TikTok Shop IPPC

User Manual

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The TikTok Shop Intellectual Property Protection Centre (IPPC) is a one-stop integrated platform for rights owners to protect their Intellectual Property (IP) rights across TikTok Shop products. The IPPC enables rights owners to submit their IP rights (IPR), detect products, submit take down complaints and track the progress of complaints. This document is a general guide on using the IPPC.

1. ACCOUNT CREATION AND LOGGING IN

Navigate to the IPPC log-in page at https://ippc.tiktokglobalshop.com/login. If you already have an account, log in using your credentials.
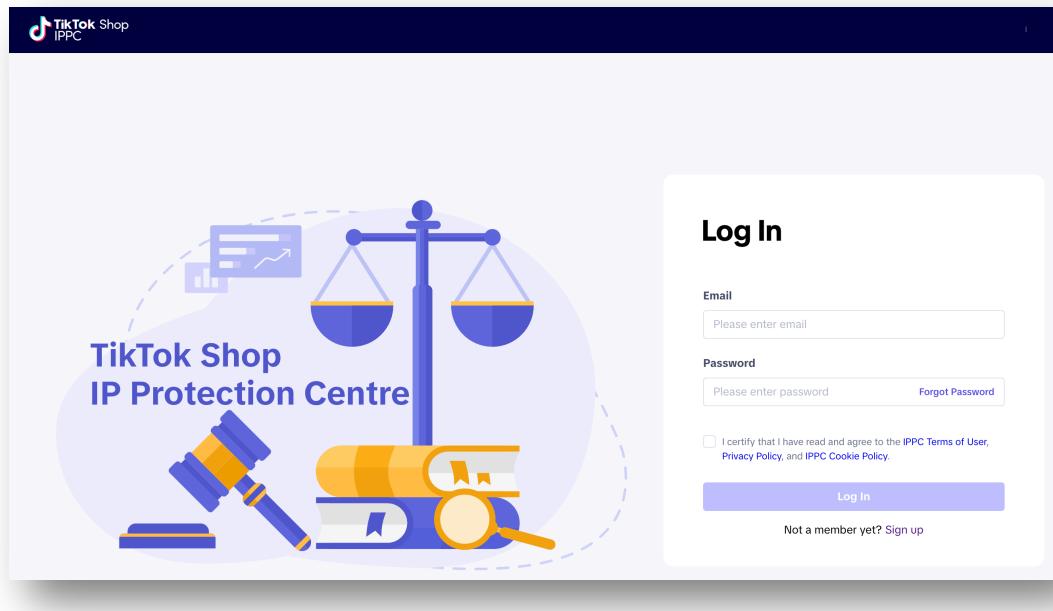
If you are a new user, click on **Sign up** to create an account. Provide the email you'd like to use for your account and your desired password. Click **Send Code** to send a verification code to the email address provided. Use this verification code in the **Verification Code** field and click **Submit** to create your account.
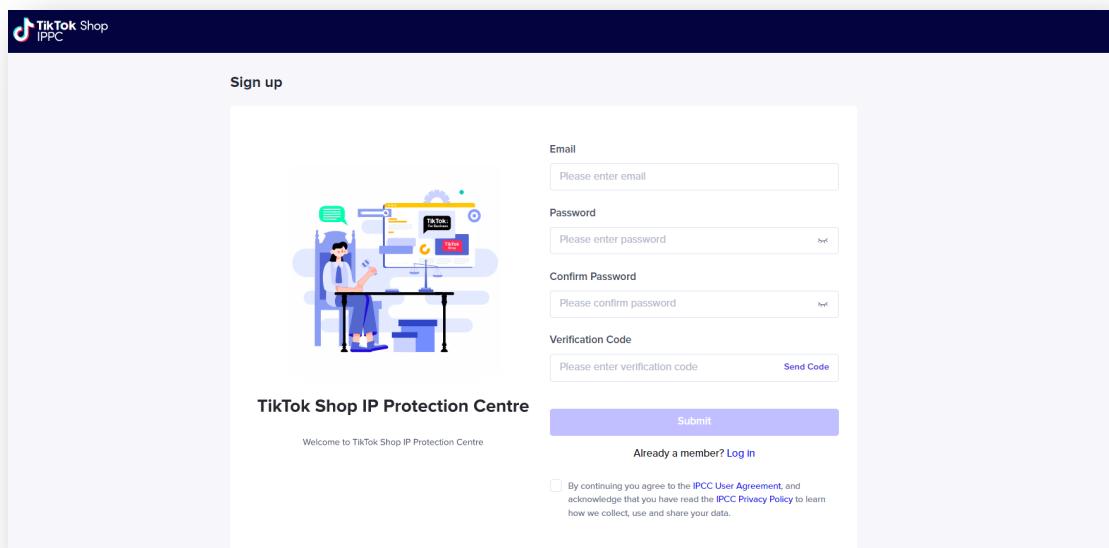
2. Users and Organizations

> **Organizations** are a new functionality in IPPC as of October, 2024. We're still updating this user guide to reflect these changes. In the meantime, you may notice some discrepancies in the documentation.

As an IPPC user you must belong to an **organization** before you can start managing and protecting your IP. If your account is not associated with any organizations, you will see the following screen upon logging in.
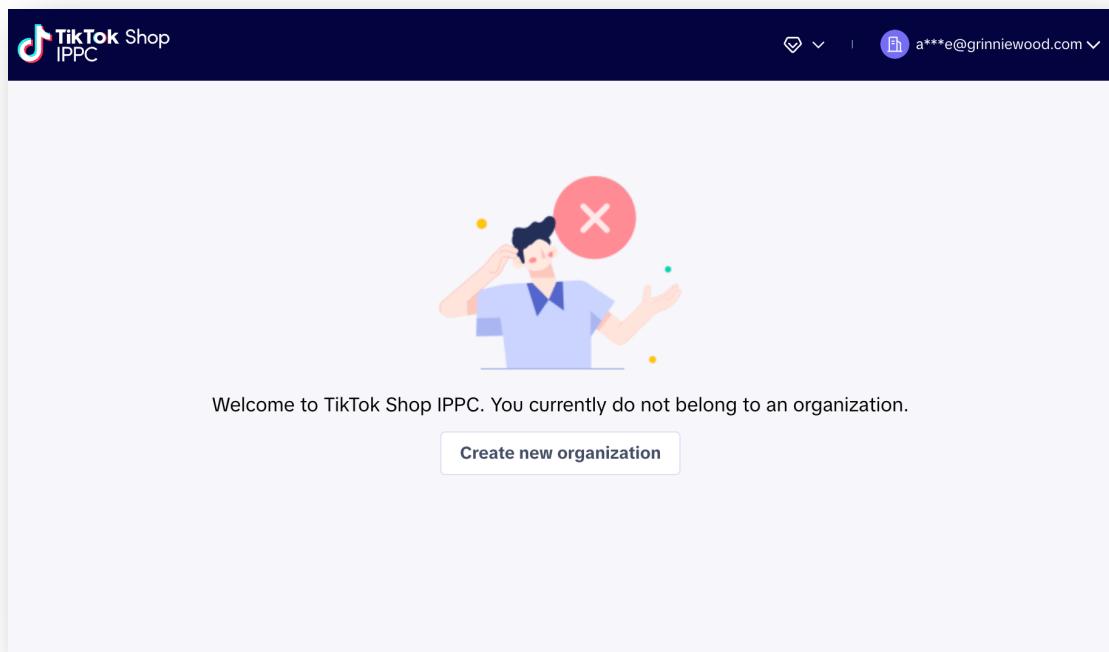
If an IPPC organization already exists which you would like to join, reach out to someone who has the role of admin for that organization and ask them to invite you.

If you are the first member of an organization, you will need to create a new organization. This can be done through the **Create new organization button** under the prompt or clicking **Create New Organization** in the dropdown next to your username.
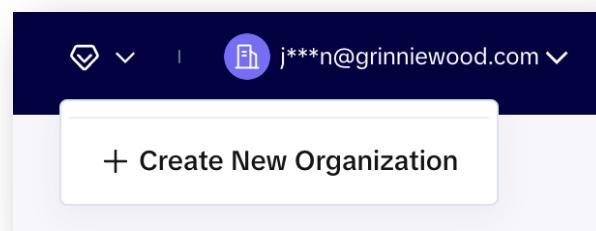
2.1 User Authentication

When you create a new organization, you must first verify your identity by submitting documentation. The IPPC team will then verify the information and notify you of the results. The documentation required differs by the type of organization you are creating.

