Office, Computer and Communications
Industry Association (CCIA) Europe, Brussels, Belgium



Computer & Communications
Industry Association
Tech Advocacy Since 1972

Overview

Online services' two-prong strategy in fighting infringement:

1. Providing avenues to lawfully find and consume non-infringing goods and services
2. Countering infringement
 - Regulatory compliance (notice-and-action/
notice-and-takedown)
 - Voluntary, proactive efforts to prevent uploading or remove infringement, beyond legal requirements

Innovative, voluntary solutions to infringement provide benefits, but face various technical and policy challenges



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Tech Advocacy Since 1972

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Introduction

- Benefits of online services for users, economy
- The Internet sector makes significant efforts to prevent copyright infringement online, in large part enabled by the prevailing legal framework worldwide: “notice-and-action” (“notice-and-takedown” in the U.S.)
- In addition to copyright compliance, services remove content that infringes trademark rights, or violates community guidelines



Notice-and-Action/ Notice-and-Takedown

What is notice-and-action/notice-and-takedown?

- Follows U.S. Digital Millennium Copyright Act (DMCA Section 512) and EU E-Commerce Directive (Articles 12-15)
- Widely implemented globally
- Common in free trade agreements



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“DMCA plus” – Voluntary Efforts Fostered by Notice-and-Takedown

What is “DMCA plus”?

- Many services have invested in IP protection processes and tools beyond what is required by law, *e.g.*:
 - ‘Trusted user’ programs that facilitate bulk notice sending for ‘trusted’ senders and fast-track takedown
 - Direct access to back-end systems, so senders can remove content proactively
- “DMCA plus” systems provide value when deployed voluntarily by firms that have the resources to do so competently



Examples

Voluntary IP protection programs and tools include:

- Amazon Brand Registry
- eBay Verified Rights Owner Program
- Facebook Rights Manager
- Facebook Commerce & Ads IP Tool
- Google Search Trusted Copyright Removal Program
- YouTube Content ID



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Benefits and Challenges

- Benefits of “DMCA plus” systems:
 - Speed, efficiencies of scale
 - Automated systems decrease costs for all parties — provided services have the resources to invest in such automated measures
 - Can generate revenue for right holders
- Challenges faced by “DMCA plus” systems:
 - Costly to develop, site-specific, struggle with false positives
 - Disharmony in national intermediary rules impedes voluntary industry efforts



Conclusions

- The Internet environment is diverse, with a variety of tools and platforms
- Responsible Internet services include IP considerations in their content moderation processes and choose appropriate strategies
- Large services can invest in complex, automated systems; startups and SMEs rely on manual processes



Alibaba Group's Achievements in Intellectual Property Protection

WIPO Advisory Committee on Enforcement

Geneva, Switzerland

Jessie Zheng, Chief Risk Officer, Alibaba Group

Sept 2019



ALIBABA DIGITAL ECONOMY – MAKING IT EASY TO DO BUSINESS ANYWHERE

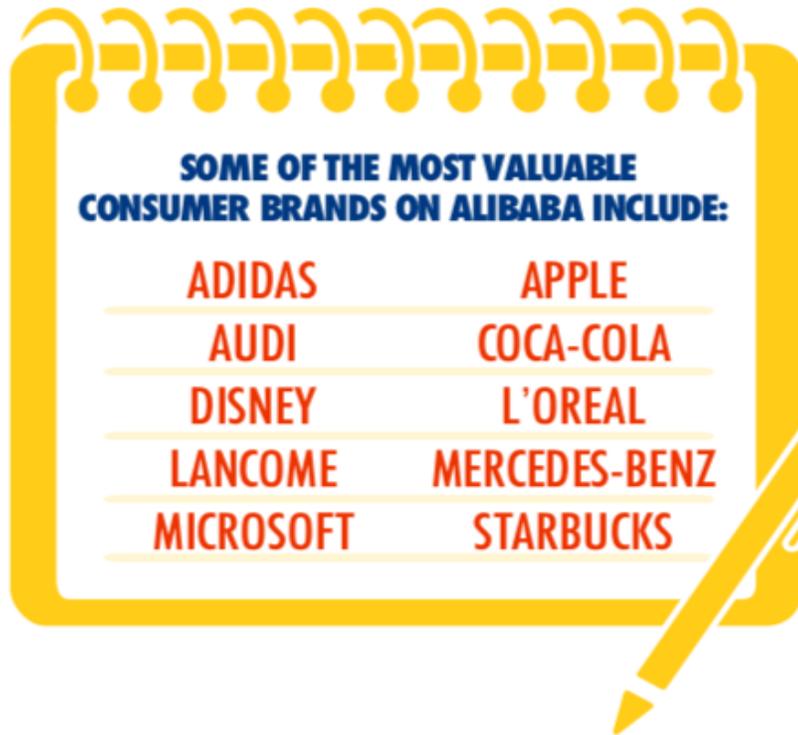


TECH
DRIVEN

DATA
REFUEL

TRUSTED PARTNER FOR BRANDS

77% OF THE WORLD'S MOST VALUABLE
CONSUMER BRANDS ARE ON
ALIBABA'S PLATFORMS

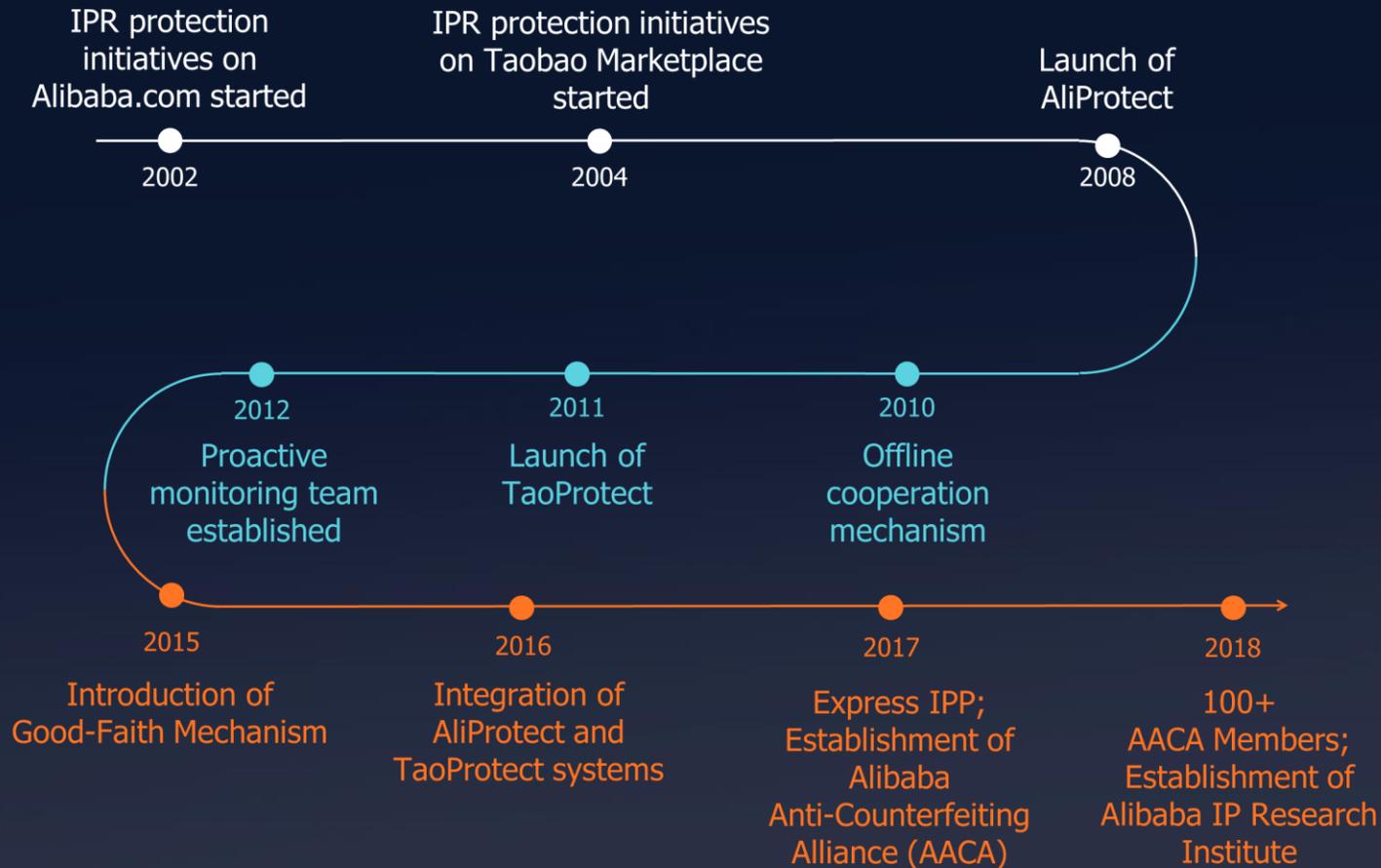


BASED ON
FORBES'
2019 LIST OF
**WORLD'S
MOST
VALUABLE
BRANDS**

(<https://www.forbes.com/powerful-brands/list>)

Tmall continues to be the platform of choice for many of the world's top brands. There are **over 180,000 brands on Tmall.**

ALIBABA IPR PROTECTION PROGRAM – HOW WE GOT HERE



Milestones



ALIBABA IPR PROTECTION FRAMEWORK



Notice and Takedown



Proactive Monitoring



Offline Law Enforcement



Alibaba Anti-Counterfeiting Alliance



Making it Easy for Small Businesses

ALIBABA IPR PROTECTION FRAMEWORK



Notice and Takedown



Proactive Monitoring



Offline Law Enforcement



Alibaba Anti-Counterfeiting Alliance



Making it Easy for Small Businesses

NOTICE AND TAKEDOWN – INTELLECTUAL PROPERTY PROTECTION (IPP) PLATFORM

The screenshot displays the Alibaba Group IP Protection Platform website. At the top, the Alibaba Group logo and 'IP Protection Platform' are visible, along with navigation links for 'Sign in', 'Register', and language options '中文 | English'. A main navigation bar includes 'Home', 'Principle & Policy & Instruction', 'Good-faith Takedown', 'IP Joint-Force', and 'Innovation Protect'. The central banner features the text 'Alibaba INTELLECTUAL PROPERTY RIGHTS PROTECTION Handbook' with left and right navigation arrows. Below the banner, two main content blocks are shown: 'ID and IPR Submission' with a document icon and a 'Register | Sign In | Complaint Submission' link; and 'IPR Protection Cooperation' with a handshake icon and a 'Why to cooperate | How to join | Details on cooperation' link. At the bottom, there are sections for 'Updates and Information' (listing notices from 2018-08-08 and 2017-08-10) and 'Frequently Asked Questions' (with a '1 / 7' indicator).

