

# Weixin Report on Protection of Brand Owners

March 2018



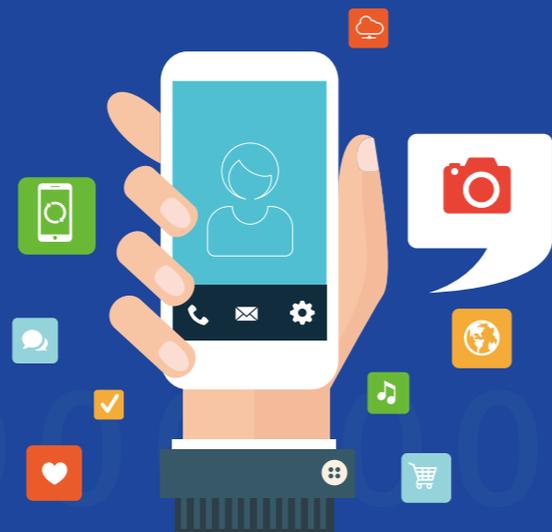


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## Chapter I

## FOREWORD



As of December 2017, the number of netizens in China reached 772 million, 753 million of which are mobile Internet users, accounting for 97.5%. Digital technology represented by the Internet and mobile Internet is deepening its integration with various fields of economy and society and has become an important driving force for promoting the upgrading of consumption, boosting economic and social restructuring and building a new national competitive edge in China.<sup>1</sup>

With the rapid development of the Internet and digital economy, various business forms have continuously sprouted and grown naturally in social platforms of the Internet. The protection of relevant intellectual property rights is facing new situations and new difficulties, bringing new challenges to all platforms. The General Office of the State Council pointed out in the *Major Tasks for the Nationwide Crackdown on IPR Infringements and the Production and Sale of Counterfeit and Shoddy Commodities in 2017* that crackdown upon infringements and counterfeits in the Internet field shall be tightened, with cracking down infringements and counterfeiting, false advertising and other illegal activities as priority, and the level of coordinated administration of network shall be enhanced. The socio-economic development and the requirements of national policies and regulations have raised expectations for network service providers in terms of protection on the legitimate intellectual property rights of third parties including trademark-related rights.

Weixin consistently respects the legitimate rights and interests of brand owners. It has constructed an innovative mechanism for brand protection on social platforms integrating Weixin Brand Protection Platform, Protection on Overall Operation of the Official Platform and Infringement Complaint E-platform, which effectively prevents and penalizes the infringement behaviors on Weixin. We hope that we will pass on Weixin's vision and philosophy of respecting and protecting the legitimate rights and interests of brand owners, share the practices and achievements of Weixin brand protection through this report. We believe that we can offer an online social space that is more healthy, reliable and sustainable based on mutual understanding, trust and sincere cooperation.

<sup>1</sup>Source: *The 41st Statistical Report on the Internet Development in China*, China Internet Network Information Center, <http://www.cnnic.cn/hlwfzj/hlwzbg/hlwjbg/201708/P020170807351923262153.pdf>, 2018/1/31

## Chapter II

## OVERVIEW OF WEIXIN PRODUCTS



Although Weixin is already a widely known Internet application in China, after talking with many brand owners<sup>2</sup>, we find that some of them are not clear about how to use the APP. Therefore, we would like to briefly introduce some of the major functions of Weixin as a social networking product and some of the concepts it upholds to readers of this report before we introduce how Weixin protects brand rights. If you are new to Weixin, we sincerely welcome you to download and experience Weixin through the official website of Weixin (<http://weixin.qq.com>) or mobile application stores.

Weixin<sup>3</sup> is a mobile Internet-based application launched by Tencent on January 21, 2011. Its main function is free online instant messaging service for users, which allows instant sending of voice messages, videos, pictures and texts to Weixin contacts across communication carrier operators and cross-operating system platforms. Touch the below buttons "Weixin" and "Contacts" and user can access related information.

<sup>2</sup>For unified expression, brand holders refer to the trademark right holders, authorized persons and other legal entities that legally use trademarks within the territory of the People's Republic of China.

<sup>3</sup>The version independently operated overseas is "WeChat". Weixin and WeChat users are distinguished by mobile phone numbers. The users registering with mobile phone numbers of Mainland China are Weixin users, and the rest is WeChat users. All data and measures involved in this report relate to Weixin only. Unless otherwise stated, WeChat is beyond the scope of this report.



Figure 1 "Chat" and "Contacts" features of Weixin



Figure 2 Plug-Ins of Weixin Social Networking Functions

In addition, Weixin provides users with rich platform application experience through services and functions such as "Moments", "Shake", "Message in a Bottle", based on sharing of streaming media contents and location-based social networking plug-ins. Users can manage these social networking plug-ins in "Discover".

"Moments" is one of the most commonly used features of users in "Discover". Countless Weixin users post pictures, texts, short videos or web links in their "Moments" every day to share their own lives while browsing the contents of "Moments" posted by their Weixin

contacts and giving "like" or "comment" on the contents of interest. The "Moments" creates a new way of online social networking. Only when the users offering "like" or "comment" is a contact of the user who posts the content, can such users see "like" or "comment" provided by any of them. This setting increases interactivity and protects privacy at the same time.



Figure 3 Display of Weixin Function of Moments



Figure 4 Display of Functions of Weixin Official Platform

Furthermore, Weixin users can also receive information or services by following Official Accounts or using Mini Programs. Users (Weixin Official Accounts) of Weixin Official Platform can send broadcast messages to followers, one of many functions of the Weixin

platform, allowing access to, sharing and dissemination of information. The two types of Official Accounts followed by Weixin users are listed in Subscription Accounts (for Subscription Accounts) and "Weixin" list (Service Accounts). Mini Programs are in "Mini Programs" under "Discover" interface.

According to the merged data of Weixin and WeChat, as of March 2018, they hit 1 billion monthly active personal accounts, 3.5 million monthly active Official Accounts and 797 million monthly active users following Official Accounts. The daily active users of Mini Programs reached 170 million as of January 2018. At the meantime, a total of 580,000 Mini Programs were launched, covering 20 major industries and more than 200 sub-categories of industries of the national economy.

Weixin's wide user base is owing to two indispensable factors, good user experience and respect for user privacy. Weixin upholds the concept of simple design and the principle of no harassment to users, and penetrates all aspects of Weixin products with such concept and principle. For example, users can determine through which way others can add them as friends; they can deactivate or activate any features in "Discover", including the immensely popular "Moments"; the vast majority of Official Accounts can only send one message per day to their followed users to avoid harassment to users; Weixin will seek authorization from users or prompt users before using any user data; by default, only the latest ten pieces of contents in "Moments" are visible to strangers; likes and comments are invisible to non-common contacts; open search is not supported; and users can set the Moments to be visible or invisible to contacts in any group under certain label.

**"Provide excellent product user experience" for more than 1 billion users and "respect and protect all users' privacy" are the product genes and constantly pursued values, as well as the principle and aim that Weixin brand protection team has always adhered to, and also the necessary consensus and basic preconditions for our discussion of brand protection.**

## Chapter III

LEGAL STATUS  
OF WEIXIN

As mentioned above, Weixin, as an integrated social communication tool, provides internet users with two key features that are, instant messaging and information publishing. General users may use Weixin App for instant messaging and to publish messages through the function of "Moments" and to carry out social activities with location-based plug-ins etc.; Users (Weixin Official Accounts or Weixin Mini Programs) of Weixin Official Platform can send broadcast messages to followed users and realize acquisition, sharing and dissemination of information through platform features. Therefore, Weixin App has the dual legal attributes of instant messaging tool and information publishing platform. Weixin Official Platform is an information publishing platform. Correspondingly, Tencent, as a developer and operator of Weixin, is the "Internet service provider" defined by law. **Appropriate recognition of the legal status of Weixin is the precondition and legal foundation for us to discuss the protection of rights and interests of brand owners.**

The information generated, sent and disseminated by users on Weixin every day is incalculable. As a social platform with a large user base, we value user experience much and hope users to freely communicate and publish information within the rules. However, infringing contents and infringements that violate the legitimate rights and interests of other brands inevitably exist in such information flows. To deal with these infringing contents, relevant laws and regulations of China have already set clear requirements for Internet service providers. According to Article 36 of the *Tort Law of the People's Republic of China*, where network users utilize any network service to commit a tort, the infringed has the

right to notify the Internet service provider to take necessary measures such as deletion, blocking and disconnection". *The Regulations on Protection of the Right of Dissemination through Information Network and the Provisions* of the Supreme People's Court on Several Issues Concerning the Application of Law to Trial of Civil Dispute Cases of Infringement of the Right of Dissemination through Information Network further clarify that if a network user takes its services as tools or channels to commit any infringement of intellectual property rights, the Internet service provider shall fulfill its legal obligations of "receiving notice" and "deleting, disconnecting the infringing link and stopping the infringement according to the notice".

Weixin always strictly implements the legal requirements and fulfills the legal obligation of "notice and takedown" when dealing with violation of the lawful rights and interests of brand owners in daily operations. In order to better assume the legal responsibility of Weixin, give full play to Weixin's strategic mission as a "connector", and cultivate the healthy ecology of Weixin, Weixin constantly explores measures to manage brand infringement information on social platforms, takes the initiative to actively improve the system and processes for protecting the brand owners, taps into its technological advantages and platform effects and creatively constructs a protection system that combines proactive protection with passive protection and prior prevention with *ex post facto* remedy based on its platform responsibility stipulated by law, the principle of user value first and its goal of maximizing the protection of legitimate rights and interests of brand owners, embodying Tencent's consistent respect and protection of intellectual property.

