



User Manual

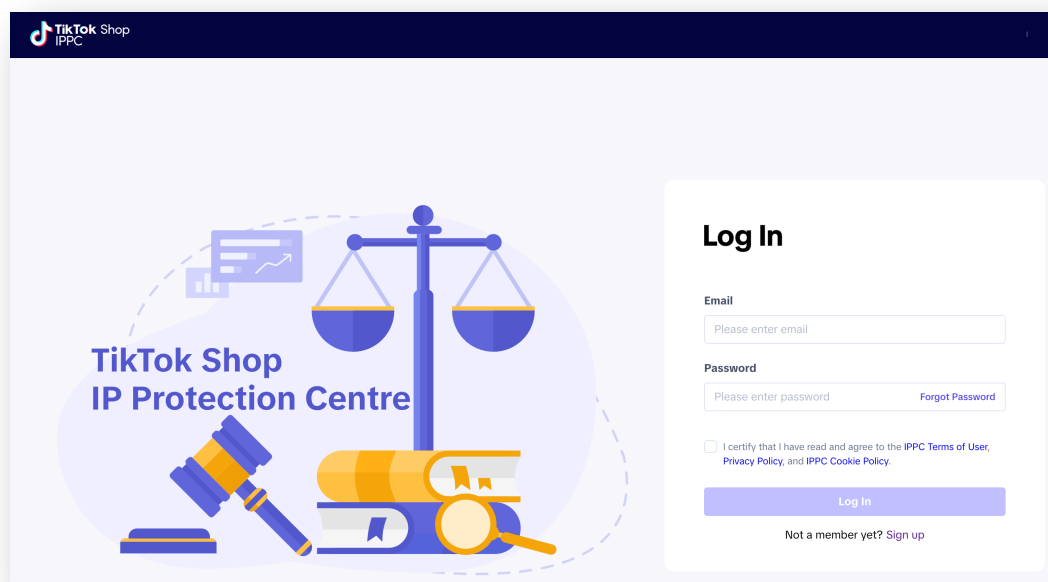
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The [TikTok Shop Intellectual Property Protection Center](#) (IPPC) is a one-stop integrated platform for rights owners to protect their intellectual property (IP) rights across TikTok Shop products. The IPPC enables rights owners to submit their intellectual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

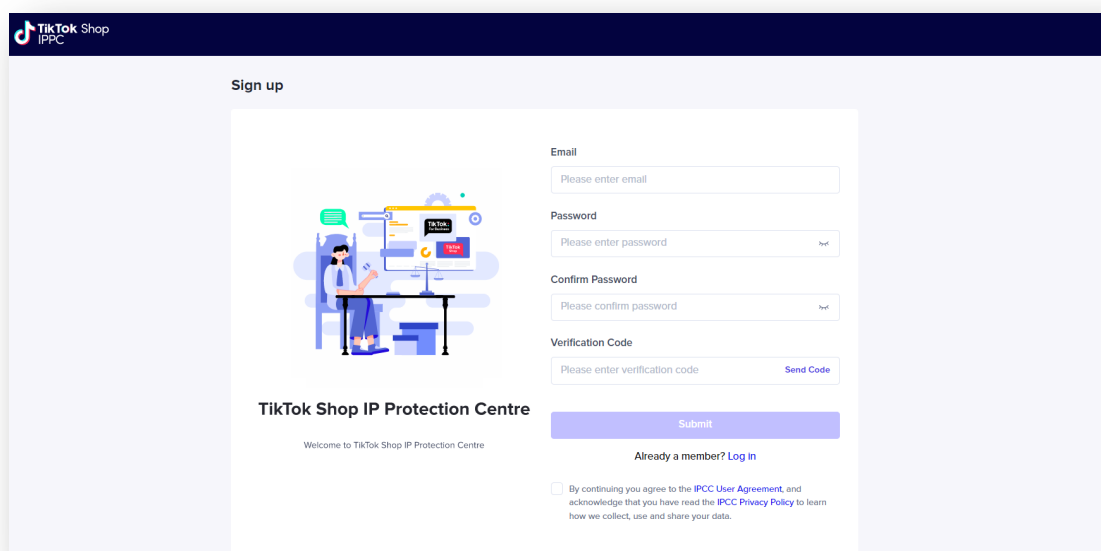
1. CREATING AND ACCOUNT AND LOGGING IN

Navigate to the IPPC log-in page at <https://ippc.tiktokglobalshop.com/login>. If you already have an account, log in using your credentials.



The screenshot shows the 'Log In' page of the TikTok Shop IPPC. On the left, there is a large illustration featuring a balance scale, a gavel, and a magnifying glass over a book, with the text 'TikTok Shop IP Protection Centre' overlaid. On the right, the 'Log In' form includes fields for 'Email' and 'Password', both with placeholder text 'Please enter email' and 'Please enter password' respectively. A 'Forgot Password' link is next to the password field. Below these fields is a checkbox for 'I certify that I have read and agree to the IPPC Terms of User, Privacy Policy, and IPPC Cookie Policy.' A purple 'Log In' button is at the bottom of the form, with a link 'Not a member yet? Sign up' below it.

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.

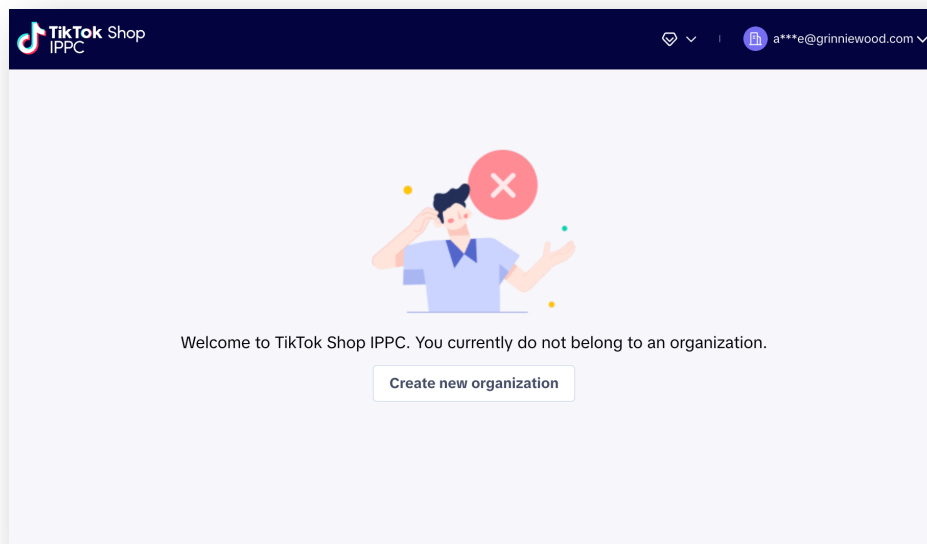


The screenshot shows the 'Sign up' page of the TikTok Shop IPPC. On the left, there is an illustration of a person sitting at a desk with a computer, with the text 'TikTok Shop IP Protection Centre' and 'Welcome to TikTok Shop IP Protection Centre' below it. On the right, the 'Sign up' form includes fields for 'Email', 'Password', 'Confirm Password', and 'Verification Code'. The 'Email' field has a placeholder 'Please enter email'. The 'Password' and 'Confirm Password' fields have placeholders 'Please enter password' and 'Please confirm password' respectively, with a 'hrd' icon to the right of each. The 'Verification Code' field has a placeholder 'Please enter verification code' and a 'Send Code' link to its right. A purple 'Submit' button is at the bottom of the form, with a link 'Already a member? Log In' below it. At the very bottom, there is a checkbox for 'By continuing you agree to the IPPC User Agreement, and acknowledge that you have read the IPPC Privacy Policy to learn how we collect, use and share your data.'

2. USERS AND ORGANIZATIONS

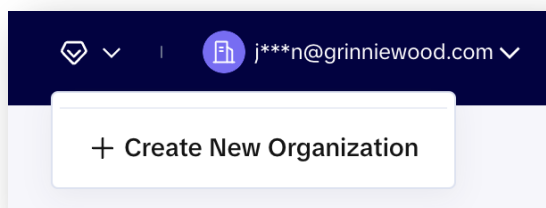
Organizations are a new functionality in IPPC as of October 2024. We're still updating this user guide to reflect these changes. In the meantime, you may notice some discrepancies in the documentation.

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 that 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, you will need to create a new organization. This can be done through the **Create new organization button** under the prompt or by clicking **Create New Organization** in the dropdown underneath 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.

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.

TikTok Shop IPPC

Logged-In Successfully
In order to utilize the search and complaint handling functions of IPPC, please complete and submit the IP Rights Holder Identification form, below.

IP Rights Holder Identification

Identity Category

☐ Individual ☒ Enterprise

Registered entity name

Identity Type

Identification Issued by

Identity Number

Identification Validity

Start date - End date ☐ Identification has no expiry date

Business License Image Upload

Please upload .png, .jpg or .jpeg file types and keep file sizes below 10MB.

Submit

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.

TikTok Shop IPPC

Logged-In Successfully
In order to utilize the search and complaint handling functions of IPPC, please complete and submit the IP Rights Holder Identification form, below.

