



BRAND IP PORTAL USER GUIDE

Updated as of January 2024

View this User Guide in another language

You are currently viewing the **English** version of the Brand IP Portal User Guide.

To view this guide in your preferred language, please select a link below:

Language

[English](#)

[Simplified Chinese / 简体中文](#)

[Traditional Chinese / 繁體中文](#)

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[Bahasa Indonesia](#)

[Portuguese / Português](#)



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WHAT IS SHOPEE'S BRAND IP PORTAL?

What is Shopee's Brand IP Portal?

Shopee's [Brand IP Portal](#) is a one-stop portal for Brands and Intellectual Property (IP) owners to protect their IP rights and grow their brand.



Register your **Intellectual Property (IP)** with Shopee



Manage your **Brand IP rights**



Report **suspected IP infringements**



Manage your **IP infringement cases**



WHAT IS SHOPEE'S BRAND IP PORTAL?

Key benefits of the Brand IP Portal

Centralised management

The Brand IP Portal is a one-stop solution to manage all Brand IP registrations and IP infringement cases across markets.

Simplified processes

Only a one-time registration of your Brand IP and upload of IP documents is required.

Streamlined submissions

Fields are automatically validated and information previously entered can be easily re-selected from dropdown menus.

Seamless status tracking

Statuses of your submissions are updated automatically and summarised on a single page for easy and accurate monitoring.

Better visibility across brands (Brand Owners only)

Convenient monitoring of live status and approval rates of cases/listings reported in each market across different brands.



Overview of the Brand IP Portal

There are **3 main features** on the Brand IP Portal:

1. Brand IP Management lets you register your Brand IP rights and check the status of your submissions.

2. Case Management lets you report IP infringements and track the status of your cases.

3. Data Dashboard lets Brand Owners view multi-brand data of all cases/listings reported (by both Brand Owners and Authorised Agents).

1 Brand IP Management

2 Case Management

3 Data Dashboard

Welcome to Brand IP Portal

Shopee strives to provide a safe and reliable experience for both brands & shoppers. Get started today!

Register Brand IP

Submit proof of IP right(s)

Submit a Violation

Submit proof of infringement to file a complaint

Manage Cases

Track status of submitted cases

Frequently Asked Questions

- Can authorized third-party IP enforcement agencies enroll IP rights on behalf of brands? If I'm an authorized agent, what documents are required for registering the brand's IP?
- How do I add additional portal users to report for my brand?
- In relation to submissions for copyright, what should I put into the IP registration number textbox if we don't have certificate number/ID?
- How will my Case Violations be processed?
- If I encounter an issue or a potential bug in the Brand IP Portal, what should I do?

View More FAQs >

Brand IP Portal User Guide

- What is Shopee's Brand IP Portal?
- How do I access the Brand IP Portal?
- How do I register my Brand IP?
- How do I manage my Brand IP registration submissions?
- How do I report an IP Infringement?
- How do I manage my IP Infringement cases?



WHAT IS SHOPEE'S BRAND IP PORTAL?

Overview of the Brand IP Portal

The Brand IP Portal homepage contains **3 sections** that can assist you in navigating the portal:

1. Frequently Asked Questions addresses common queries regarding the use of this portal, managing IP documents and case submissions.

2. Brand IP Portal User Guide contains a downloadable PDF with step-by-step instructions on navigating the portal.

3. Language menu allows you to select your preferred language for viewing the Brand IP Portal.

The screenshot shows the Shopee Brand IP Portal homepage. The left sidebar includes 'My Home Page', 'Brand IP Management' (with 'Brand IP Registration' and 'Brand IP Management' sub-options), 'Case Management' (with 'Submit a Violation' and 'Case Management' sub-options), and 'Data Dashboard'. The main content area features a 'Welcome to Brand IP Portal' message: 'Shopee strives to provide a safe and reliable experience for both brands & shoppers. Get started today!'. Below this are three cards: 'Register Brand IP' (Submit proof of IP right(s)), 'Submit a Violation' (Submit proof of infringement to file a complaint), and 'Manage Cases' (Track status of submitted cases). A large red box labeled '1' highlights the 'Frequently Asked Questions' section, which contains a list of FAQs with plus signs. A red box labeled '2' highlights the 'Brand IP Portal User Guide' PDF, which has a red border and a red download icon. A red box labeled '3' highlights the top right corner where the language is set to 'English' and the user email is 'xyz.fashion@xyzfashion.com'.