Alibaba Group | IP Protection Platform
ipp.alibabagroup.com

Sign in | Register | 中文 | English

Home | Principle & Policy & Instruction | Good-faith Takedown | IP Joint-Force | Innovation Protect

Alibaba INTELLECTUAL PROPERTY RIGHTS PROTECTION Handbook

ID and IPR Submission

Please submit your identification document and intellectual property right document via this platform. After document authentication, you may submit infringement complaint or join our cooperation program.

Register | Sign In | Complaint Submission

IPR Protection Cooperation

Protection of intellectual property is very important to the Alibaba Group. You may establish efficient, in-depth and interactive cooperation with our Intellectual Property Protection Team via this platform.

Why to cooperate | How to join | Details on cooperation

Updates and Information

Notice of Alibaba's Good-faith Takedown Mechanism U...	2018-08-08
Alibaba Enhances Intellectual Property Protection Platf...	2017-08-10

Frequently Asked Questions

Q: FAQ of IPP Platform
Please click here.

A:

NOTICE AND TAKEDOWN – IPP SUBMISSIONS

The screenshot displays the 'User Center' page of the Alibaba Group Intellectual Property Protection Platform. The top navigation bar includes the Alibaba Group logo, 'User Center', and language/location options. A left-hand navigation menu lists various user management options, with 'Complaint Submission' highlighted. An orange box on the left side of the image highlights the 'Complaint Submission' menu item and its sub-items: 'Submit a complaint' and 'Manage complaints'. The main content area features a 'Note' section with two paragraphs of text regarding IP infringement complaints. Below the note is a 'Select complaint website' section with a grid of logos for Taobao.com, Tmall.com, Tmall Global, Alibaba.com, and AliExpress.

Alibaba Group Intellectual Property Protection Platform | User Center | English | Home page

My Page

- Account Setting
- My IPR
 - IPR Submission
 - IPR Management
- Complaint Submission**
 - Submit a Complaint
 - Manage Complaints
- Joint-Force System
 - View Joint-Force Listings
- IPR Service
 - Application
 - Application Management

Note

Since your identity and intellectual property right documents have already been submitted via the Intellectual Property Protection Platform, you may submit intellectual property right infringement complaint via the corresponding Complaint Handling System after you are linked up to that Complaint Handling System.

Not all of our platforms are subject to the same jurisdiction and our intellectual property protection policies vary from platform-to-platform. Please carefully read and understand our intellectual property protection policies on our platforms and submit complaint via the corresponding Complaint Handling System.

Select complaint website

- 淘宝网® Taobao.com
- 天猫 Tmall.com™
- TMALL GLOBAL 天猫国际
- 阿里巴巴® 1688.com
- Alibaba.com™ Global trade starts here.™
- AliExpress™ Smarter Shopping, Better Living!
- LAZADA

NOTICE AND TAKEDOWN – RAPID REMOVALS ENABLED BY TECHNOLOGY



[†] from January 2018 through December 2018

ALIBABA IPR PROTECTION FRAMEWORK



Notice and Takedown



Proactive Monitoring



Offline Law Enforcement



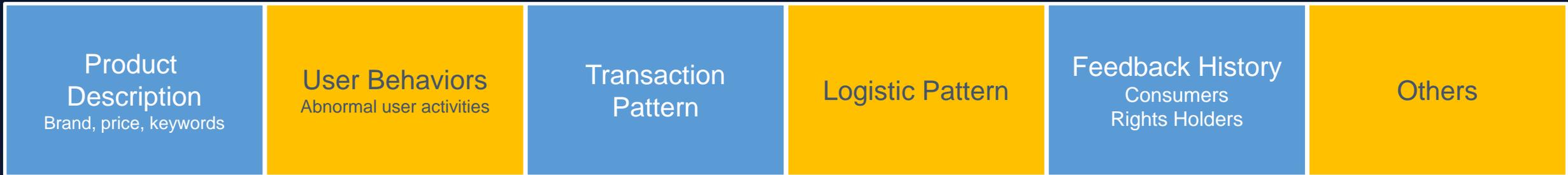
Alibaba Anti-Counterfeiting Alliance



Making it Easy for Small Businesses

ALIBABA PROACTIVE MONITORING

- Over 100,000 features and 1,000 models covering more than 40 risk categories
- Up to 30 billion scans per day, and 2 million scans per second at peak times

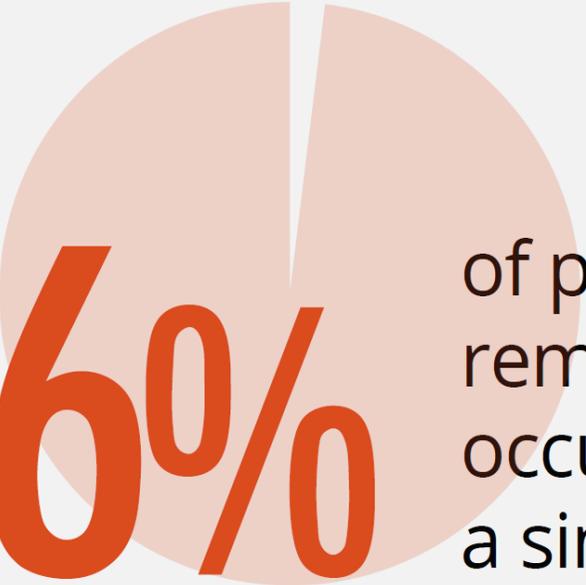


Linkage Analysis to Identify Accounts
Controlled by Same Seller



Fraudulent Accounts
Normal Accounts

PROACTIVE REMOVALS – RAPID REMOVALS ENABLED BY TECHNOLOGY



96%

of proactive
removals
occurred before
a single sale[†]

[†] from January 2018 through December 2018

ALIBABA'S IPR PROTECTION PROGRAM DELIVERS RESULTS

In 2018, Alibaba employed its most sophisticated and comprehensive proactive detection technology to date, but found that fewer problematic listings existed for removal. These proactive efforts contributed to a decline in right holders' removal requests for the second consecutive year.

67%



fewer suspect listings
identified for removal[†]

32%



YoY decline in
takedown requests[†]

[†] YoY from 2017 to 2018

ALIBABA IPR PROTECTION FRAMEWORK



Notice and Takedown



Proactive Monitoring



Offline Law Enforcement



Alibaba Anti-Counterfeiting Alliance



Making it Easy for Small Businesses

OFFLINE ENFORCEMENT: BUILDING NETWORKS OF RELIABLE PARTNERS

Alibaba Data-Driven Lead Discovery

- Can generate leads but only discloses information according to relevant data privacy laws
- Reliant on cooperation between right holders and law enforcement



Law Enforcement Support for IP

- Powerful deterrents but need to prioritize IPR enforcement
- We need to build their experience with IPRs and IP awareness

Right Holders' Resources

- Send evidence of counterfeits for evaluation by Alibaba and/or law enforcement
- Unique ability to file cases with police
- Resources needed for investigations

CONTINUED SUCCESS SUPPORTING LAW ENFORCEMENT

1,634



number of IP-related leads provided to law enforcement[†]

1,953



number of arrests made based on Alibaba leads[†]

1,542



number of illicit manufacturing and distribution facilities closed by law enforcement

[†] from January 2018 through December 2018

OFFLINE ENFORCEMENT – TAKING INFRINGERS TO COURT

Alibaba, working with brands, has taken the unprecedented step of initiating civil litigation against counterfeiters since 2017.



