

Advisory Committee on Enforcement (ACE)

June 2 to 4, 2026

Eighteenth Session

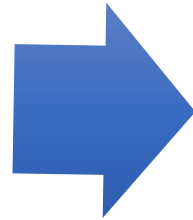


WIPO

UPDATE ON WIPO ALERT-PAY

Why WIPO ALERT-PAY?

The sale of counterfeit goods online and subscription-based pirate services rely on payment systems to operate.



Building on our experience with WIPO ALERT, we saw this as an opportunity to add value to the fight against counterfeiting and piracy by supporting effective cross-sector cooperation and information sharing.

New development: WIPO ALERT-PAY

- A secure platform for voluntary cooperation between **right holders** and **payment service providers (PSPs)** – Mastercard, PayPal, etc. - at the global level to tackle online sales of **counterfeit goods** and **subscription-based services that offer pirated content**
- Pilot conducted in 2025

PSPs can determine what action, if any, to take with regard to a merchant's account under that PSP's policies

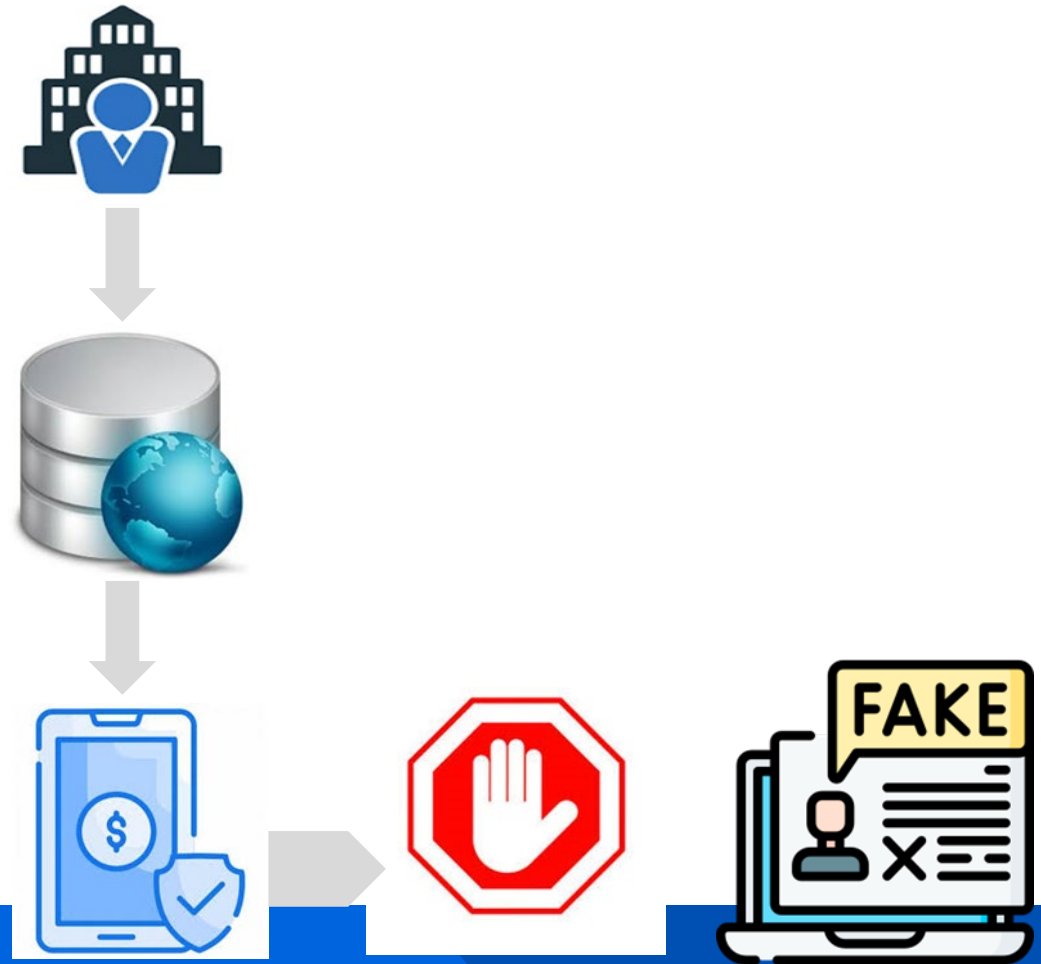
Notification and review system to ensure due process for site operators



