

2023 Updates & Analysis

Published April 2024

Weixin Brand Protection



Weixin IP Protection: A Year in Review

Weixin is a multifaceted communication service that bridges private interactions and public discourse through features like direct messaging, group chats, Official Accounts, and third-party Mini-Programs. Many of the world's leading brands not only collaborate with Weixin through our Brand Protection Platform (BPP) but also choose Weixin as a vital channel for engaging directly with consumers, demonstrating the dual value Weixin offers in terms of protection and connection.

In 2023, we have strengthened and advanced new measures to safeguard the service against illicit activity in violation of our terms of service, including specifically counterfeit activity, ensuring a safe and trustworthy environment for our users and partners.

Innovative Solutions for a Secure Platform: In light of the unique nature of the communication service, Weixin has developed innovative solutions to minimize instances where counterfeit goods can be advertised or offered for sale. Weixin's policies prohibit counterfeit trade and violations are effectively addressed through a combination of proactive screening tools, seller certification procedures, a system architecture that empowers users to self-report violations, takedown notice mechanisms, and other enforcement tools and penalties.

Private Features: For private features such as individual chats, group chats, and personal "moments," the Weixin service provides robust user-generated, crowd-sourced reporting of any suspected counterfeiting activity. These so-called "leads" are shared with BPP members and serve as a signal to all users that illicit activity, even within private features, is prohibited and will be subject to

appropriate action. Over the past year, Weixin has continued to enhance the user-generated reporting system, as well as ensure that appropriate penalties are implemented.

Public Features: The BPP system also provides actionable insights for brands across public features, ensuring that violations in Channels, Official Accounts, and Mini-Programs are promptly addressed. Reflecting conversations with stakeholders, we have increased proactive measures, stepped-up offline criminal investigations, and launched a new Channels ID system to enhance the ability to monitor and act against illicit activities within Channels accounts.

In reflecting on the strides we've made this past year, we're proud to present a summary of our 2023 efforts. This overview not only showcases our innovative approaches to safeguarding our platform but also highlights our collaborative successes with global brands in fostering a secure and vibrant community. We welcome your feedback and suggestions which can be shared with your BPP contact or sent to notice_wxpbr@tencent.com.



Huang Hanzhang

Deputy Director, Weixin Legal Center
Head of Brand Protection Platform, Tencent



Danny Marti

Head of Global Public Policy,
Tencent



One-Stop Portal

- Brands can access, submit and review leads through one portal for personal accounts, Channels, Official Accounts, and Mini-Programs.

Proactive BPP Measures

- Keyword interception in applications from potential advertisers (requires advertisers to provide proof of IP authorization if brand-related keywords are triggered).
- Block user access to infringing Mini-Program content (on third-party servers).
- Monitoring and removal of infringing livestreams, short videos, and other content of Channels.

Higher Quality Crowd-Sourced Reporting for Chats and Moments

- Brands reviewed 67% of user leads in 2023, up from 29% of leads in 2020.

Increased Transparency

- Brand owners can review the level of penalties imposed on infringers.
- Channels ID numbers now publicly available for facilitating investigations.

Strengthened Enforcement

- Online enforcement: Higher enforcement numbers coupled with application of higher penalties.
- Offline cases: Up tenfold in 2023 compared to 2021.

2023 Key Metrics

Crowd-Sourced Leads in Private Features

189,984

97% of notices originated from Weixin users, not brands, reflecting a strong IP enforcement ecosystem supported by in-app IP education and robust reporting features

Suspended/Terminated Personal Accounts

8,731

Up 300% from same period (January to August) in 2022

Proactive Actions Account for Large Share of Enforcement in Livestreams

76,390

6X greater enforcement volume commenced by Weixin (over takedown notices)

Percentage of Infringement Leads Reviewed by Brands

67%

Up 29% from 2020

Personal Account Enforcement Actions

26,866

Up 365% from same period (January to August) in 2022

Criminal Cases

24

\$260M in case value, up from \$42M in 2022

Section 1

Overview of Brand Protection on Weixin

6	About Weixin
7	Overview of Weixin Brand Protection Platform
8	Summary of Weixin Brand Protection Measures

Section 2

Strengthening Enforcement, Transparency, and Proactivity

10	Updates & Analysis of Enforcement across Weixin Features
16	Increasing Transparency on Platform Rules and Enforcement

Section 3

Key BPP System Updates & Enhancements

18	Improving the BPP User Experience for Brands
20	Establishing New Proactive Screening Measures
21	Stepping Up Anti-Counterfeiting Measures for Channels

Section 4

Championing IP Rights

24	Leading Member of the IP Community
26	Investing and Protecting Intellectual Property Rights
27	Standing at the Forefront of International IP Protection

Section 1

Overview of Brand Protection on Weixin

- 6 About Weixin
- 7 Overview of Weixin Brand Protection Platform
- 8 Summary of Weixin Brand Protection Measures



React is pleased with the significant improvements Tencent has made on the Weixin platform regarding brand protection. The BPP team is engaged and responsive, and the volume of infringements seen by React members on the platform has notably decreased in recent years following Tencent's increased efforts to tackle counterfeiting. We are looking forward to a continued strong partnership going forward.”

Ronald Brohm
Managing Director at React,
The Anti-Counterfeiting Network

About Weixin

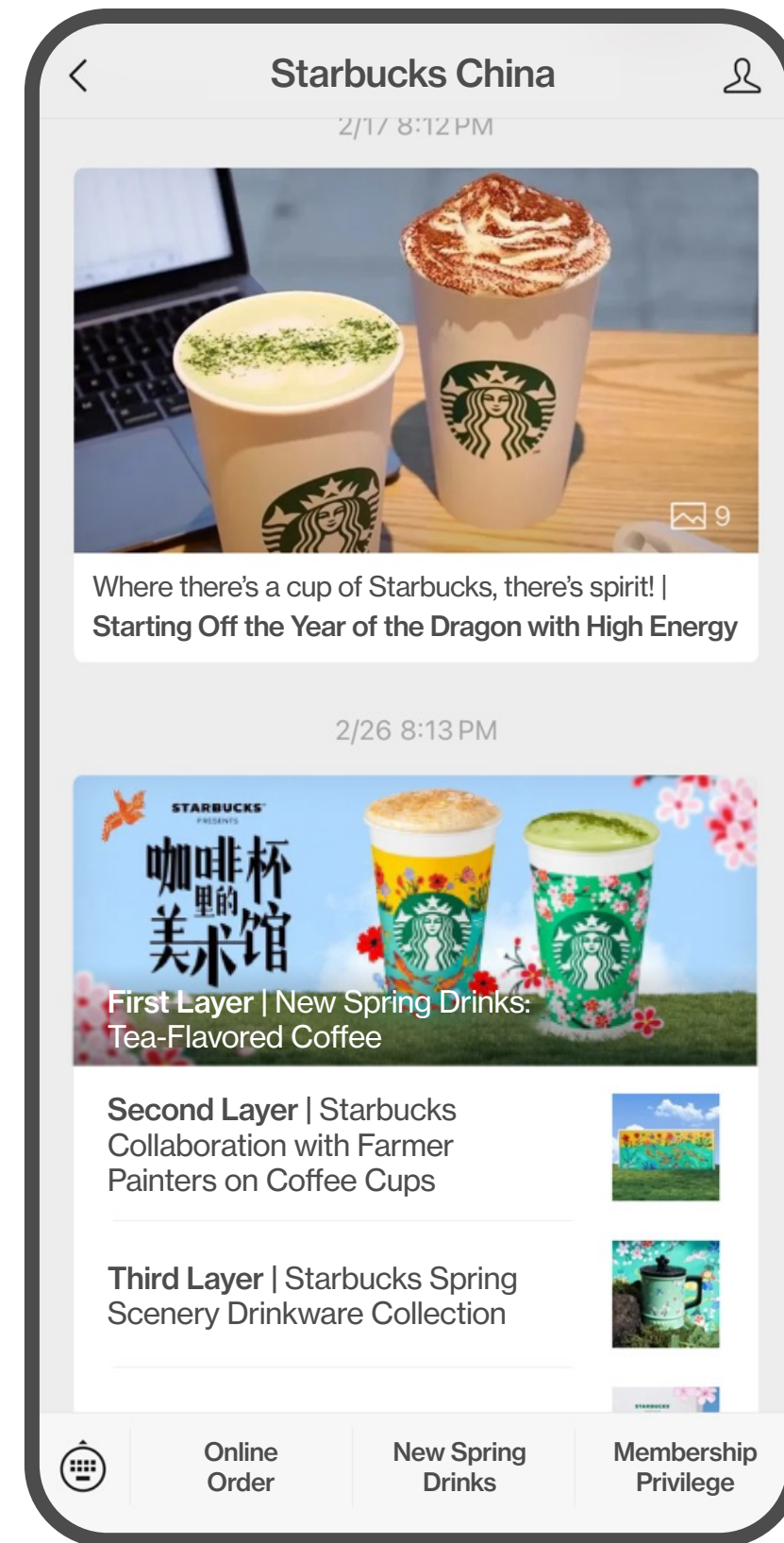
Weixin Connects Users with Content and Services



 Mini Program



 Channels



 Official Accounts

Weixin is a social communication tool. Users communicate with friends and family, share photos and special moments, book a flight or order a taxi, split a restaurant bill, and subscribe to follow company accounts, among other activities. The private and public features enable users to share information and content with their contacts and followers.