- Please select the **Enterprise** option if the IP rights you are relying on are owned by an enterprise/company.
- Please select the **Individual** option if the IP rights you are relying on are owned by an individual.

Enterprise Organizations

Select this option if the intellectual property you intend to protect belongs to a business entity. Please provide the requested information related to the business/enterprise for which you're creating an IPPC organization.

Individual Organizations

Select this option if the intellectual property you intend to protect belongs to an individual. Before uploading your proof of identity, please blur out sensitive information such as your ID number, passport number and/or photograph. The uploaded file will be deleted after the user has been authenticated.

You will see this page after submitting your user authentication. You will be able to enter IPPC after your user authentication has been processed.
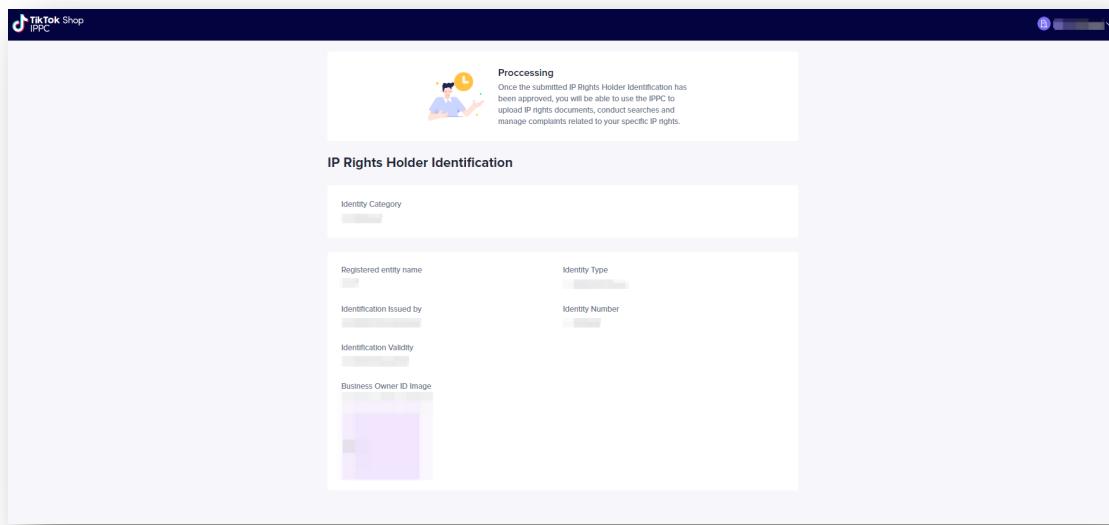
2.2 USER ROLES

Members of an organization can have one of three roles:

- **Admin** - this the highest level of permission for an organization member. An organization must have at least one admin, but can have multiple admins. With the admin role, an organization member can manage users, IP assets, and complaints. When you create a new organization, you are granted the role of admin by default.
- **Rights Owner** - this role is intended for members who require IP management permissions. Members with the Rights Owner role can manage IP and complaints.
- **Agent** - members with this role can view the IP portfolio and create/manage complaints.

A summary of permissions can be found in the following table:

|	Agent	Rights Owner	Admin
View complaints created by all members	✅	✅	✅
Create new complaints	✅	✅	✅
View the organization's IP portfolio	✅	✅	✅
Upload new IP assets		✅	✅
View a list of organization members			✅
Invite new members to the organization			✅
Remove members from the organization			✅
Edit member roles			✅
Edit member display names			✅

2.3 MANAGING ORGANIZATION MEMBERS

If you are Admin for your organization, you will see a link to the **User Management** page in the left pane. From here you can:

- Invite new members to your organization
- Remove members from your organization
- Edit the display names of members
- Edit roles of members
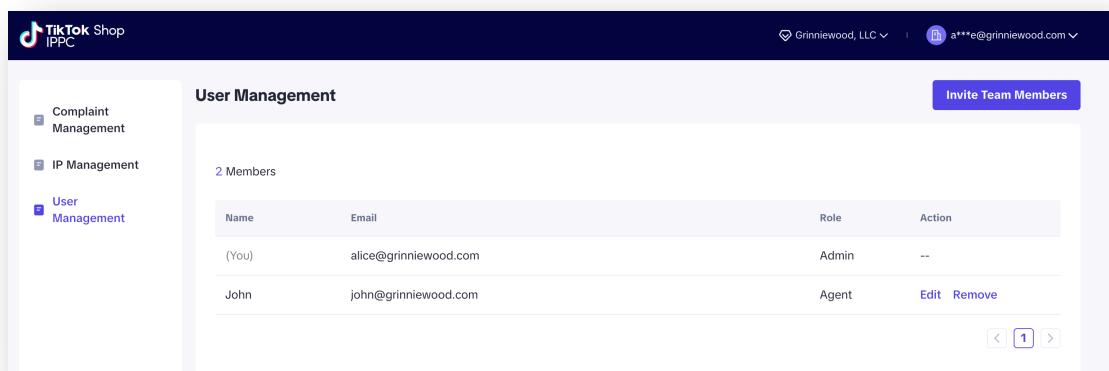
2.3.1 INVITING NEW MEMBERS TO YOUR ORGANIZATION

From the User Management page, click **Invite Team Members.**

Enter the email of the person you'd like to add to your organization, enter the name you'd like to be displayed to other members of the organization, and select the **Role** to assign to the new member.

Click **Invite** to add the user to your organization.

After you add the team member to your organization, they will receive an email to invite your organization. Upon logging into their IPPC account, they will see your organization in the dropdown in the upper right of the interface. If they don't have an IPPC account, they will need to create one before being able to access your organization.

⚠️ **NOTE:** If a user has an issue accessing your organization after receiving an invitation, perform the following steps:

1. Ask the invited user to log out of IPPC.
2. Remove the user from your organization by clicking **Remove** in the **User Management** page.
3. Invite the user to your organization again.
4. Ask the invited user to log into IPPC and see if the problem is resolved.

If the problem persists, contact support at e-commerce.ipnotice@tiktok.com.

2.3.2 EDITING MEMBER ROLES AND DISPLAY NAMES

On the **User Management** page, click **Edit** for the team member you wish to edit the name or permissions for.

Adjust the **Member Name** and/or **Role,** then click Confirm to save your changes.
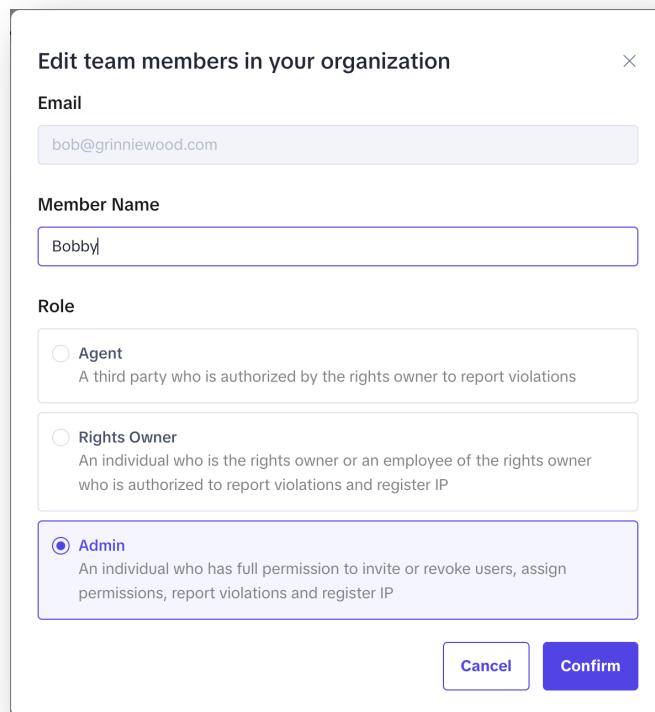
The updated changes should be reflected in the **User Management** page.

2.3.3 REMOVING MEMBERS FROM YOUR ORGANIZATION

From the **User Management** page, select **Remove** for the member you wish to remove from your organization and confirm the removal when prompted.

