



Here's what rights holders, industry groups, officials and other stakeholders have to say about the Alibaba Group Holding's work protecting intellectual property rights:

-Bob Barchiesi, President, International Anti-Counterfeiting Coalition

"Amidst Alibaba's recent restructuring, the company's resolute commitment to safeguarding intellectual property remains unyielding. Alibaba not only espouses these principles but sets an exemplary standard. The IACC's enduring partnership with Alibaba, since 2012, stands as a testament to its steadfast dedication, and it continues to flourish. I have, in the past, testified before the US Congress that Alibaba was the gold standard in IP enforcement, a sentiment that remains as true today as it was in the past. The IACC extends its commendation to Alibaba for its continued leadership, concerted endeavors, and meaningful action in the relentless pursuit of protecting both consumers and IP rights holders against counterfeit products."

-Andrew Love, Global Brand Protection Manager, Specialized

"Specialized and Alibaba have worked closely together for over 10 years, and our investigators have had multiple positive experiences where Alibaba's anti-counterfeiting efforts and strong partnership in IP enforcement have gone above and beyond. A recent effort by Alibaba was a huge success, and Alibaba continues to raise the bar for other e-commerce companies to follow when it comes to IPR protection. We have a saying at Specialized: "Together we win" and this has been 100% true of our partnership with Alibaba."

- James Mancuso, Director, U.S. National Intellectual Property Rights Coordination Center

“The IPR Center previously honored Alibaba with an award for its unwavering commitment in protecting intellectual property rights. It was the only non-American e-commerce company to receive such recognition. The company consistently delivered on its promises and continues to display a steadfast commitment in the overall fight against counterfeiters. Alibaba’s leadership and partnership in IPR protection are greatly appreciated.”

-Mitch Glazier, Chairman and CEO, Recording Industry Association of America (RIAA)

“Alibaba makes a robust and meaningful effort to combat copyright infringement of music on its platform. Its team of highly accomplished professionals are reliable, solution-oriented, and keen on building productive and lasting partnerships to combat illicit actors engaged in counterfeiting and piracy.”

-Yamish Yakoob, UK Intellectual Property Attaché for the Gulf Cooperation Council at the British Embassy in Riyadh, Saudi Arabia.

“Alibaba’s unwavering commitment to safeguarding brands and consumers left me in awe.”