Private Features



Chats

Synchronous communication between mutual contacts



Moments

Asynchronous photo, video & audio sharing with contacts on Weixin

Public Features



Mini-Programs

Third-party service providers can develop Mini-Programs on Weixin's Open Platform to connect with users



Channels

ID-based content platform for public sharing of video and livestreaming content



Official Accounts

Official Accounts allow individuals, media, and businesses to share content and engage with their audiences

Weixin Brand Protection Measures

One-Stop Platform & Full-Scenario Coverage

Weixin Brand Protection Platform provides tools and solutions to minimize the advertising and sale of counterfeit products. It is a one-stop portal for IPR enforcement across Weixin features.



Brand-Oriented

Brands can access simplified reporting process for Official Accounts, Mini-Programs, and Channels.



Proactive

Weixin runs a database that proactively defends against and blocks infringement at the “account name” level in public features. Extended to cover potential ad content.

Weixin proactively reviews and takes down infringing Channels livestreams.



User-Driven

Weixin sends user-generated, crowd-sourced “leads” of any suspected counterfeiting activity in private one-on-one chats, group chats, Moments, and Channels.



Verifiable

Brands can verify leads to expedite notice and takedown procedures for infringing Weixin personal accounts and Channels.



Analytical

Brands can analyze and follow up on leads and generate automatic data reports of their own directed enforcement actions.



Supportive

Weixin supports offline criminal cases by engaging with brands and law enforcement on a regular basis.









Weixin Brand Protection Platform Membership

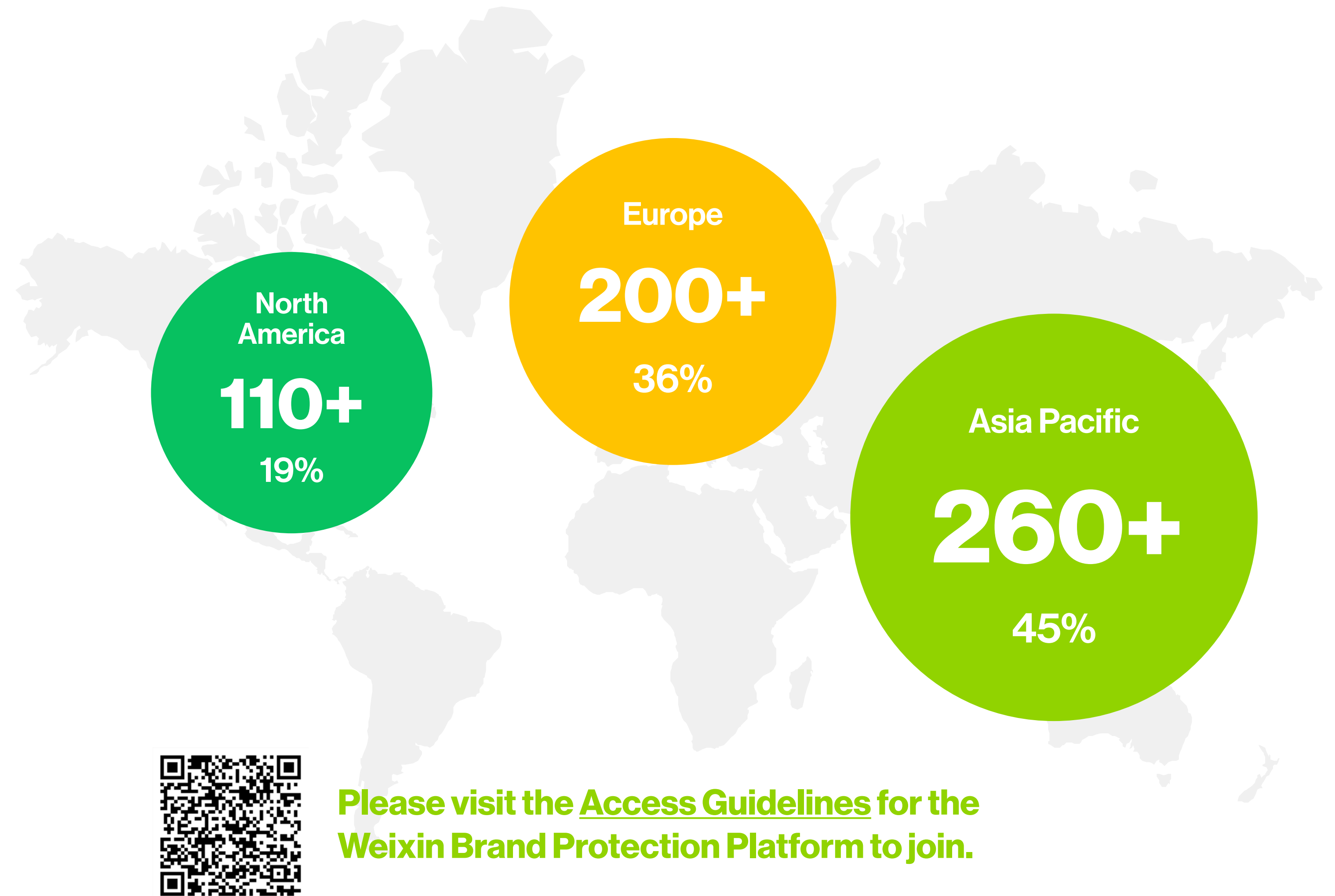
2023 BPP Update

BPP launched a dedicated sub-portal for pharmaceutical brands in December 2023 where they can submit reports for action. Contact notice_wxpbr@tencent.com for more information.

BPP membership grew from 515 to 570 between 2022 and 2023, representing a 10% increase.

Our 570+ BPP members are from 26 countries and regions, covering 30+ industries.

-  Clothing
-  Bags
-  Cosmetics
-  Jewelry
-  Watches
-  Footwear
-  Household Goods
-  Sporting Goods



Please visit the [Access Guidelines](#) for the Weixin Brand Protection Platform to join.

Section 2

Strengthening Enforcement, Transparency, and Proactivity

- 10 Updates & Analysis of Enforcement across Weixin Features
 - 16 Increasing Transparency on Platform Rules and Enforcement
-

“

I am delighted to commend Tencent's brand protection team for their outstanding collaborative efforts and proactive engagement with brands, particularly Levi Strauss & Co., on the Weixin platform. Their commitment in the respect of intellectual property protection is truly commendable. Tencent has demonstrated a genuine dedication to working hand-in-hand with brands, like Levi's®, to tackle intellectual property concerns effectively. We look forward to continuing this collaboration and appreciate Tencent's continuous dedication to brand protection.

Zach Toczyński
Sr. Director, Global Brand Protection
Levi Strauss & Co.