## Chapter IV

# WEIXIN PROTECTION PRACTICE FOR BRAND OWNERS



Compliance with laws and regulations cannot be separated from practice. In accordance with requirements of Chinese laws and regulations and platform rules, supported by product technology and capabilities, and based on needs of brand owners, Weixin's brand protection team has established comprehensive and innovative solutions for brand protection on social platforms which feature triple integration of the Weixin Brand Protection Platform, Protection on Overall Operation of the Official Platform and Infringement Complaint E-platform, in order to purify the network environment, which provides a unique and effective "Weixin experience" for intellectual property protection system on the emerging business of online social platforms.

## (I) Brand Protection Platform: Smart Design to Benefit Each Party

Unlike conventional online trading platforms, brand protection on social platforms is faced with more difficulties such as more private and complex business models and more onerous obligations of privacy and personal data protection. Online transactions in the mobile Internet era tend to be more fragmented. The mobile Internet is so convenient that users' transactions are done on multiple and diverse e-commerce website or software, instead of one. Users may obtain purchase information through multiple channels such as Tieba, BBS, microblogging, social media, news commentary and even webcast barrages. For communication, a variety of mobile communication tools can be used to complete the communication in the purchase process apart from telephone and SMS. There is a range

of payment methods including bank transfer, collection on delivery, online payment and face-to-face transactions. In terms of logistics modes, there are many express companies and intra-city express services available. As far as the relationship between transactions and communication is concerned, not all communication leads to transactions, transactions certainly need communication. As a very convenient instant messaging tool, Weixin cannot spare itself from being abused. The typical issue is that some users release information of counterfeit goods through the function of Moments.

As an Internet service provider specializing social networking services, Weixin does not have the professional qualifications and capabilities of brand owners to identify counterfeit information. In the world of fragmented transactions, most of the time Weixin is only a tool for information display and user communication, and does not exert control over the entire transaction process. Besides, Weixin does not retain any user's chat history in its servers and has been strictly protecting personal privacy of users including privacy of communication in accordance with the *Constitution of the People's Republic of China*, *Decision of the Standing Committee of the National People's Congress on Strengthening Network Information Protection and Network Security Law of the People's Republic of China* and other laws and regulations. However, some unscrupulous users take advantage of that and publish and disseminate counterfeit information in private scenarios such as the Moments to attract other users to communicate with them. As a result, it is difficult for brand owners to discover potential infringements and to defend their legitimate rights and interests. The difficulty in governing sale information of counterfeit goods through Weixin is thereby greatly increased.

In order to best protect the legitimate rights and interests of brand owners, purify platform service environment, address the bottleneck of infringement identification caused by the service nature of social platforms while respecting product features and user privacy, Weixin legal team launched the Weixin Brand Protection Platform jointly with the technical and product team in March 2016 and started working with brand owners of well-known

brands to jointly identify and crack down on counterfeit goods, strive to solve the problem of counterfeiting information management under the social personal account system, enhance brand right protection and to crack down on releasing and disseminating of counterfeit goods information.

The Weixin Brand Protection Platform links up counterfeit information reported by users and brand owners who can identify counterfeits. It extends the traditional "notice and take-down" process and enable ordinary users to be clues providers, which may report the suspected release of counterfeit information. Weixin back-end system then classifies and aggregates relevant submitted clues. The brand owners registered on the platform can obtain clues related to their brands pushed by Weixin. Brand owners verify relevant clues with their professional identification capability and submit legally binding evidence through the platform to Weixin. Afterward, Weixin executes penalties on the infringement accounts based on the feedback from the brand owners and inform users and brand owners of the enforcement results.



Figure 5 Operation Mechanism of Weixin Brand Protection Platform

The Weixin Brand Protection Platform simultaneously solves the specific needs of Weixin, users and brand owners for protection of trademark rights in the context of personal accounts. For Weixin, as an instant messaging tool and information publishing platform, it is difficult to accurately identify whether Weixin is abused for infringement purposes. For users, it is difficult for them to complain through conventional channels of infringement complaints when they find suspected infringements in the Moments since they are not the right holders of trademarks. Even if they make complaints, they will face complicated steps and high costs. For brand owners, discovery of infringement acts requires a lot of manpower and time. The Weixin Brand Protection Platform, through effective process settings and its own platform advantages, links the users and rights holders, breaks through all aspects of crackdown on counterfeit goods and turns the task of protecting the brand owners into an action participated by all people, achieving a multi-win effect.

### (II) Protection on Overall Operation of the Official Platform: Throughout from Registration

The Brand Protection Platform helps the brand owners to protect their legitimate rights and interests from the perspective of rights protection. As an information publishing platform, Weixin Official Platform safeguards rights and interests of brand owners throughout the entire registration and operation process.

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### 1. Proactive Name Defense Mechanism: Let Each Brand Name Be Protected

"Even the most negligible individual has its own brand" is the belief and pursuit of the Weixin Official Platform. Weixin welcomes all brand owners to register and use the Weixin Official Platform and Weixin Mini Program services to expand their brand awareness and influence online. Official Account names are not only an important identifier for Weixin users to differentiate the providers of services and information, but also the most concentrated online presence of brands. To ensure the Weixin experience for most users, a clear distinction among providers of services and information is conducive to protection of intellectual property and clarification of subject of liability. Weixin started establishing a proactive defense mechanism for Official Account names in 2013 to protect each brand name.

Weixin's requirement for approved account names of the Official Platform is "unique name and used legally". To achieve that, Weixin specially designed the naming rules of Official Accounts, used for pre-review and approval of the Official Account names submitted, a proactive defense means for names of brand owners. The naming principles for Weixin Official Accounts include the following:

(1) Proactive Defense Mechanism for Well-known Trademark Names. Brand owners owning well-known trademarks can provide valid documentary evidence to the Weixin Official Platform for review and evaluation. Valid documentary evidence referred to herein includes the identification conclusions of the departments for industry and commerce in China and the effective legal and juridical instruments issued by the court. After such well-known trademarks are incorporated into the defense mechanism for well-known trademark names, if any name submitted by any third party for registration duplicates any well-known trademark name, such name will not be registered unless corresponding trademark registration or authorization documents are submitted, regardless of whether such name and the trademark of the brand protected belong to the same category.

(2) Principle of Online Protection on Registered Trademarks. Registered trademark is a legal representation of the rights and interests of a brand and an important legal instrument for the right holders to safeguard its legitimate rights and interests. Weixin established the registered trademark protection mechanism for Weixin Official Accounts and Weixin Mini Programs based on registered trademarks. The name of any subject of any account of the Weixin Official Platform and any Mini Program must not infringe the lawful registered trademarks of others. Official Account operators need to provide the trademark registration certificate, trademark authorization document and other evidentiary materials during subject review of Official Accounts. By grasping the important link of "name-trademark-brand", Weixin Official Platform established an effective online program for protecting brand names of Weixin Official Accounts for brand owners.

(3) The Principle of Unique Account Name. The principle of unique account name means that any account name cannot be the same as those previously registered or approved. Weixin protects legitimate rights and interests of each Official Account on the official platform. Even for some of the Official Accounts that have not yet completed the trademark registration process, Weixin still supports them in building their brand image on the Weixin Official Platform. If the name of any Official Account has not been granted with the exclusive right to use trademark by the state yet, such name can still be used to register a Weixin Official Account as long as it does not violate the provisions of relevant laws and regulations and does not infringe on prior legal rights and interests of others. In addition, any Official Account name cannot be the same as those previously approved. This provision encourages Official Accounts to establish an online brand presence as early as possible to protect brand rights and interests on the Weixin Official Platform. The uniqueness principle is an important complement to the above two brand protection strategies centered around trademarks. At the same time, we also sincerely recommend that brand owners aspiring to establish long-term brand image on Weixin Official Platform should actively apply for and register trademarks in China to better safeguard their legitimate rights and interests.

## 2. Integrated Mechanism for Operation Standardization: Brand Protection Reflected Every Aspect of Operation

Weixin Official Platform is a comprehensive information publishing platform that involves diversified subjects such as individuals, corporations, government agencies, media and other organizations. Official Platform users use Weixin Service Accounts, Weixin Subscription Accounts and Weixin Mini Programs for information release and operation, to provide related services and connect all kinds of online and offline services.

In terms of brand protection needs of Weixin Official Platform users, Weixin team does not just focus on narrowly-defined brand protection measures such as trademark registration, naming review and approval. Taking into laws and regulations, platform operation experience actual needs of users of Weixin Official Platform, we should standardize all kinds of operation behaviors from a more comprehensive perspective, and comprehensively and holistically carry out protection of user rights and interests, so that we can protect the rights and interests of brand owners in an all-round manner.

### (1) Keyword-based Interception for Legal Qualification Requirements

For the step of naming registered accounts, Weixin Official Platform has set up keyword detection for sensitive industries. When there is a match between an account name and an entry in the keyword library, the platform will halt the naming process and require the account owner to provide valid legal qualification documents before considering approval of such an account name.<sup>4</sup>

<sup>4</sup> <https://mp.weixin.qq.com/debug/wxadoc/product/material.html>. For the specific provisions of such mechanism for Weixin mini programs, please visit the official website of Weixin official platform: <https://mp.weixin.qq.com/debug/wxadoc/product/material.html>.