HOW DO I ACCESS THE BRAND IP PORTAL?

At a glance



Sign Up for the
Brand IP Portal



Submit Application as a/an
• **Brand Owner/Rights Holder** or
• **Authorised Agent/Law Firm**

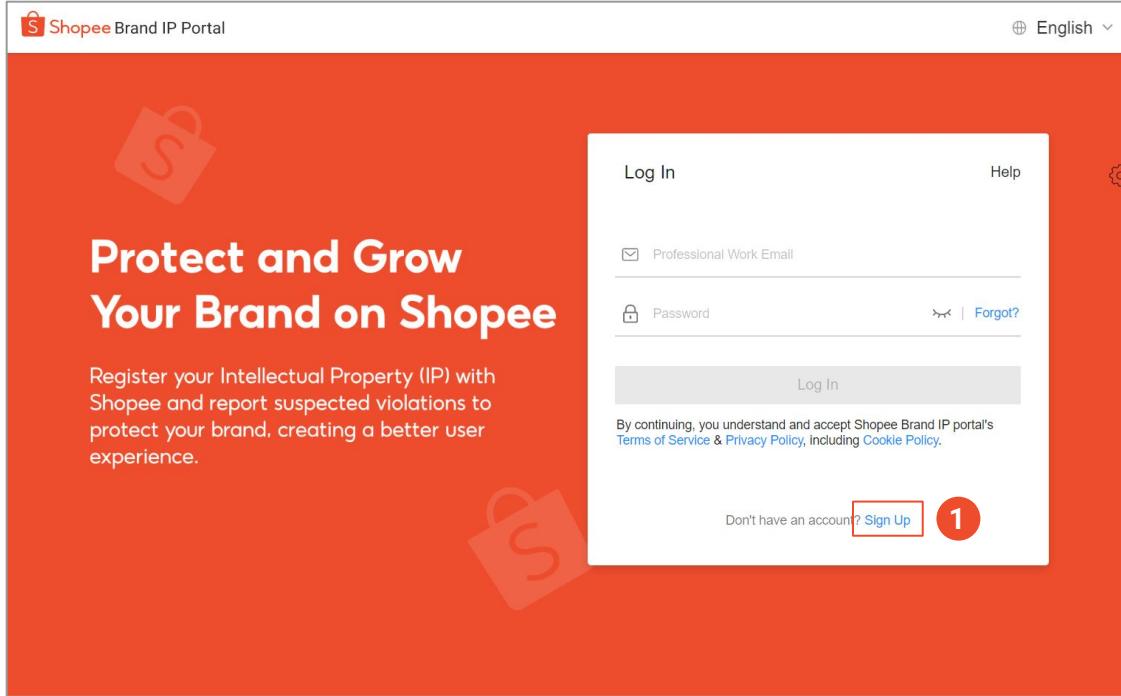


Access the Brand IP
Portal after application
approval



HOW DO I ACCESS THE BRAND IP PORTAL?