Public Features

High Levels of Enforcement

Channels

Upon Registration/ Account Name Change

30,000+

**↑ +1000
From 2022**

5,200+

Trademark keywords in the Account Name Protection System

Suspicious account registrations or name-change attempts were proactively blocked daily

Short Video

6,472

reports were received by Weixin. 5,487 of those reports came from brands; 5,484 were confirmed and led to swift takedown of infringing content

3,986

Channels accounts were penalized
2,664 Channels accounts were permanently banned

Livestream

1,826,000

Proactively reviewed

76,390

Proactively taken down

Official Accounts Mini-Programs

Upon Registration/ Account Name Change

29,000

**↑ +2000
From 2022**

11,500+

Trademark keywords in the Account Name Protection System

Suspicious account registrations or name-change attempts were proactively blocked daily

Proactive Access Restriction

1,353

Official Accounts and Mini-Programs

Permanent Block

333

Mini-Programs and Official Accounts

Notice & Takedown

37,309

Official Accounts

1,380

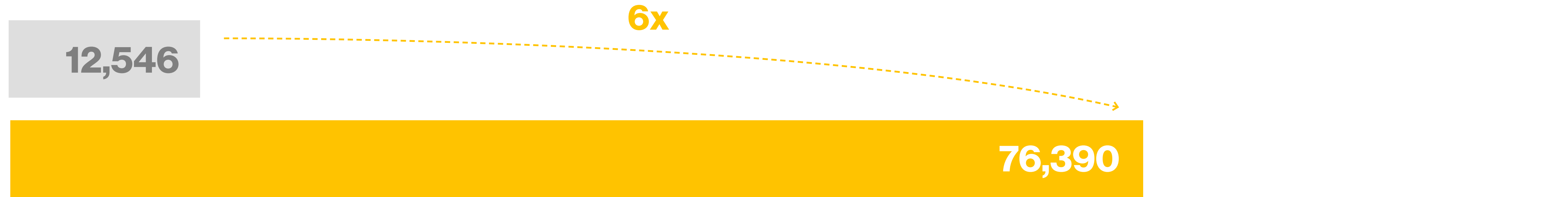
Mini-Programs

Public Features

Proactive Actions from Weixin Enforcement Teams Account for the Largest Share of Penalties

Livestreams

Number of Livestreaming Rooms Shut Down



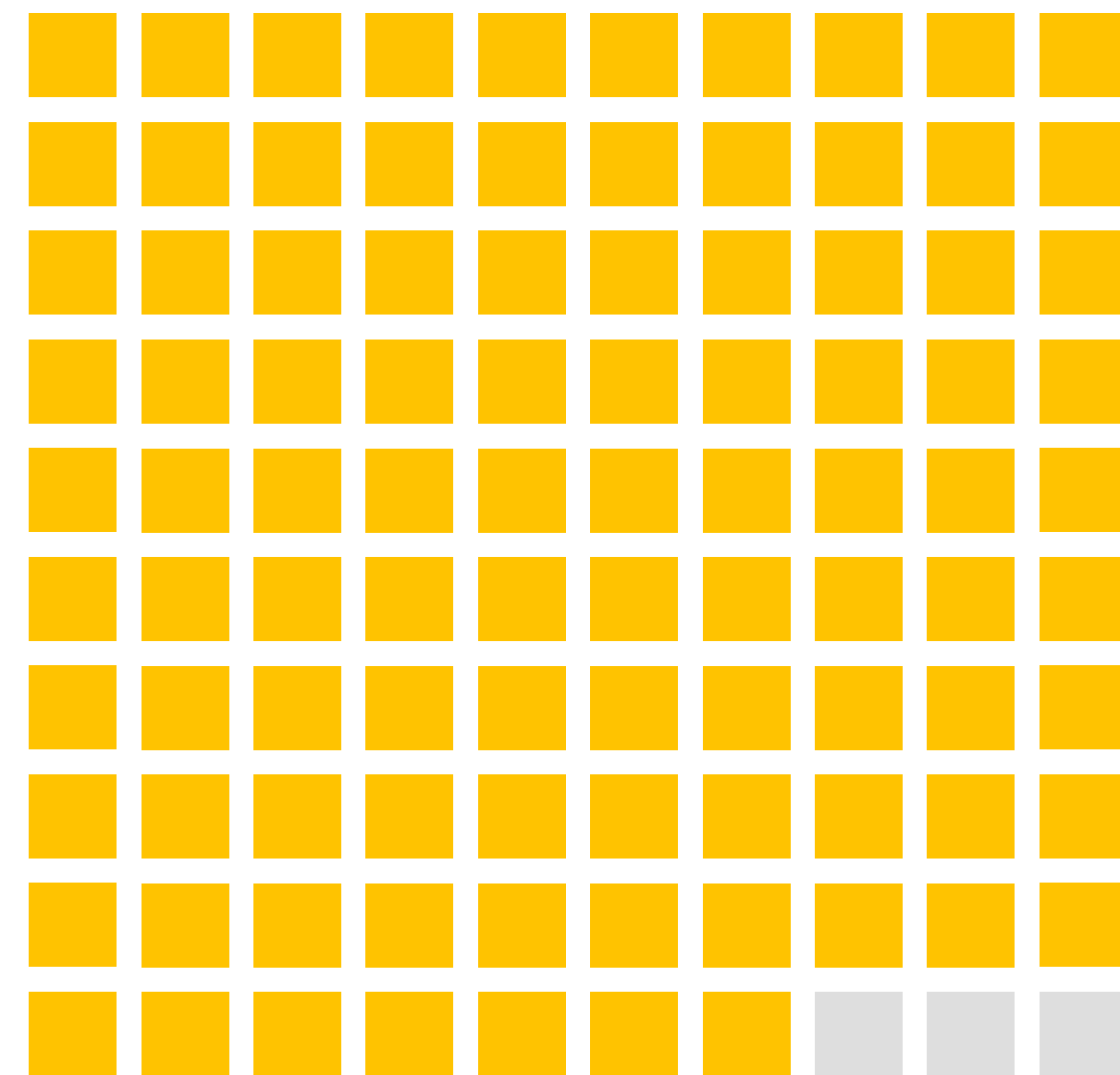
Number of Livestreaming Hosts Penalized



Private Features

Weixin offers a unique and innovative tool that respects user privacy while supporting users to report suspected counterfeit activity in violation of Weixin’s terms of service and applicable law.

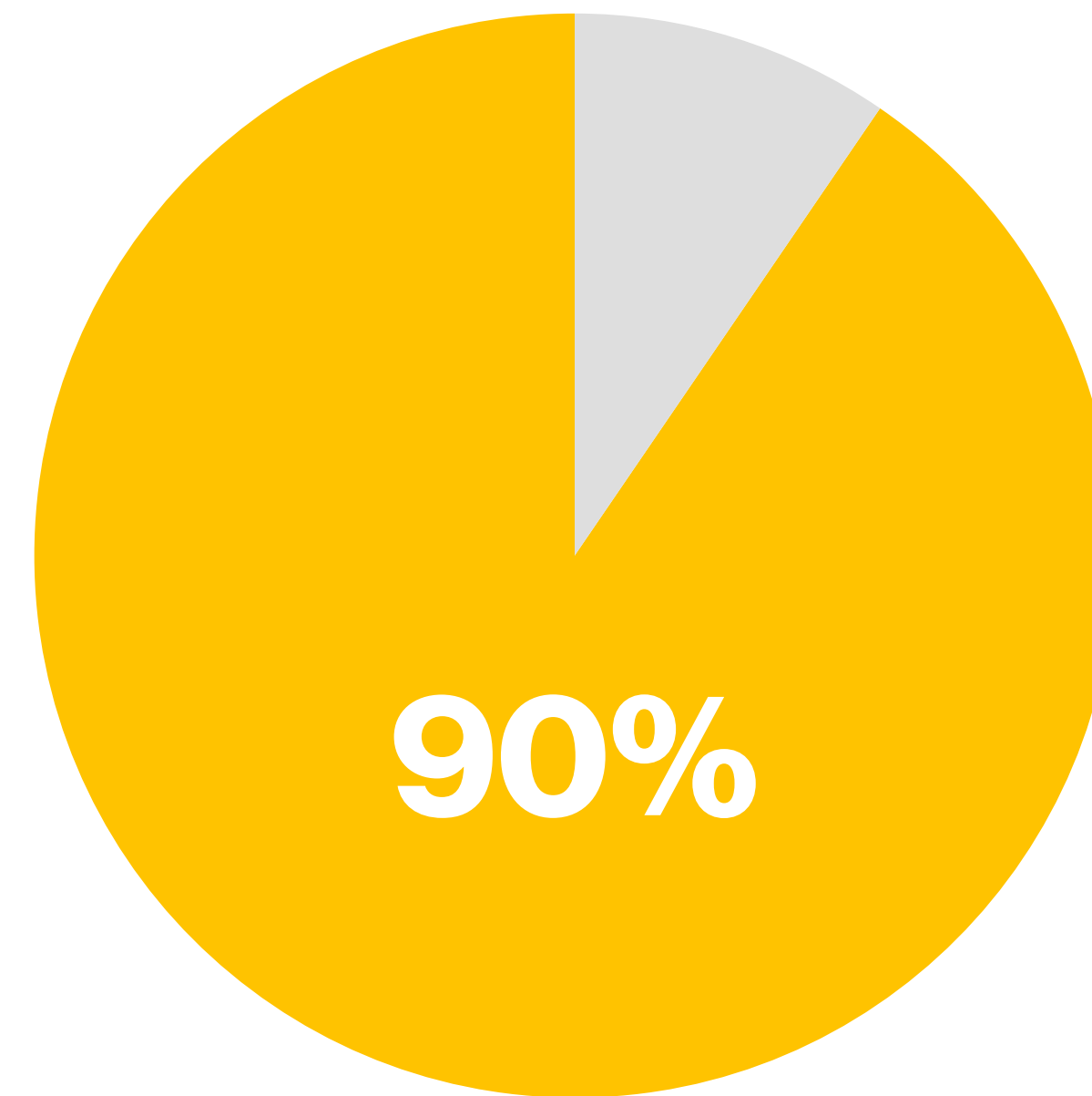
User Leads Play a Vital Role in Catching Infringers