1 In January 2017, Alibaba sued two counterfeit **Swarovski** watch sellers.

2 In July 2017, Alibaba won a civil lawsuit in China against a seller infringing upon **Mars Inc.**'s products.

3 By the end of 2018, Alibaba had filed **83** cases against counterfeiters.

4 Alibaba jointly filed suits against counterfeiters with brands: e.g. **Bioderma, Dazzle and Western Digital.**

ALIBABA IPR PROTECTION FRAMEWORK



Notice and Takedown



Proactive Monitoring



Offline Law Enforcement



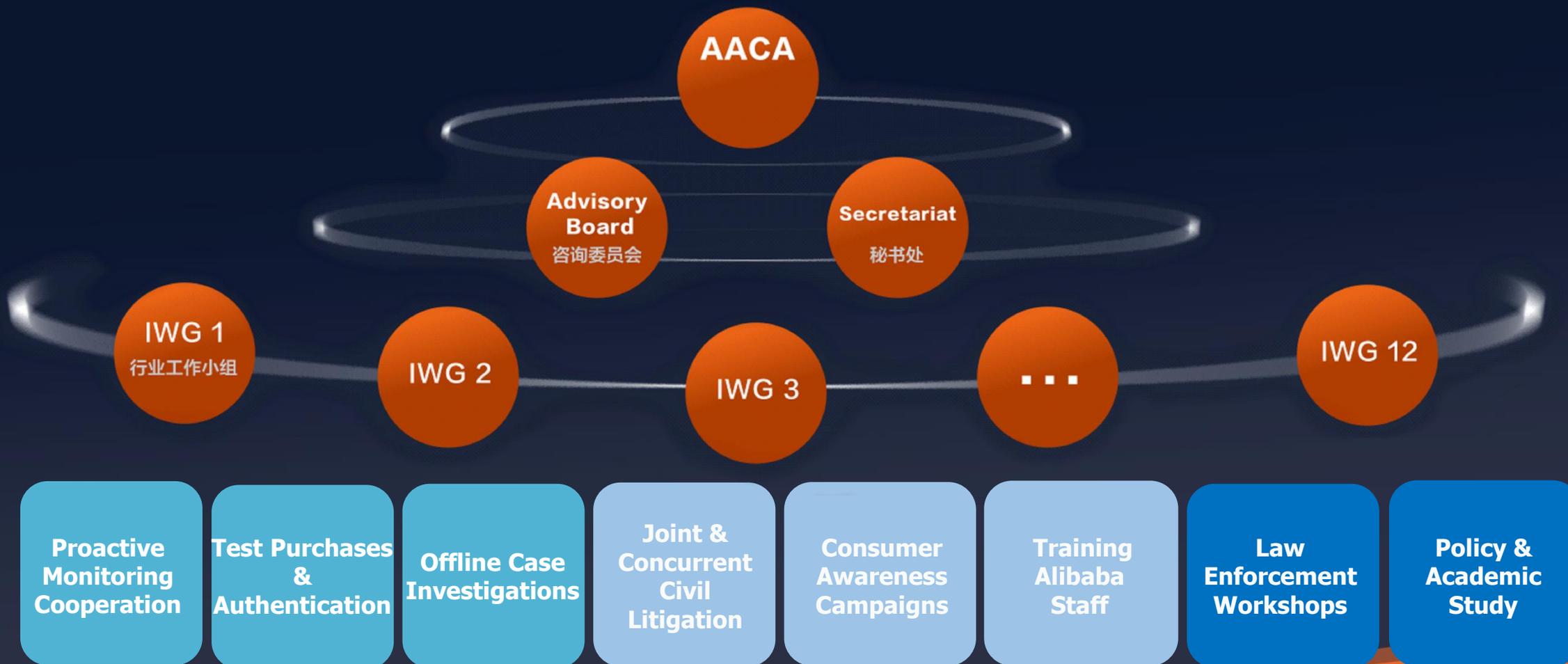
Alibaba Anti-Counterfeiting Alliance



Making it Easy for Small Businesses

ALIBABA ANTI-COUNTERFEITING ALLIANCE (AACCA)

AACCA AFTER TWO YEARS



AACA INDUSTRY WORKING GROUPS

12 Industry Working Groups & Chairs

Apparel & Footwear

Chair: Levi's

Entertainment &
Publishing

Chair: Relx Group

Food & Beverage

Chair: Nestle

Luxury Goods

Chair: Louis Vuitton

Home & Electronics

Chair: Supor

Industrial &
Automotive

Chair: Ford

Jewelry &
Accessories

Chair: Swarovski

Pharmaceutical

Chair: Sanofi

Personal Care

Chair: P&G

Alcohol & Tobacco

Chair: Diageo

Sportswear &
Sporting Goods

Chair: Adidas

Tech, Smart Devices
& Computing

Chair: Apple

ALIBABA IPR PROTECTION FRAMEWORK



Notice and Takedown



Proactive Monitoring



Offline Law Enforcement



Alibaba Anti-Counterfeiting Alliance



Making it Easy for Small Businesses

MAKING IT EASY FOR SMALL BUSINESSES

Alibaba continues to implement and promote enhancements to support the unique IPR protection needs of small and medium-sized enterprises (SMEs).



A simple online form for submitting takedown requests



Expedited takedown requests for all users



Making it easy to find Alibaba's IPP Platform on popular search engines



Standardized responses to takedown requests to ensure consistent and clear communication



Video instruction to guide right holders in filing requests



Expanded telephone and email support for those needing assistance



IACC MarketSafe Expansion Program



Case studies to guide right holders

ALIBABA ORIGINAL DESIGN PROTECTION

Alibaba Original Design Protection is an innovative model for harnessing Alibaba's big data and technology. It provides solutions for filing, protecting and then commercializing sellers' first releases of images, short videos and creative designs.





Jessie Zheng
Chief Risk Officer, Alibaba Group

THANK YOU

facebook

Protecting IP on Facebook and Instagram

Terms of Service & Community Standards

2. What you can share and do on Facebook

We want people to use Facebook to express themselves and to share content that is important to them, but not at the expense of the safety and well-being of others or the integrity of our community. You therefore agree not to engage in the conduct described below (or to facilitate or support others in doing so):

1. You may not use our Products to do or share anything:

- That violates these Terms, our Community Standards, and other terms and policies that apply to your use of Facebook.
- That is unlawful, misleading, discriminatory or fraudulent.
- That infringes or violates someone else's rights, including their intellectual property rights.

<https://www.facebook.com/legal/terms>

Respecting Intellectual Property

20. Intellectual Property

Facebook takes [intellectual property rights](#) seriously and believes they are important to promoting expression, creativity, and innovation in our community. You own all of the content and information you post on Facebook, and you control how it is shared through your privacy and application settings. However, before sharing content on Facebook, please be sure you have the right to do so. We ask that you respect other people's copyrights, trademarks, and other legal rights. We are committed to helping people and organizations promote and protect their intellectual property rights. Facebook's [Terms of Service](#) do not allow people to post content that violates someone else's intellectual property rights, including copyright and trademark. We publish information about the intellectual property reports we receive in our bi-annual Transparency Report, which can be accessed at

<https://transparency.facebook.com/>

<https://www.facebook.com/communitystandards/>

Additional IP Policies: Ads, Commerce, Etc.

Advertising Policies

◀ Prohibited Content

1. Community Standards
2. Illegal Products or Services
3. Discriminatory Practices
4. Tobacco Products
5. Drugs & Drug-Related Products

10. Third-Party Infringement

Policy

Ads must not contain content that infringes upon or violates the rights of any third party, including copyright, trademark, privacy, publicity, or other personal or proprietary rights. To report content that you feel may infringe upon or violate your rights, please visit our Intellectual Property Help Center.

<https://www.facebook.com/policies/ads/>

Commerce Policies

◀ Prohibited Content

1. Community Standards
2. Illegal, Prescription, or Recreational Drugs
3. Tobacco Products and Related Paraphernalia
4. Unsafe Supplements
5. Weapons, Ammunition or Explosives
6. Animals
7. Adult Products or Services
8. Alcohol

17. Third-Party Infringement

Policy

Posts may not contain content that infringes upon or violates the intellectual property rights of any third party, including [copyright](#) or [trademark](#). This includes, but is not limited to, the promotion or sale of counterfeits, such as goods that copy the trademark (name or logo) and/or distinctive features of another company's products to imitate a genuine product.

Examples

- ✘ Counterfeits, knockoffs, or replicas of branded goods, or posts offering goods that are likely to confuse consumers about the source, sponsorship or affiliation of those goods.

<https://www.facebook.com/policies/commerce/>

Reporting IP Violations

- IP reporting forms:

- Copyright
- Trademark
- Counterfeit

- Email:

- ip@fb.com
- ip@instagram.com

The screenshot shows the Facebook Desktop Help page. The header includes the Facebook logo, a search bar with the text "How can we help?", and the language setting "English (US)". The left sidebar lists various help topics: Creating an Account, Friending, Your Home Page, Messaging, Photos, Videos, Pages, Groups, Events, and Apps and Games. The main content area is titled "Reporting a Violation or Infringement of Your Rights". It contains a question "What right is being violated or infringed?" with two radio button options: "Copyright" and "Trademark". Below this, there is a note: "If you believe content on Facebook violates our Community Standards (ex: bullying, harassment, or hate speech), please visit our Help Center to learn about reporting it to us." A "Send" button is located at the bottom right of the form.

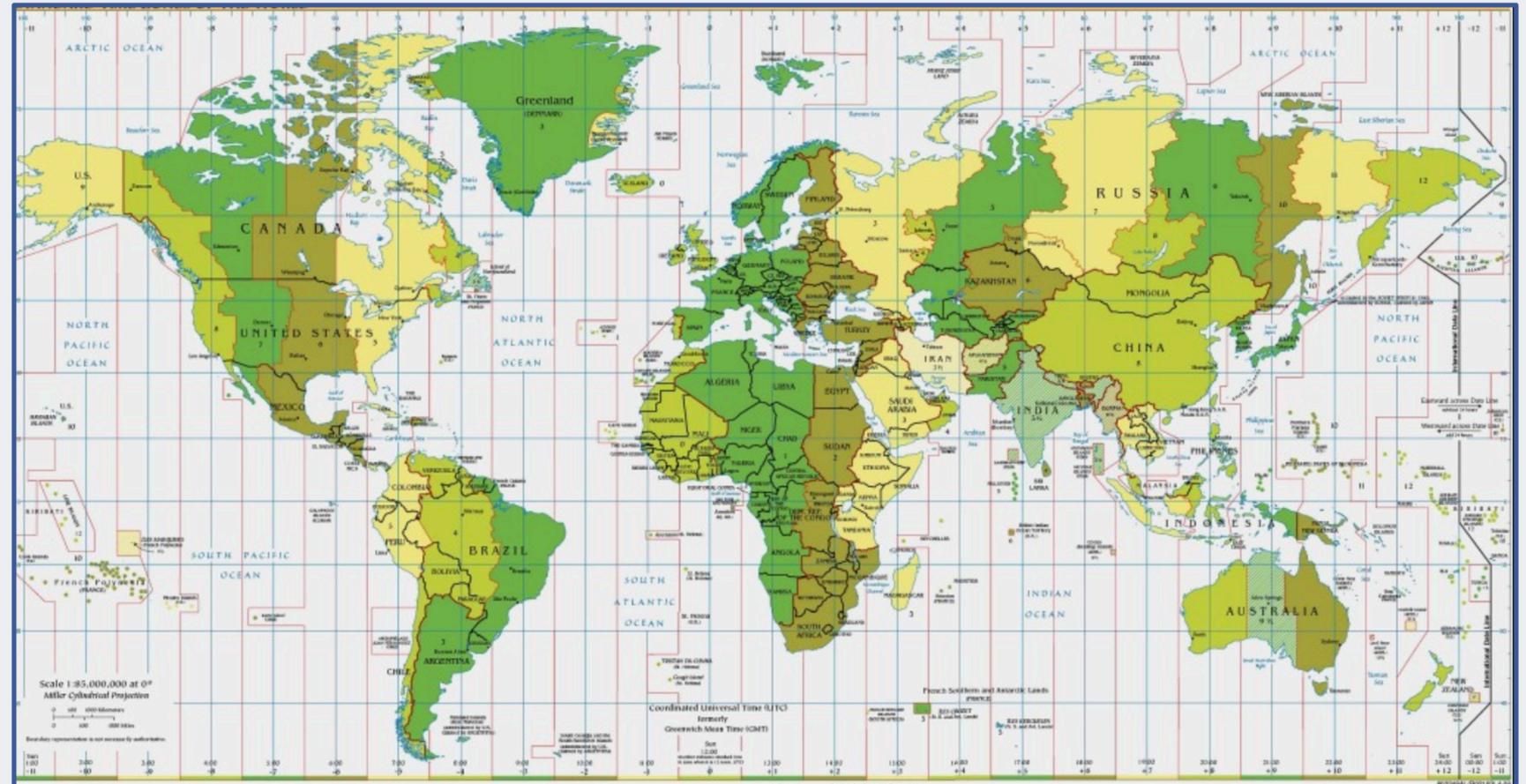
The screenshot shows the Facebook Help Center page. The header includes the Facebook logo, a search bar with the text "How can we help?", and the language setting "English (US)" with an "Edit ..." dropdown menu. The left sidebar lists various help topics: Creating an Account, Friending, Your Home Page, Messaging, Photos, Videos, Pages, Groups, and Events. The main content area is titled "Counterfeit Report Form". It contains a radio button option: "I understand and I wish to continue". Below this, there is a definition: "A counterfeit product is an unauthorized imitation or reproduction of a product bearing the trademark of the original rights owner. These products are intended to cause confusion as to the source, sponsorship and affiliation of the products and, as such, to commercially benefit from the trademark owner's reputation." A "Submit" button is located at the bottom right of the form.