The member list will update to show that the user has been removed from your organization.
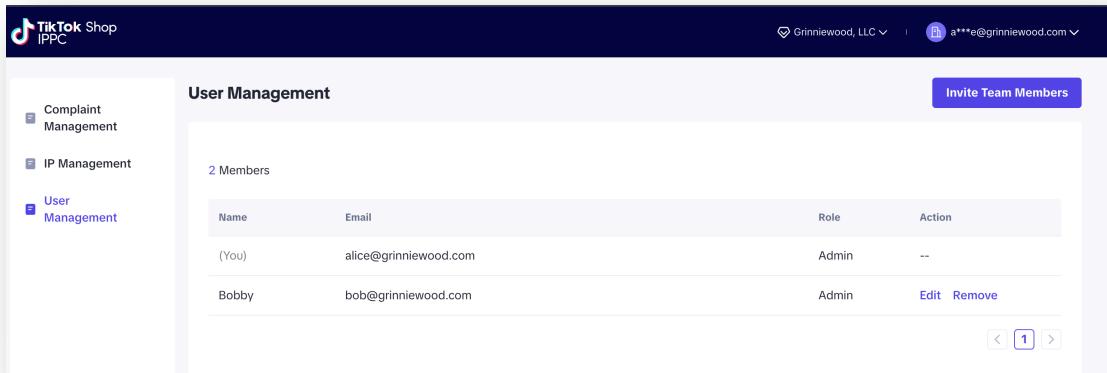
2.4 SWITCHING BETWEEN ORGANIZATIONS

It is possible for users to belong to multiple organizations. The organization selector allows you to switch between the organizations to which you have membership.
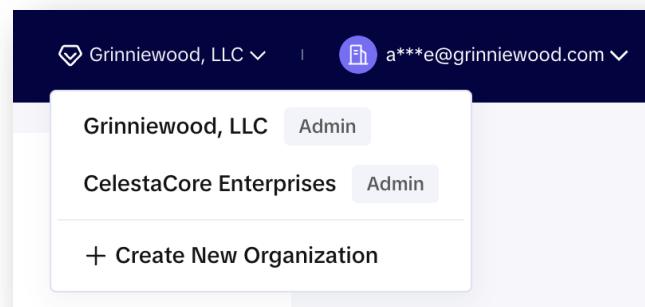
3. IP MANAGEMENT

All IP assets are managed through the **IP Management** page accessible from the left pane of the IPPC interface.
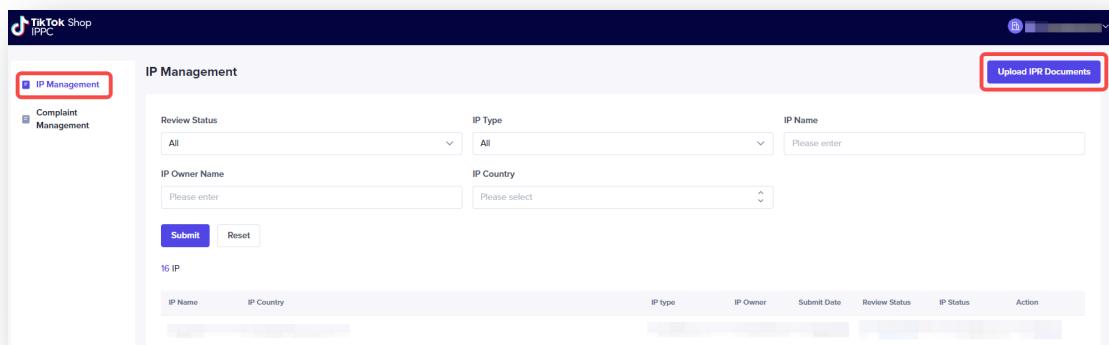
3.1 UPLOADING NEW IP
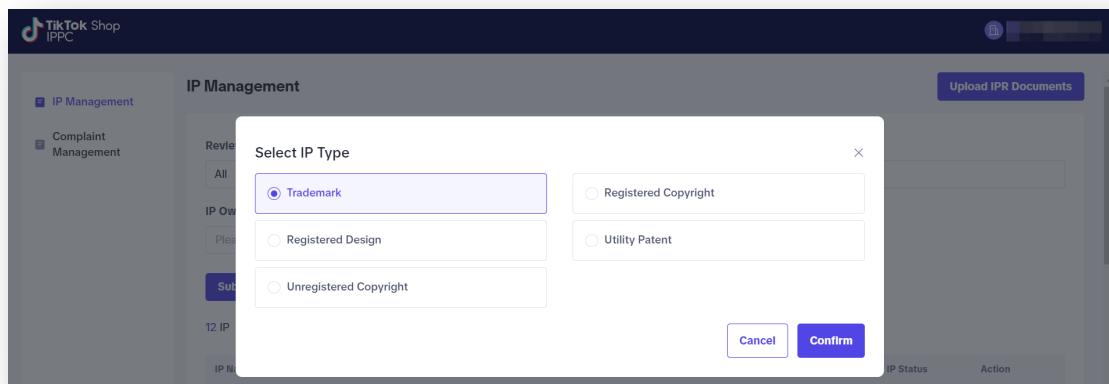
- From the IP Management tab click **Upload IPR Documents**
- Select the type of IP you would like to submit
- Provide the information requested and submit

Note: The "Copyright" IP type requires you to submit copyright registration certificates. If you would like to submit original works (e.g. photos) without copyright registration certificates, please use the "Unregistered Copyright" IP type.

3.1.1 TRADEMARK

3.1.2 REGISTERED DESIGN

Note: For the United States, complaints based on registered designs can only be submitted via our web intake form.

3.1.3 UTILITY PATENT

Note: For the United States, complaints based on utility patents are currently not accepted.

3.1.4 REGISTERED COPYRIGHT

3.1.5 UNREGISTERED COPYRIGHT

There are 3 types of unregistered copyright submissions that you can select from: **Image**, **Live** or **Video/Others**

Image

Live

Video/Others

3.2 REVIEWING IP SUBMISSIONS

You may click on **Review** to review the details of your IP right submission. You may also use the filters at the top of the page to search for your submitted IP right.

After the review is completed, you will receive an e-mail notification about the outcome of your submission. You may also check the status of your submission within the IPPC portal.

- **Approved**: Your IP right has been verified. You may proceed to submit complaints based on the IPR.
- **In Progress**: Your IP right is in the process of being verified.
- **Rejected**: We were unable to verify your IP right based on the information and documents provided. You may click on **Review** to view the rejection reason or click **Re-apply** to edit and resubmit your submission.

4. COMPLAINT MANAGEMENT

You may submit complaints after the IP right you wish to rely upon has been verified.

4.1 COMPLAINT SUBMISSION
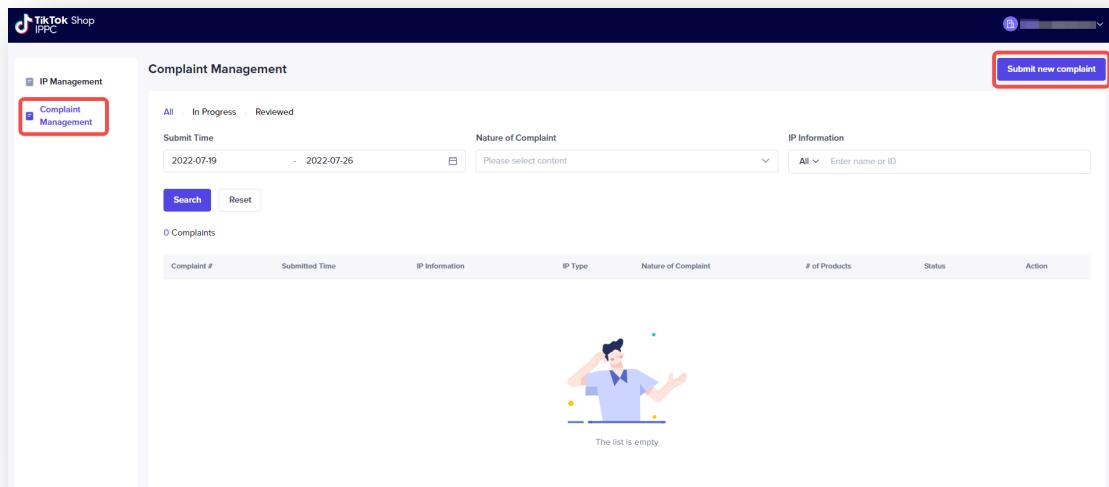
Go to the Complaint Management tab and click on **Submit new complaint** at the top-right.
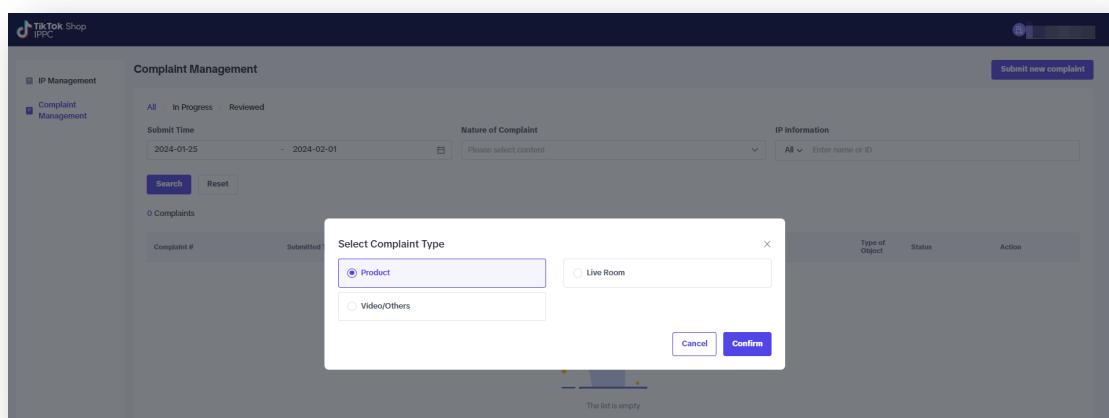
Select the appropriate complaint type: Product, Live Room, or Video/Others.