Weixin received a total of 189,984 “takedown” notices and user-generated reports

97%
of these were from users

- from Users
- from Brands



- from Users
- from Brands

5,561

out of 6,259 reports (~90%) from brands were confirmed

46,329

out of 183,725 reports from users were validated

Stronger Enforcement Across Personal Accounts

There has been a significant increase in enforcement actions in 2023, reflecting our introduction of escalated penalties for infringing personal accounts in June 2022.

Stepped up Penalties for Infringers

26,866 ↑ 365% SPLY

accounts with Moments posts removed from January to August 2023

8,731 ↑ 300% SPLY

accounts suspended or permanently banned from January to August 2023

<7%

of accounts were subject to more than one complaint.

Weixin imposed account suspensions on all these accounts, in addition to other penalties.

Aggravating Factors

Factors that may warrant stricter penalties include but are not limited to, the following examples:

- Multi-Platform (3rd Party): Directing users to Weixin, via third-party platforms, to further the illicit IP-based transaction
- Multi-Level (Weixin): Use of a combination of other Weixin features such as Official Accounts, Mini-Programs, and Channels to disseminate counterfeit information
- Other Evasive Tactics: Circumventing Weixin's anti-counterfeiting measures

Preventing Re-Registration of Blocked Personal Accounts

Weixin blocks registration if a banned user tries to register a new account using the same telephone number.

- Since July 2023, 0% of phone numbers associated with banned or suspended accounts have been used successfully to re-register

Offline Enforcement in 2023

Typical Types of Collaboration in Offline Criminal Cases

- Weixin supports brands when they are working with law enforcement on a case
- Weixin supports law enforcement on investigations related to criminal cases
- Weixin initiates a case with brands and law enforcement based on reports of suspicious activities

Criminal Cases

24 

Suspects

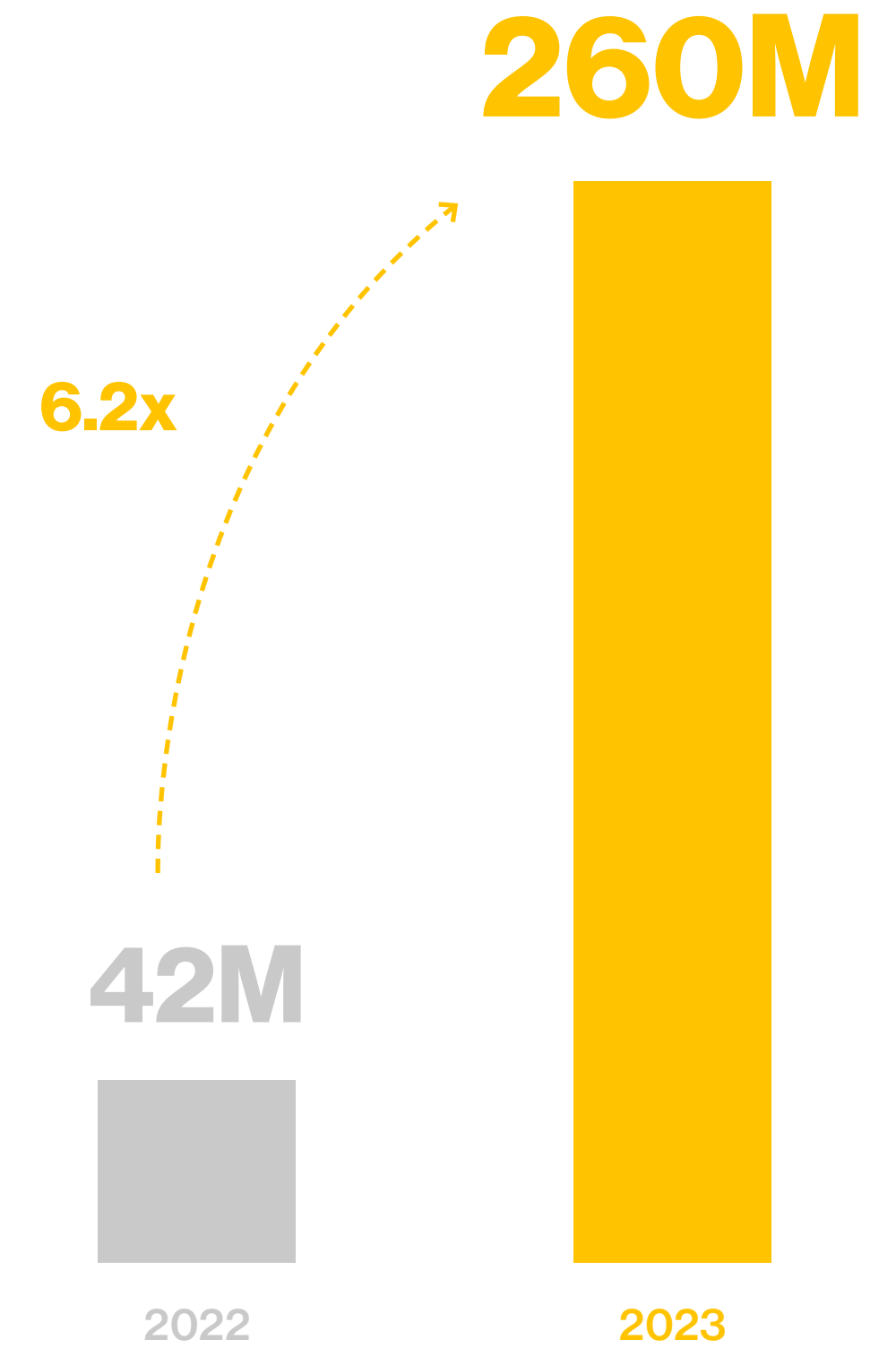
161 

Case Value

\$260M 

Significant Increase in Case Value

(USD)



Increasing Transparency on Platform Rules and Enforcement

Our 2023 Efforts Include:



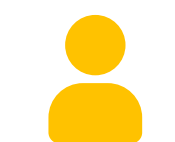
Updated BPP Guidelines



Released Channels Anti-Counterfeit Enforcement Guidelines



Published Official Account Anti-Counterfeit Guidelines



Supplemented Personal Account Enforcement Guidelines



Disclosed Levels of Penalties on Personal Accounts



Section 3

Key BPP System Updates & Enhancements

- 18 Improving the BPP User Experience for Brands
- 20 Establishing New Proactive Screening Measures for Public Features
- 21 Stepping Up Anti-Counterfeiting Measures for Channels

“

We are very pleased with all the improvements that Weixin has made to their BPP system over the last few years in response to suggestions from ourselves and other brand owners. At PUMA, we have worked very well with the Weixin team on protecting our brand, including pilots around Channels, in this important market. We have full confidence that this constructive collaboration will continue to grow.”

Wei Zhang
Senior Counsel, Brand Protection
PUMA

Improving the BPP User Experience for Brands

Making the BPP a one-stop portal where brands review user leads and file takedown notices regarding content from Personal Accounts, Official Accounts, Mini-Programs, and Channels.