IP Rights Holder Identification

Identity Category

☒ Individual ☐ Enterprise

Legal name

Identity Type

Identification Issued by

Identification Validity

Start date - End date ☐ Identification has no expiry date

Identity Front And Back

Please upload .png, .jpg or .jpeg file types and keep file sizes below 10MB.
Please blur out sensitive information such as your ID number, passport number, photograph before uploading.
IPPC will delete this image after the review is passed.

Submit

You will see this page after submitting your user authentication. You will be able to utilize IPPC tools after your user authentication has been processed (authentication review usually completes in 1 to 2 business days).

Processing
Once the submitted IP Rights Holder Identification has been approved, you will be able to use the IPPC to upload IP rights documents, conduct searches and manage complaints related to your specific IP rights.

IP Rights Holder Identification

Identity Category

Registered entity name

Identity Type

Identification Issued By

Identity Number

Identification Validity

Business Owner ID Image

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:

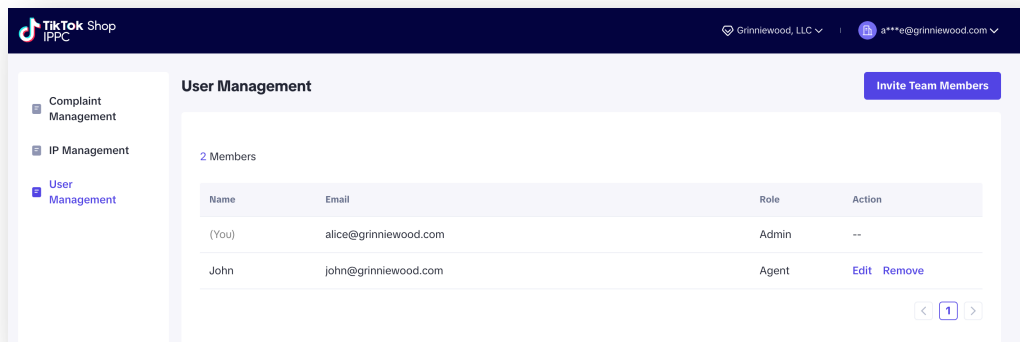
	Agent	Rights Owner	Admin
View complaints created by all members	✓	✓	✓
Create new complaints	✓	✓	✓
View the organization's IP portfolio	✓	✓	✓
Upload new IP assets		✓	✓
View a list of organization members			✓
Invite new members to the organization			✓
Remove members from the organization			✓
Edit member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

2.3 MANAGING ORGANIZATION MEMBERS

If you are an admin for your organization, you will see a link to the **User Management** page in the menu on the left side of the screen. From here you can:

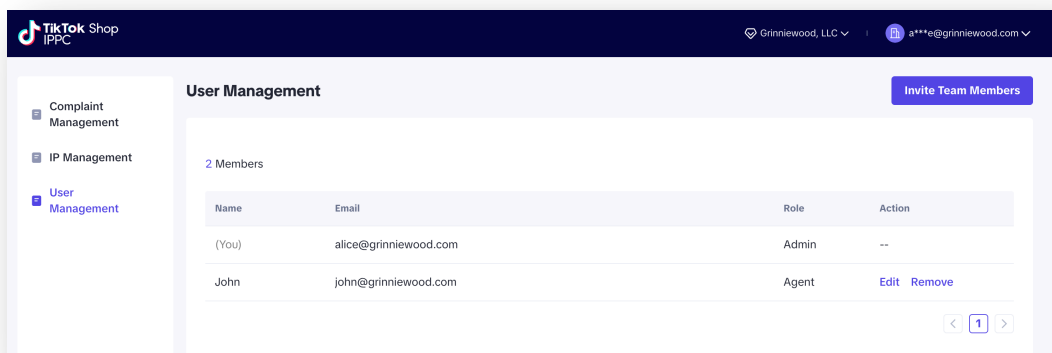
- Invite new members to your organization.

- 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.

×

Invite team members to your organization

Email

Member Name

Role

☐ Agent

A third party who is authorized by the rights owner to report violations

☒ Rights Owner

An individual who is the rights owner or an employee of the rights owner who is authorized to report violations and register IP

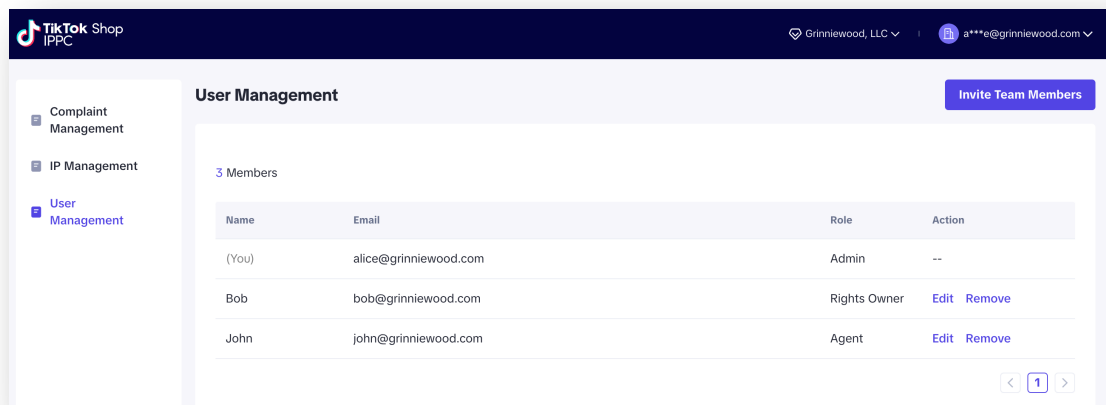
☐ Admin

An individual who has full permission to invite or revoke users, assign permissions, report violations and register IP

Cancel

Invite

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



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

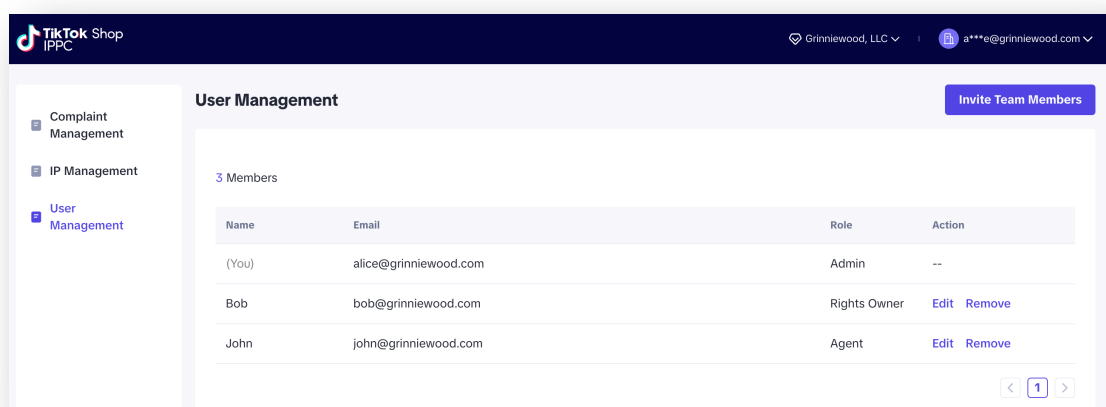
NOTE: If a user has an issue accessing your organization after receiving an invitation, perform the following steps:

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.

Edit team members in your organization

Email

bob@grinniewood.com

Member Name

Bobby

Role

☐ Agent
A third party who is authorized by the rights owner to report violations

☐ Rights Owner
An individual who is the rights owner or an employee of the rights owner who is authorized to report violations and register IP

☒ Admin
An individual who has full permission to invite or revoke users, assign permissions, report violations and register IP

Cancel

Confirm

The updated changes should be reflected on the **User Management** page.

TikTok Shop IPPC

Grinniewood, LLC

a***e@grinniewood.com

Complaint Management
IP Management
User Management

User Management

Invite Team Members

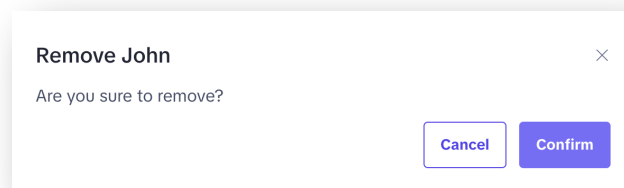
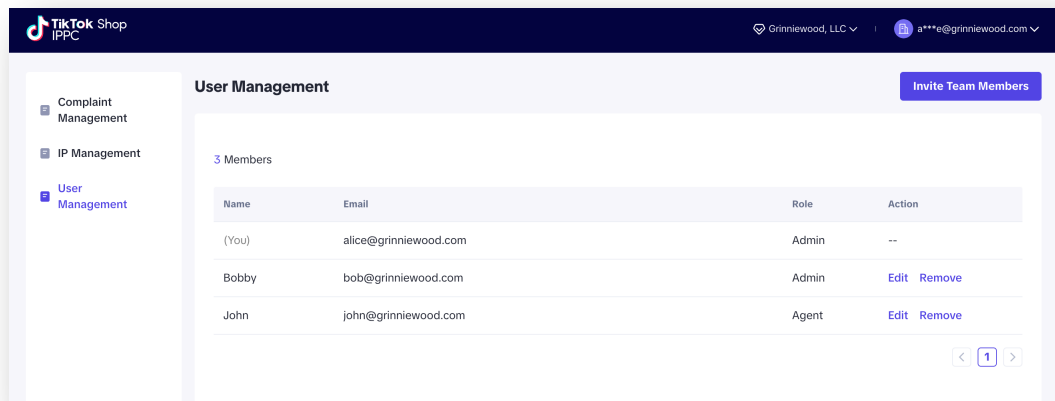
3 Members