4.1.1 REPORTING PRODUCTS
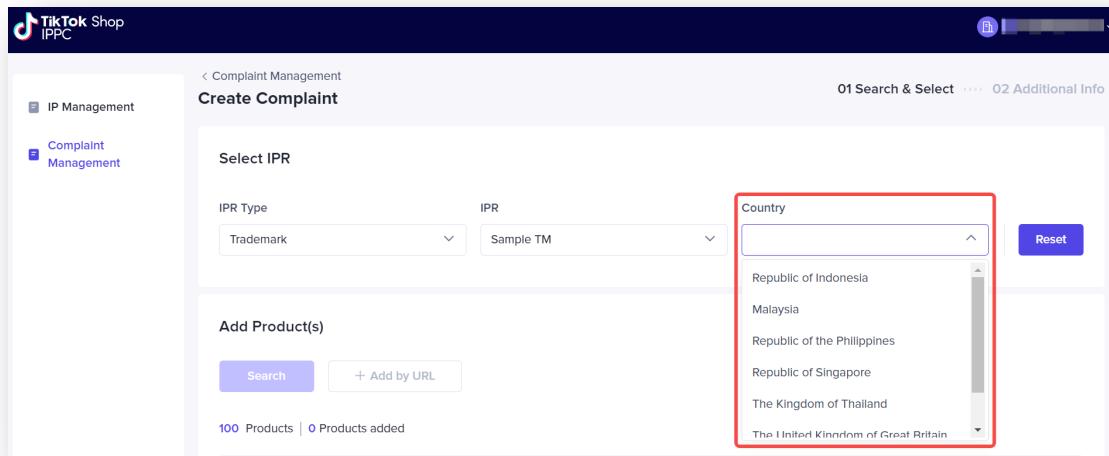
Before submitting a complaint, you must select:

- **IP Type** – this will filter the IP list down the IP assets within that category
- **IP** – this is the intellectual property that will you use as the basis of your complaint
- **Country** – the list of countries will be limited to the countries in which the IP you selected is enforceable

Please perform the searches for each IP asset and country separately. If you wish to search and report products from IP assets or multiple countries, please submit separate complaints for each country.

To add products to your complaint, you may search by keyword, search by image, or add directly via URL.