Weixin Brand Protection Platform


Home Page | Statistics | Q&A

Announcements

- Notice on Registration for Weixin Brand Protection Exchange Meeting (Deadline: Sep 19) 2023-09-14
- Notice on System Upgrade for the Brand Protection Platform 2023-09-08
- Release of Personal Account Enforcement Guidelines 2023-05-12
- Release of Channels Enforcement Guidelines 2023-05-12

Report and Verification

Private Features




Personal Account

Chat (One-on-One Chat, Group Chat), Moments etc.

Report | Verify


Public Features



Channels

Short Video, Livestream

Report Short Video | Verify Short Video | Report Livestream



Open Platform

Official Account, Mini-Program, Mini-Game

Report

Improving the BPP User Experience for Brands

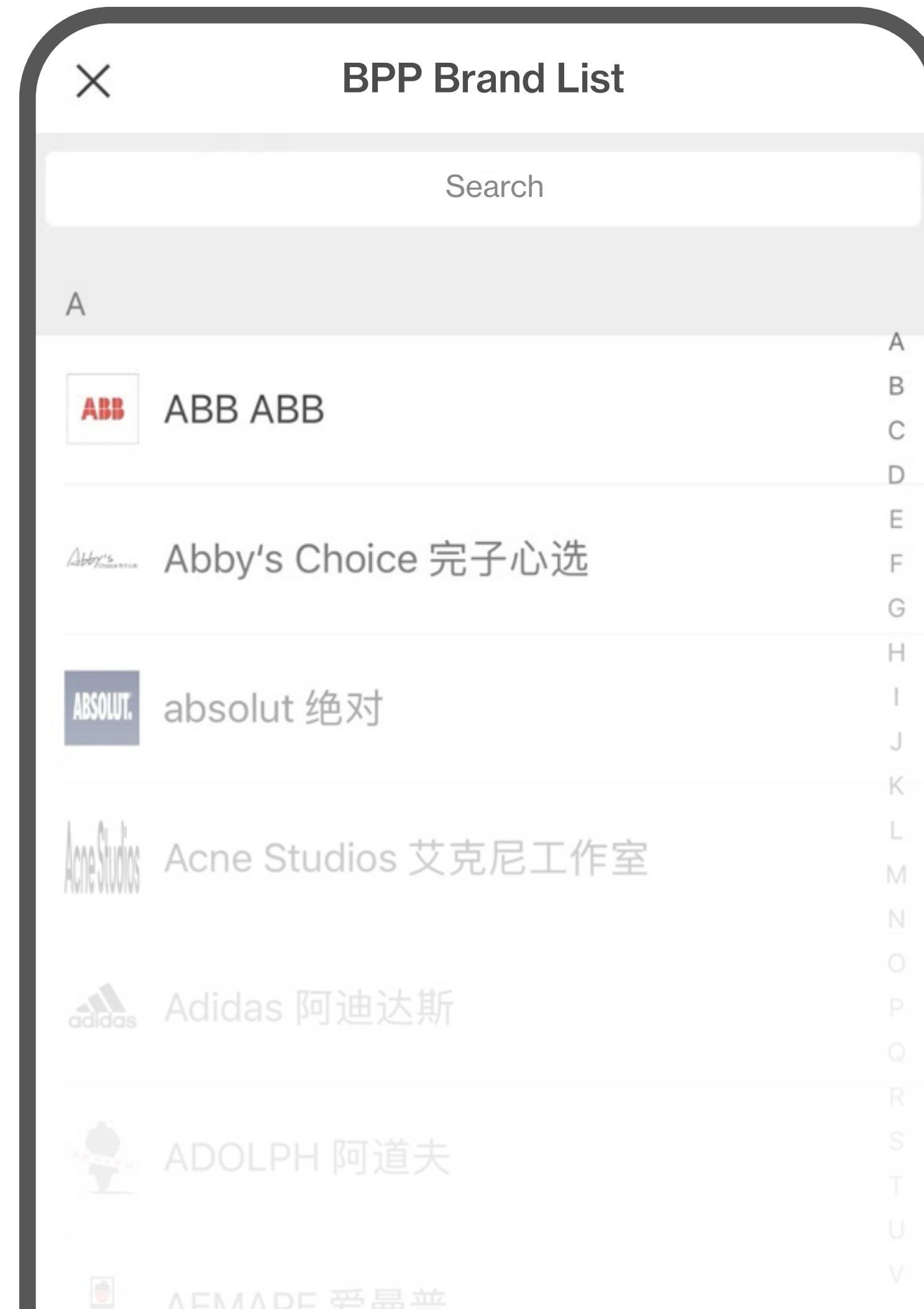
System updates have made it more convenient and effective for brands to receive and review crowd-sourced, user-generated reports, as well as to initiate direct takedown notices.

67% ↑ Up 29% compared with 2020

of leads were reviewed by brands

100%

of leads on Channels short videos were reviewed by brands



New BPP Features for Brands

- Use keywords to search for leads of interest
- Receive email notifications regarding pending leads for review
- Receive/forward mislabeled leads from/to other brands for review

New BPP Features for Users

- Search for a specific brand when submitting a lead, rather than scrolling through a long list of brands, which reduces mislabeled leads
- Send leads to brands on Channels short videos

Establishing New Proactive Screening Measures for Public Features

Keyword Interception in Advertising

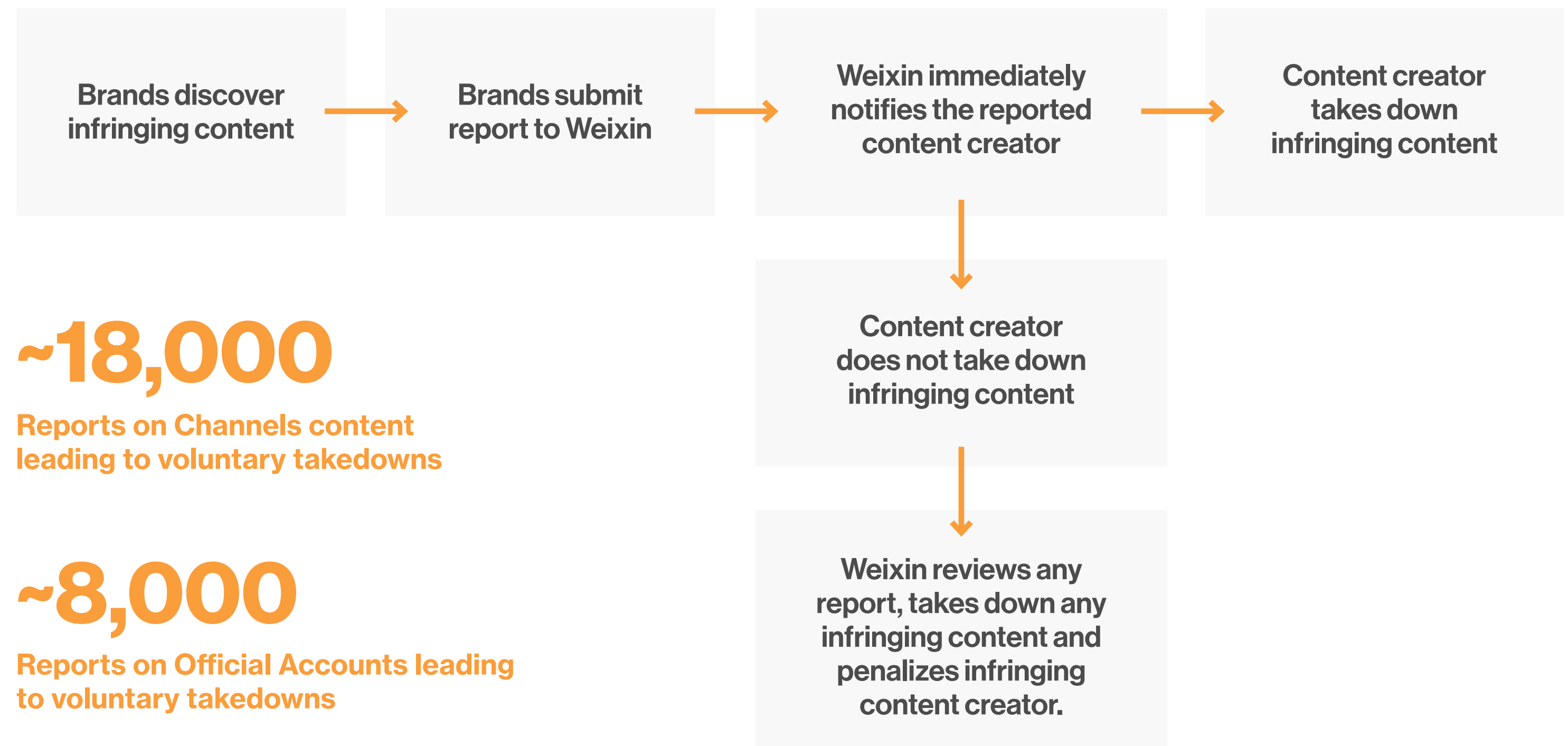
Weixin continues to automatically intercept keywords during account registrations and name change attempts. Weixin has also started intercepting brand-related keywords in applications from potential advertisers. If keywords are detected, Weixin asks the advertiser to provide proof of IP authorization before displaying the ad.