Name	Email	Role	Action
(You)	alice@grinniewood.com	Admin	--
Bobby	bob@grinniewood.com	Admin	Edit Remove
John	john@grinniewood.com	Agent	Edit Remove

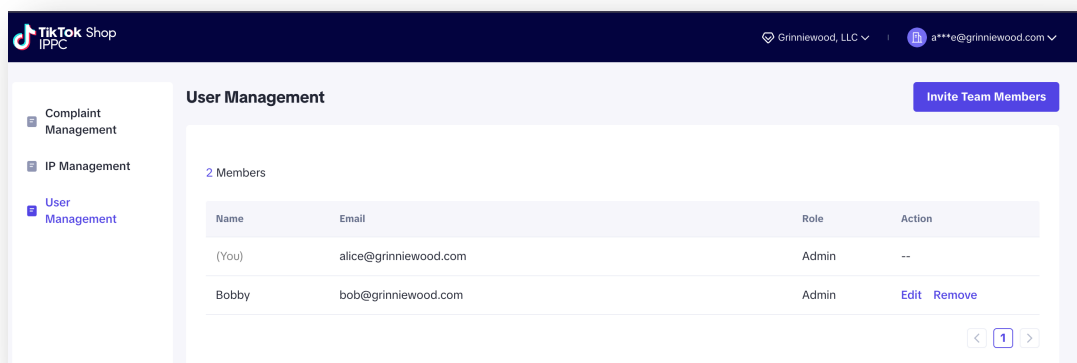
< 1 >

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.

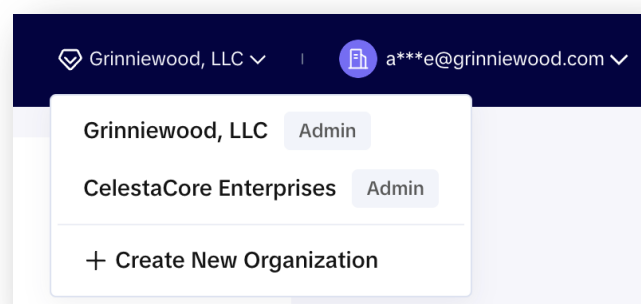


The member list will update to show that the user has been removed from your organization.



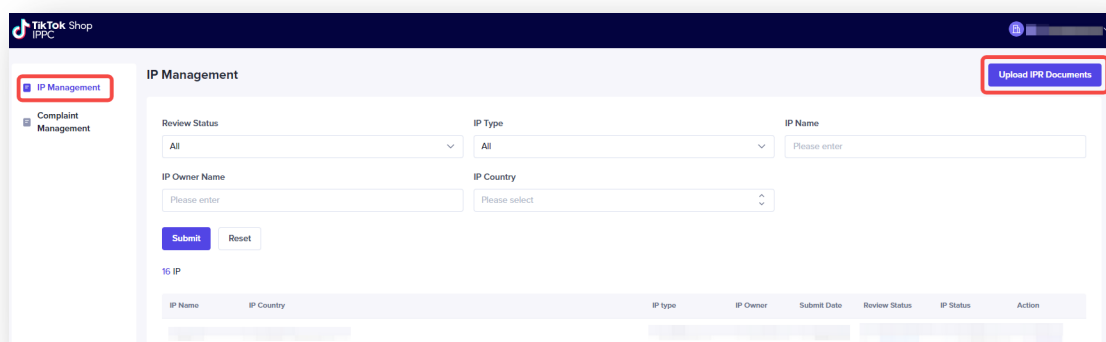
2.4 SWITCHING BETWEEN ORGANIZATIONS

It is possible for users to belong to multiple organizations. The organization selector allows you to switch between your organizations.

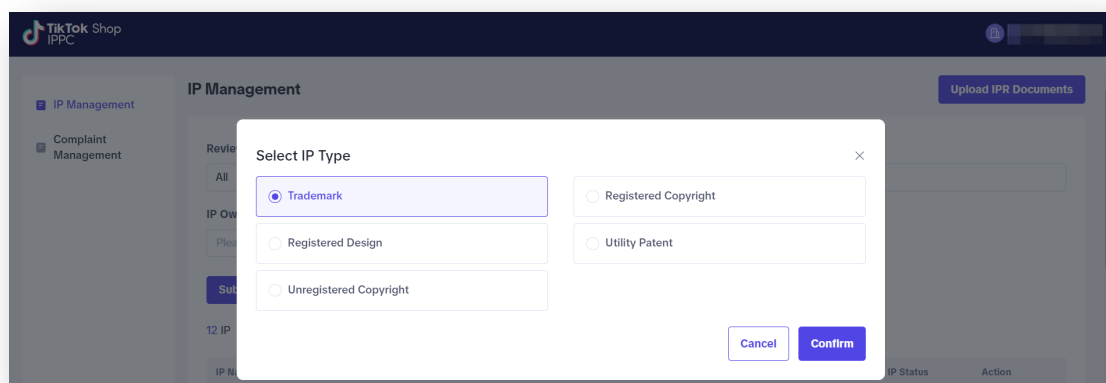


3. IP MANAGEMENT

All IP assets are managed through the **IP Management** page, which is accessible from the menu on the left side of the screen.



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

TikTok Shop IP Management

Complaint Management | **IP Management** | User Management

IP Management > Upload IPR Documents

Certificate Type: Trademark [Change](#)

Certificate Information

Territory of First Registration

☒ Local Registered ☐ WIPO

Territory of Registration
Please select

Trademark Classification
Please select

Trademark Registration Number
Please enter

Trademark Name
Please enter

Trademark Owner
Please enter

Issued Date - Expiration Date
Registration Date - Renewal Deadline

Certificate Documents

Trademark Certificate

Please do not upload trademarks that have not completed the registration process.

Upload 1 to 10 files. It supports .jpeg, .jpg, .png, .pdf. Each file size should not exceed 10MB.

[+ Upload file \(0/10\)](#)

Letter of Authorization / Power of Attorney (optional)

Document(s) that can prove you have been authorized by the IPR owner to handle IPR complaints on behalf of the IPR owner, such as a Letter of Authorization / Power of Attorney.

Upload 1 to 4 files. It supports .jpeg, .jpg, .png, .pdf. Each file size should not exceed 10MB.

[+ Upload file \(0/4\)](#)

[Cancel](#) [Submit](#)

3.1.2 REGISTERED DESIGN

TikTok Shop IP Management

Complaint Management | **IP Management** | User Management

IP Management > Upload IPR Documents

Certificate Type: Registered Design [Change](#)

Certificate Information

Country of Registration
Please select

Registered Design Name
Please enter

Registered Design Owner
Please enter

Registered Design Number
Please enter

Issued Date - Expiration Date
Start date - End date ☐ Long-term effective

Certificate Documents

Registered Design Certificate

Upload 1 to 10 files. It supports .jpeg, .jpg, .png, .pdf. Each file size should not exceed 10MB.

[+ Upload file \(0/10\)](#)

Letter of Authorization / Power of Attorney (optional)

Document(s) that can prove you have been authorized by the IPR owner to handle IPR complaints on behalf of the IPR owner, such as a Letter of Authorization / Power of Attorney.

Upload 1 to 4 files. It supports .jpeg, .jpg, .png, .pdf. Each file size should not exceed 10MB.

[+ Upload file \(0/4\)](#)

[Cancel](#) [Submit](#)

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

3.1.3 UTILITY PATENT

Upload IPR Documents

Certificate Type: Utility Patent [Change](#)

Certificate Information

Country of Registration:

Utility Patent Name:

Utility Patent Owner:

Registration Number:

Detailed Description of Patent:

Issued Date - Expiration Date: - ☐ Long-term effective

Certificate Documents

Utility patent certificate

Upload 1 to 10 files. It supports .jpeg, .png, .pdf. Each file size should not exceed 10MB.

Image of the patent

Upload 1 to 10 files. It supports .jpeg, .png, .pdf. Each file size should not exceed 10MB.

Letter of Authorization / Power of Attorney (optional)

Document(s) that are given you have been authorized by the IPR owner to handle IPR complaints on behalf of the IPR owner, such as a Letter of Authorization / Power of Attorney

Upload 1 to 4 files. It supports .jpeg, .png, .pdf. Each file size should not exceed 10MB.

[Cancel](#) [Submit](#)

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

3.1.4 REGISTERED COPYRIGHT

Upload IPR Documents

Certificate Type: Registered Copyright [Change](#)

Certificate Information

Territory of Registration:

Title of Copyrighted Work:

Registered Copyright Owner:

Registration Number:

Certificate Documents

Registered Copyright certificate / Registered Copyright claim form

Upload 1 to 10 files. It supports .jpeg, .png, .pdf. Each file size should not exceed 10MB.