Signing up for the Brand IP Portal

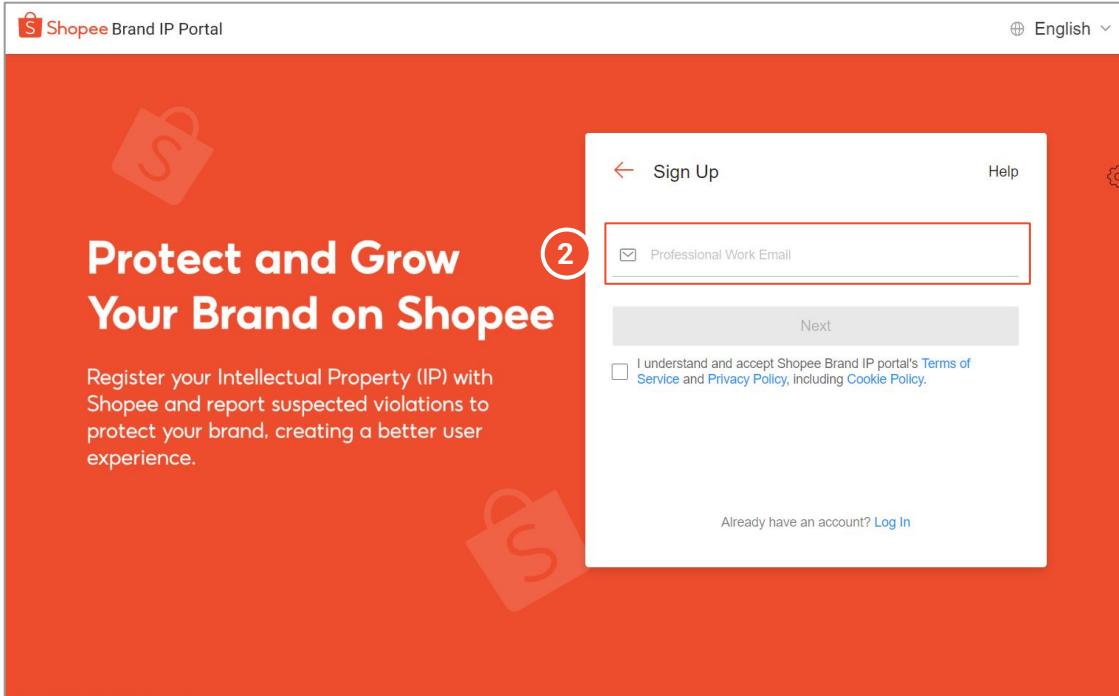


- 1 Go to the Brand IP Portal at <http://brandipp.shopee.com/> and select **Sign Up**.



HOW DO I ACCESS THE BRAND IP PORTAL?