<https://www.facebook.com/help/contact/634636770043106>

Processing IP Reports

IP Operations Team

- Global 24/7 coverage
- More than 270 team members in North America, Europe and Asia
- Major language support: English, French, Spanish, Hindi, Vietnamese, etc.

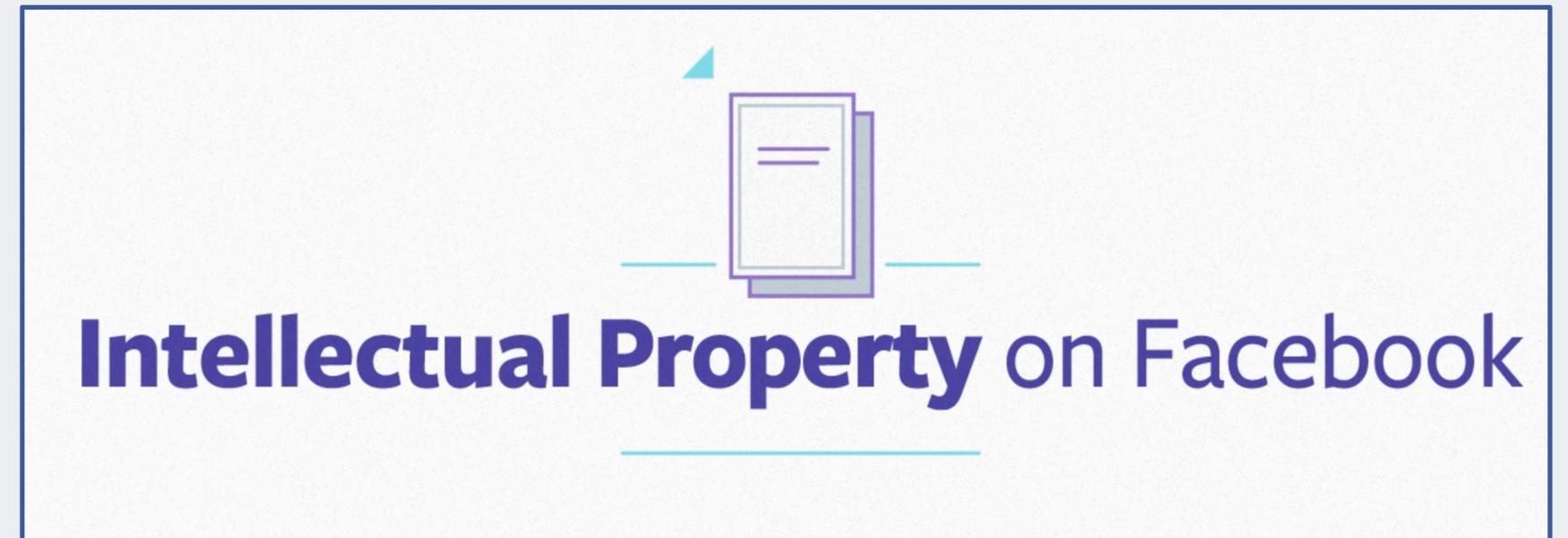


Turnaround Time

- Reports are regularly handled within one day
- Often, reports are processed within hours or even minutes
- Copyright: < 2 hours
- Counterfeit: < 3 hours
- Trademark: < 8 hours

Additional IP Protection Measures

- Preventing “whack-a-mole”
 - Enhanced report processing
 - Repeat infringer policy
 - Facebook profiles
 - Instagram accounts
 - Facebook pages
 - Facebook groups
 - Ad accounts
- Cross-functional collaboration
 - Hacked accounts
 - Spam
 - Other malicious behavior

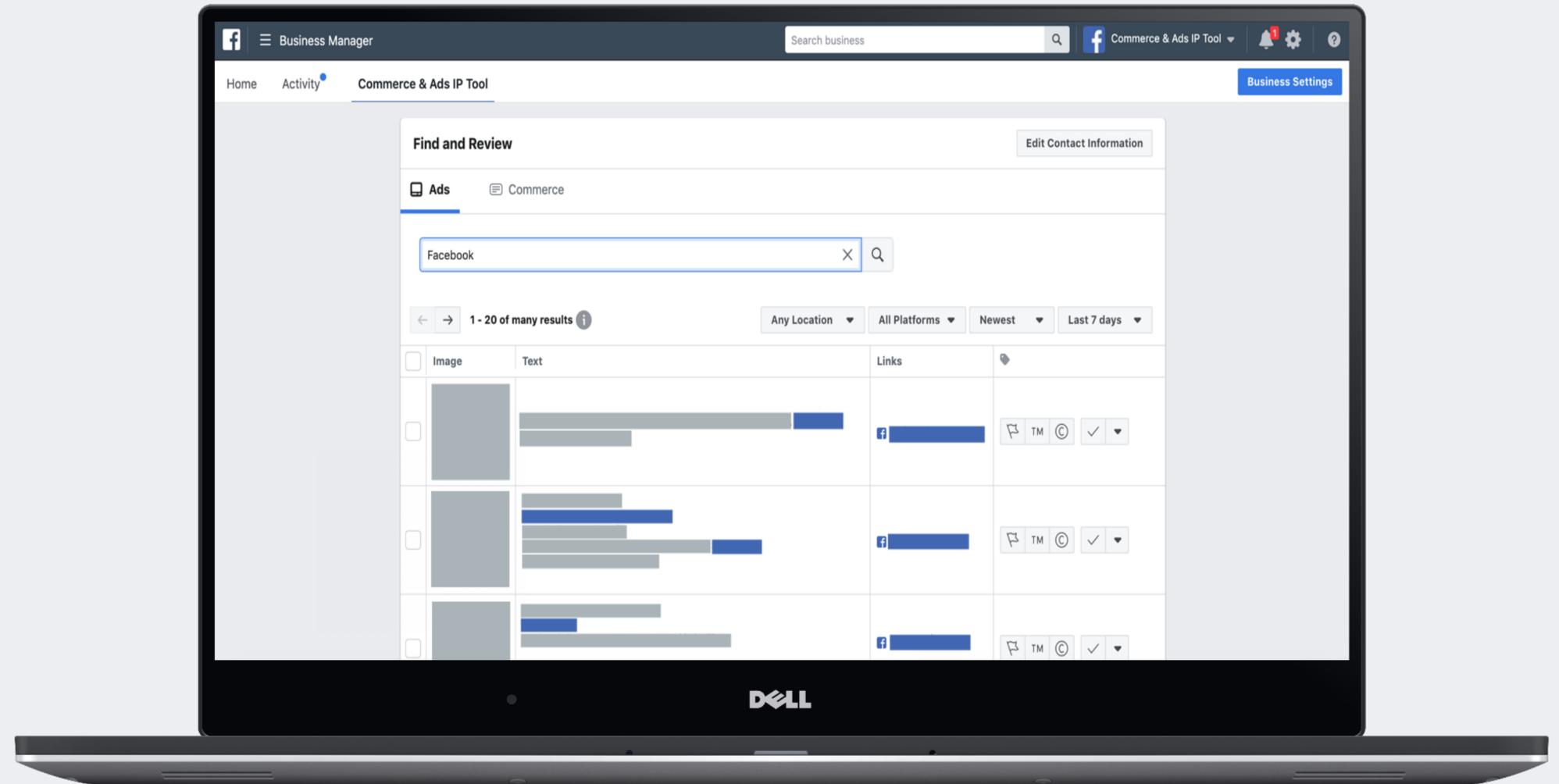


- Engagement with rights owners and regulators (e.g., European Commission MOU)
- Development of specialized tools
 - Commerce & Ads IP Tool
 - Rights Manager

Anti-Counterfeiting Measures

Commerce & Ads IP Tool

- Allows rights owners to search across ads, Marketplace posts and buy/sell group posts, including private groups
- Rights owners can report results they believe are infringing in a streamlined format
- Designed as an anti-counterfeiting tool, but content may also be reported for copyright or trademark infringement



Proactive Ads & Commerce Review

Advertising Policies

- Review of ads (Facebook & Instagram) before going live
- Policies reviewed include misleading/low-quality ads (e.g., potential counterfeit)
- Signals include brand names, keywords, logos, price, discount, logo obfuscation, etc.

Commerce Policies

- Review of structured commerce listings before going live
- Includes Marketplace and buy/sell group posts
- Signals include brand names, keywords, logos, price, product categories, fake accounts, etc.