Letter of Authorization / Power of Attorney (optional)

Document(s) that are given you have been authorized by the IPR owner to handle IPR complaints on behalf of the IPR owner, such as a Letter of Authorization / Power of Attorney

Upload 1 to 4 files. It supports .jpeg, .png, .pdf. Each file size should not exceed 10MB.

[Cancel](#) [Submit](#)

3.1.5 UNREGISTERED COPYRIGHT

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

Image

TikTok Shop

Complaint Management

IP Management

User Management

IP Management

Upload IPR Documents

Certificate Type: Unregistered Copyright [Change](#)

Content Name

Please enter

Content Owner

Please enter

Content Type

Image

Live

Video/Others

First Publication URL (optional)

https:// Please enter

Supporting Information

Image

Upload 1 file. It supports .png, .jpg, .jpeg. Each file size should not exceed 10MB.

+

Upload file

Set of Pictures

Please upload a set of other photos taken of the same subject and/or the same setting as the original content (e.g., unedited photos taken from different angles). You may also upload other "behind the scenes" photos, such as test shots.

Upload 1 to 10 files. It supports .png, .jpg, .jpeg. Each file size should not exceed 10MB.

+

Upload file (0/10)

Letter of Authorization / Power of Attorney (optional)

Document(s) that can prove you have been authorized by the IPR owner to handle IPR complaints on behalf of the IPR owner, such as a Letter of Authorization / Power of Attorney.

Upload 1 to 4 files. It supports .png, .jpg, .jpeg. Each file size should not exceed 10MB.

+

Upload file (0/4)

Cancel

Submit

Live

TikTok Shop

Complaint Management

IP Management

User Management

Copyright Information

Content Name

Please enter

Content Owner

Please enter

Content Type

Image

Live

Video/Others

First Publication URL or TikTok Live ID (optional)

If you entered non-nullable values, please provide more information and a copyright date statement below.

Please enter

Supporting Information

Creation Date

Please select date

Screenshot of Account

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.

Upload 1 to 10 files. It supports .png, .jpg, .jpeg. Each file size should not exceed 10MB.

+

Upload file (0/10)

Copyright Statement (optional)

A copyright claim statement that specifies the copyrighted content(s) and proves that you are the copyright owner.

Upload 1 to 10 files. It supports .png, .jpg, .jpeg. Each file size should not exceed 10MB.

+

Upload file (0/10)

Additional Information

Further details to elaborate on your copyright. You may include a brief description of the copyrighted work, the URL of your account used to host the work, date and time of posting etc.

Letter of Authorization / Power of Attorney (optional)

Document(s) that can prove you have been authorized by the IPR owner to handle IPR complaints on behalf of the IPR owner, such as a Letter of Authorization / Power of Attorney.

Upload 1 to 4 files. It supports .png, .jpg, .jpeg. Each file size should not exceed 10MB.

+

Upload file (0/4)

Cancel

Submit

Video/Others

TikTok Shop IPPC User Manual (November 2024)

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TikTok Shop IPPC

Complaint Management
IP Management
User Management

First Publication URL (Optional)
Please enter

Supporting Information
Creation Date
Please select date

Video
Upload 1 file. It supports mp4, mov. Each file size should not exceed 10MB.
Upload file

Screenshot of Account
A screenshot of your account used to prove your content, or any other proof of your ownership of the content if you have not posted it online.
Upload 1 to 10 files. It supports png, jpg, jpeg. Each file size should not exceed 10MB.
Upload file

Copyright Statement (Optional)
A copyright claim statement that specifies the copyrighted content and proves that you are the copyright owner.
Upload 1 to 10 files. It supports png, jpg, jpeg. Each file size should not exceed 10MB.
Upload file

Additional Information
Further details to elaborate on your copyright. You may include a brief description of the copyrighted work, the URL of your account used to host the work, date and time of posting etc.
Please enter

Letter of Authorization / Power of Attorney (Optional)
Document(s) that can prove you have been authorized by the IP owner to handle IP complaints on behalf of the IP owner, such as a Letter of Authorization / Power of Attorney.
Upload 1 to 4 files. It supports png, jpg, jpeg. Each file size should not exceed 10MB.
Upload file

Cancel Submit

3.2 REVIEWING IP SUBMISSIONS

TikTok Shop IPPC

IP Management

Submit new IP

Status: All
IP Type: All
IP Name: Please enter
IP Owner Name: Please enter
IP Country: Please select

Submit Reset

10 IP

IP Name	IP Country	IP type	IP Owner	Submit Date	Status	IP Status	Action
Insert trademark name		Trademark	Insert owner name		Approved	Valid	Review
Insert Copyright name		Copyright	Insert owner name		Rejected	Invalid	Review Re-apply
Insert name of original photo		Original content	Insert owner name		In Progress	In Progress	Review
Insert patent name		Utility patent	Insert owner name		In Progress	In Progress	Review
Insert design name		Register design	Insert owner name		In Progress	In Progress	Review

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

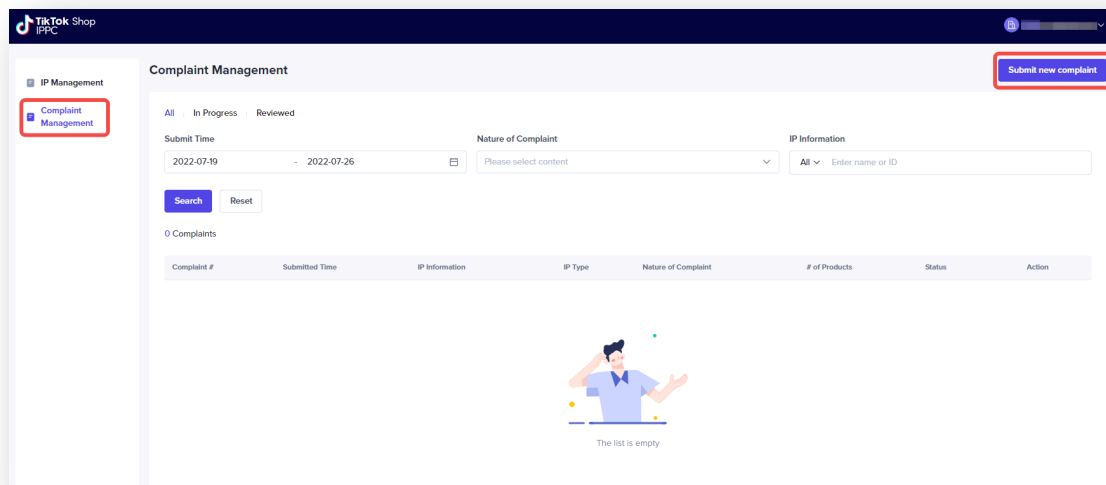
After the review is completed, you will receive an email notification about the outcome of your submission. You may also check the status of your submission within the IPPC portal.

- **Approved:** Your IPR has been verified. You may proceed to submit complaints based on the IPR.
- **In Progress:** Your IPR is in the process of being verified.
- **Rejected:** We were unable to verify your IPR 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.

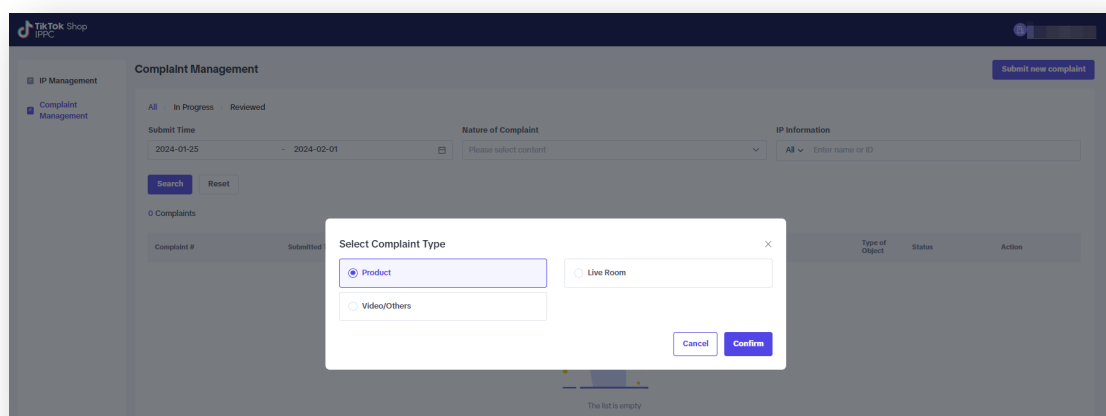
4. COMPLAINT MANAGEMENT

You may submit complaints after your IPR submission has been verified.

4.1 COMPLAINT SUBMISSION



Go to the **Complaint Management** tab and click on **Submit new complaint** in the upper right corner of the screen.



Select the appropriate complaint type: **Product**, **Live Room**, or **Video/Others**.

4.1.1 REPORTING PRODUCTS

The screenshot shows the 'Create Complaint' interface. The 'IPR Type' is set to 'Trademark' and the 'IPR' is set to 'Sample TM'. The 'Country' dropdown is open, displaying a list of countries. The 'Add Product(s)' section has a 'Search' button and a '+ Add by URL' button. The 'Country' dropdown is highlighted with a red box.

