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China: motivation for e-commerce to act against counterfeiting

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On 31 August 2018, China introduced legislation making online operations accountable. Online service providers who fail to monitor their websites for counterfeit product face hefty fines of 1 January 2019.

Alibaba.com the world's largest online store, already has anti-counterfeiting alliances with international brands including Samsung and Louis Vuitton. With China's online sales of around one trillion US dollars per year, this new measure can only be welcomed by brand owners.



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