### (2) Mechanism of Mandatory Supplementary Submission of Qualifications

In addition to the stage of Official Account registration, during Official Account operation, if Weixin finds that any Official Account is required to have relevant legal qualification or certificate to carry out its activities based on user reports and other reasons, the platform will require the Official Account to supplement relevant legal qualification or certificate within a specified period. Otherwise, the platform will impose restrictions on some or all functions of the Official Account.

Like the "Keyword-based interception for legal qualification requirements", this mechanism also provides more protection for the legitimate rights and interests of brand owners from the perspective of statutory qualifications and certificates beyond the traditional angle of registered trademarks and unfair competition.

### (3) Display Controversies of Official Account Articles

With respect to the protection of other civil legal rights of brand owners, the Official Platform initiated the function for displaying controversies of Official Account articles. When any content mentioned in an Official Account article relates to the brand owner and the brand owner deems it necessary to clarify relevant views in the article, the Official Platform may provide a channel for submitting any clarification article. Such clarification article will be published together with the clarified Official Account article.

More than 3,000 accounts have used such function and have posted more than 5,500 articles since its launch on July 18, 2017. This mechanism is an innovative measure for brand owners to maintain their own legitimate rights and interests in addition to the channels of infringement complaints. It gives the brand owners the same right to display the clarification as the previously released content on the platform if they have any dispute.

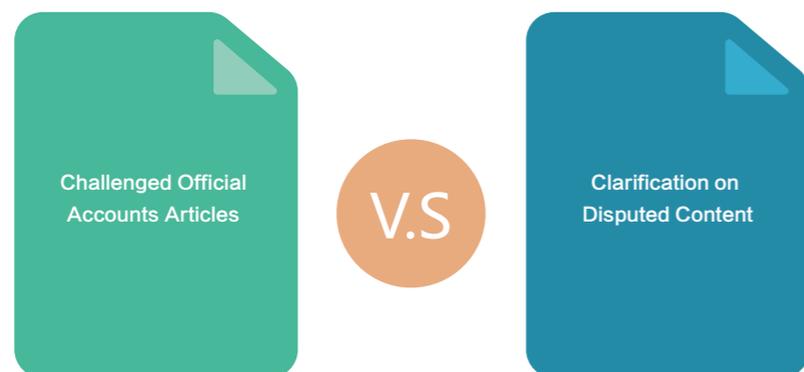


Figure 6 Display Controversies of Official Account Articles

### 3. Brand Protection of Weixin Mini Programs: Consider Product Features Based on Weixin Official Platform

Weixin launched the function of Weixin Mini Programs as one of the components of Weixin Official Platform on January 9, 2017. Mini Programs are a new kind of open power that can be easily accessed and disseminated within Weixin with an excellent user experience. The advent of Mini Programs attracts extensive attention in the industry. There are already a large number of users and developers active on the Mini Program platform. Weixin brand protection team has quickly extended the aforesaid brand protection work on the Official Platform to Weixin Mini Programs, covering various aspects including protection on mini Program names and subject protection, which realizes full coverage of brand protection on Weixin platform.

Meanwhile, around the product advantage and feature of Weixin Mini Programs of providing diversified services, the mechanism of release review has been established. That is, each Weixin Mini Program must be submitted to the platform for release review in advance. The platform will review the Weixin Mini Programs submitted in accordance with relevant rules and intercept Weixin Mini Programs with illegal content or activities. If the platform finds that the categories of such activities need supplementary qualifications and certificates, only when all requested qualifications and certificates are supplemented can the Weixin Mini Programs get approval for release.

In addition, since Weixin Mini Programs are optimized browser bookmarks, the platform has set up a full and effective "platform-developer" notice channel. With respect to relevant violations of laws and regulations and infringement complaints, the platform may pass them to the developers and request developers for timely processing. The platform may also take short-term or long-term ban and other measures against such Weixin Mini Programs in serious cases.

### (III) Infringement Complaint E-Platform: Comprehensive, Convenient and Efficient

Weixin has established a comprehensive and convenient online IP infringement complaint system covering both Weixin Official Accounts and Weixin personal accounts. The infringement complaint system can achieve electronization of complaint information, visualization of the complaint process, high efficiency of processing and transparency of processing results. Compared with Weixin Brand Protection Platform, the infringement complaint system does not require application for access in advance and covers all Weixin products. All brand owners can file a complaint once infringement found.

To facilitate IP right holders and Weixin users filing infringement complaints, we have integrated the portal of the infringement complaint system and placed it at the "Infringement Complaints" option at the bottom of the menu bar of the Official Account "Weixin Legal Team" (Weixin ID: welegalteam). After entering the corresponding page, the complainant may click to enter the corresponding complaint system according to the page prompt and starts the online complaint process.<sup>5</sup>

<sup>5</sup> In view of some product features and the complexity and rigor of infringement complaints, the complainants still need to visit the complaint portal on the PC end for some products. For details, please visit: [https://weixin110.qq.com/security/readtemplate?t=security\\_center\\_website/report](https://weixin110.qq.com/security/readtemplate?t=security_center_website/report)



Figure 7 QR Code and Complaint Portal of Weixin Official Account of Weixin Legal Team

### 1. Infringement Complaints Against Official Accounts

The types of rights of brand owners involved in the infringement complaint system of Weixin Official Platform include legitimate registered trademarks or business names related to intellectual property rights infringed by the name or information of Official Accounts and infringement of the registered trademarks by any content released by Official Accounts. After verification, if any infringement is proved, the platform will take measures including deletion, block and removal against the infringing content and will impose punishments on the infringing account including but not limited to warning, restriction or prohibition of use of some or all functions and even block or cancellation of the account.



Self-admission Step  
If the user complained initially, deletes the infringing contents, the penalty may be mitigated.

Figure 8 Process of Handling IP Infringement Complaints against Weixin Official Accounts



In addition to access to the website of the Official Platform complaint system through the "Infringement Complaints" option at the bottom of the menu bar of the Official Account "Weixin Legal Team", users may also visit the official website of Weixin Official Platform (<https://mp.weixin.qq.com>) and click on the "Infringement Complaints" to enter the system of infringement complaints against Official Accounts. We have set up portals for infringement complaints against Weixin Official Accounts on probable scenarios brand owners may encounter, including the page of duplicate name interception during registration. After entering the "Infringement Complaint" process, the Official Account which is set to "cannot be found through search by name" can also be found through search in this scenario to facilitate brand owners to safeguard their rights.

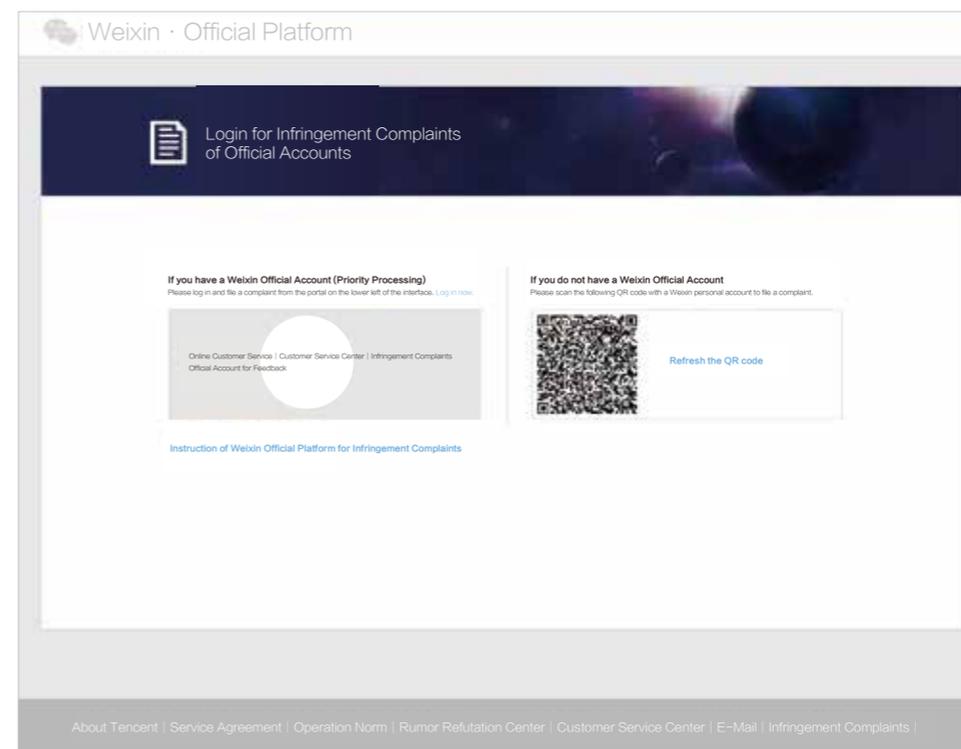


Figure 9 Login Page of the Infringement Complaint System of Weixin Official Platform



## 2. Infringement Complaints Against Weixin Personal Accounts

Weixin also established the infringement complaint process against Weixin personal accounts. Brand owners who have not yet registered on the Brand Protection Platform may lodge complaints under this process when they find that any profile photo or information or any content in the Moments posted by Weixin personal account infringes their rights.