Before submitting a complaint, you must select:

- **IP Type:** This will filter the IP list down to 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.

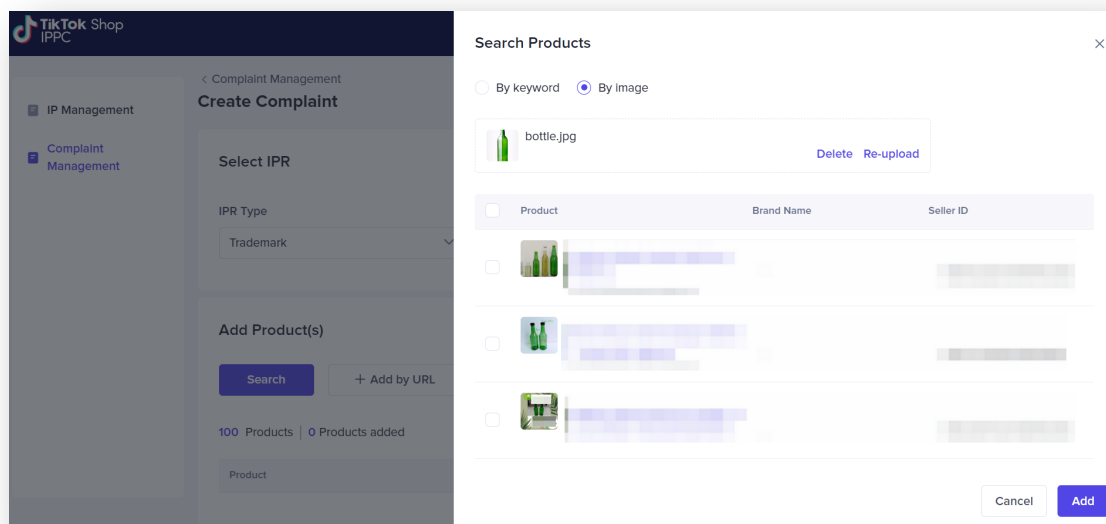
Please search for each IP asset and country separately. If you wish to search and report products related to multiple IP assets or from multiple countries, please submit separate complaints for each asset and country.

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

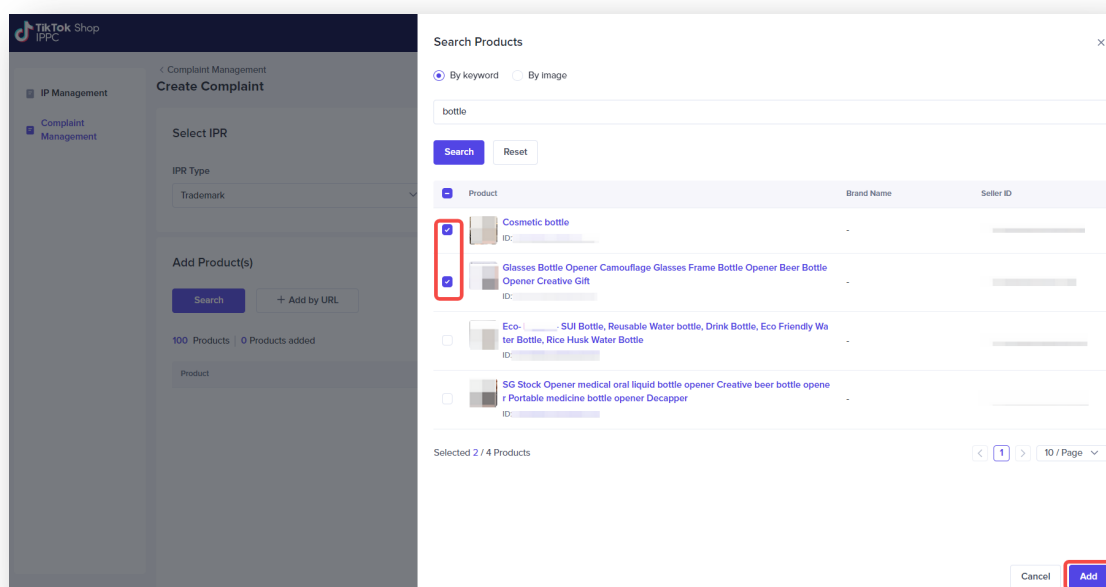
Searching by Keyword

The screenshot shows the 'Search Products' modal. The 'By keyword' tab is selected, and the search input field contains 'bottle'. The search results are displayed in a table with columns: Product, Brand Name, and Seller ID. The results show three items: 'my bottle', 'MY BOTTLE SQUARE MY BOT TLE', and 'Bottle I - practice & perform bottle'. Each item has a checkbox to its left. At the bottom right of the modal are 'Cancel' and 'Add' buttons.

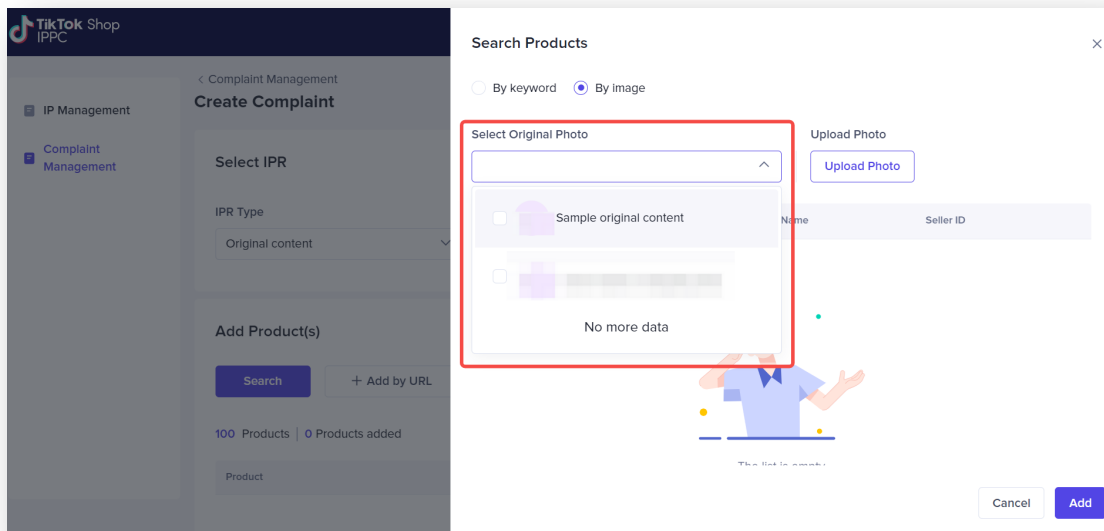
Searching by Image



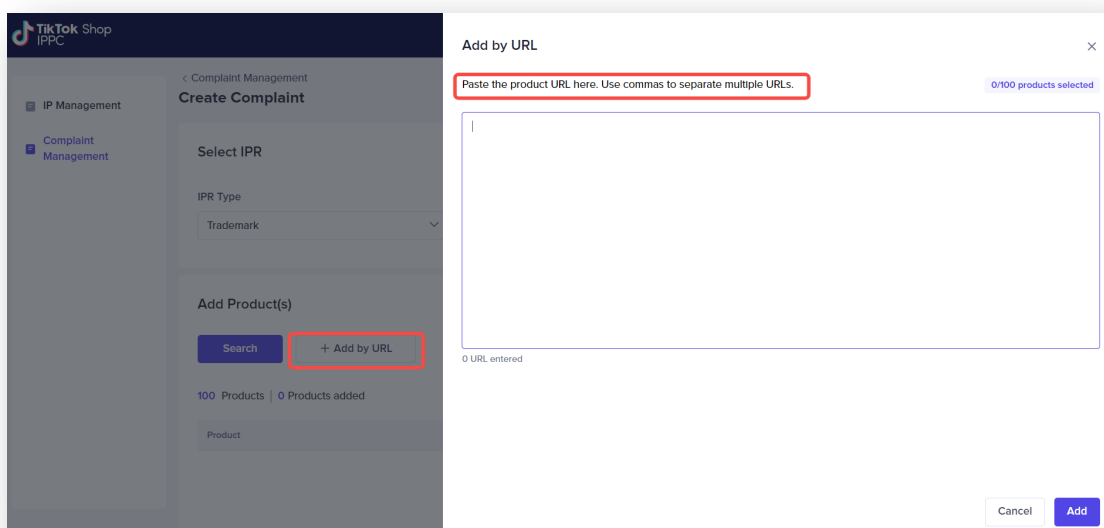
Select the products you wish to report from the search results and click **Add**.



For unregistered copyrights, you have the option to perform 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.

