BRAND PROTECTION IN GLOBAL MARKETPLACES · OCTOBER 8, 2026

Why takedowns are not enough

Global marketplaces first, then a deep dive on Asia: local rights, evidence, platform policy and the sellers behind the listings

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Same playbook, different results on every marketplace.

MARKETPLACE	LARGEST SITES	COMPLIANCE	DAYS TO ACT
eBay	US, UK, Italy	90%+	3+
TikTok Shop	US, Thailand, Malaysia	95%+	1+
DHgate	Cross-border (China)	95%+	5+
Amazon	US, UK, India	80%+	3+
Alibaba.com	Cross-border B2B (China)	90%+	15+
MercadoLibre	Mexico, Brazil, Colombia	85%+	3+
Temu	12 country sites	95%+	2+

Cleaner results: for the median brand we monitor, infringing listings in tracked searches fell from 22% to 10%.

Oct 2025 – Sep 2026, all country sites per marketplace. Compliance = share of reported listings the platform took down. Days to act = median, report to platform action.

WHY IT MATTERS

“Local rights, evidence rules and platform policy decide outcomes. Volume alone doesn't.”

Platform relationships turn reports into action on sellers.

01	**Priority reporting and escalation.** Direct channels with major marketplaces for difficult cases, appeals and impersonation stores.
02	**Seller-level data sharing.** We share repeat-offender patterns so platforms act on accounts, not just listings.
03	**Online to offline, together.** Joint cases that trace online sellers to the people and stock behind them.
04	**A seat at the table.** Closed-door platform roundtables and industry coalitions such as INTA, IACC and INDICAM.
05	**Platforms are moving too.** eBay will investigate seller trends brands share; MercadoLibre says 91% of its removals are proactive.

WHY IT MATTERS

“Relationships decide what happens after the report is filed.”

Chinese platforms act on almost every valid report.

1 in 5

of all listings we report worldwide go to Chinese platforms

~95%

of reported listings taken down by the platform, slightly above the 94% global average

~2 weeks

median from enforcement request to removal (14.4 days), vs 15.5 days globally

Also: enforcement on Chinese platforms nearly doubled in a year, and platforms there deny less than half as many reports as the global average.

Source: MarqVision enforcement data, 61 Chinese platform sites (37 active), Oct 2025 – Sep 2026. Compliance = share of reported listings the platform took down.

THE BOTTOM LINE

"China is our largest enforcement country, and platforms there act on almost every valid report."

Plan for three speeds of takedown.

2–4 days

FAST

Douyin, Xiaohongshu, Yupoo, Temu, Taobao

6–11 days

MODERATE

DHgate, Xianyu, Tmall, JD, Pinduoduo

~2 weeks

SLOW

1688, AliExpress, Alibaba.com

For reference: TikTok Shop US 0.5 days, eBay US 7.1, Amazon US 12.1.

Median days from report to platform action. Source: MarqVision enforcement data, 61 Chinese platform sites (37 active), Oct 2025 – Sep 2026.

PLAN FOR IT

"Set expectations by platform: two to three days on social commerce, about two weeks on wholesale sites."

Social platforms lead; Tmall, JD and 1688 lag.

PLATFORM	TYPE	COMPLIANCE	DAYS TO ACT
Taobao	Domestic marketplace	95%+	3+
Xiaohongshu	Social commerce	95%+	3+
1688	Domestic wholesale	90%+	15+
DHgate	Cross-border	95%+	5+
Douyin	Social commerce	95%+	2+
JD	Domestic marketplace	85%+	10+
AliExpress	Cross-border	90%+	15+
Alibaba.com	Cross-border wholesale	90%+	15+
Pinduoduo	Domestic marketplace	95%+	10+
Tmall	Domestic marketplace	90%+	5+

Oct 2025 – Sep 2026. Days to act = median, report to platform action.

WHERE TO FOCUS

“Douyin and Xiaohongshu act in two to three days. Tmall, JD and 1688 need more evidence and more patience.”

Consistent reporting closes stores, and 2026 made it easier.

REPEAT-OFFENDER RULES

PLATFORM	STORE CLOSED AT
Alibaba.com, AliExpress	48 penalty points
DHgate	24 points (6 per trademark strike)
Taobao, Tmall	Strikes; complaints within 3 days count as one

WHAT CHANGED IN 2026

- Alibaba's domestic sites now accept “clearly similar” marks, which used to need a court ruling
- Font, color or script tweaks to a mark now count as the identical mark
- AliExpress is piloting “Brand Safe” proactive protection
- Temu says it treats dupes as counterfeits

Source: platform rules and briefings to MarqVision, 2026.

THE TAKEAWAY

“Points accumulate per brand, so steady reporting against the same sellers closes stores, not just listings.”

From 96% fakes in search to 15% in seven months.

179K

listings removed across 19 Chinese platforms

96→15%

counterfeit share of Taobao/Tmall search results

319

stores removed, with 567 more in the strike process

~1%

infringement left in top Xiaohongshu posts

Anonymized MarqVision client, February 2025 – September 2026.

WHAT'S NEXT

“Online enforcement data is now feeding offline investigations into the sources.”

Five moves for enforcing in China.

01 **Register in mainland China.** Pending applications don't count, and late registration is how fake flagship stores start.

02 **Get the paperwork ready once.** A notarized power of attorney and copyright-ready brand images unlock every platform.

03 **Set expectations by platform.** Two to three days on social commerce; about two weeks on wholesale sites.

04 **Target stores, not just listings.** Steady reporting against repeat sellers triggers store closures.

05 **Use online data to go offline.** Takedown patterns point to the factories worth a raid or a lawsuit.

IN SHORT

“Know which platform, which right, and which seller.”

When the same sellers come back, go after the source.

$2M+

in counterfeit goods seized (estimated value) for a global athleisure brand through raids and market sweeps in China, 2025–26

2

criminal convictions after a raid seized about 14,000 counterfeit bags, with prison terms and a fine (fashion accessories brand, 2025)

$740K+

recovered from online counterfeit sellers for an entertainment IP owner through US Schedule A litigation, on contingency

Anonymized MarqLaw matters, 2024–2026. Seizure values are estimates.

Questions and discussion

QUESTIONS

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