Following the guidelines of infringement complaints, brand owners may initiate a complaint simply using their mobile phones. Upon submission of subject information, complaint contents and relevant evidentiary materials, Weixin will conduct a review.

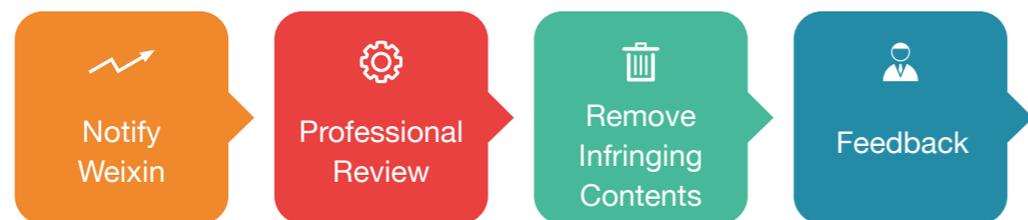


Figure 10 Process of Handling IP Infringement Complaints against Weixin Personal Accounts

If any infringement is verified, Weixin will delete, block, remove or take other measures against the infringing content, and will also impose punishments on the infringing account including but not limited to warning, restriction or prohibition of using some or all functions and even block or cancellation of the account according to seriousness of the case.



Figure 11 Route of Infringement Complaints against Weixin Personal Accounts

### (IV) Multiple Communication Channels: Promote Win-Win Cooperation

As Weixin features openness and friendliness, Weixin brand protection team adheres to Tencent's value orientation of user value first. We value and care about the reasonable needs of each brand owner when building Weixin brand protection mechanism. As a pioneer of brand protection on social platforms on the Internet, we actively acquire the experiences and measures of protection on brand rights and interests on the Internet of various industries from the society and brand owners and convert the knowledge into the promotion and improvement direction of our brand protection work.

In order to better communicate with relevant brand owners, we have established all-round channels of communication, including the Official Account "Weixin Legal Team (Weixin ID: welegalteam)", Official Account "Weixin Brand Protection Platform" (Weixin ID: WeixinBPP), website of Weixin legal team ([www.wechatlegal.cn](http://www.wechatlegal.cn)) and e-mail ([wxbrand@ten-](mailto:wxbrand@ten-)

cent.com). At the same time, Weixin brand protection team also conducts all kinds of communication activities with well-known brand owners and famous brand protection agencies all over the world, including the following major domestic and foreign brand protection agencies (in alphabetical order of initials of abbreviations of the agencies in English):

1. China-Britain Business Council (CBBC) and International Publishers Copyright Protection Coalition in China (IPCC). CBBC is a leading organization helping British and Chinese business and organizations work together in China, the UK and third markets around the world and supported by the government and business community of the UK. CBBC is also a strategic partner of the UK government.

IPCC is a non-profit industry organization founded by a number of international publishers. It aims to promote and increase the copyright awareness, protect legal interests of publishers, and to make a better copyright environment. IPCC's core principles are dialogue, cooperation and common interests.

Tencent, CBBC and IPCC signed a memorandum of cooperation on August 23, 2016 to work together to protect intellectual property on Weixin. The cooperation was awarded as "Top 10 Intellectual Property Events of 2016" by Shenzhen Intellectual Property Office. In addition, Weixin brand protection team, CBBC and IPCC co-organized several communication meetings for brand owners in Beijing, Shanghai, Guangzhou and other places. Weixin brand protection team took the initiative to introduce the concepts, strategies and optimization ideas of Weixin brand protection to the brand owners, aiming to enhance mutual trust, deepen understanding between Weixin and right holders, and jointly explore effective ways for brand protection on social platforms.

2. International Trademark Association (INTA) is a non-profit international association consisting of global brand owners and professional trademark agencies. It is dedicated to

supporting the development of trademarks and related intellectual property, protecting the interests of consumers and promoting fair and effective commercial trade order. Nowadays, INTA's members are more than 7,200 organizations from 191 countries, including world-renowned brand owners such as Nike, Dell, Intel, GE, Johnson & Johnson, American Express, CITIC Group, Molson Coors, PepsiCo and McDonald's. In recent years, Weixin brand protection team has maintained good communication with INTA in various formal and informal occasions both at home and abroad.

3. The Quality Brands Protection Committee is subordinate to China Association of Enterprises with Foreign Investment (hereinafter referred to as "QBPC").

With the support of former Ministry of Foreign Trade and Economic Cooperation of China and China Association of Enterprises with Foreign Investment, QBPC was established in Beijing in March 2000. It has nearly 200 members in 2018. Most of the QBPC members are multinational enterprises headquartered in North America, Europe, Asia, Oceania and other countries and regions.

QBPC is a member-driven cross-sectoral organization dedicated to improving the environment for intellectual property legislation and enforcement. QBPC has been actively hosting and co-organizing various seminars, forums and training workshops, providing opinions and suggestions regarding amendment to the intellectual property right laws and regulations to the legislative bodies such as Standing Committee of the National People's Congress and Legislative Affairs Office of the State Council, judiciary and law enforcement agencies, promoting public education on intellectual property right, and proactively building a platform for exchanges between China and the international community. QBPC and Weixin brand protection team has been maintaining friendly and close cooperation.

Chapter V

# ACHIEVEMENTS OF WEIXIN BRAND PROTECTION PRACTICE



## (I) Weixin Brand Protection Platform

### 1. Over 72,000 Infringing Accounts in Total Being Taken Measures Against

After receiving the verification conclusion and relevant evidence submitted by brand owners, Weixin enforces penalties on the infringing accounts in accordance with Chinese laws and regulations and operation rules of the platform based on their specific infringements and seriousness of violation, including but not limited to warnings, removal of infringing contents, blocking of the Moments, restriction on account login and permanent block of accounts.

#### Penalties include

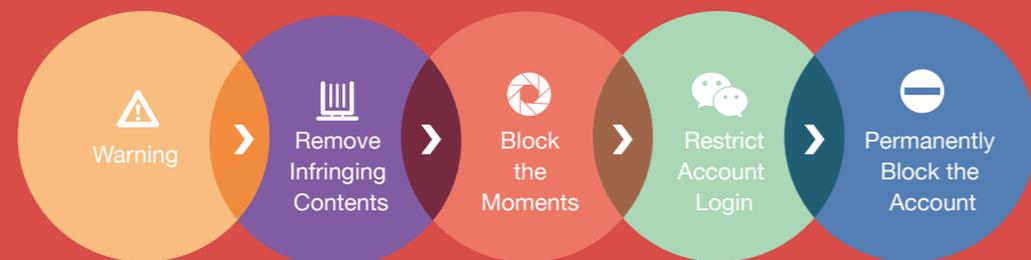


Figure 12 Handling Strategy of Weixin Brand Protection Platform

As of December 2017, brand owners submitted a total of 75,840 brand infringement notifications through the Brand Protection Platform, 72,353 of which passed review with a completion rate of processing over 95%. The average time required to complete a review is less than 7 working days.



Figure 13 Cumulative Infringement Notifications Received by Weixin Brand Protection Platform



Figure 14 Statistics of Infringements Processing of Weixin Brand Protection Platform

## 2. Over 120,000 Infringement Clues in 2017 Provided to Brand Owners

Thanks to the effective mechanism design of the Brand Protection Platform, all Weixin users may report relevant infringement clues to the registered brand owners through Weixin Brand Protection Platform since the date of trail operation. A total of 126,013 valid infringement clues of Weixin personal accounts were submitted by Weixin users through the Brand Protection Platform in Weixin App in 2017. They were directly transferred to relevant registered brand owners upon receipt. The brand owners acquired massive valuable information from the clues that could identify the alleged infringing Weixin accounts, the infringement descriptions and evidentiary materials provided by Weixin users, which effectively supported brand owners to find infringing contents on the platform, to reduce the cost of right protection and to combat online infringements.

## 3. Infringement Crackdown Accuracy Exceeds 99.9%

Weixin respects and protects the legitimate rights and interests of each user including the users complained and penalized, therefore appeal channel has been established for such users. The appeal rate of penalized users was less than 1% as of December 2017. Most of the violating users had no objection to the penalties nor strategies of the platform. However, only less than 0.1% of the appeals were granted. The accuracy rate of infringement review of the platform was as high as 99.9%.

This figure fully reflects the achievements of close cooperation between Weixin brand protection team and brand owners. Weixin and the brands dealt with each of the clues with a rigorous, objective and responsible attitude. They carefully identified some of the malicious accounts which covered up infringements in the name of legitimacy while meticulously screening some malicious users and complaints to avoid hurting innocent users and jointly ensure the review efficiency and quality.

## 4. 186 Brand Owners With Over 400 Well-Known Trademarks Registered

186 domestic and foreign enterprises from 18 countries and regions covering more than 400 well-known trademarks at home and abroad have registered on Weixin Brand Protection Platform. Most of the registered enterprises are from the United States, China, Switzerland, Japan and France. 46% of them are European enterprises according to their distribution over all continents, respectively from Switzerland, France, UK, Italy, and Denmark and so on. Asian companies account for 30% of the total, mainly from China, Japan and South Korea. North American enterprises are mainly from US. Australia and New Zealand in Oceania also have enterprises registering on the platform. At present, no enterprises from South America and Africa have yet registered on the Brand Protection Platform.