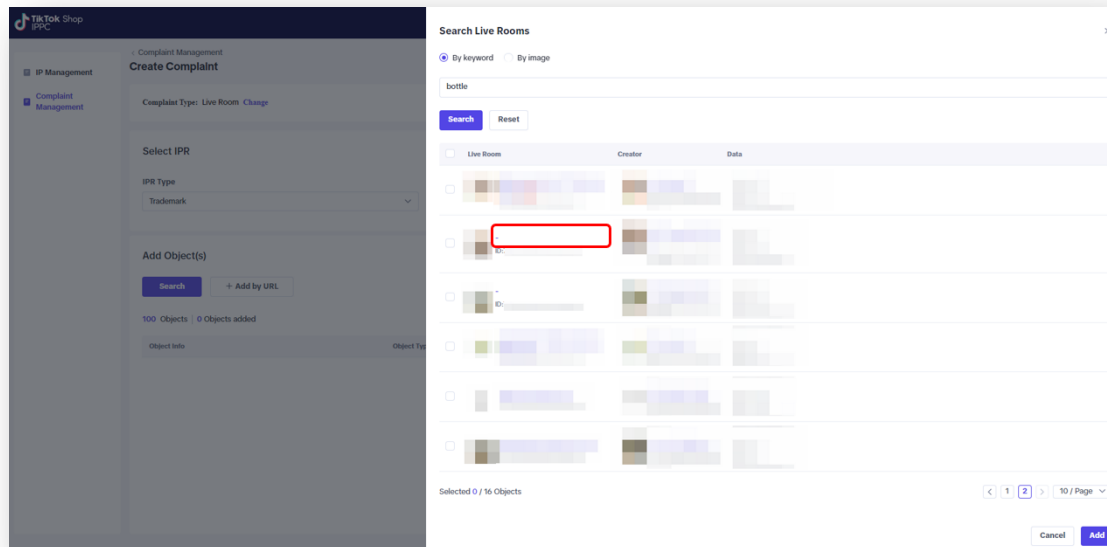
After you have selected the products you wish to report, click **Next** to proceed to provide the complaint information.

4.1.2 REPORTING VIDEOS OR LIVES

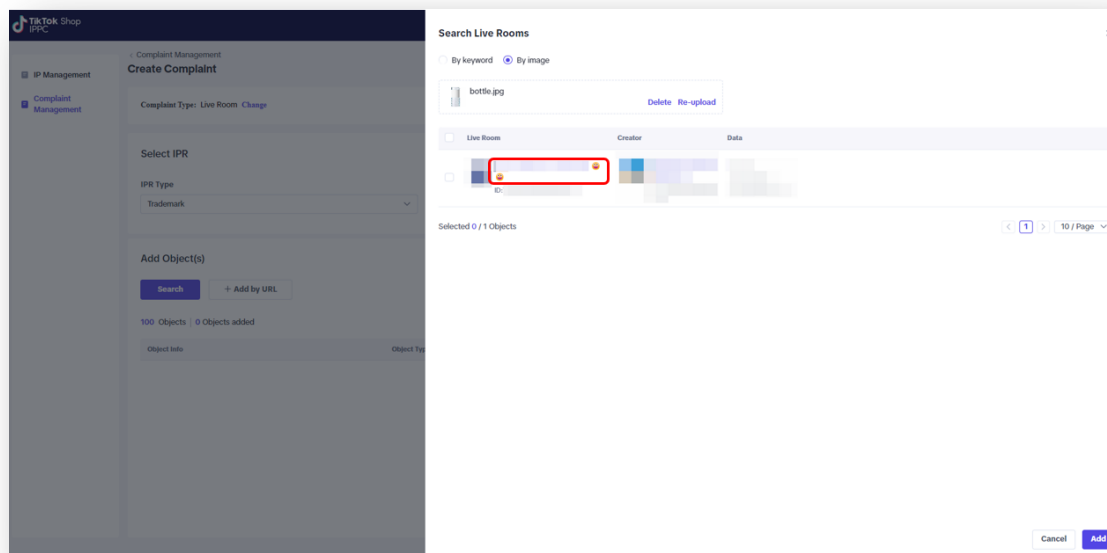
Please select products bound to the Live Room or Video if they infringe on your IP rights. It is not required to add products to your complaint if they do not infringe on your IP rights. You may also report the live room or video without selecting any products if the infringement is found only in the 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.
- The dropdown list will display the countries covered by your submitted and verified IP rights, and you will need to select the country that 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.
- 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.

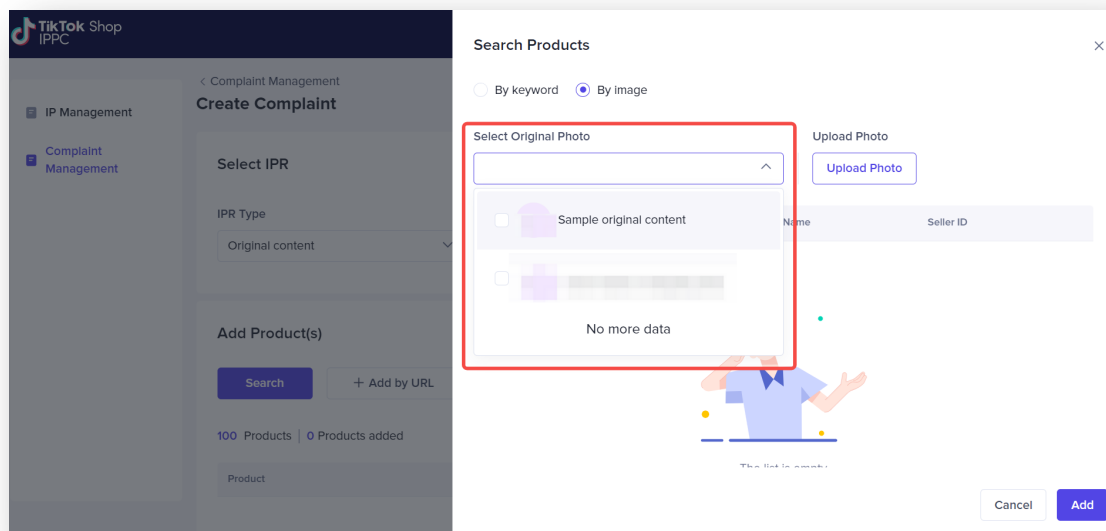
Search by Keyword



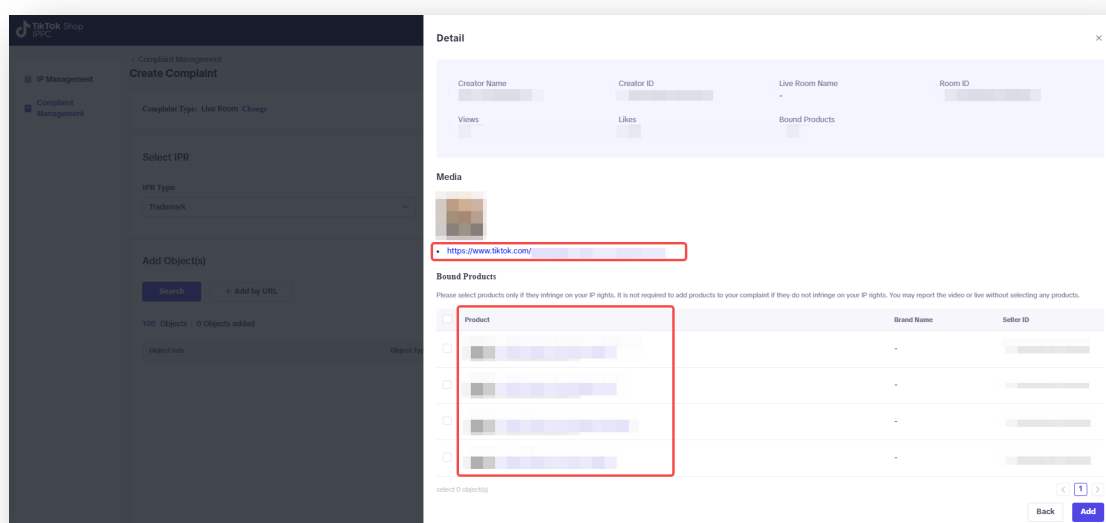
Search by Image



For unregistered copyrights, you have the option to perform an image search using previously uploaded original content.



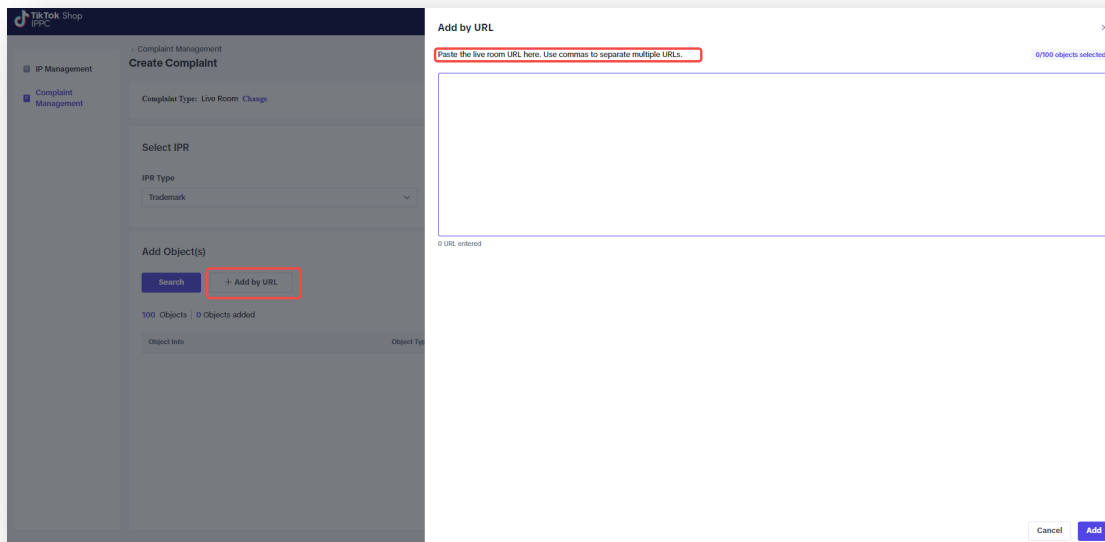
You may click into the **Live Room Name** or **Video Title** to view more details.