Searching by Keyword
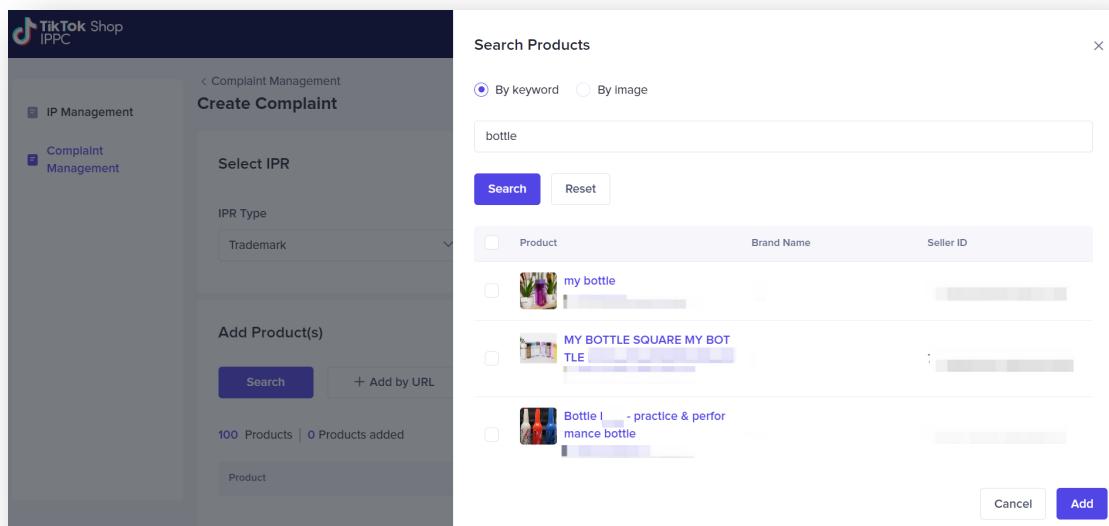
Searching by Image
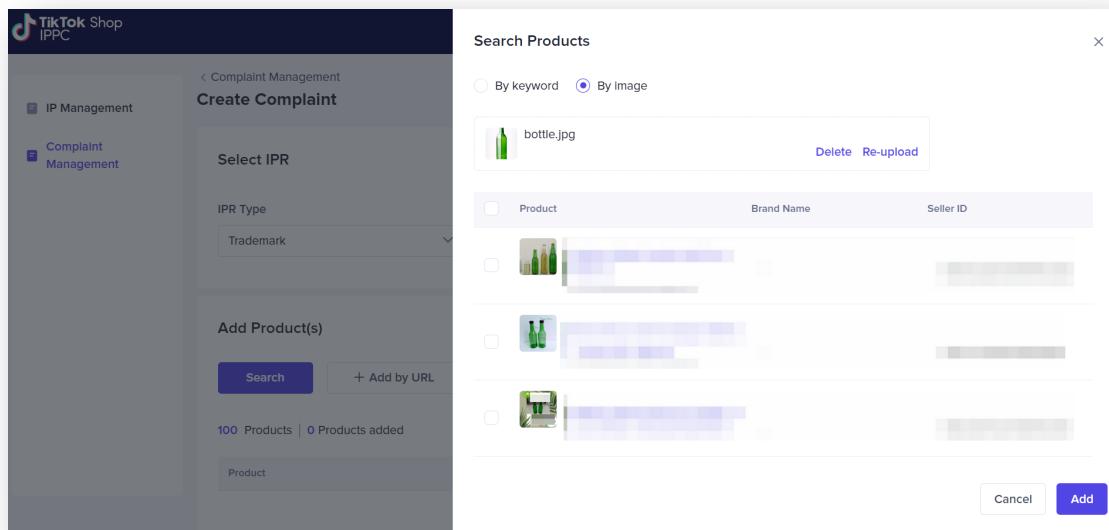
Select the products you wish to report from the search results and click **Add.**
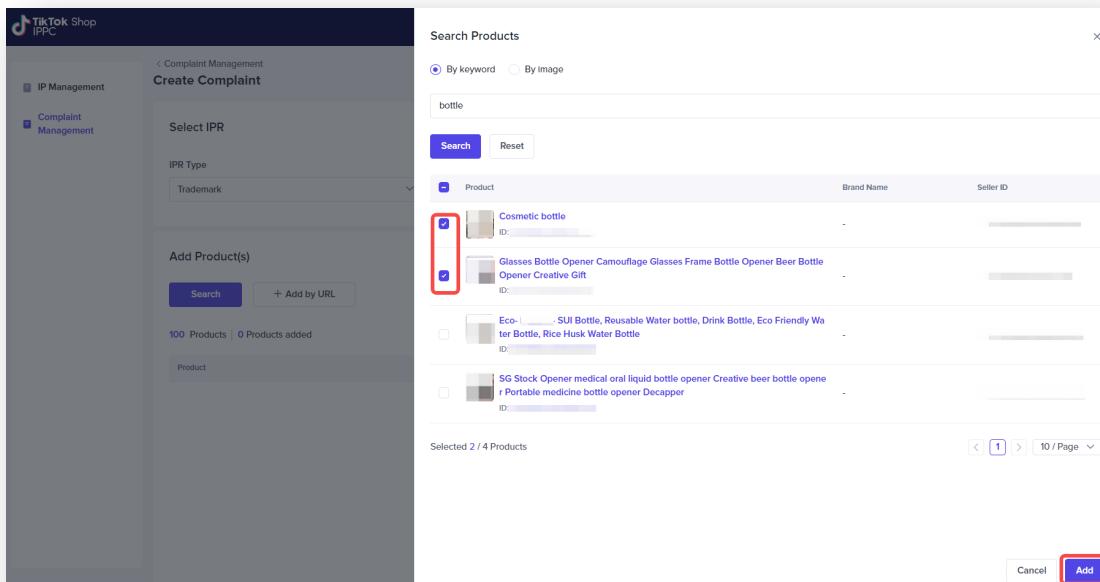
For unregistered copyrights, you have an additional option of performing an image search using previously uploaded original content.
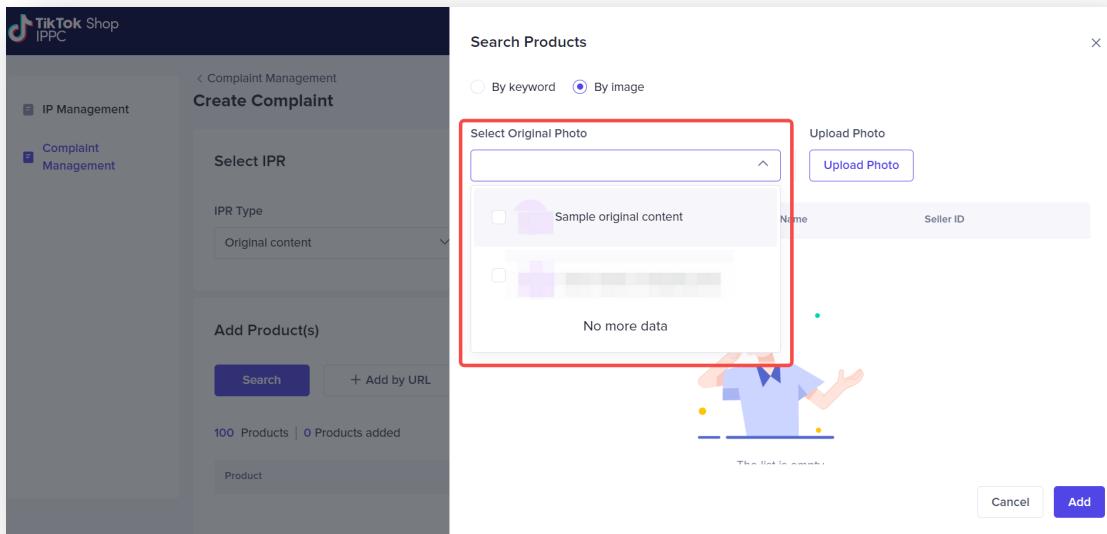
Add by URL
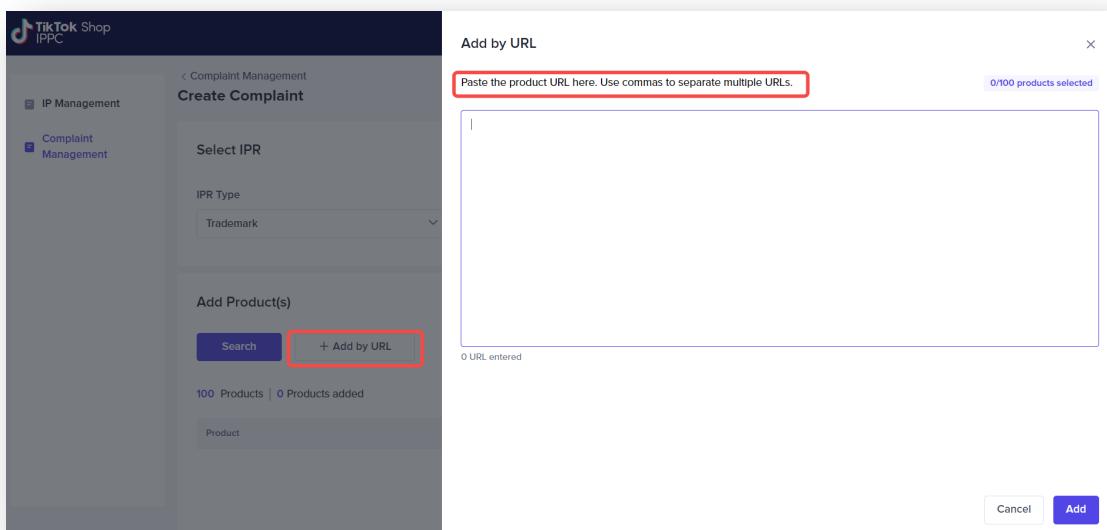
You may also add products you have detected via product URL. Insert the URL in the textbox and press *Enter* for IPPC to detect and validate the URL.

If you are adding multiple product URLs, separate each URL with a comma.
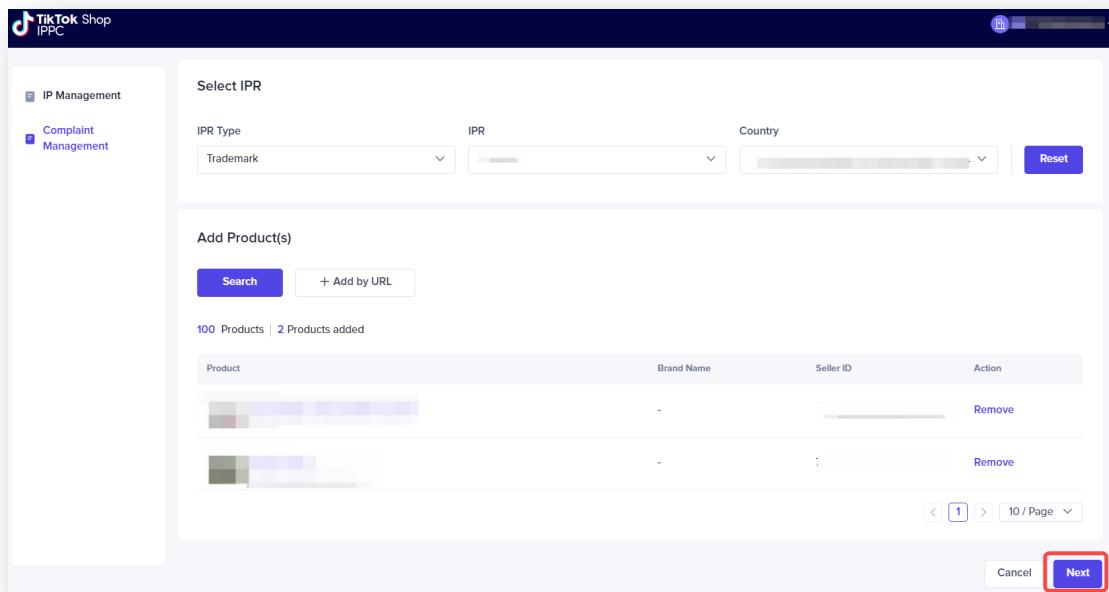
After you have selected the products you wish to report, click **Next** to proceed to provide the complaint information.