It can be seen from the distribution of brand countries accessing Weixin Brand Protection Platform that the distribution of brand owners registering on Weixin Brand Protection Platform is positively correlative with the level of economic development and the intensity of legal protection:

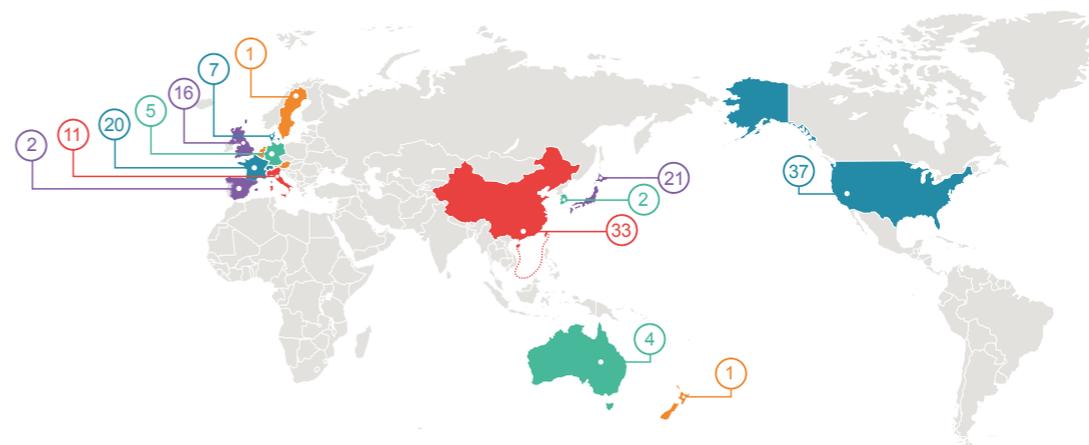


Figure 15 Distribution of Brand Right Holders



(1) Based on the level of economic development as the perspective of observation, enterprises actively registering on the Brand Protection Platform are mainly distributed in developed countries and regions and developing countries and regions with aggressive development momentum. The high level of economic development makes the brand owners in these countries and regions well understand the importance of protection of brand rights and interests for development of enterprises and have a strong will to protect brand rights and interests. The economic benefits brought by the full protection of brand rights and interests, in turn, further nurture economic development of relevant countries and regions and achieve a virtuous circle.

(2) Based on the intensity of legal protection as the perspective of observation, the main countries and regions where these accessing enterprises are located have sound legal protection mechanisms for intellectual property rights involved in brand rights and interests, most of which are signatories to and participants of major international IPR conventions. This helps Weixin brand protection team and cooperative enterprises explore protection issues of brand rights under the generally identical legal discourse system, and procure all parties to reach a specific consensus on IPR protection on Weixin.

**5. Extensive Commodity Categories Were Involved**

From the perspective of the specific commodity categories involved in trademarks, the Brand Protection Platform currently covers 33 common commodity categories in national consumption. Brand owners in areas such as garment, watches, bags, footwear, sporting goods and jewelry are very active to join the platform and cover a high proportion in the platform. In addition, the platform also has registering brand owners in areas such as education, liquor and alcoholic beverage, medicine, food, automobile and other categories.

The "extensive and concentrated" trend of trademark categories enrolled in the Brand Protection Platform is shaped by both Weixin and the brand partners. "Extensive" reflects



the consistent respect and protection provided by Weixin Brand Protection Platform without discrimination for the legitimate rights and interests of brand owners of all types and all industries. "Concentrated" reveals the impact of maturity of commodity categories and brands on brand protection. The goods such as bags, footwear, garment, watches and other daily necessities are closely related to people's daily life and consumption, and are in vast majority of users' demand. At the same time bags, garment, watches, jewelry and other categories assemble high net worth enterprises and luxury brands, which are more positive and proactive to protect their own brand rights and interests.

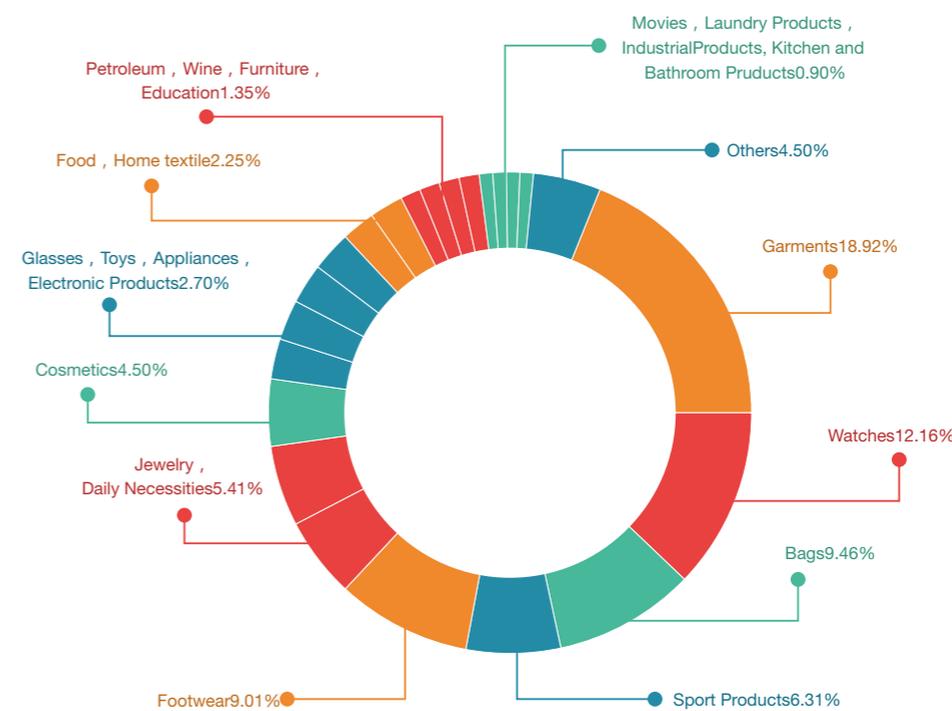


Figure 16 Commodity Categories of Accessing Brands

**(II) Weixin Official Platform**

**1. Proactive and Smart Trademark Keyword Mechanism**

Weixin Official Platform launched the proactive keyword interception function in 2015. Based on the data base of well-known trademarks recognized by the state, a large amount of non-well-known trademarks handled for infringements and other sensitive words, it has set up a key word database containing more than 22,000 trademark keywords. The keyword database proactively intercepts improper naming submitted by various developers and operators of about 3,100 accounts daily on average through the system since its launch. This front-end mechanism operates in an invisible manner and proactively builds a moat to protect naming on the Official Platform for brand owners without disturbance to them.

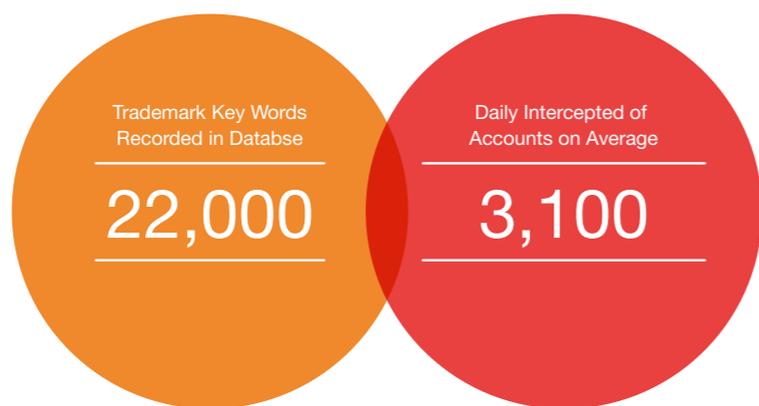


Figure 17 Effectiveness of Account Naming Protection on Weixin Official Platform

According to statistics, the number of "nickname infringement" complaints against official accounts as the most typical complaints involving brand rights and interests was less than 300 on average each day in 2017. The proportion of such complaints that the platform has identified as having infringement suspects and confirmed to handle covered less than 30%, that is, the average number of daily effective nickname infringement complaints were less than 90. Based on the aforesaid circumstance that the platform intercepted about 3,100 Official Accounts of improper naming daily, the trademark keyword database

proactively took over 97% of the interception on the front end so that brand owners only needed to manage less than 3% of the complaints, which provided the brand owners with high-quality results and low-intensity work with respect to brand protection.

**2. Comprehensive and Complementary Qualification Control Mechanism**

Through the interception mechanism with the statutory qualification keyword database for Official Account naming, interceptions achieve up to 41,500 times/day on average in the course of account registration, certification and renaming etc., and involve accounts (including Weixin service accounts, Weixin Subscription Accounts and Weixin mini programs) of 10,300/day. Through the mechanism of compulsory submission



Figure 18 Keyword-based interception for Legal Qualification Requirements

of qualification documents, the platform eventually took measures against more than 97% of the accounts with doubtful qualifications on average for the reason that they could not meet the requirements of the platform. It effectively intercepts and filters users who apply for admittance but have no corresponding legal qualifications and certificates so as to ensure that brand owners with legal qualifications and certificates can operate in a healthy and pure platform environment.

**3. Brand Protection of Mini Programs and Constant Combat against Infringing Accounts through Combined Ways**

In addition to the above two measures, Weixin also carries out technical judgments and proactive inspections on the compliance of mini programs so as to form a multi-measure protection method.