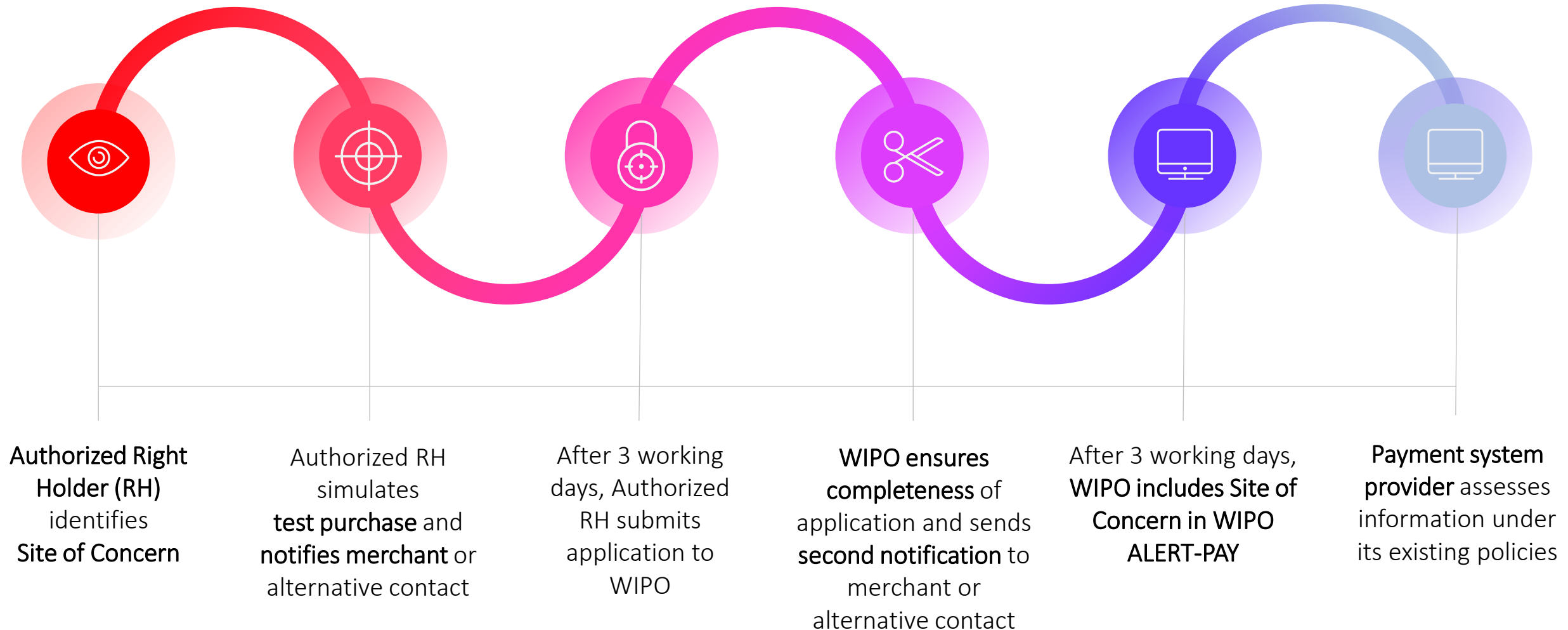
WIPO ALERT-PAY operating system

WIPO's role would be to:

- **Securely host** the platform
- **Receive** list of sites flagged by right holders and verify that required information and attestations are provided for flagged sites - more along the lines of a formalities check
- **Administer** the process of notifications to the site operators and any requests for review
- **Aggregate** lists and make available to PSPs



Inclusion of Sites of Concern



The Pilot



Manual Pilot

Nov 2024 to Aug 2025



Participants

6 right holders, 2 PSPs



Applications

17 actions, 35 sites



WIPO Role

Moderated and notified operators and registrars

Outcome of pilot and current status



71% removed

Flagged sites taken offline or goods removed



False branding

Many sites only misused provider logos



Pilot viable

Broad adoption could be highly disruptive



In development

System is currently under development

Submission of Sites of Concern by Right Holders



- 1 Report URL
- 2 IP right
- 3 Infringing Goods
- 4 Seller Details
- 5 Transaction
- 6 RH Notice
- 7 Declaration

Step 1 of 7: Report URL

INFRINGING SALES PAGE URL

https://fakeshop.com

https://fake.shop

+ Add

Payment Service Providers *

Paypal

< Back Save Draft

Next >

Submission of Sites of Concern by Right Holders



1 Report URL 2 **IP right** 3 Infringing Goods 4 Seller Details 5 Transaction 6 RH Notice 7 Declaration

Step 2 of 7: IP right

SELECT EXISTING IP RIGHT

— select —

or register a new IP right

IP RIGHT TYPE: Trademark

REGISTRATION NUMBER *: e.g. US12345678

JURISDICTION: e.g. US, EU, WO

IP RIGHT CERTIFICATE IMAGE *: Choose image (No file selected)