Proactive Review of Public Feature Content

While Weixin’s keyword interception has traditionally focused on account names and profiles, Weixin last year started a special project by inviting a few brands to proactively combat counterfeiting information and behavior on public features. Through close collaboration with these brands and some adjustments to methodology and algorithms, Weixin made use of those identification methods in detection and human review, which led to possible enforcement actions. We are working with brands to evaluate the results, with the aim to extend this practice more broadly.

Expedited Take-downs for Official Accounts and Channels Reported by Brands

Weixin has established a mechanism that notifies content creators on Official Accounts and Channels when their accounts or content have been reported as infringing by brands. This provides users with an opportunity to voluntarily remove infringing content, thereby speeding up the take down process.



Stepping Up Anti-Counterfeiting Measures for Channels

Strict Registration Requirements

Weixin requires sellers to submit identity documents for verification. The specific identity documents vary depending on whether the registrant is an individually owned business, a company, or an authorized seller of certain brand(s). Rules for different sectors are highly detailed, with additional demands for Channels Store operators. For more information, please visit channels.weixin.qq.com/commerce.

Display of Business Certificates

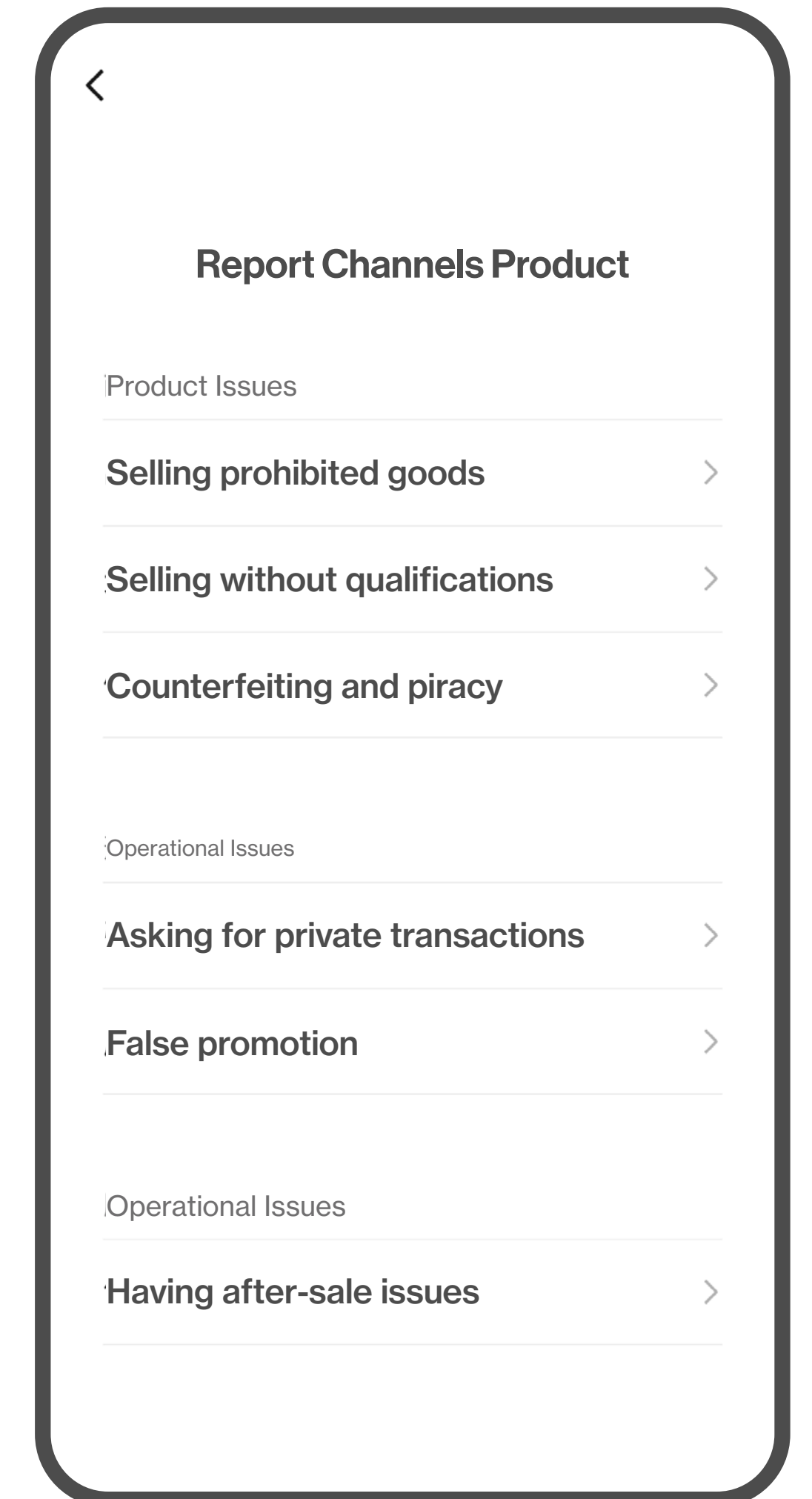
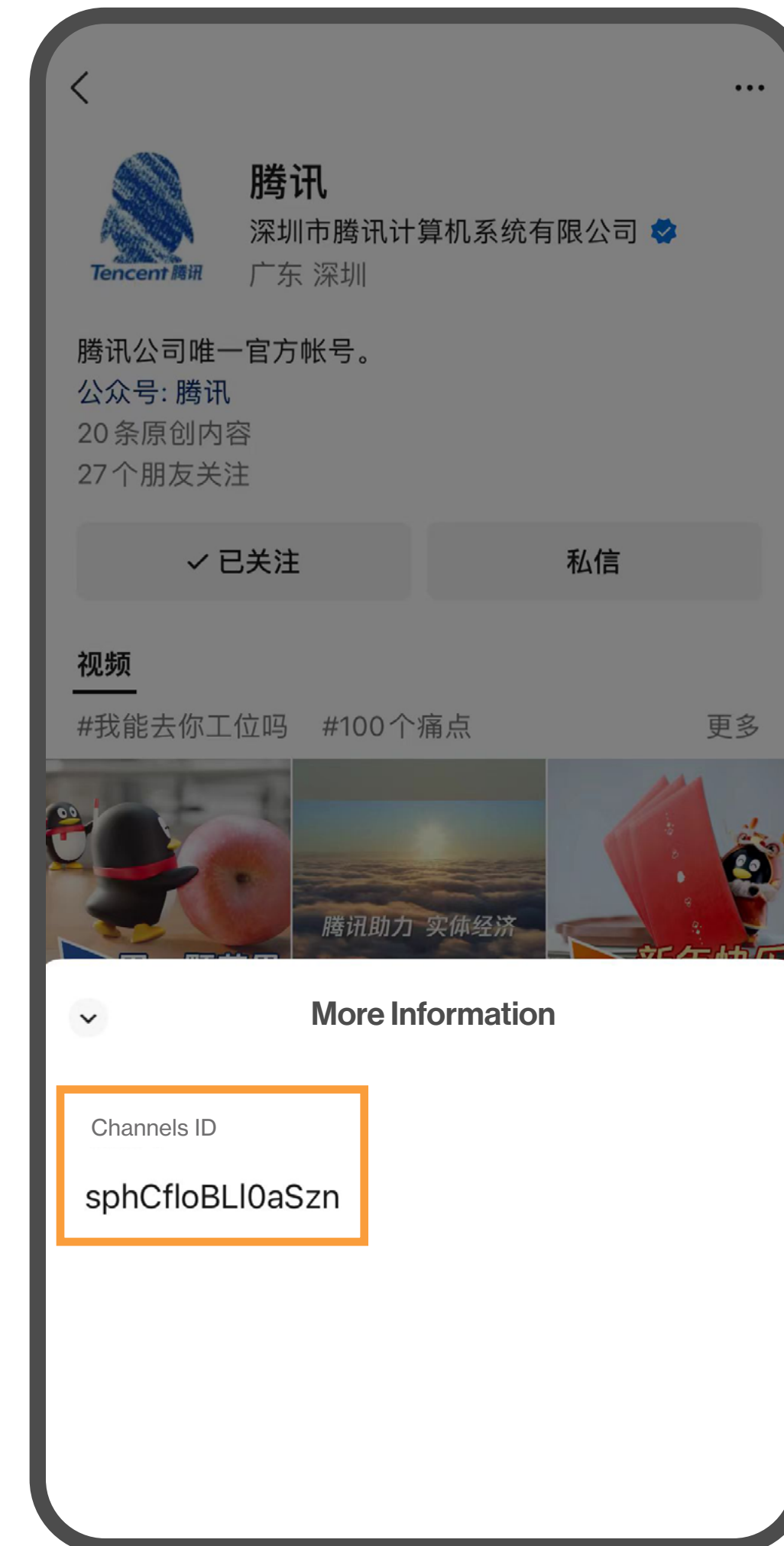
Weixin requires all Channels Store sellers to display their business certificates, which enables brands to directly obtain ID information for stores suspected of counterfeit activity.