Figure 19 Taking Various Measures Against Illicit Weixin Mini Programs

As of February 6, 2018, through user complaints and proactive inspections, Weixin has permanently banned 976 "fake and high quality imitation" Mini Programs and conducted interception and restrictions on the procedures including registration, verification and review and approval.

Weixin also found that a small number of mini programs of small stores which were suspected of providing false registration information and violating laws and rules maliciously bypassed the review and approval procedure. As of February 6, 2018, Weixin has banned more than 100 non-compliance Mini Programs of stores and restricted exposure of low-quality mini programs in "nearby" locations.

Weixin constantly cleans up illicit Mini Programs to protect the legitimate rights and interests of brand owners, users and the public with combined ways including interception and restrictions registration, verification, release review and approval, restrictions on location exposure as well as short-term and permanent ban.

### (III) Infringement Complaint System:

As mentioned above, Weixin Brand Protection Platform is to protect the rights and interests of brand owners by way of a special process from the product level. To ensure the authenticity, professionalism and accuracy of the counterfeit verification capability of brand owners, we adopted the invitation-based access way on the early stage of the Brand Protection Platform, and reviewed and approved the brands to be registered with a cautious and rigorous attitude. However, this does not mean that we have any slack on the protection of the legitimate rights and interests of brand owners who have not yet joined the Brand Protection Platform. All brand owners can make infringement complaints through the Infringement Complaint E-platform.

#### 1. Thousands of Right Holders Successfully Defended Their Rights

As a integrated complaint system, the Infringement Complaint E-platform is composed of

the complaint system of Weixin Official Accounts and the complaint system of Weixin personal accounts, and processes the infringement complaints related to IPR and personal rights etc. The system processed more than 28,900 complaint notifications concerning trademark or brand infringements from 2016 to the present. There were about 11,150 complaints against Official Platform articles and about 17,750 complaints against personal accounts among them, accounting for 9%~10% of the total complaint notifications received by the system respectively. Over 3000 brand owners of all kinds have successfully defended their legitimate rights and interests through the system.



Figure 20 Brand-Related Complaint Data of Weixin Infringement Complaint System

#### 2. Comprehensive Scenarios are Covered

Infringement Complaint E-platform can process infringement complaints of all scenarios in Weixin. The system mainly processes the following complaint types and data when protecting the rights and interests of brand owners:

(1) Alleged trademark infringements of Official Account articles. More than 22,300 infringing links and pieces of content have been removed;

(2) Alleged infringements of rights and interests of brand owners by official accounts.. Against 5259 infringing accounts have been taken measures. All these accounts were cleared of nicknames, profile photos and profiles or directly blocked.



(3) Alleged infringements by Weixin personal accounts and the Moments. Against more than 14,000 infringing accounts have been taken measures, forming an echo and complement with the number of infringing personal accounts penalized under Brand Protection Platform since its establishment.

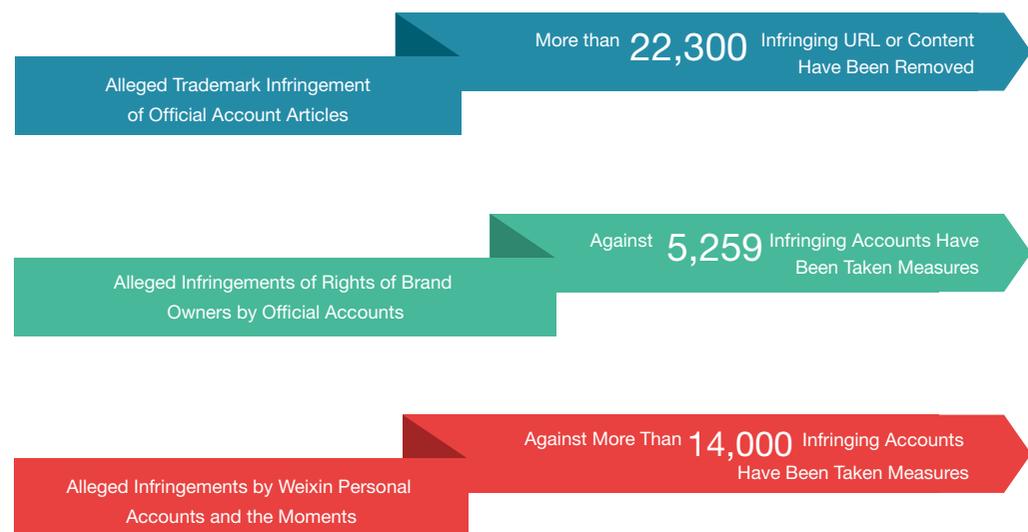


Figure 21 Protection Effectiveness of Weixin Infringement Complaint System



## Chapter VI

# STATISTICAL ANALYSIS OF WEIXIN BRAND PROTECTION PLATFORM



Relying on a large number of processing examples of Weixin brand protection measures and data samples after data masking at the backend, we summed up the processing effectiveness of Weixin Brand Protection Platform, disclosed the data analysis of Weixin brand protection for the first time, and exported the first big data sample of brand protection on Internet social platform to the industry. We look forward that all brand owners, industries and even the whole society will dig out beneficial experience of brand protection on online social platform from these real data.

### (I) The Four Most Frequently Used Keywords in Counterfeit Scenarios

We conducted a deep exploration of the complaint information of the infringing accounts and found that "overseas purchasing agent", "counter", "factory overruns" and "high quality imitation" were the most commonly used keywords in the complaint clues of users. "overseas purchasing agent" appeared for 23,088 times. "counter" "factory overruns" and "high quality imitation" ranked second, third and fourth respectively. Other keywords included "customize" "A-level goods" "factory" "simulate" and "1:1".





As can be seen from the high-frequency keywords, most infringing accounts tried to hide the substance of sale of counterfeit goods by promoting the legitimacy of the source of goods, and deceived other users with the words "overseas purchasing agent ", "counter" and "customs". This had brought a certain degree of difficulty in cracking down on brand infringements. From the perspective of users, other users could not directly judge infringement from the content published by the allegedly infringing users, thereby reducing the possibility of submitting clues. From the perspective of verification by brand owners, brand owners need to carry out verification more cautiously and rigorously so as to prove that relevant content is an infringement. Fortunately, according to the order of the high-frequency words processed, the amount of infringing content with the keyword "overseas purchasing agent " was far more than that of other words, which fully demonstrated that the attempt of evasion of penalty is futile within Brand Protection Platform.



Figure 22 Distribution of High-Frequency Keywords of Counterfeit Information



### (II) Most Complained Categories

According to infringement notification received by Weixin Brand Protection Platform, commodity categories of footwear, bags, watches and garment were most complained. The infringement notifications reviewed and processed by the Brand Protection Platform also concentrated in the above categories, mainly involving well-known luxury brands at home and abroad.

Corresponding to the concentrated distribution of the commodity categories involved in the trademarks registering on the aforesaid Brand Protection Platform, the enterprises engaging in footwear, bags, watches and garment accounted for the largest share of the brand owners, also registered on the Brand Protection Platform at early stage. Therefore, relevant brand owners received and verified the clues of brand infringement more than most of other categories, which reflected the actual situation of the Brand Protection Platform.

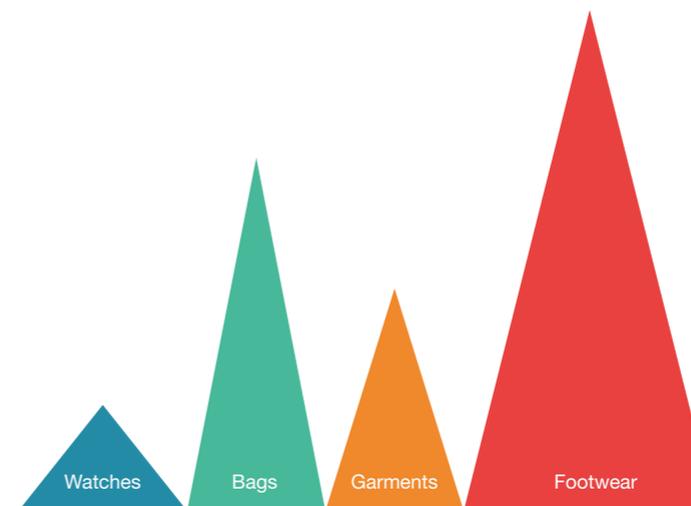


Figure 23 Commodity Categories Most Complained





Figure 26 Active Areas of User Complaints

### (VI) Over 20% Users Submitting Infringement Clues for Public Good

By analyzing the causes of users' submission of clues to the Brand Protection Platform, we found that the complaint motivation of about 21% of the users was purely common good. These users have spotted and followed the non-compliant personal accounts and become aware of the counterfeit information posted by these accounts. Even though they did not fall for the trick or purchase the counterfeit goods, they made complaints to the Platform anyway to protect others.

We believe that the emergence of these citizenship-minded users is a result of the easy complaint process enabled by Weixin Brand Protection Platform within the Weixin app and our constant user education on protection of intellectual property rights. These users not

only provide more abundant and more comprehensive infringement clues to brand owners, but also serve to deter any potential offenders. We welcome all Weixin users join us in using the Platform to improve information governance, enhance positive interaction and achieve win-win outcomes.