4.1.2 REPORTING VIDEOS OR LIVES

> Please select products bound to the Live Room or Video if they infringe on your IP rights. It is not required to add products to your complaint if they do not infringe on your IP rights. You may also report the live room or video without selecting any products if the infringement is found only in the live or video content.
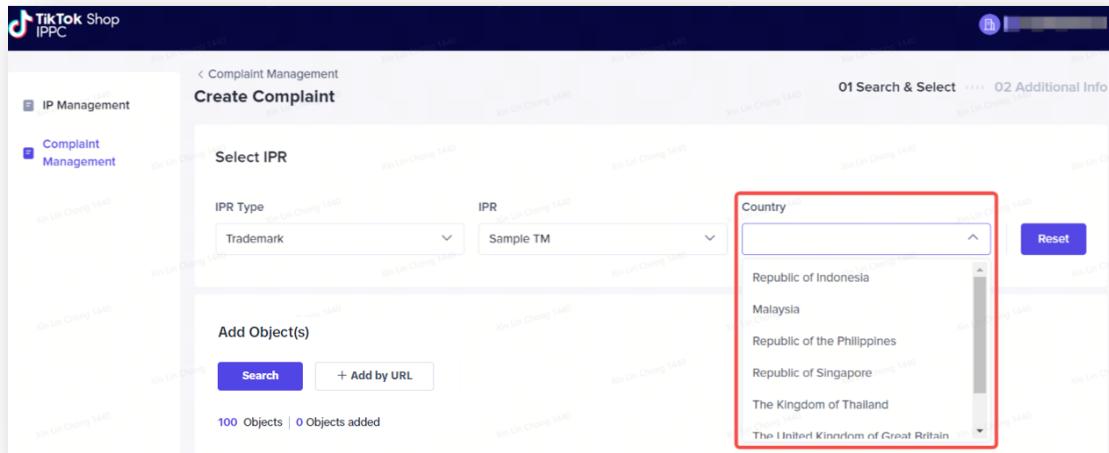
- You may search for and select the e-commerce Live Room or Video and the products bound to the Live Room or Video you wish to report using this function.
- Select the TikTok Shop country which you would like to search. For example, if you would like to search for Live Rooms or Videos available in Country X, select Country X from the dropdown list. The dropdown list will display the countries covered by your submitted and verified IP rights.
- Please perform the searches for each country separately. If you wish to search and report Live Rooms or Videos from multiple countries, please submit separate complaints for each country.
- You may search for Live Rooms or Videos by keyword or image.

Search by Keyword
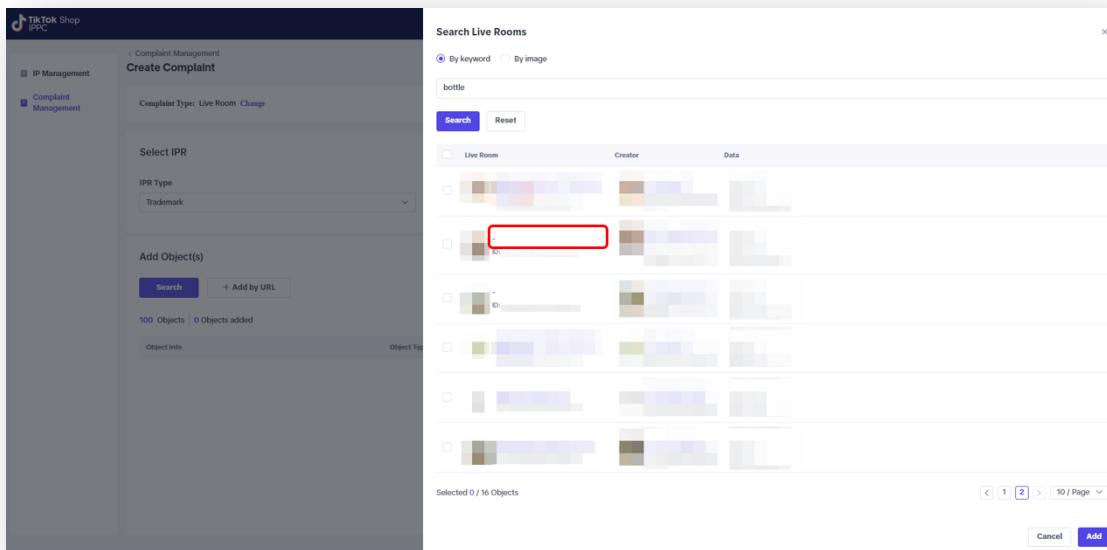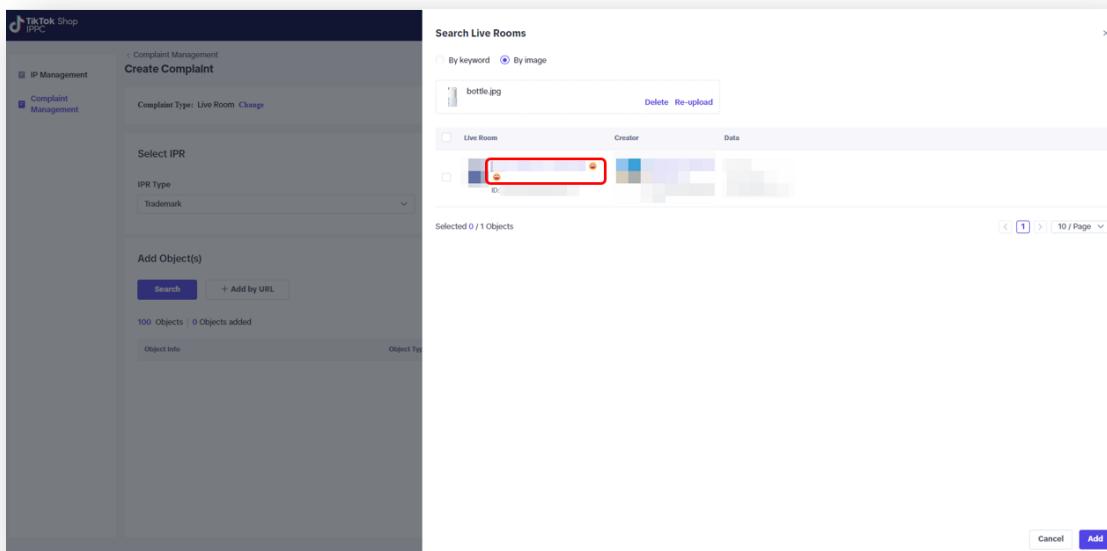
Search by Image

For unregistered copyrights, you have an additional option of performing an image search using previously uploaded original content.
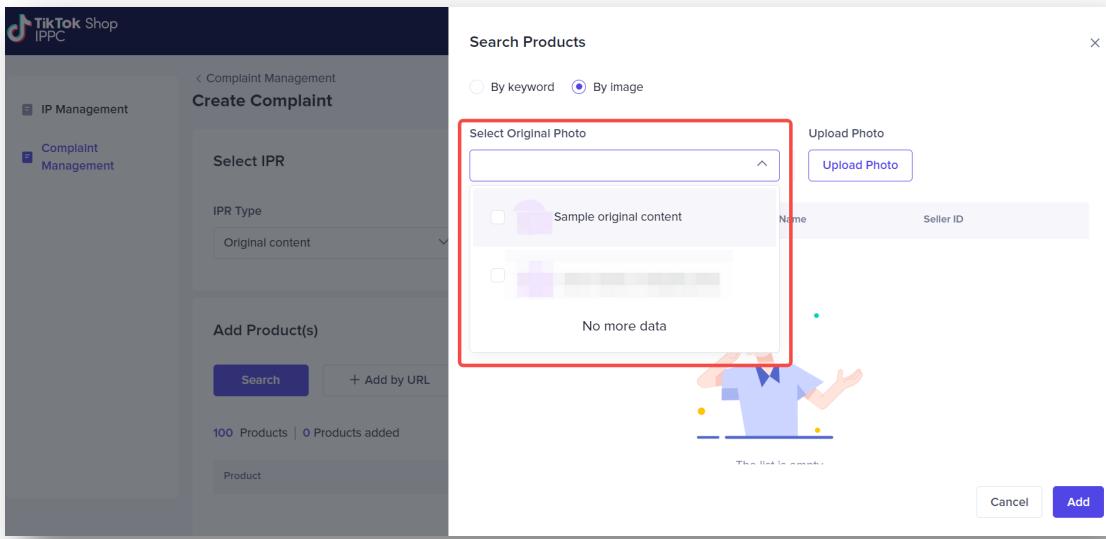
You may click into the Live Room or Video title to view more details.
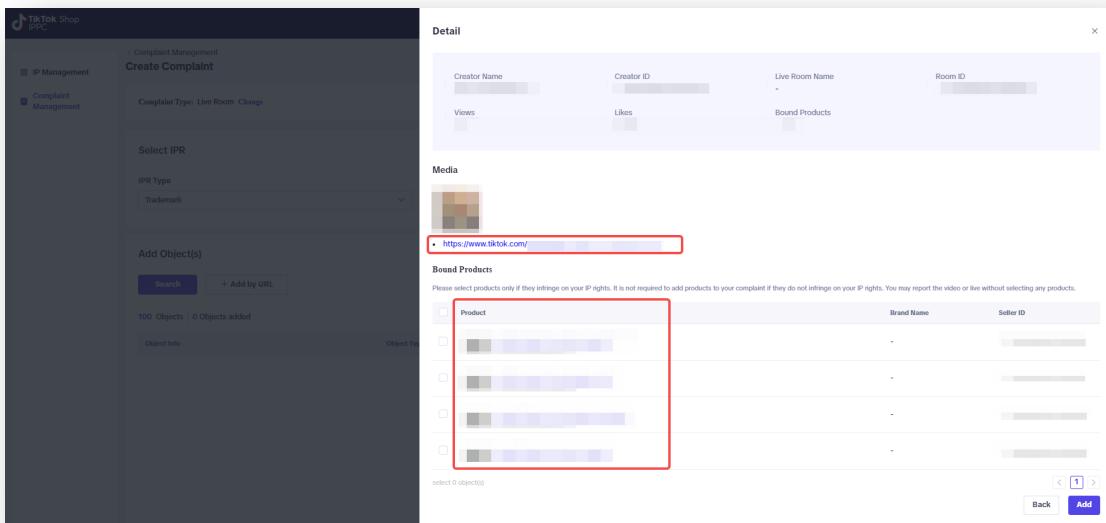
Click on the URL to review the Live Room or Video content. If you wish to report the Live Room or Video content, select the Live Room or Video you wish to report from the search results.