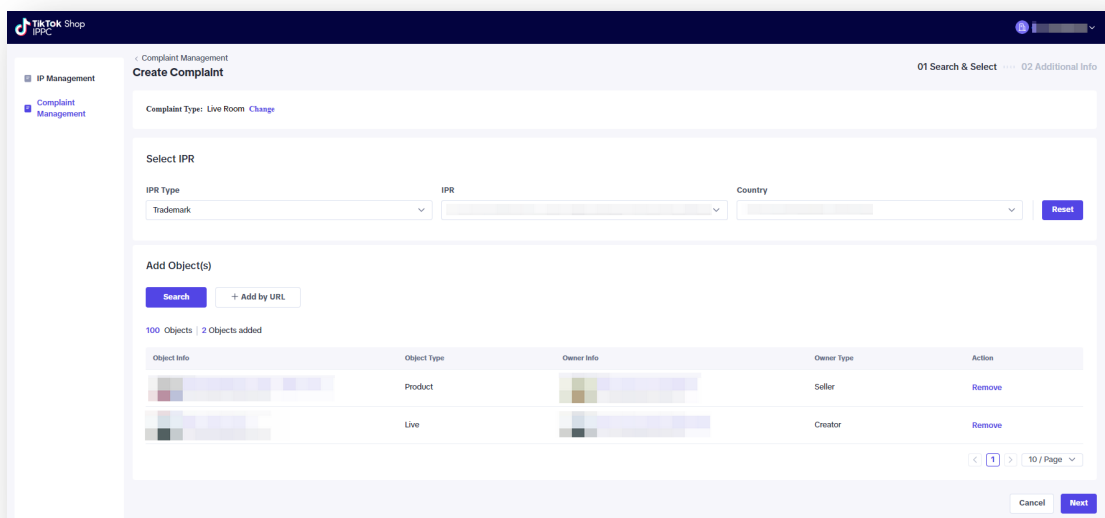
Click on the URL to review the live room or video content. If you wish to report this content, select the live room or video you wish to report from the search results.

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 that 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(s), video(s), and/or 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. After you're finished, click **Submit** to submit your complaint. Any required fields/attachments must be completed before you can submit your complaint.

Trademark

TikTok Shop

IPPC

Complaint Management

IP Management

Complaint Management

Complaint Management

Create Complaint

Search & Select

02 Additional Info

IP Information

Certificate Type

Trademark

Trademark Name

Sample TM

Trademark Owner

Register Number

Country of Registration

Identity Validity Period

Additional Information

Nature of Complaint

Please select

Supporting Information

Please enter

Supporting Documents

Upload 1 to 10 files. It supports png, jpg, jpeg, pdf. Each file size should not exceed 10MB.

+

Upload file

(0/10)

Back

Submit

Registered Designs

TikTok Shop

IPPC

Complaint Management

IP Management

Complaint Management

Complaint Management

Create Complaint

Search & Select

02 Additional Info

IP Information

Certificate Type

Registered design

Registered design Name

Sample design

Registered design Owner

Register Number

Country of Registration

Identity Validity Period

Additional Information

Nature of Complaint

Please select

Supporting Information

Please enter

Supporting Documents

Upload 1 to 10 files. It supports png, jpg, jpeg, pdf. Each file size should not exceed 10MB.

+

Upload file

(0/10)

Back

Submit

Utility Patent

TikTok Shop

IPPC

IP Management

Complaint Management

Create Complaint

IP Information

Certificate Type

Utility patent

Utility patent Name

Utility patent Owner

Register Number

Country of Registration

Identity Validity Period

Additional Information

Nature of Complaint

Please select

Supporting Information

Please enter

Supporting Documents

Upload 1 to 10 files. It supports png, jpg, jpeg, pdf. Each file size should not exceed 10MB.

+

Upload file

(0/10)

Back

Submit

Registered Copyright

TikTok Shop

IPPC

IP Management

Complaint Management

Nature of Complaint

Please select

Supporting Information

Please enter

Supporting Documents

Upload 1 to 10 files. It supports png, jpg, jpeg, pdf. Each file size should not exceed 10MB.

+

Upload file

(0/10)

Statement

☐ I have a good faith belief that the reported use of the photo(s) described above, in the manner complained of, is not authorized by the rights owner, its authorized representative, or the law.

☐ I state the above information is accurate, and under penalty of perjury that I am the rights owner or am authorized to act on behalf of the rights owner.

☐ I agree that TikTok Shop may provide my contact information, including email address and the name of the rights owner, and/or other details of the notice to the account holder identified in my report, in accordance with IPPC's [Terms of Service](#) and [Privacy Policy](#)

Signature

Insert the signature of the rights owner or an authorized representative of the rights owner. You can enter your full legal name as your electronic signature.

Sign your name electronically

Back

Submit

Unregistered Copyright

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4.2 REVIEWING COMPLAINTS

4.2.1 COMPLAINT LIST VIEW

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

Complaint #	Submitted Time	IP Information	IP Type	Complaint Reason	# of Products	Status	Action
[REDACTED]	[REDACTED]	[REDACTED]	Copyright	Unlawful Reproduction	2	In Progress	View
[REDACTED]	[REDACTED]	[REDACTED]	Original content	-	2	In Progress	View
[REDACTED]	[REDACTED]	[REDACTED]	Trademark	Wrong Association	2	In Progress	View

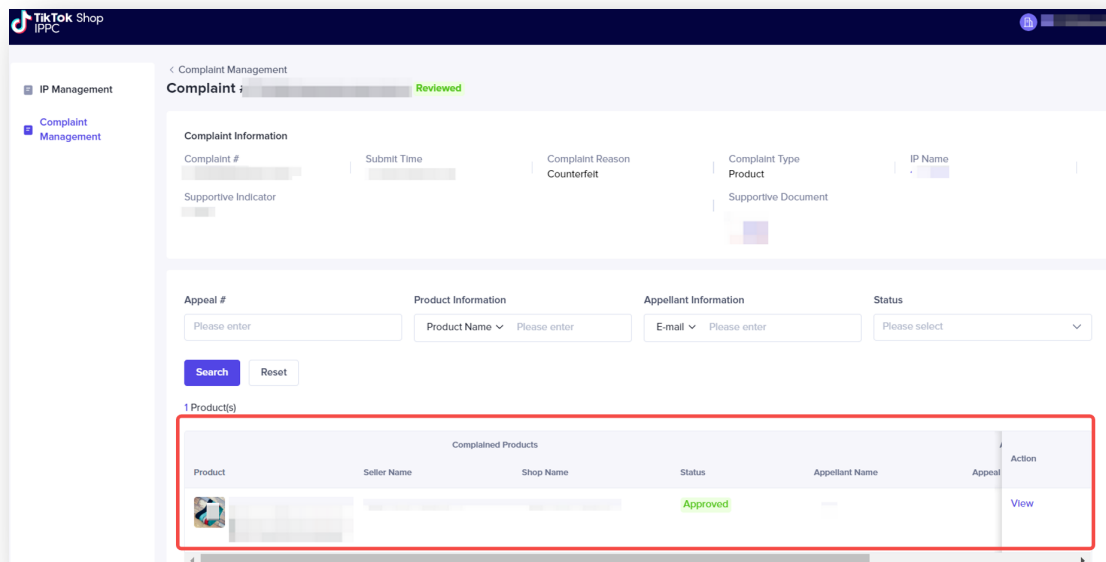
You may click on **View** to review the complaint details. You may also use the filters at the top of the page to search for submitted reports.

After the review has been completed, you will receive an email 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 submitted an appeal in response to your report.