Channels ID Numbers Available

Weixin now displays identification (“ID”) numbers for Channels accounts. **Channels ID numbers for account holders remain static**, which improves brands’ ability to monitor and report because ID numbers associated with Channels accounts always remain the same, even if the account name changes.

New Channels Store Complaint Portal

Weixin users and brands can file complaints against suspected infringing Channel **sellers and products** through a **dedicated, streamlined portal**.



Section 4

Championing IP Rights

- 24 **Leading Member of the IP Community**
- 26 **Investing and Protecting in and Protect Intellectual Property Rights**
- 27 **Standing at the Forefront of International IP Protection**



Tencent has long been an active member of INTA, including through committee and council work, panel presentations, and keynote remarks. The company has also contributed significant support and leadership to the organization to advance the shared goal of promoting and strengthening intellectual property rights around the world.”

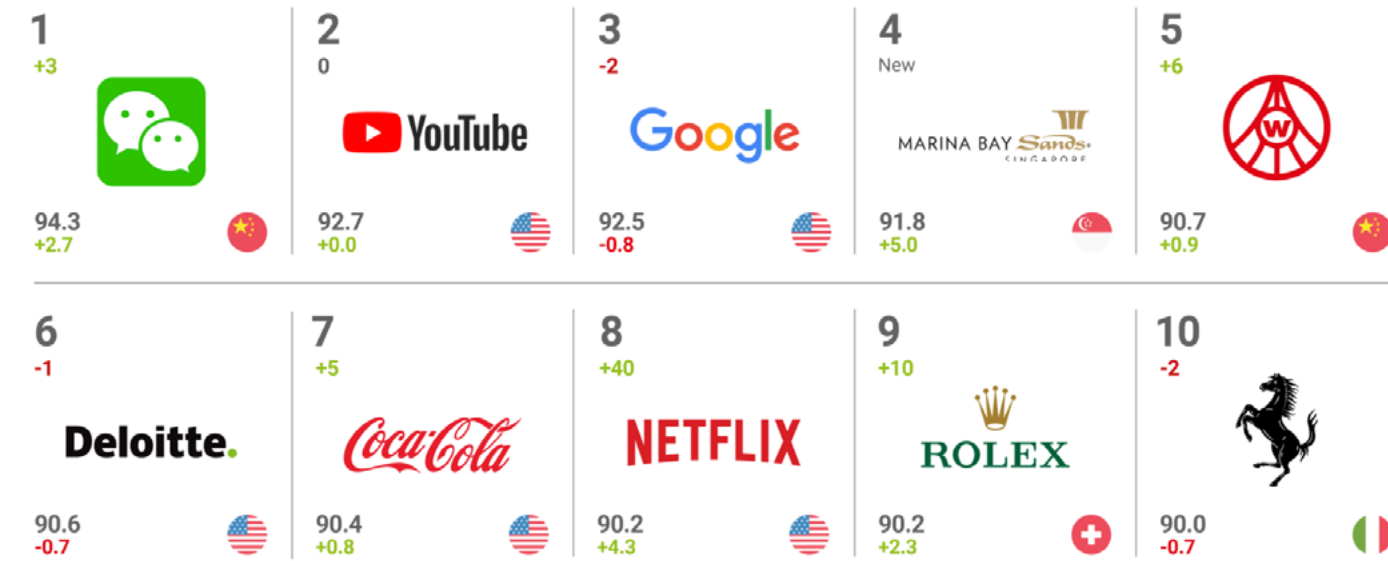
Etienne Sanz de Acedo
CEO
International Trademark Association (INTA)

Leading Member of the IP Community

2024 World's Strongest Brands

Brand Finance®

#1



2024 World's Top 100 Brand Guardians

Brand Finance®

#1

2024 Rank	2023 Rank	Name	Company
1	10	Huateng Ma	Tencent
2	2	Mukesh Ambani	Reliance Group
3	1	Jensen Huang	NVIDIA
4	33	Tim Cook	Apple
5	8	Natarajan Chandrasekaran	Tata Sons
6	23	Anish Shah	Mahindra
7	4	Shantanu Narayen	Adobe
8	5	Sundar Pichai	Google
9	3	Satya Nadella	Microsoft
10	11	Leena Nair	Chanel