You may select products bound to the Live Room or Video if they infringe on your IP rights and/or report the live room or video only without selecting any products, if the infringement is found only in the live or video content.

Add by URL
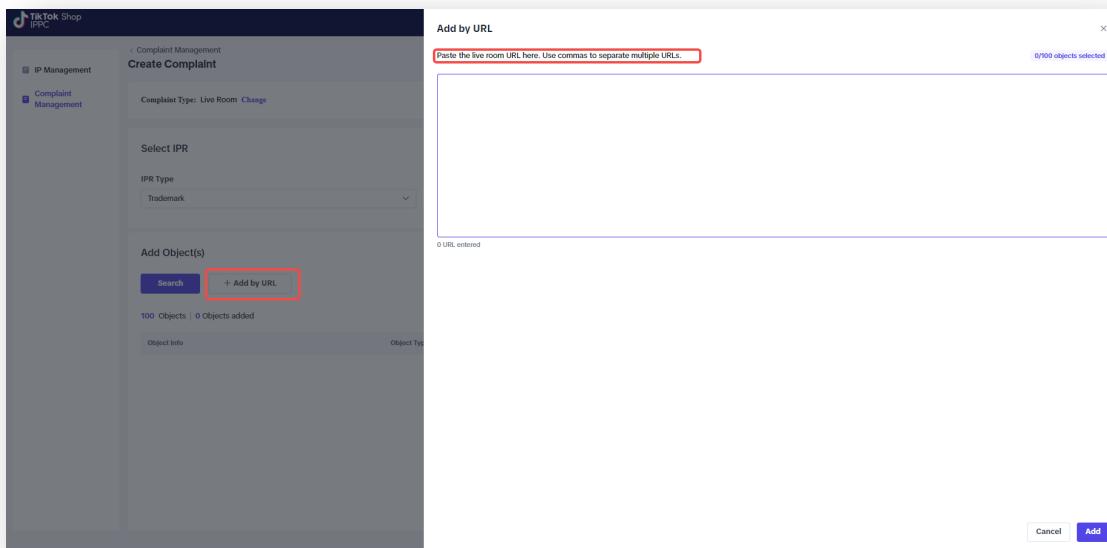
You may also add Live Rooms or Videos you have detected via URL. Insert the URL in the textbox and press *Enter* for IPPC to detect and validate the URL. If you are adding multiple Live Room or Video URLs, separate each URL with a comma.
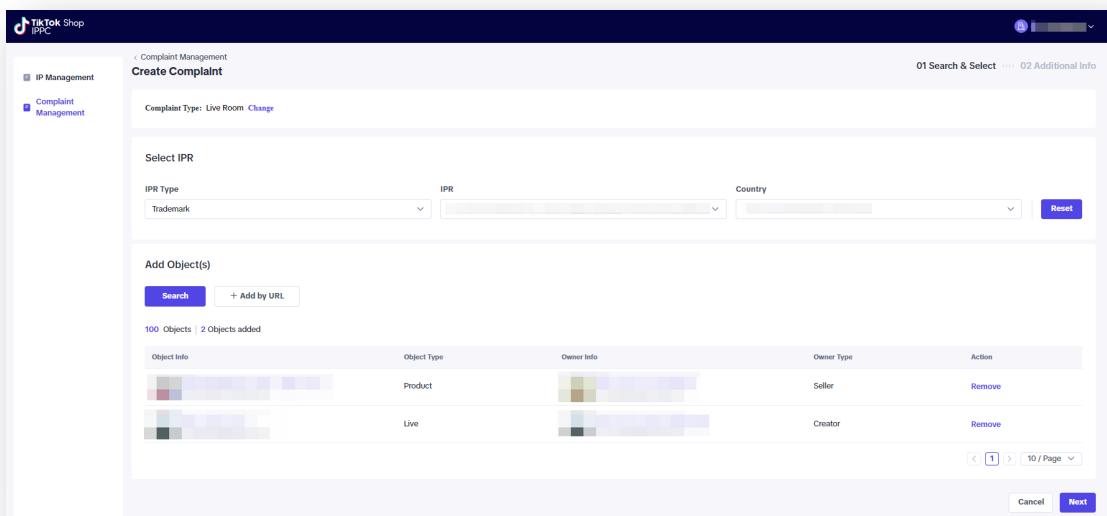
After you have selected the Live Room / Video and products you wish to report, click "Next" to proceed to provide the complaint information.

4.1.3 PROVIDING ADDITIONAL INFORMATION

Here you will provide additional information related to your complaint. The additional information required for your complaint will vary based on the type of IP referenced for the complaint. After you're finished, click **Submit** to submit your complaint. Any required fields/attachments must be completed before you can submit your complaint.

Trademark

Registered Designs

Utility Patent

Registered Copyright

Unregistered Copyright

4.2 REVIEWING COMPLAINTS

4.2.1 COMPLAINT LIST VIEW

You can review submitted complaints from the **Complaint Management** page.

You may click on **View** to review the complaint details. You may also use the filters at the top of the page to search for submitted reports.

After the review has been completed, you will receive an e-mail notification about the outcome of your submission. You may also check the status of your submission within IPPC.

- **In progress**: Your report is in the process of being reviewed.
- **Reviewed**: Your report has been processed.
- **Seller Appealed:** The seller has appealed against your report.

4.2.2 COMPLAINT DETAILS PAGE

Here you can review the objects (products, live rooms or videos) included in your reported.

The review status of the products, live rooms or videos reported is displayed on the complaint details page.

- **Approved**: we have approved your report against the product, live room or video and have taken action against it.
- **In progress**: the report is in the process of being reviewed.
- **Rejected**: Based on the information provided, we were unable to verify that the product, live room or video has infringed your IP right. We have not taken an enforcement action. You may submit a fresh report if you have further information or materials to provide. You may also contact the seller to express and resolve your concerns directly.

4.2.3 APPEALS

If a product, video, or live is taken down due to your complaint, the seller has the right to appeal this decision. You will receive a notification for any appeal submissions or decisions. You can also see any appeals from the **Complaint Management** page.

Click **View** next to a complaint to open the complaint details.

At the complaint details page, click on **View** in the Complained Objects section to see the appeal details.

Appeal Submitted: the seller or creator of the reported product, live room or video has appealed against the enforcement action. The appeal is in the process of being reviewed.

Appealed Successfully: the seller or creator's appeal has been accepted and the enforcement action has been withdrawn.

Appeal Rejected: the seller or creator's appeal has been rejected and the enforcement action is maintained.

5. IPPC DOCUMENT SUBMISSION GUIDELINES

5.1 GENERAL GUIDELINES FOR ALL SUBMISSIONS IN IPPC

Below is a list of best practices that Rights Owners can follow when submitting documents via IPPC.

- Ensure that all documents submitted are complete with full information. For example, if a document has 3 pages, please submit all 3 pages.
- Do upload documents with a good resolution, ensuring that all information on the document is clear and legible.
- Make sure to double check that the fields selected and manually entered in your IPPC submissions can be found in the attachments uploaded. Additionally, ensure that the manual entries in your IPPC submissions are an exact match with the documents uploaded.
- Website screenshots and downloadable website materials that are accessible by the public are generally not accepted. Please ensure to upload official documents that have been issued from the respective government bodies, agencies, companies or businesses.
- Submissions of application forms are not acceptable. For example, an application form showing that you have applied for a business license, or an application for a trademark to be registered is not acceptable.