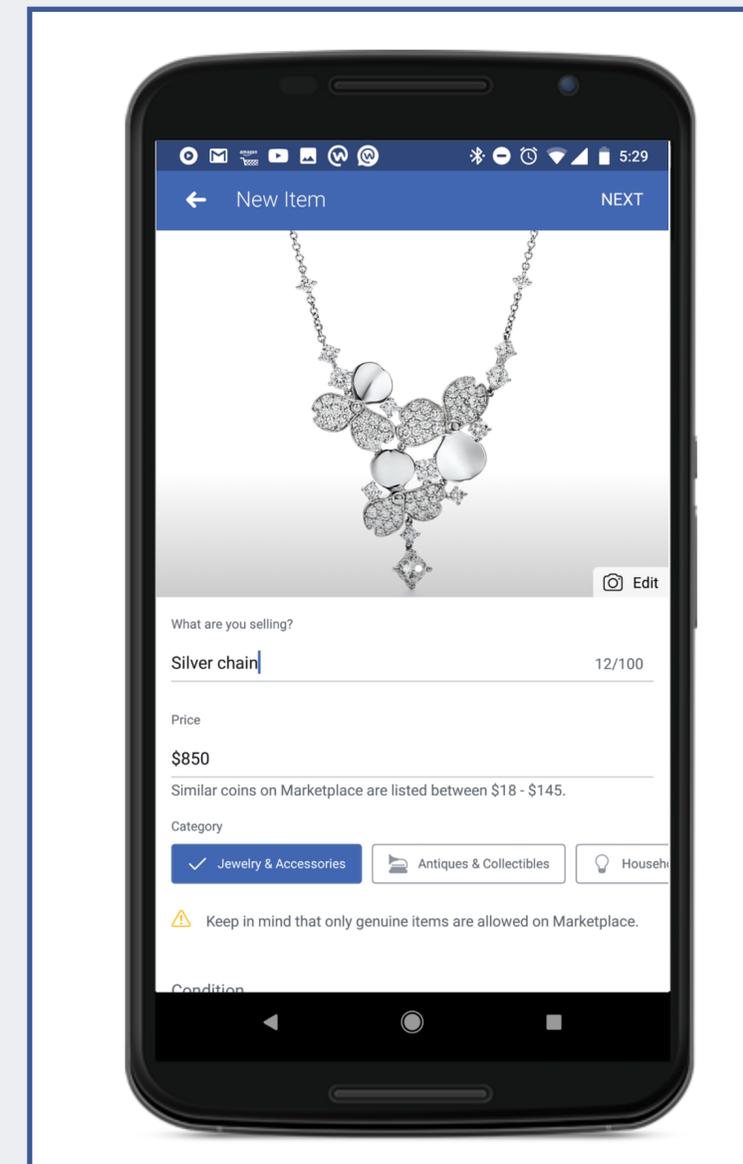
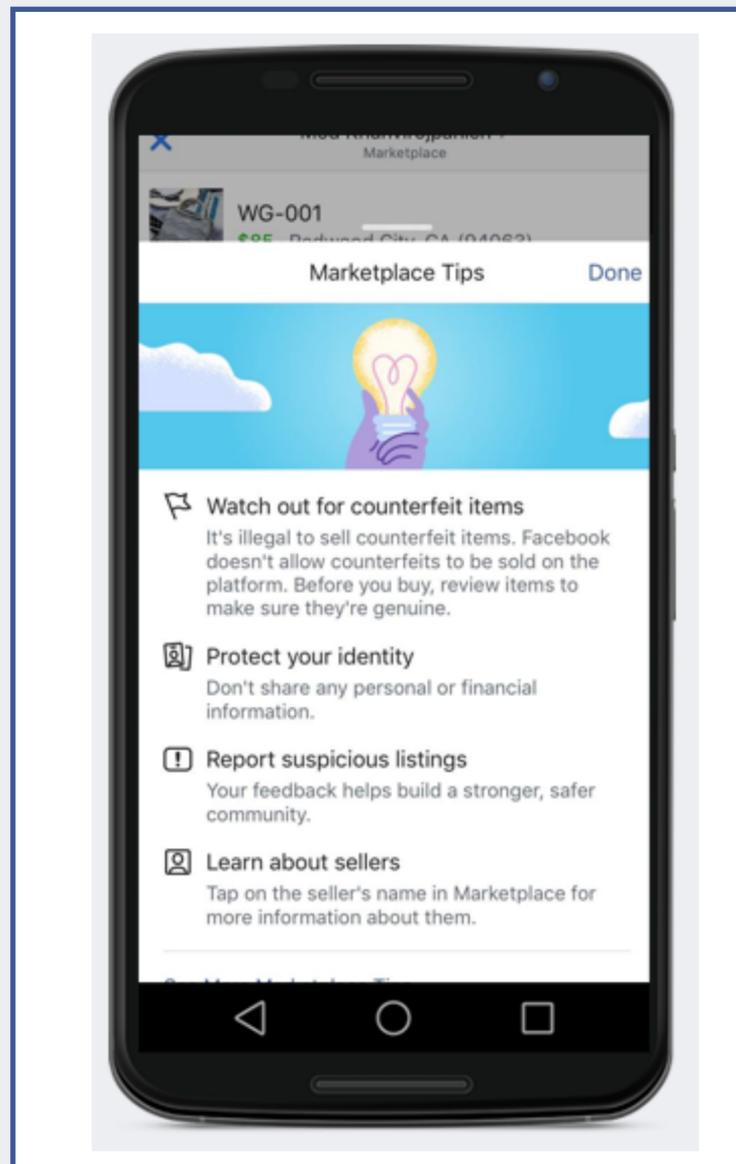
Instagram: Keyword Filters & Additional Measures

- Working with trusted rights holders, Instagram has implemented proactive measures to reduce the visibility and prevalence of potential counterfeits:
 - Hashtags containing certain combinations of brand names and replica keywords are blocked from Instagram search – e.g., #<brand><keyword>
 - Instagram posts that contain combinations of certain brand names and replica keywords (in text, separate hashtags, or combination of text and hashtags) are hidden from search – e.g., #<brand> #<keyword>
 - Instagram posts whose captions contain four or more brand-name hashtags are hidden from search – e.g., #<brand1> #<brand2> #<brand3> #<brand4>
 - Automation detects repeated use of the same phone number containing the Chinese country code (86) in bios across multiple accounts



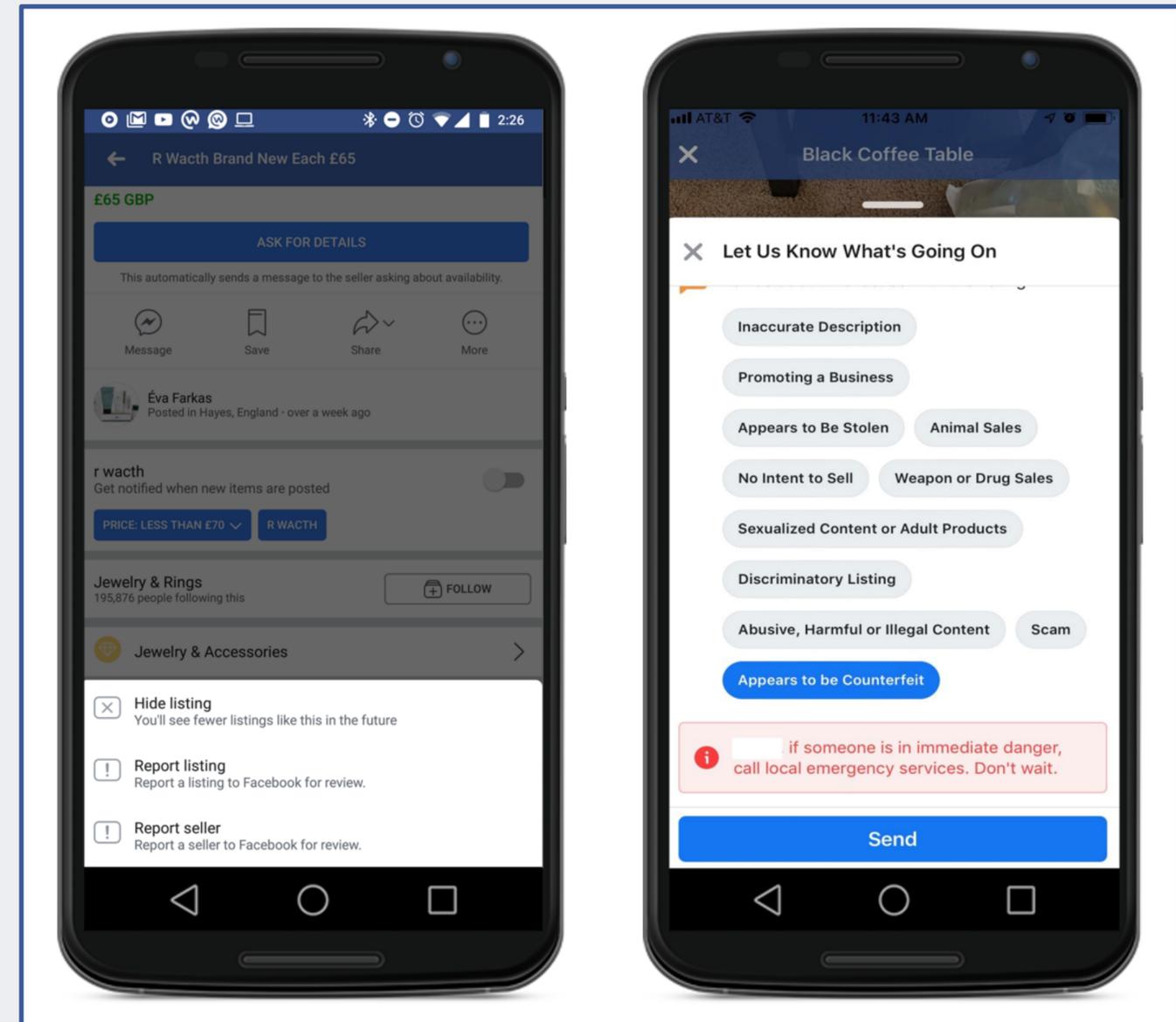
Marketplace: Buyer & Seller Education

- Safety tips appear when buyers show interest in clothing/accessories or message a seller for the first time about products in those categories
- All sellers see an in-line warning that counterfeits are prohibited on Marketplace; sellers of clothing and accessories see an additional warning



Marketplace & Buy/Sell Groups: User Flagging

- Users may flag posts they believe are offering counterfeit goods for review against our Commerce Policies
- Users can also report sellers for conduct that goes against our Community Standards