Save & select IP right

< Back Save Draft Next >

Submission of Sites of Concern by Right Holders

- 1 Report URL
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Step 3 of 7: Infringing Goods

GOOD OR SERVICE 1

DESCRIPTION *

Describe the infringing good or service

EVIDENCE SCREENSHOTS

Add screenshots 0 file(s)

+ Add Good or Service

< Back Save Draft

Next >

Submission of Sites of Concern by Right Holders

IP Portal

WIPO Help English Search IP Portal login

Home > WIPO Alert Pay

WIPO Alert Pay Dashboard IP Right **My Cases** Authorization

Adidas
adidas@rh.com
Role: Right Holder

1 Report URL 2 IP right 3 **Infringing Goods** 4 **Seller Details** 5 Transaction 6 RH Notice 7 Declaration

Step 4 of 7: **Seller Details**

<p>SELLER CONTACT EMAIL</p> <input type="text" value="seller@example.com"/>	<p>ALTERNATIVE SELLER CONTACT</p> <input type="text" value="Phone, social handle, etc."/>
<p>DOMAIN REGISTRAR NAME</p> <input type="text" value="e.g. GoDaddy, Namecheap"/>	<p>CONTACT INFO</p> <input type="text" value="Abuse email or contact form URL"/>

< Back Save Draft Next >

Test Transaction

WIPO IP Portal Help ▾ English ▾ IP Portal login

Home > WIPO Alert Pay

WIPO Alert Pay Dashboard IP Right **My Cases** Authorization **Adidas**
adidas@rh.com
Role: Right Holder

1 Report URL2 IP right3 Infringing Goods4 Seller Details5 Transaction6 RH Notice7 Declaration

Step 5 of 7: **Transaction**

A test transaction was performed

PURCHASE DATE

PRODUCT PURCHASED

FINANCIAL ACCOUNT INFO

Redacted / encrypted info only

CHECKOUT SCREENSHOTS

0 file(s)

Submission of Sites of Concern by Right Holders



1 Report URL 2 IP right 3 Infringing Goods 4 Seller Details 5 Transaction 6 **RH Notice** 7 Declaration

Step 6 of 7: RH Notice

Notification to Seller Sent

DATE: 05/19/2026

NOTIFICATION METHOD *: Email

UPLOAD COPY: Upload Copy ✓ Uploaded

< Back Save Draft Next >

Submission of Sites of Concern by Right Holders

IP Portal

WIPO Help English IP Portal login

Home > WIPO Alert Pay

WIPO Alert Pay Dashboard IP Right My Cases Authorization Adidas adidas@rh.com

[← Back to Cases](#) <https://fakeshop.com> · <https://fake.shop> Formalities Verified

Status


CURRENT Formalities Verified

Case Details

URL(s)	https://fakeshop.com · https://fake.shop
PSPs	Paypal
RH Notified	2026-05-19 · email
Notification to Seller Sent	Yes
WIPO Notified	2026-05-19
Seller Email	fake@seller.com
Seller Alt. Contact	Phone
Created	2026-05-19

Infringing Goods


1 Portugal 2025 away shirt Ronaldo
Portugal 2025 away shirt Ronaldo



Test Transaction

Performed	Yes
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Attachments



519578d3-5a6d-42... .webp 527dab91-aad9-43... .webp 519578d3-5a6d-42... .webp

Timeline

- Case status changed**
submitted_to_wipo → wipo_formal_check_passed
Admin · 19 May 2026 11:40
- Case status changed**
draft → submitted_to_wipo
Adidas · 19 May 2026 11:36

Submission of Sites of Concern by Right Holders



My Cases

URL(S)	STATUS	PSP FEEDBACK	PSPS	RH NOTIFIED	CREATED	
<input type="text" value="URL..."/>	<input type="text" value="All Statuses"/>	<input type="text" value="PSP..."/>				
test.com	Review Requested	1/1 Actioned	Paypal	2026-05-13	2026-05-13	
fakfake.com	Waiting Seller	0/1	Paypal	2026-05-12	2026-05-12	
fakeadidas.com	Ready for PSP	0/1	Paypal	2026-05-14	2026-05-12	