5.2 USER IDENTIFICATION DOCUMENTS

Please find a list of acceptable user identification document types below, depending on whether you are an individual or enterprise signing up for an IPPC account.

Entity Type	Acceptable documents for submission (non-exhaustive)
Individual	Identity Card Passport
Enterprise	Business License Certificate of Incorporation Certificate of Good Standing Letter Regarding an Assignment of an Employer Identification Number [US]

5.3 INTELLECTUAL PROPERTY RIGHTS DOCUMENTS

The following table serves as general guidance for IPPC users when submitting IPR documents for verification. Please note that the submission of the document(s) outlined below does not necessarily lead to an approval of your IPR document. TikTok Shop will have to verify the submitted documents based on multiple data points and information sources before determining if the submitted document(s) can be accepted.

IPR Type / LOA	Documents Required	Things to Note
Trademark	Official trademark certificate issued by the relevant IP Office. If you have renewed your trademark, please upload the original trademark certificate as well as the renewal certificate for verification.	WIPO screenshots or WIPO extracts are generally not accepted

	If a change of trademark ownership has occurred, please also upload the official document issued by the IP office.	 REGISTERED TRADEMARK - NAMES AND ADDRESSES 730 NAME AND ADDRESS OF THE APPLICANT OR THE HOLDER — 740 NAME AND ADDRESS OF THE REPRESENTATIVE CLASSIFICATION 511 THE INTERNATIONAL CLASSIFICATION OF GOODS AND SERVICES FOR THE PURPOSES OF THE REGISTRATION OF MARKS (NICE CLASSIFICATION) AND/OR LIST OF GOODS AND/OR SERVICES CLASSIFIED ACCORDING THERETO
Registered Copyright	Official copyright certificate issued by the relevant IP Office or a copyright claim form. Visual representation of the copyrighted material that has been registered. Any other additional documents proving that you own the copyrighted material.	

Unregistered Copyright	Main image / video: The raw, original photo or video content without edits, overlays, or watermarks. (Photo submissions) A set of other photos taken of the same subject and in the same setting as the original content, such as unused photos taken from different angles and any other "behind the scenes" photos, such as test shots or photo studio shoot photos clearly showing the product. (Live and Video submissions) A screenshot of your logged-in account used to post your content, or any other proof of your ownership of the content if you have not posted it online. (Optional) First Publication URL.	
Registered Design	• Official design certificate issued by the relevant Patent Office. • Visual representation showing all the different angles of the registered design.	For US design patent infringement issues, please submit reports via this webform instead
Utility Patent	• Official patent certificate issued by the relevant Patent Office. • Includes complete details of the issued patent such as a description of the patent and image(s).	Not supported for US reports currently
Letter of Authorisation / Power of Attorney (where applicable)	Document(s) that can prove you have been authorised by the IPR owner to **handle IPR complaints on behalf of the IPR owner**	• Ensure all the details in the LOA / POA match the IPPC submission's manual inputs. • LOA regarding the **right to sell or distribute** the Rights Owner's products in the market of sale is considered an invalid submission.

When submitting IPR documents, it is important to note that the Rights Owner's registered IPR should be in an active status in the jurisdiction for which they have applied for, otherwise it will be rejected. This can be verified via the relevant IP Office websites prior to their submission in IPPC.

5.4 COMPLAINT SUBMISSION GUIDELINES

The following table outlines the different IPPC complaint types and an overview of the types of corresponding supporting materials a Rights Owner may submit for each complaint type. Please note that this serves as general guidance only and may be subject to changes. Rights Owners may also provide additional supporting evidence not limited to the supporting documents mentioned below.

NOTE: **Reports related to distribution control and sale price control are not accepted**. For more information on the types of IPR infringement notices that may not be accepted, refer to our **TikTok Shop Intellectual Property Policy.**

Category	Complaint Reason	Definition	Supporting Documents (non-exhaustive)
Trademark	Counterfeit	The listed product, live or video is alleged to infringe on a Rights Owner's trademark rights as it involves the sale or promotion of counterfeit products.	Provide clear and verifiable counterfeit indicators, such as visual representations showing a side-by-side comparison of an authentic product vs a counterfeit. If counterfeit indicators are not clearly visible based on the product images or description uploaded by the seller, product images or videos from buyer reviews showing clear differences with the authentic product can be submitted as supporting evidence.
	Wrong Association	The listed product infringes on a Rights Owner's trademark rights as the	An explanation supported with images clearly showing where the wrong association with the Rights Owner's trademark has occurred.

		associated trademark is used for a third party's product. For example, the product sold is Brand X, but the product description alleges that the product is a Brand Y product, wrongly associating the product to Brand Y.	
	Over Use	Using another Rights Owner's trademark in the product listing image(s) to promote the product / service predominantly without the authorisation of the trademark owner. For example, the listing displays Brand X's trademark as an overlay or watermark even though Brand X's trademark is already present on the product packaging. The seller listing the product has not been authorised to use Brand X's trademark in their product listings.	An explanation supported with images clearly showing where the Over Use has occurred.
	[Live / Video Reports] Unauthorised use of trademark in video/live content	Unauthorised use of trademark in video/live content For example, the content uses another party's registered trademark to promote a generic product without authorization from the trademark owner.	An explanation supported with images clearly showing where and when the unauthorised use of trademark has occurred (eg: video or live timestamp screenshots).

Registered Copyright	Piracy	The listed product allegedly infringes on another's copyright as a pirated copy.	Provide clear and verifiable piracy indicators, such as visual representations showing a side-by-side comparison of an authentic product vs a pirated product. If piracy indicators are not clearly visible based on the product images or description uploaded by the seller, product images or videos from buyer reviews showing clear differences with the authentic product can be submitted as supporting evidence.
	Unlawful Reproduction	The listed product infringes on another's copyright as it involves the sale of products featuring unauthorised copyrighted work, or unauthorised reproductions of copyrighted work.	An explanation supported with images clearly showing where the unlawful reproduction of your copyrighted material has occurred on the listing.
	Unlawful Access	The listed product infringes on another's copyright as it provides unauthorised access to copyrighted work using software programs or hardware devices.	An explanation supported with evidence clearly showing how you determined that the listed product provides unauthorised access to your copyrighted work.
	Content Infringement	The listed product infringes on another's copyright as copyrighted work is used as listing content. For example, a product listing uses the copyright owner's product images without prior authorisation from the copyright owner.	An explanation supported with images clearly showing where the copyrighted work has been used on the listing. It should also be clear that the material shown on the product listing is a 1:1 match with your copyrighted work.

	[Live / Video Reports] Unauthorised use of registered copyright in video/live content	Unauthorised use of registered copyright in video/live content	An explanation supported with images showing where and when the unauthorised use of your copyrighted work has occurred (eg: video or live timestamp screenshots).
Unregistered Copyright	Unauthorised use of image in product listing	The listed product infringes on another's copyright as copyrighted work is used as listing content. For example, a product listing uses the copyright owner's product images without prior authorisation from the copyright owner.	An explanation supported with images clearly showing where the copyrighted work has been used on the listing. It should also be clear that the material shown on the product listing is a 1:1 match with your copyrighted work.
	[Live / Video Reports] Unauthorised use of unregistered copyright in video/live content	Unauthorised use of unregistered copyright in video/live content	An explanation supported with images showing where and when the unauthorised use of your copyrighted work has occurred (eg: video or live timestamp screenshots).
Registered Design *[For US reports, please submit via this webform instead]*	Registered Design Infringement	The listed product is infringing on a Rights Owner's registered design.	A description explaining how the reported product infringes the registered design along with an illustration that compares the reported product(s) to the registered design; Other supporting information or documents proving the alleged infringement. For more information, refer to TikTok Shop Academy's article on Design Infringement Reporting: Vietnam, Thailand, Malaysia, Philippines, Singapore, Indonesia, UK.

Utility Patent [Not supported for US reports currently]	Utility Patent Infringement	The listed product is infringing on a Rights Owner's issued patent.	A description explaining how you consider the reported product infringes the issued patent along with any other supporting information or documents proving the alleged infringement.

6. SUPPORT

If you have question or feedback regarding TikTok Shop IPPC, please reach out to e-commerce.ipnotice@tiktok.com.