Copyright Protection Measures

Rights Manager: Protecting Video Content

- Rights Manager is an automated tool that allows rights owners to take action on users' videos that violate their IP rights
- Rights owners upload their video content in Rights Manager (“reference files”)
- Rights Manager then scans users' videos for matches, including private videos and videos in private groups
- Rights Manager takes action on matches according to rules set by the rights owner

The screenshot displays the Facebook Rights Manager interface. At the top, there are navigation tabs for 'Notifications 13', 'Insights', 'Publishing Tools', and 'Settings'. The main window is titled 'Match Comparison' and shows a 'Manual review' for a video on 'Apr 10, 2017', which is the 3rd of 1337 matches. The video is from 'Jasper's Market', posted on 'Jan 15, 2017'. The video content shows hands preparing various vegetables on a wooden cutting board. The interface includes a play button over the video, a progress bar at 6:29 / 6:29 matches (100%), and a 'Your Reference File' section with a smaller version of the video. Below the video, there is a 'Notes' field with a placeholder text: 'Write an explanation about the action you are choosing to take with this video. This will only be visible to admins of this Page (optional).'. At the bottom, a table lists other matches:

Video Thumbnail	Video Title	Match Count	Date	Duration	Days since match	Action
	Vinita Test	3	Jun 27, 2017	0:48	29 days	Live Eval
	[FB-Only] Lss Dimple	3	Jun 26, 2017	0:11	29 days	8 ref

<https://rightsmanager.fb.com/>

Actions Available in Rights Manager

Block

Monitor /
Ownership Links

Manual Review

Claim Ad Earnings

Create Match Rule

Find videos that match your reference files

This match rule will find any videos on Facebook that match content in your reference files. You can associate reference files to this match rule when you add a new reference file or by going to the Reference File tab.

Add an Action

Select the action you want to take on videos that match content in your reference files. [Learn more](#)



Claim Ad Earnings

Receive a share of the money earned from a matching video's ad breaks [Set up Claiming](#)



Block

Prevent matching videos from being discoverable or viewed on Facebook



Monitor

Move matching videos to Monitor tab to keep an eye on how they're performing over a long period of time



Manually Review

You'll have 30 days to decide what action to take before the matching video expires from Rights Manager

Cancel

Next

Make sure to set up every action you want to take with matching videos

Any matching videos that don't fall under one of your selected actions in your match rule won't appear in Rights Manager.

Live Video Protection

Live Reference Files

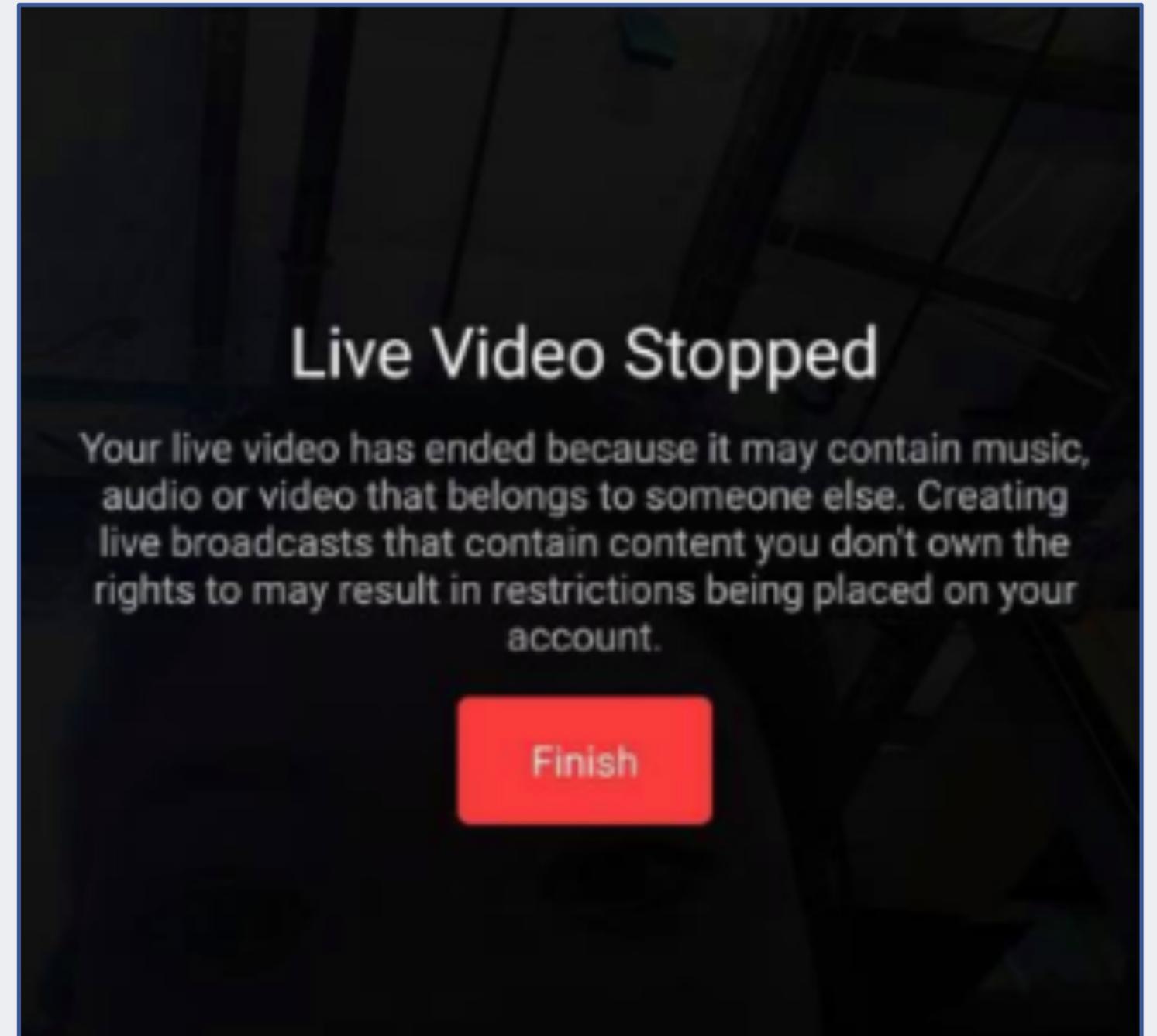
- Rights holders can upload real-time reference files in Rights Manager

Live Matching & Blocking

- Rights Manager will match, and block, Live videos, including videos broadcasted by a mobile device

Preventing Bad Actors

- Users who repeatedly try to upload an infringing video will be blocked from using Live and/or entirely disabled



Additional Copyright Protection Measures

Special Event Coverage

- Facebook works with prominent international rights holders to help them use Rights Manager most effectively during particularly high-profile events

Set-Top Box Policy

- Commerce posts and ads promoting set-top boxes used for infringement are prohibited and blocked/removed

Music Partnerships

- Facebook has partnered with numerous large and small music labels and publishers around the world to allow users to share their content, including via licenses

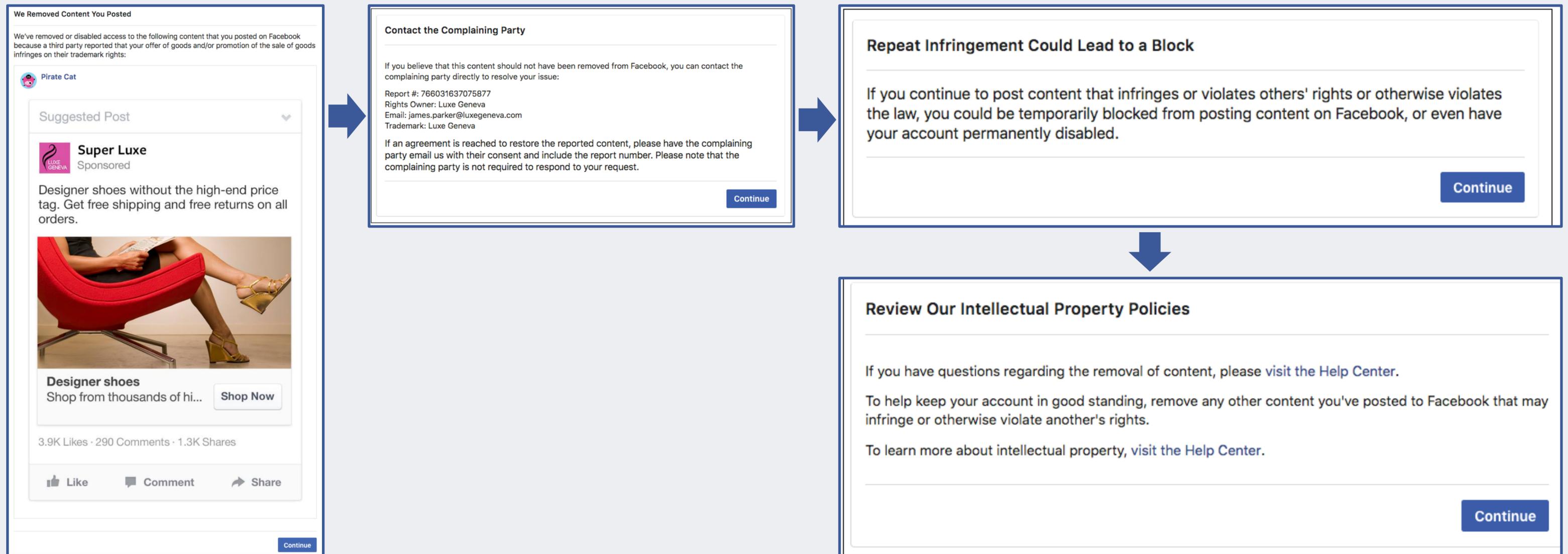
Proactive Initiatives

- Facebook has policies to disable users, pages and groups that appear to be dedicated to copyright piracy before they are ever reported by a rights holder

Education & Transparency

Notifying Reported Users

- Users are notified when content they have posted has been removed, both in-product and via email, as well as through specialized tools
- Users are also warned that repeat IP violations may result in disabling of their account



Intellectual Property Help Center

- We have developed a detailed IP Help Center to educate users and rights owners about IP issues and our policies
- Answers to frequently asked questions about copyright, trademark and counterfeit concerns are provided
- Facebook- and Instagram-specific sites are available