## Chapter VII

# WORK TOGETHER TO CREATE A BETTER SOCIAL NETWORKING ENVIRONMENT



Diversified phenomena in the Internet are a projection of the real world. All the problems that arise from and exist in the offline world are likely to recur on the Internet. Even online problems are more complicated than offline issues in most cases. All kinds of infringements, unlawful practice and crime emerge in endlessly in the realistic society. Therefore, Weixin's protection on the legitimate rights and interests of brand owners will not stop. With the rapid evolution of social user behavior patterns and social platform business patterns, the situation of protection on social platform brands will be more complicated. It requires the joint efforts and wisdom of Weixin, brand owners and users to create a sound social network environment.

Weixin has always valued user experience, respected the legitimate rights and interests of brand owners, and never tolerated or indulged any infringement that violates the laws, regulations and platform rules.

Weixin has never avoided or escaped to speak up various issues that may exist on Weixin with respect to infringement against brand owners. Unfortunately, Weixin, as an easy-to-use and convenient instant messaging tool, is used by part of the users with ulterior motives to engage in infringements. This behavior not only infringes the legitimate rights and interests of brand owners and users, but also greatly undermines the user

experience and ecological environment that Weixin has always cherished and protected. We believe that Weixin brand protection team and all brand owners have the same goals and positions regarding crackdown on infringements and safeguard of the Internet environment.

## (I) Weixin to Uphold Openness to Upgrade Protection of Brand Owners

Weixin's brand protection team has been listening to extensively valuable opinions and suggestions made by brand owners and users, continuing to promote optimization and upgrading of protection on brand owners, maintaining the intensity of crackdown on infringements, providing brand owners with continuously optimized plans of brand protection on social platform, and taking a more proactive attitude to assume the responsibility of brand protection on social platform in China.

### 1. Brand Protection Platform

We have recently completed the upgrade program of Weixin Brand Protection Platform and achieved all-round upgrade of 38 functional items of 4 major functional modules so as to make it easier for brand owners to process infringement clues and to make the platform more accurate and efficient. The core aspects of optimization include:

#### (1) Application Open to All Brand Owners

The closed beta test of Weixin Brand Protection Platform was launched in March 2016. To ensure sound experience of brand owners and Weixin users in the initial stage, the platform adopted offline invitation during the closed beta period. Thanks to the experience of friendly cooperation with the brand owners in the past two years, Weixin Brand Protection Platform will open application access for the global brand owners on March 13, 2018. Brand owners can visit the official website of Weixin Brand Protection Platform ([www.wechatlegal.cn](http://www.wechatlegal.cn)), submit necessary subject qualification and evidentiary materials of rights and join Weixin Brand Protection Platform upon review and approval of Weixin brand protection team.

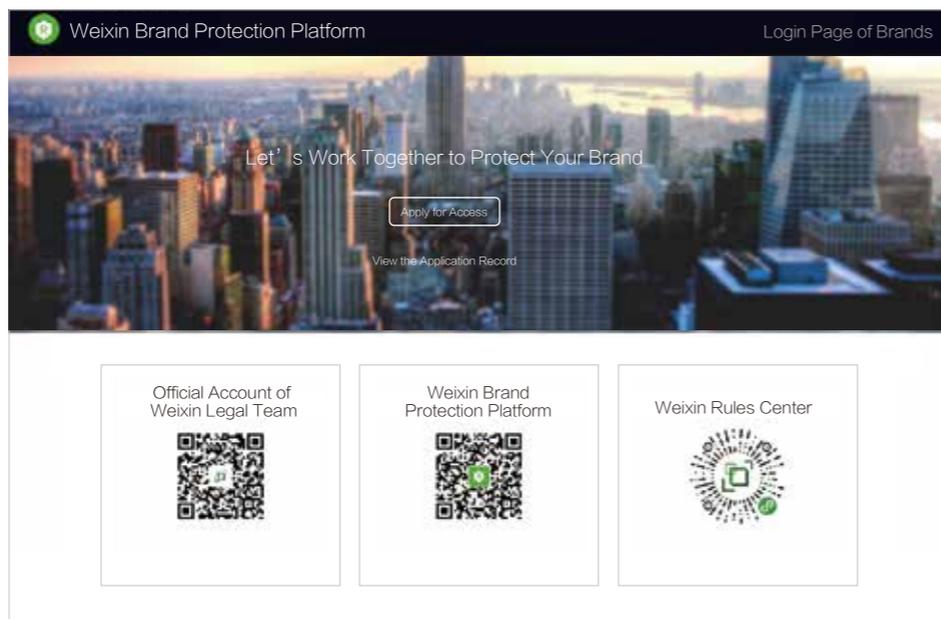


Figure 27 Official Website for Access to Weixin Brand Protection Platform

(2) Integrate and Link Up Product Scenes

Weixin Brand Protection Platform links up the process of handling infringement complaints against Weixin Official Platform and Weixin Mini Programs, completes integration and linkup of business process and achieves whole-platform, multi-product and full-chain coverage of brand infringement complaints. As long as brand owners access Weixin Brand Protection Platform, they can obtain review and approval of their identity of brand owners in core products (personal accounts and Official Platform) of Weixin. When brand owners start a complaint using their approved right protection account, relevant procedures regarding review and approval of subject qualification in the complaint process may be dispensed with, so that brand owners can promptly and easily initiate a complaint of infringement.

Brand Owner's Identity



Figure 28 Linkup of Complaint Processes on Weixin Official Platform

(3) Bilingual Instruction Pages in Both English and Chinese

Instructions for access and appeal are made in both Chinese and English. Considering the wide range of brand owners, Weixin Brand Protection Platform produces both Chinese version and English version for access instruction, appeal instruction and Q&A to help brand owners understand and join the platform with convenience. In addition to the instructions, we will continue to promote bilingualism in all aspects of the interface of brand owners of the platform in future.

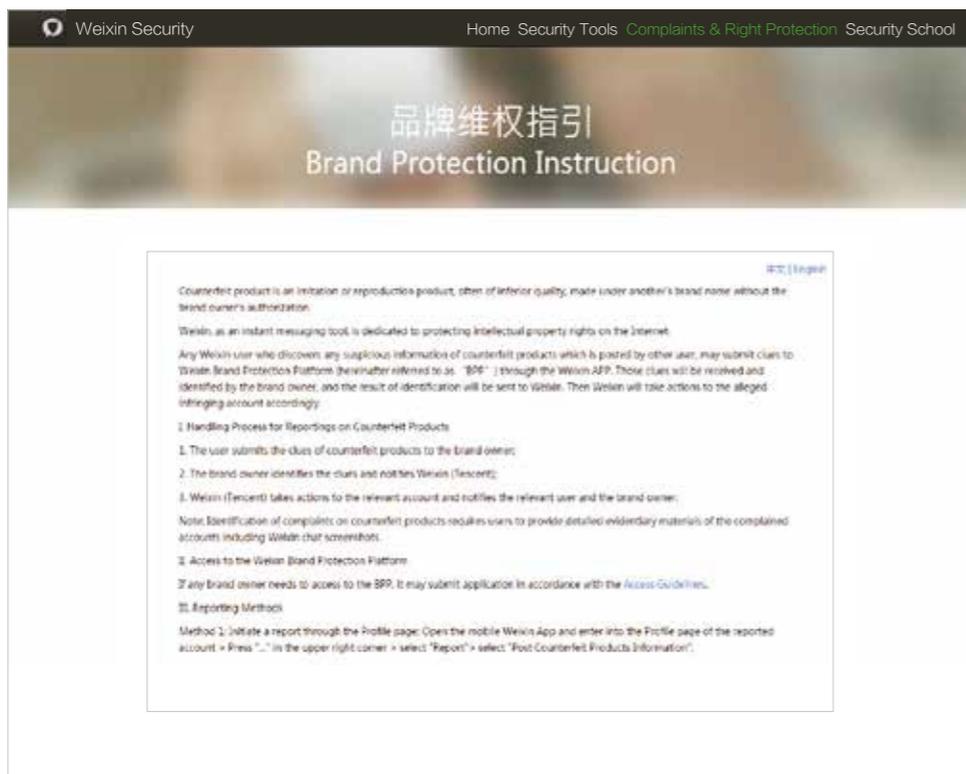


Figure 29 Bilingual Instruction Pages in Both English and Chinese

### 2. Infringement Complaint System:

In addition to Weixin Brand Protection Platform, we will continue to upgrade and optimize our existing Infringement Complaint System and strive to provide brand owners with comprehensive and multi-dimensional brand protection measures against infringements.

With respect to infringement complaints of Weixin personal accounts, we will further optimize and improve the instruction pages of user infringement complaints and user education so that brand owners and users can better understand the complaint process and handling rules, effectively crack down on infringements and reduce invalid complaints or malicious complaints to safeguard brand rights and interests.