4.2.2 COMPLAINT DETAILS PAGE

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

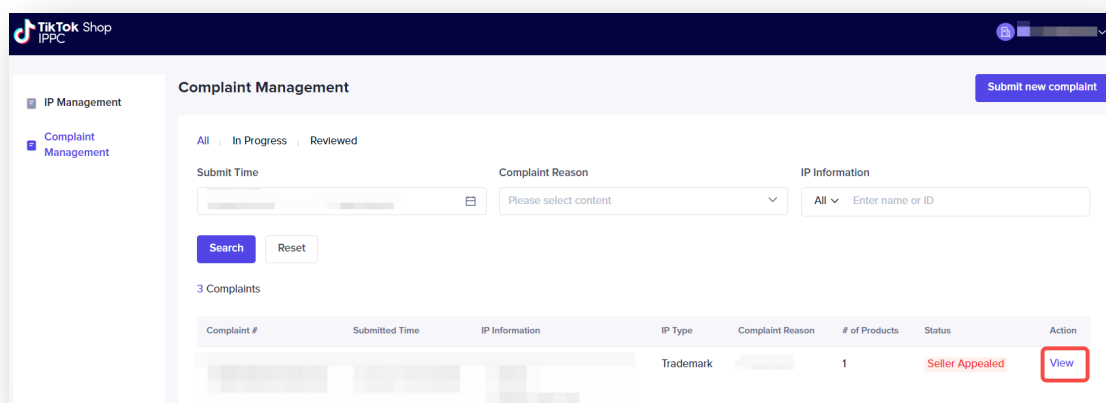


The review status of the products, live rooms, or videos reported is displayed on the complaint details page.

- **Approved:** We have approved your complaint report and have taken action.
- **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 on your IP rights. We have not taken any enforcement actions. You may submit a new 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 room 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 its details.

Complaint Management

Complaint [Redacted] **Seller Appealed**

Complaint Information

Complaint # [Redacted] Submit Time [Redacted] Complaint Reason [Redacted] Complaint Type [Redacted] Product [Redacted] IP Name [Redacted]

Supportive Indicator [Redacted] Supportive Document [Redacted]

Appeal # [Please enter] **Product Information** Product Name [Redacted] Please enter **Appellant Information** E-mail [Redacted] Please enter **Status** [Please select]

Search **Reset**

1 Product(s)

Product	Seller Name	Shop Name	Status	Appellant Name	Action
[Redacted]	[Redacted]	[Redacted]	Appealed Successfully	[Redacted]	View

Complaint to [Redacted] **Appealed Successfully**

Seller Name	Seller ID	Shop Name	Appellant Name
[Redacted]	[Redacted]	[Redacted]	[Redacted]

Full Legal Name	Email	Physical Address	Phone Number
[Redacted]	[Redacted]	[Redacted]	[Redacted]

Appealed Successfully

Appealed Product(s)

Appeal Reason

Supportive Document(s)

Appeal Submitted

Appealed Product(s)

Appeal Reason

Supportive Document(s)

Back

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

- **Appeal Submitted:** The seller or creator of the reported product, live room, or video has appealed the enforcement action. The appeal is in the process of being reviewed.
- **Appealed Successfully:** The seller's or creator's appeal has been accepted and the enforcement action has been withdrawn.
- **Appeal Rejected:** The seller's 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.

- Make sure that all documents submitted are complete with full information. For example, if a document has three pages, please submit all three pages.
- Upload documents with a good resolution, ensuring that all information on the document is clear and legible.
- Double-check that the fields selected and manually entered in your IPPC submissions can be found in the attachments uploaded. Additionally, make sure 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 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 to register a trademark, is not acceptable.

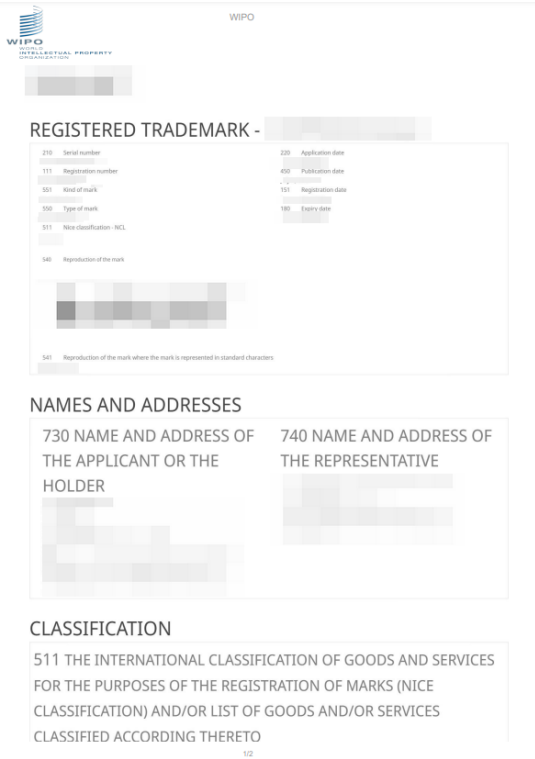
5.2 USER IDENTIFICATION DOCUMENTS

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 (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	<p>Official trademark certificate issued by the relevant IP Office.</p> <p>If you have renewed your trademark, please upload the original trademark certificate as well as the renewal certificate for verification.</p> <p>If a change of trademark ownership has occurred, please also upload the official document issued by the IP office.</p>	<p>WIPO screenshots or WIPO extracts are not accepted.</p>  <p>The screenshot displays a WIPO Intellectual Property Extract for a Registered Trademark. It includes fields for Serial number, Registration number, Kind of mark, Type of mark, and Nice classification. It also shows the Application date, Publication date, Registration date, and Expiry date. A reproduction of the mark is shown in both graphical and standard character formats. Below this, the NAMES AND ADDRESSES section shows the details for the Applicant or Holder and the Representative. The CLASSIFICATION section lists the international classification of goods and services.</p>
Registered Copyright	<p>Official copyright certificate issued by the relevant IP office or a copyright claim form.</p> <p>Visual representation of the copyrighted material that has been registered.</p> <p>Any other additional documents proving that you own the copyrighted material.</p>	

IPR Type / LOA	Documents Required	Things to Note
Unregistered Copyright	<p>Main image / video: The raw, original photo or video content without edits, overlays, or watermarks.</p> <p>(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.</p> <p>(Live and Video submissions) A screenshot of the account you use to post content, while you are logged in, or any other proof of your ownership of the content if you have not posted it online.</p> <p>(Optional) First publication URL.</p>	
Registered Design	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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 Authorization / Power of Attorney (where applicable)	Document(s) that can prove you have been authorized by the IPR owner to handle IPR complaints on behalf of the IPR owner.	<ul style="list-style-type: none"> • 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 in which they have applied, 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 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.	<p>Provide clear and verifiable counterfeit indicators, such as visual representations showing a side-by-side comparison of an authentic product vs a counterfeit.</p> <p>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.</p>

Category	Complaint Reason	Definition	Supporting Documents (Non-Exhaustive)
	Wrong Association	<p>The listed product infringes on a rights owner's trademark rights as the associated trademark is used for a third party's product.</p> <p>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.</p>	An explanation supported with images clearly showing where the wrong association with the rights owner's trademark has occurred.
	Overuse	<p>Using another rights owner's trademark in the product listing image(s) to promote the product / service predominantly without the authorization of the trademark owner.</p> <p>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 authorized to use Brand X's trademark in their product listings.</p>	An explanation supported with images clearly showing where the overuse has occurred.

Category	Complaint Reason	Definition	Supporting Documents (Non-Exhaustive)
	[Live / Video Reports] Unauthorized Use of Trademark in Video/Live Content	<p>Unauthorized use of trademark in video/live content</p> <p>For example, the content uses another party's registered trademark to promote a generic product without authorization from the trademark owner.</p>	An explanation supported with images clearly showing where and when the unauthorized use of trademark has occurred (e.g.: video or live timestamp screenshots).
Registered Copyright	Piracy	The listed product allegedly infringes on another's copyright as a pirated copy.	<p>Provide clear and verifiable piracy indicators, such as visual representations showing a side-by-side comparison of an authentic product vs a pirated product.</p> <p>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.</p>
	Unlawful Reproduction	The listed product infringes on another's copyright as it involves the sale of products featuring unauthorized copyrighted work, or unauthorized reproductions of copyrighted work.	An explanation supported with images clearly showing where the unlawful reproduction of your copyrighted material has occurred on the listing.

Category	Complaint Reason	Definition	Supporting Documents (Non-Exhaustive)
	Unlawful Access	The listed product infringes on another's copyright as it provides unauthorized 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 unauthorized access to your copyrighted work.
	Content Infringement	<p>The listed product infringes on another's copyright as copyrighted work is used as listing content.</p> <p>For example, a product listing uses the copyright owner's product images without prior authorization from the copyright owner.</p>	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] Unauthorized use of registered copyright in video/live content	Unauthorized use of registered copyright in video/live content	An explanation supported with images showing where and when the unauthorized use of your copyrighted work has occurred (eg: video or live timestamp screenshots).
Unregistered Copyright	Unauthorized use of image in product listing	<p>The listed product infringes on another's copyright as copyrighted work is used as listing content.</p> <p>For example, a product listing uses the copyright owner's product images without prior authorization from the copyright owner.</p>	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.

Category	Complaint Reason	Definition	Supporting Documents (Non-Exhaustive)
	[Live / Video Reports] Unauthorized use of unregistered copyright in video/live content	Unauthorized use of unregistered copyright in video/live content	An explanation supported with images showing where and when the unauthorized use of your copyrighted work has occurred (e.g.: video or live timestamp screenshots).
Registered Design <i>[For US reports, please submit via this webform instead]</i>	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 the TikTok Shop Academies articles on Design Infringement Reporting: Vietnam , Thailand , Malaysia , Philippines , Singapore , Indonesia , UK .
Utility Patent <i>[Not supported for US reports currently]</i>	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.