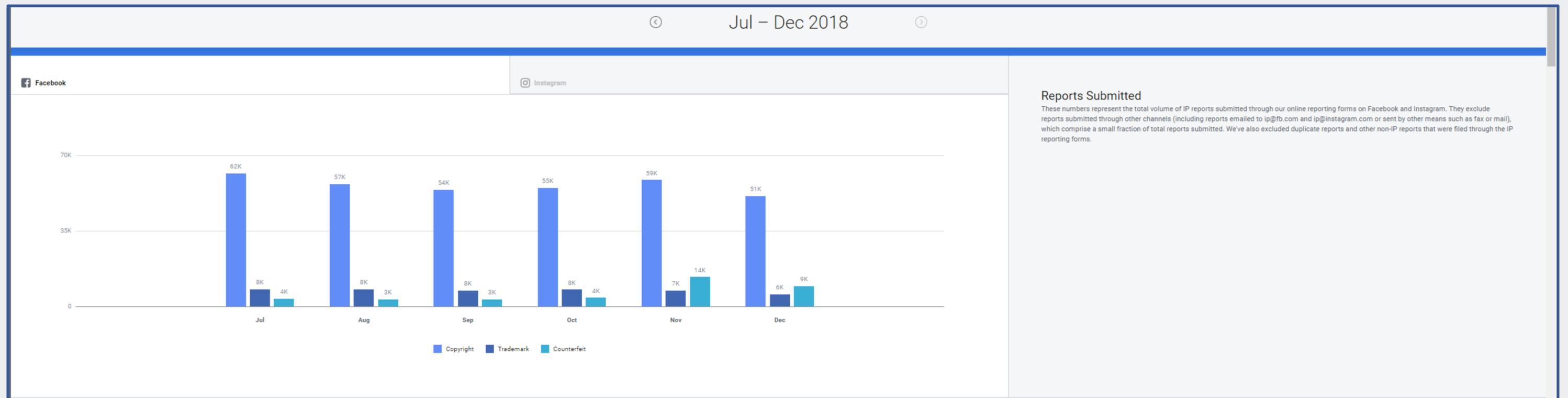


The screenshot shows the Facebook Help Center interface. At the top, there is a search bar with the text "Hi Bob, how can we help?" and a "Return to Facebook" link. Below the search bar is a navigation menu with links for "Home", "Using Facebook", "Managing Your Account", "Privacy and Safety", "Policies and Reporting", "Support Inbox" (with a notification badge for 55), and "[FB Only] Edit". The main content area is titled "Intellectual Property" and includes an "ABOUT" section. The text states: "Facebook is committed to helping people and organizations protect their intellectual property rights. The Facebook Statement of Rights and Responsibilities does not allow posting content that violates someone else's intellectual property rights, including copyright and trademark." Below this, there are sections for "Copyright" and "Trademark". The "Copyright" section explains that copyright is a legal right that protects original works of authorship (ex: books, music, film, art) and does not protect facts and ideas. The "Trademark" section explains that trademark is a legal right that protects names, titles, and slogans. A sidebar on the left contains a list of topics: "Reporting Abuse", "Reporting a Problem with Facebook", "Network Enforcement Act ('NetzDG')", "Reporting a Privacy Violation", "Hacked and Fake Accounts", "Managing a Deceased Person's Account", "Uploading Your ID", "Intellectual Property" (which is highlighted), "Copyright", "Trademark", and "About Our Policies".

https://www.facebook.com/help/intellectual_property

IP Transparency Report

- July-December 2018 for Facebook and Instagram:
 - 2.6 million pieces of content removed based on 512,000 copyright reports
 - 216,000 pieces of content removed based on 81,000 trademark reports
 - 782,000 pieces of content removed based on 63,000 counterfeit reports



https://transparency.facebook.com/intellectual_property

facebook



Protecting Copyright in Google Search

Dr Cédric Manara, Head of Copyright, Google

What's the role of a
search engine?

Our Mission:

Organize the world's
information and make it
universally accessible
and useful.





About 214,000,000 results (0.43 seconds)

MyKino.to - Filme und Serien Kostenlos online anschauen

[mykino.to/](#) ▾ Translate this page

Auf MyKino.to kann man Filme kostenlos online anschauen, Aktuelle Kinofilme sowie auch zahlreiche Serien gratis als online ... Aktuelle Filme aus dem Kino:

[Aktuelle Kinofilme](#) - [Serien](#) - [Filme](#) - [Horror](#)

Kinox.to - Neue Kinofilme

<https://kinox.to/Cine-Films.html> ▾ Translate this page

Caught between a forbidden romance and the expectations of his friends, aspiring DJ Cole Carter attempts to find the path in life that leads to fame and fortune.

[Die Eiskönigin: Party-Fieber](#) - [The F-Word: Von wegen gut..](#) - [Kiss the Cook](#) - [Krimi](#)

Kino.to – Wikipedia

<https://de.wikipedia.org/wiki/Kino.to> ▾ Translate this page

Kino.to war eine deutschsprachige Video-on-Demand-Website für Kinofilme, Serien und Dokumentationen. **Kino.to** gehörte laut Alexa Internet im Juni 2011 zu ...

3 legale Alternativen zu kino.to und kinox.to - CHIP

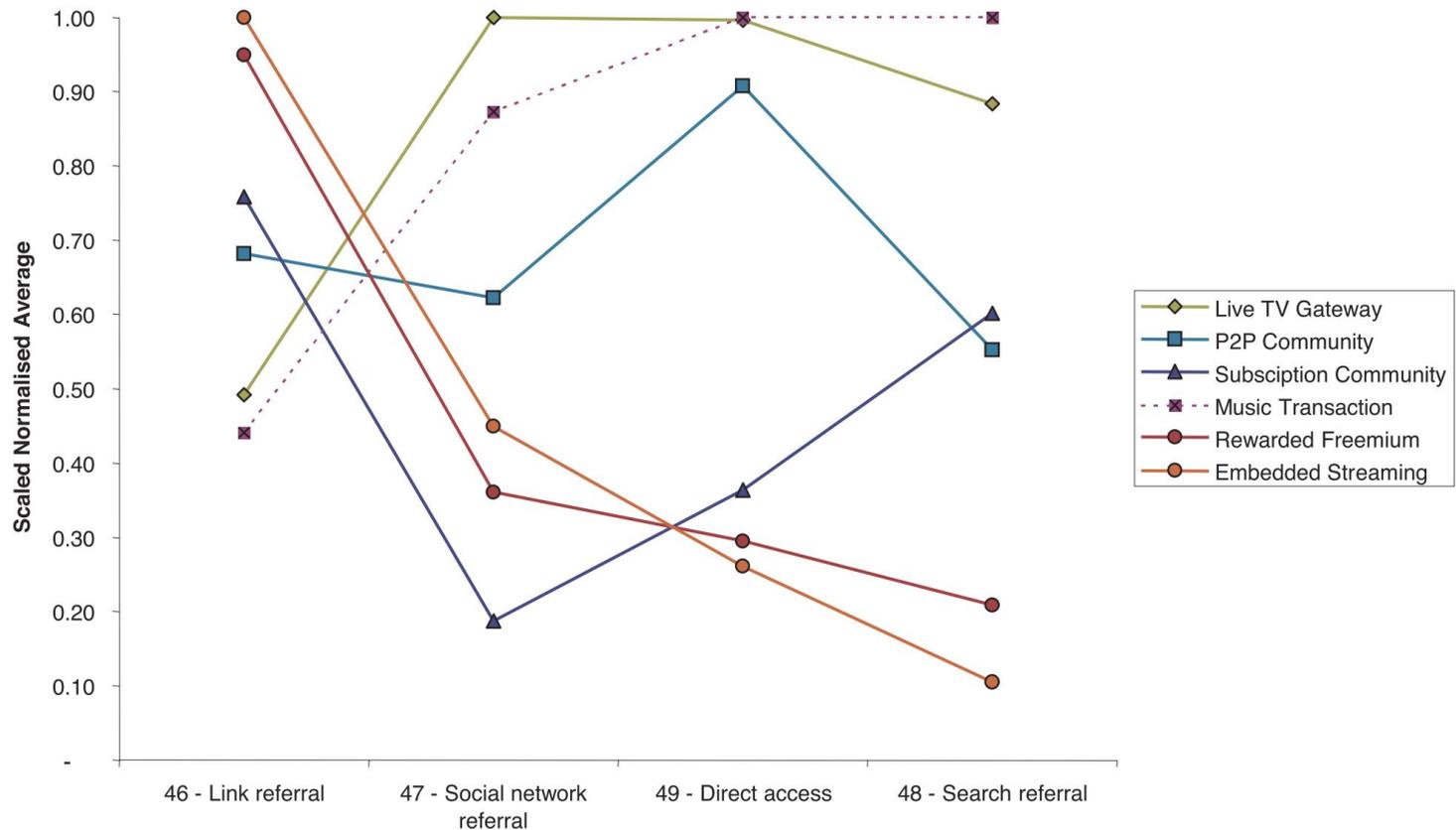
[praxistipps.chip.de](#) ▸ [Internet](#) ▾ Translate this page

Oct 22, 2015 - Zu rechtlich fragwürdigen Film-Seiten wie **kinox.to**, **movie2k** oder dem illegalen Vorgänger **kino.to** gibt es Alternativen, die gleich zwei ...