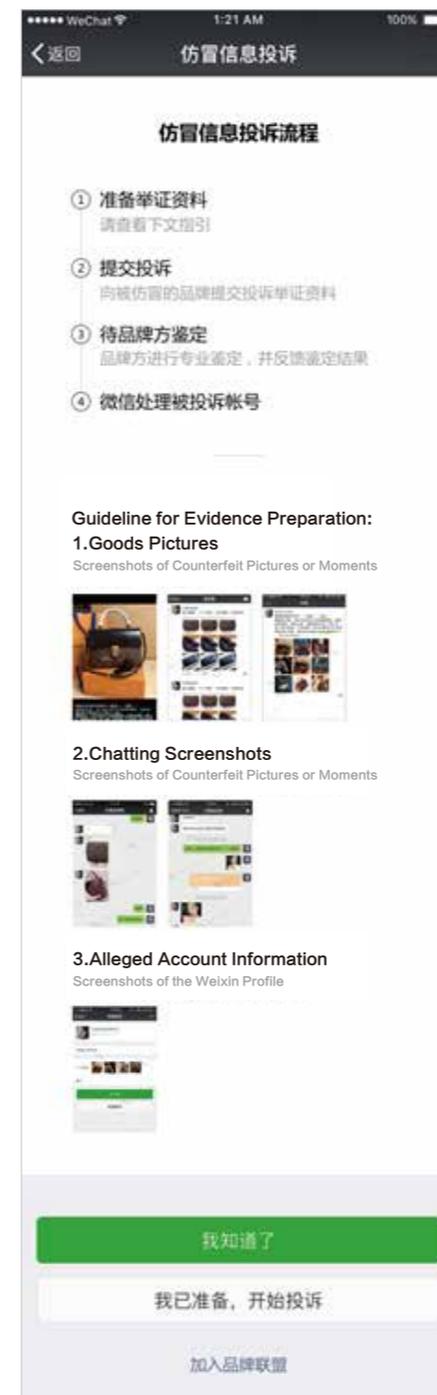


Figure 30 Optimization of Instructions for User Complaint Page

With respect to infringement complaints of Weixin Official Accounts, we will further optimize process of handling infringement complaint and strategies of penalty, in accordance with reasonable needs of brand owners and frequent changes of infringements, so as to provide more convenient and in-depth support for brand owners to better defend their legitimate rights and interests.

With respect to infringement complaints of Weixin Mini Programs, we also plan to set up and improve the process of the Infringement Complaint E-platform, so that brand owners can safeguard their rights against the Mini Programs suspected of infringement more conveniently and keep informed of the progress and results of infringement complaints, forming an effective closed loop. At the same time, it will also break the information barrier between the complainants and the users complained and further increase transparency so that the users complained could be notified and react accordingly.



Figure 31 QR Code of "Weixin Legal Team" Mini Program

In the future, we will also focus on "Weixin Legal Team" Mini Program to create an online channel for Weixin infringement complaints, to realize the infringement complaint mechanism which allows submission of complaint applications and supporting materials directly.

We will achieve the "integrated infringement complaint process in Weixin APP" which consists of "find infringing contents, file an infringement complaint, submit infringement complaint materials, and obtain review result", to facilitate brand owners to submit infringement complaint applications timely and conveniently whenever and wherever possible, reduce the threshold and cost of right protection and make infringers impossible to evade liabilities.

## (II) Brand Owners to Jointly Participate in Ecological Management of the Platform

Brand protection on the Internet is recognized as a difficulty in the industry. Brand protection on Internet social platforms is a new topic. Weixin brand protection is a systematic project and is duty-bound to Weixin as a platform. However, we also clearly aware that the efforts solely made by the platform are far from enough. We here sincerely hope that domestic and foreign brand owners will join Weixin Brand Protection Platform to participate in ecological governance of the platform together with us.

### 1. Actively join Weixin Brand Protection Platform and use the Infringement Complaint E-platform

Domestic and foreign brand owners can apply for registration of Weixin Brand Protection Platform by submitting subject qualifications and evidentiary materials according to the instruction at the official website of Weixin Brand Protection Platform ([www.wechatlegal.cn](http://www.wechatlegal.cn)).

We respect the legitimate rights and interests of all brand owners. Regardless of whether brand owners register on Weixin Brand Protection Platform, they can safeguard their legitimate rights and interests through the convenient and efficient Infringement Complaint E-platform.

## 2. Respect Users and Issue Review Opinions with A Professional and Diligent Attitude

We adhere to Tencent's value orientation of user value first. We hope that every brand owner, like us, attaches great importance to the legitimate rights and interests of users and product experience, and respects for Weixin's protection on vast majority of users' privacy. We should also treat each account being complained in a fair and objective manner, and avoid hurting kind-hearted users and letting wicked users evade liabilities. Weixin believes that all brand owners who register on Weixin Brand Protection Platform have good business reputation and professional verification capability, deal with complaint clues submitted by many enthusiastic Weixin users in a responsible, prudent and diligent manner, and provide professional and clear verification opinions.

Weixin Brand Protection Platform have received strong support and professional cooperation from brand owners in the past two years since its trial operation. They provided valuable experience and help to us in terms of crackdown on brand infringements on the Internet social platforms. As the first group of brand owners who cooperated with the platform, they attached great importance to the complaint clues submitted by users. Although the information provided by some users was vague and the evidence quality varied among the enormous number of clues, they still made due diligence to verify and investigate the clues and collect evidence, providing sufficient factual evidence and expert identification conclusions for the platform to handle the complaints. We hereby extend our most sincere thanks to every brand owner who has joined the Brand Protection Platform and dutifully reviewed and dealt with complaint clues. At the same time, we also urge every brand owner who has joined or is about to join the Brand Protection Platform to abide by the rules, respect users' rights and interests, and uphold professionalism to work with us to build a healthy and bright online environment.

## 3. Strengthen Communication and Work Together to Promote Platform Governance

We believe that communication deepens understanding, understanding enhances trust, trust promotes cooperation and cooperation generates efficiency. Weixin brand protection team will maintain close relations with various brand owners and brand protection agencies and associations, and establish a proactive and long-term communication mechanism in the future. Brand owners can file applications, send feedback and make suggestions to us online at anytime and anywhere through the official account of Weixin legal team, the official website and official account of the Brand Protection Platform and e-mail. We will assign brand owners with communication specialists to timely and efficiently make feedback, comments and suggestions to the platform. We will deal with such feedback as soon as possible after receiving them. At the same time, we will also organize communication meetings with brand owners and publicity campaigns on Weixin brand protection to deepen mutual understanding and mutual trust.

### (III) Weixin Users to Enhance Awareness, Protect Own Rights and Respect Rights and Interests of Others

The eyes of the masses are sharp, and the power of the masses is enormous. Each user is a participant and guardian of the Weixin social ecosystem. They are the source of strength and inexhaustible motivation of Weixin brand protection. We believe that most of the Weixin users are well-intentioned users. These enthusiastic, kind and upright Weixin users discovered and provided massive clues of infringements for the platform and brand owners during brand protection of Weixin. We hereby call on all Weixin users to work together with Weixin to respect and protect the legitimate brand rights and interests of others. If users find any infringement of brand owners on the platform, whether a transaction happens and whether any damage occurs, please file a complaint or provide a clue to Weixin brand protection team. If your rights and interests are harmed, you can also initiate a complaint through the process of Infringement Complaint E-platform or adopt legal

means to defend your rights and interests.

At the meantime, we also want users to be fully rational and cautious when engaging in various types of civil and commercial transactions on the Internet. When we use Weixin as a communication tool, we should pay attention to verifying the identity of the other side and identifying the authenticity of related information, and we should maintain sharp vigilance in the authenticity and legitimacy of the communication contents of relevant users. When using external third-party tools (such as bank transfer, third-party online payment platform and express logistics, etc.) for pecuniary exchange and delivery of goods, users should fully evaluate the qualification of transaction parties, keep a watchful eye on the risk of capital and goods and maintain relevant records. If necessary, users can verify authenticity of the goods by contacting the official channel of brand owners to avoid being deceived.

Weixin have been sparing no effort to protect the legitimate rights and interests of users all along through various technical means and security policies. Weixin backend system of security big data will, based on the account registration time and record of complaints, violation history and other factors of the chatting object of users, conduct comprehensive operation to determine the account creditability and send safety prompts depending on the degree of risk to remind users to keep a watchful eye on the qualification of the transaction object and transaction risk and beware of being deceived. In addition, we also take measures instantly against obvious malicious accounts or fraud, to maximize the protection of the property rights and interests of users. At the same time, we hope that users will fully understand the functions of Weixin products as much as possible, pay attention to the safety prompts in each scenario, and make good use of the functions of Weixin to protect their own rights and interests.

## Chapter VIII

# CONCLUSION

Weixin was born in early 2011, the consolidated monthly active users of Weixin and WeChat exceeded 1 billion during the Spring Festival of 2018. China has undergone tremendous changes in the field of Internet in the past 7 years. The Internet has permeated all aspects of China's economy, society and people's lives, and has become "water and electricity" in the digital economy. With respect to the proposition of safeguarding the healthy environment and sound ecology in cyberspace, Weixin's original intention of protecting brand owners is unshakeable. Weixin will resolutely crack down on the violations of the legitimate rights and interests of brand owners. It is for this very reason that we have created a series of new mechanisms and measures for brand protection on the





Internet social platforms. It is also for this very reason that we continuously improve the processing efficiency, accuracy and coverage of our platform to make it easier for users to file complaints and allow brand owners to deal with infringement clues more and more conveniently.

We also know that brand protection on social platforms is beset with difficulties and is a long-term and arduous task. In future, Weixin will continue to maintain a clear-cut stand in protecting the legal rights and interests of brand owners and users, and constantly optimize and innovate to achieve new breakthroughs in the brand protection of social platforms. In addition, we will actively carry out communication and exchange so that more brand owners can understand and join us to strengthen the force of brand protection on social platforms and build a cyberspace community in which the platform, brand owners and users achieve mutual beneficial cooperation, and harmonious coexistence with a common future.

Look forward to working with you to create the future!