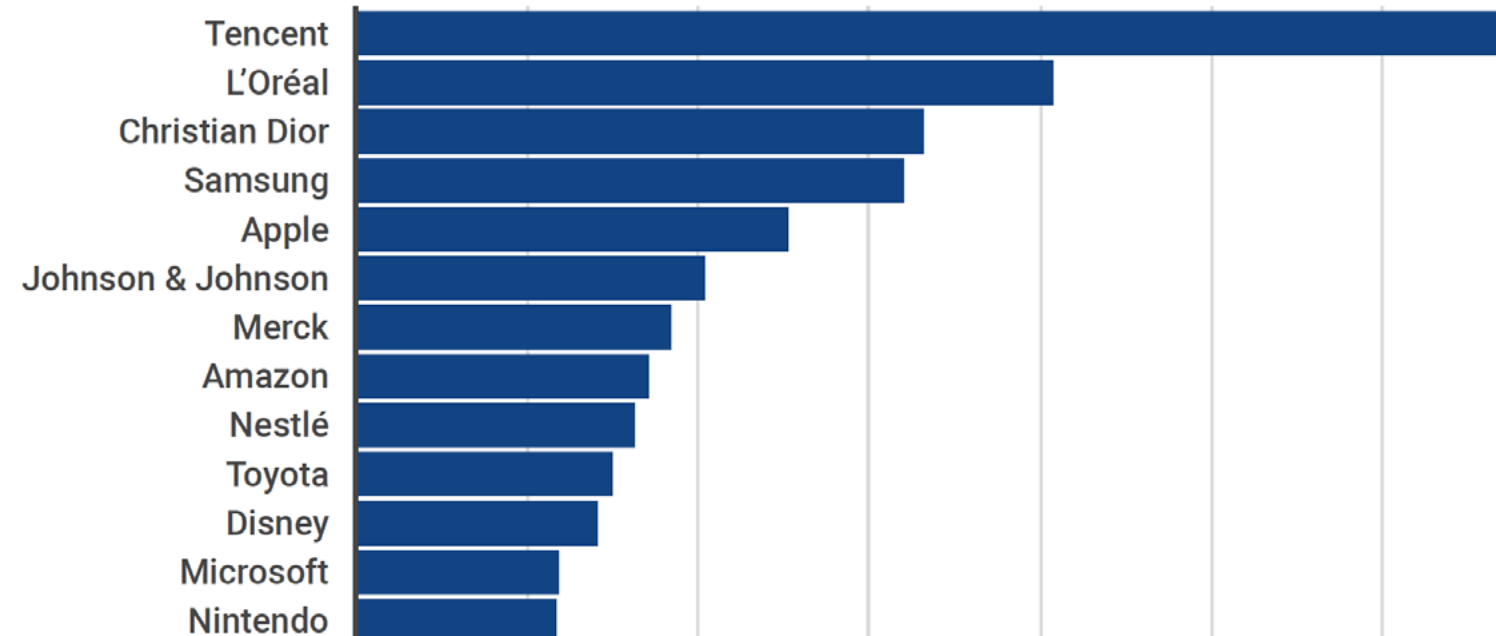
2024 Global Top 100 Innovator



2023 Top Global Trademark Filers

CORSEARCH

#1

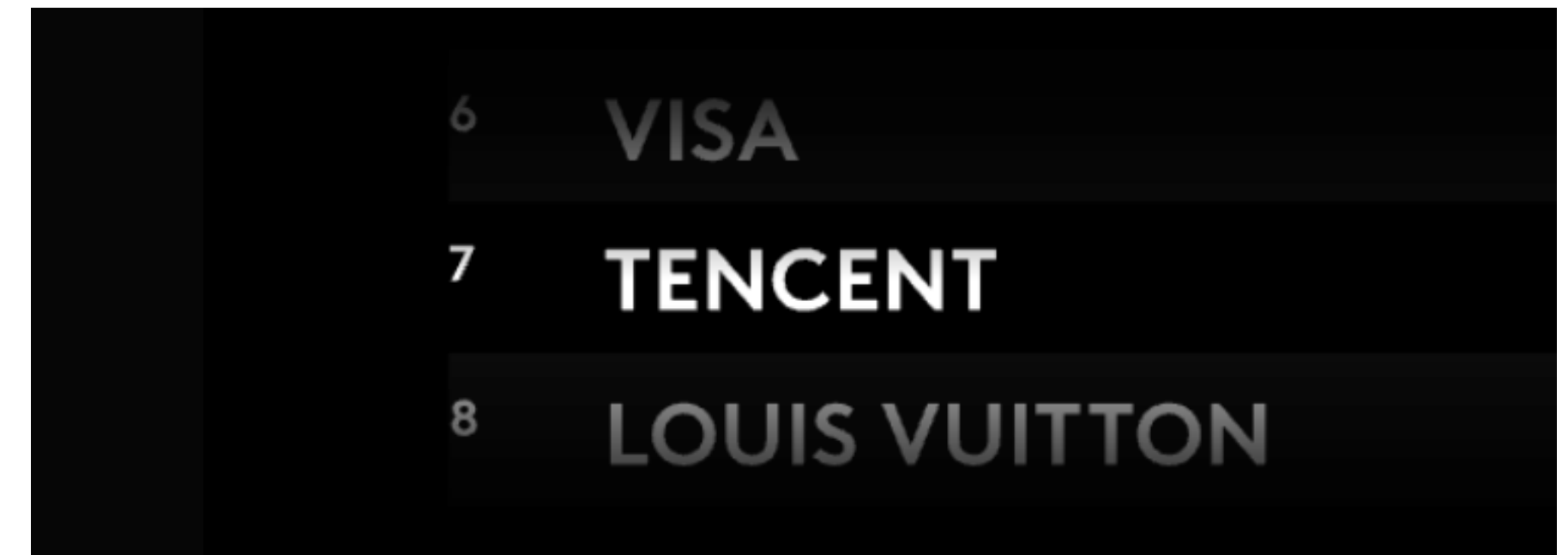


2023 Most Valuable Global Brands

KANTAR

#7

Brand equity study involving over 4.2 million consumer interviews, covering 21,000 brands across 540 categories in 54 markets.



Investing and Protecting Intellectual Property Rights

IP Intensive Businesses



Tencent Music Entertainment



Tencent Video



Tencent Games



The Recording Industry Association of America deeply appreciates Tencent’s commitment to music and the need to protect copyrighted content. Tencent’s investments in the music industry both enrich the cultural ecosystem and strengthen the foundations of creative rights and artist support.”

The Recording Industry Association of America (RIAA)

Registered Trademarks

 **45k+**

Patents

 **39k+**

Professionals Working on IP Matters Around the World

 **100+**

Copyright Registrations

 **5k+**

Standing at the Forefront of International IP Protection



Weixin Brand Protection Annual Conference
Shanghai, China



INTA 2023
Singapore



INTA 2023
Singapore



Weixin Brand Protection Exchange Meeting
Beijing, China



IACC 2023
Nashville, U.S.

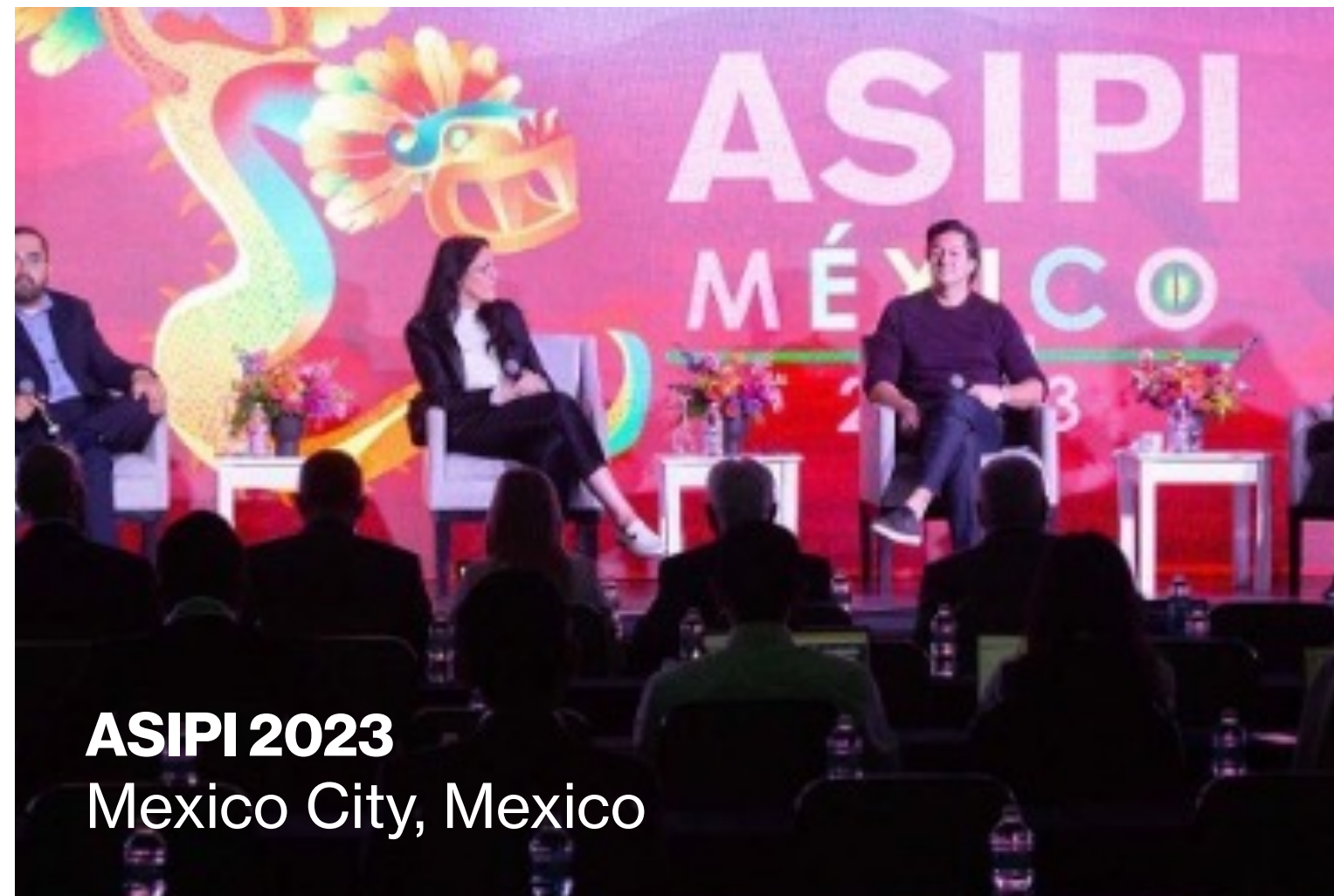


JETRO Weixin Conference
Tokyo, Japan

Standing at the Forefront of International IP Protection



International Intellectual Property Protection Conference
Seoul, South Korea



ASIPI 2023
Mexico City, Mexico



UNIFAB European Forum of Intellectual Property
Paris, France



Anti-Counterfeiting World Law Summit
London, U.K.



WIPO's "Mission Imagination" Series
Geneva / Washington, D.C.



Brand Protection Summit
Frankfurt, Germany



For inquires, please contact us at notice_wxpbr@tencent.com.