Kino.to - get the latest news at TorrentFreak

torrentfreak.com/tag/kino-to/ ▾

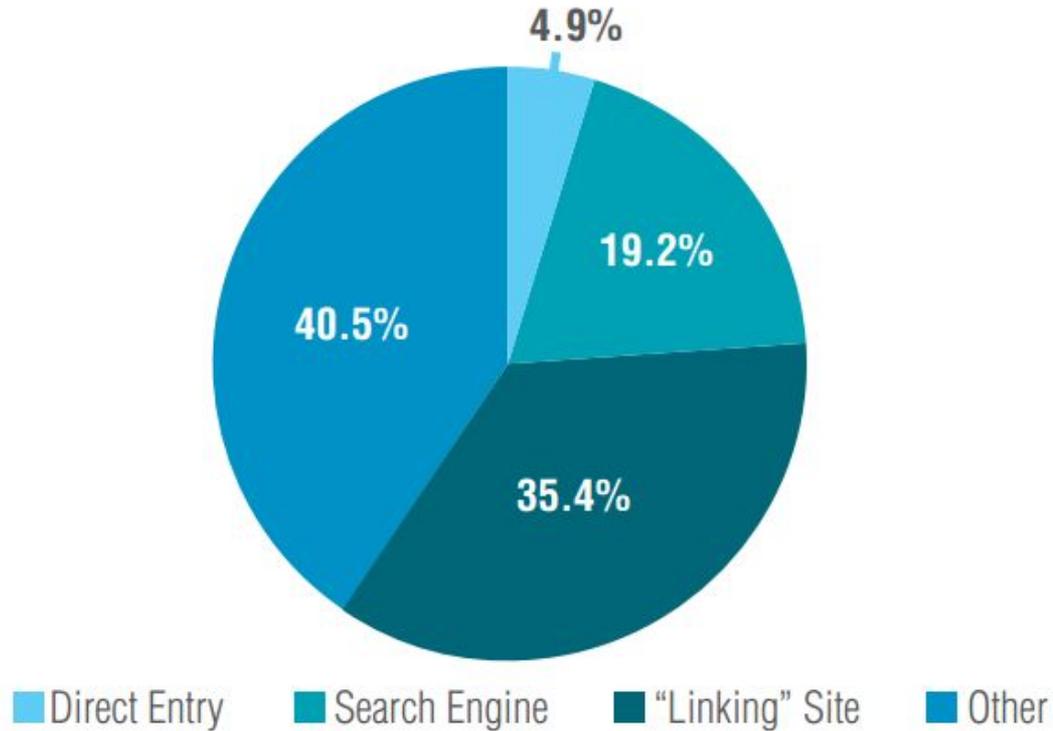
Europe just witnessed one of the largest piracy-related busts in history with the raid of the popular movie streaming portal **Kino.to**. More than a dozen people ...



BAE Systems Detica, *The six business models for copyright infringement* (2012), p. 18

Share of Visits to Infringing Content by Entry Method

(% of Visits to Infringing Content URLs, 2010-2012 Monthly Average)



Understanding the Role of Search in Online Piracy (2012), p. 3

Google Search is a
clean engine

4 billion pages

removed from our index

for copyright infringement

1.7 billion

ads removed from our system

for infringement of our policies

in 2016

“Demotion signal”

80,000+ sites penalized

for copyright infringement

Demotion works

GOOGLE'S NEW SEARCH DOWNRANKING HITS TORRENT SITES HARD

BY ERNESTO ON OCTOBER 23, 2014

C 141

Google's previously announced anti-piracy measures have now kicked in and as a result popular "pirate" sites are noticing a massive drop in search traffic. Search results now show less popular torrent sites but not all site owners see this as a problem. In fact, some smaller sites may even be benefiting from it.

In recent years Hollywood and the music industry have taken a rather aggressive approach against Google. The entertainment industry companies have accused the search engine of not doing enough to limit piracy, and demanded more stringent anti-piracy measures.



One of the suggestions often made is the removal or demotion of pirate sites in search results. A lower ranking would lead fewer people to pirate sources and promoting legal sources would have a similar effect, rightsholders argue.



{Sources: TorrentFreak & Search Metrics}

Query predictions (Autocomplete)



how to

how to **tie a tie**

how to **screenshot on mac**

how to **get away with a murderer**

how to **write a check**

how to **hard boil eggs**

how to **make money**

how to **boil eggs**

how to **screenshot on pc**

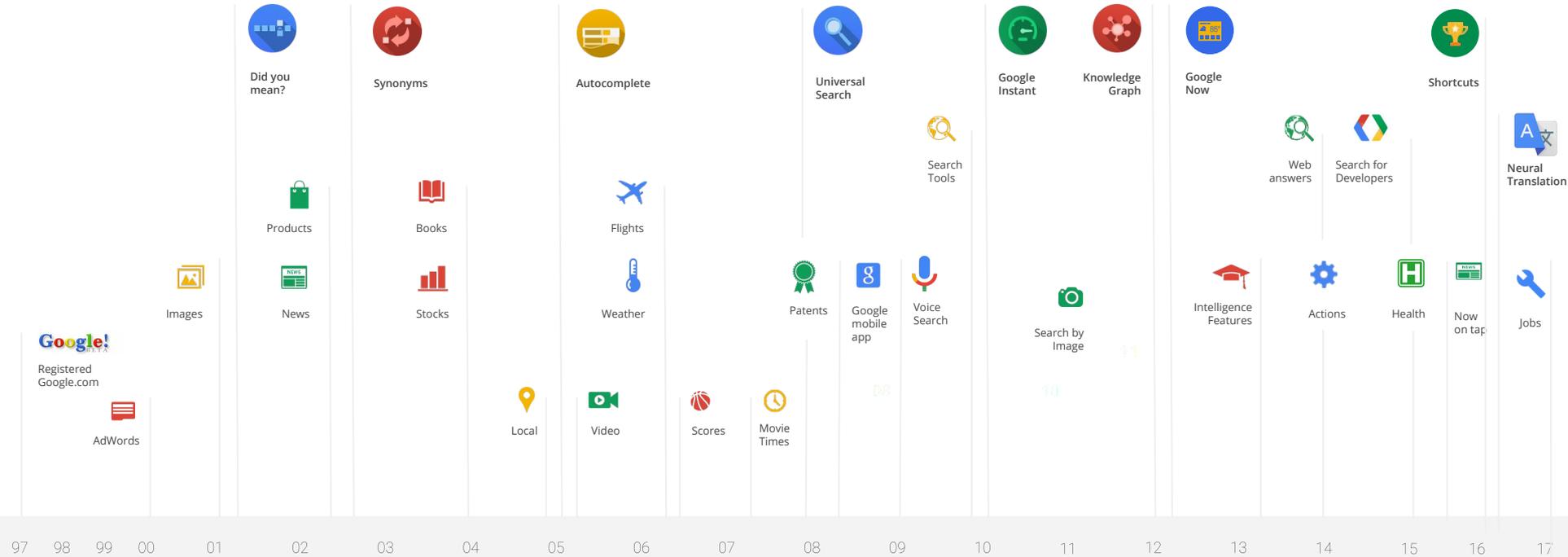
how to **draw**

how to **write a cover letter**

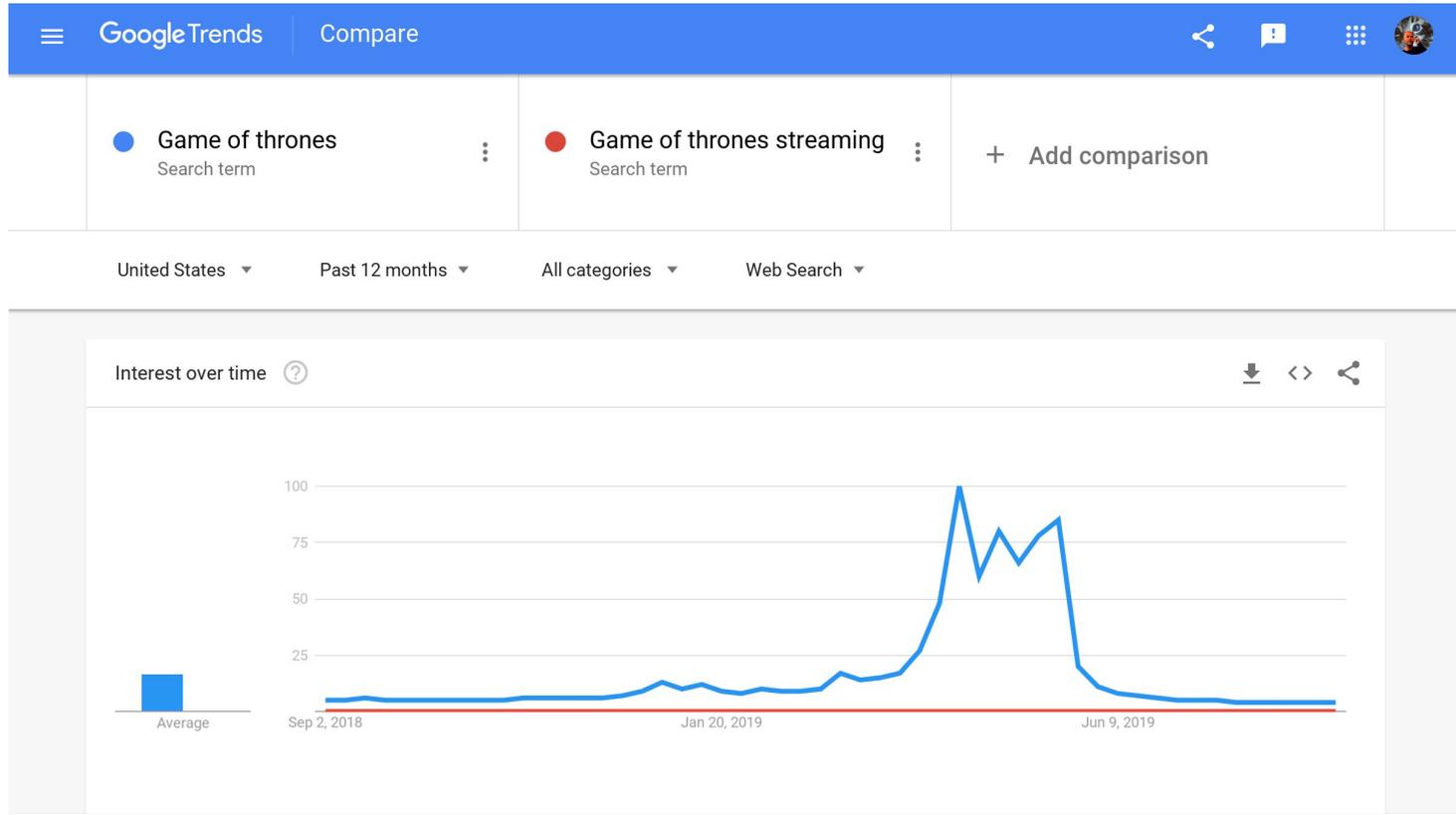
Google Search

I'm Feeling Lucky

The Evolution of Search



Fighting piracy where it is



Fighting piracy on other Google platforms