Dashboards – Payment Service Providers

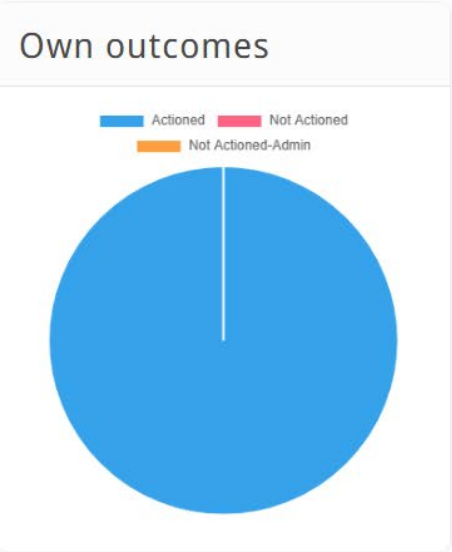
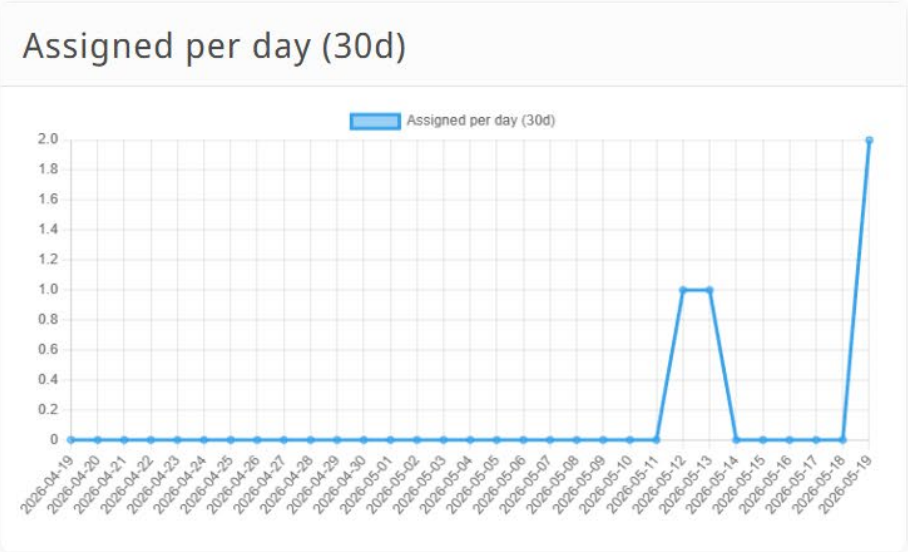
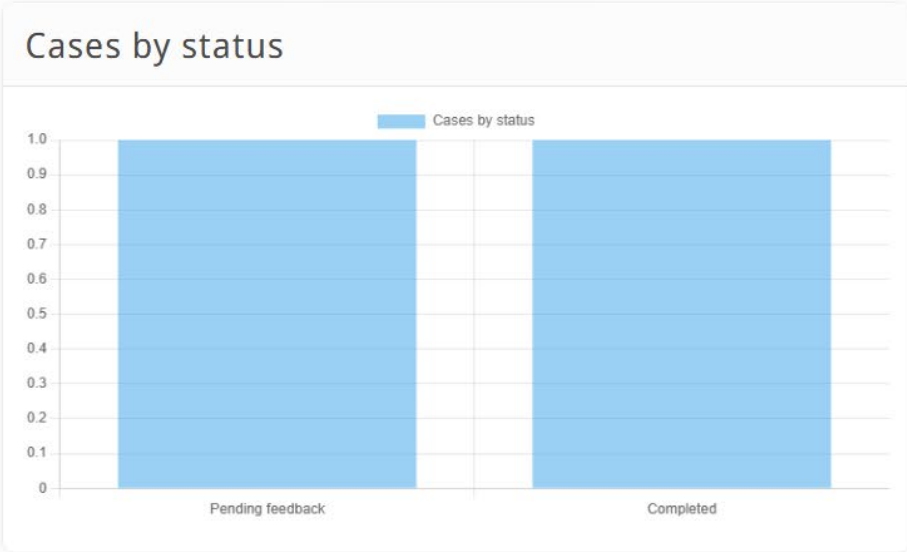
PSP Dashboard

Cases awaiting feedback

1

Overdue feedback tasks

0



Incoming cases

URL	RIGHT HOLDER	FEEDBACK OUTCOME	DAYS PENDING	ACTION
fakfake.com	Adidas	0/1	0	<input type="button" value="Review"/>

Thank you.