Signing up for the Brand IP Portal



2 Fill in your corporate work email address and select **Next**.

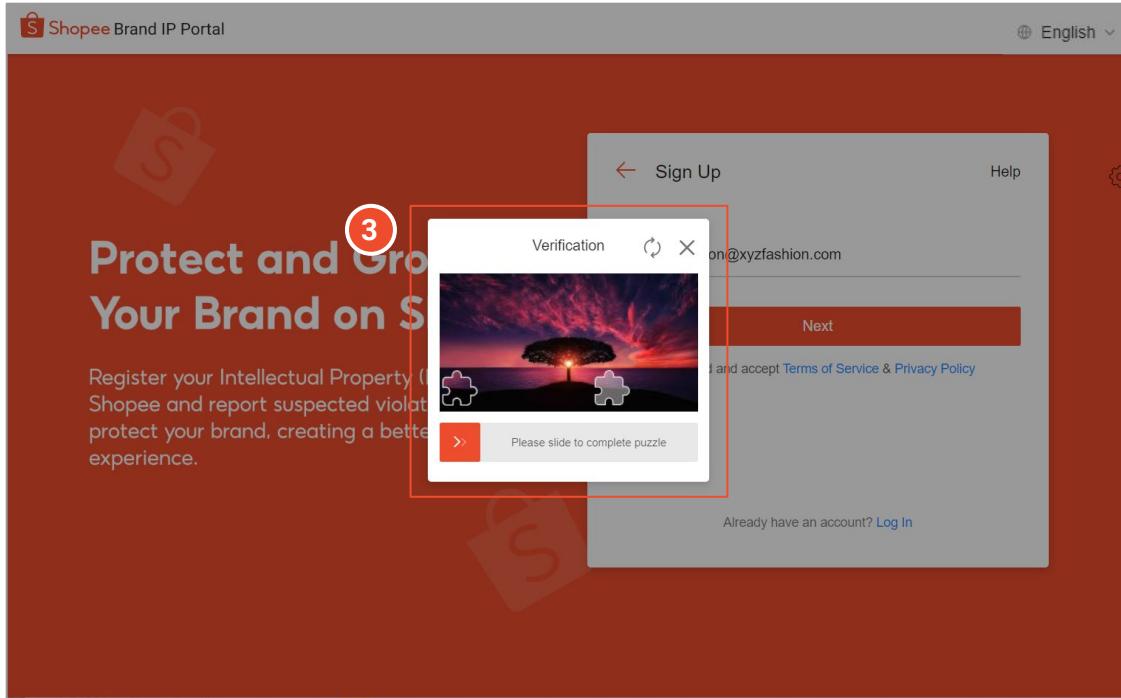


To proceed with your sign-up, check the box acknowledging and accepting Shopee's Terms of Service, Privacy Policy and Cookie Policy.



HOW DO I ACCESS THE BRAND IP PORTAL?

Signing up for the Brand IP Portal

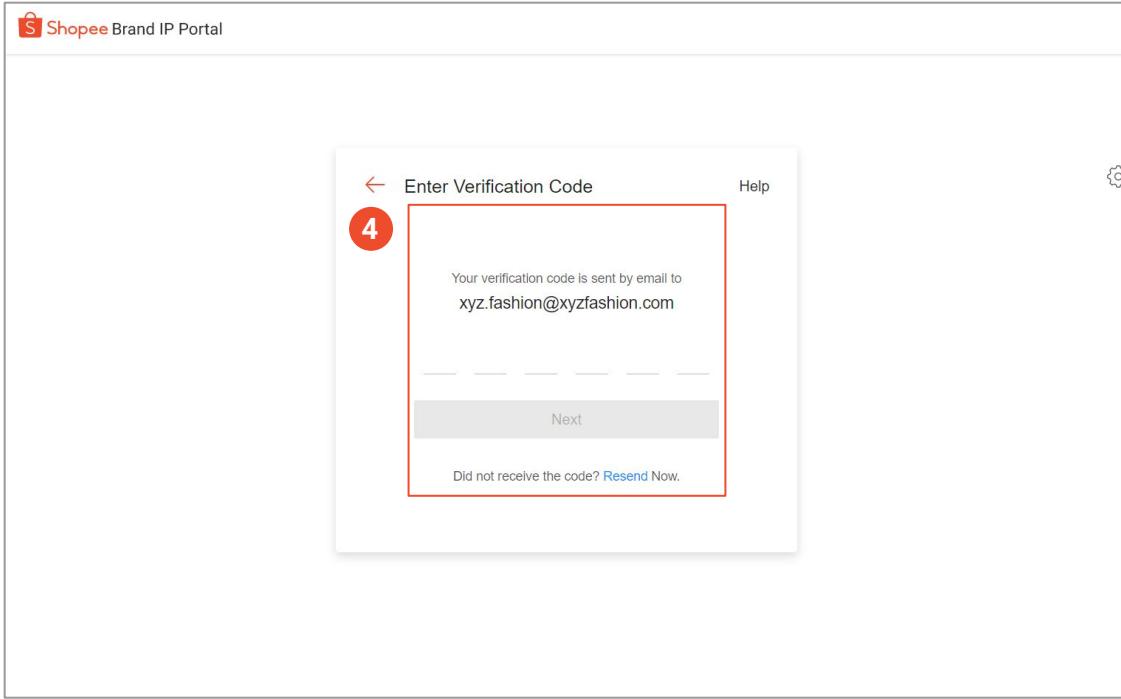


3 Complete the Verification puzzle.



HOW DO I ACCESS THE BRAND IP PORTAL?

Signing up for the Brand IP Portal

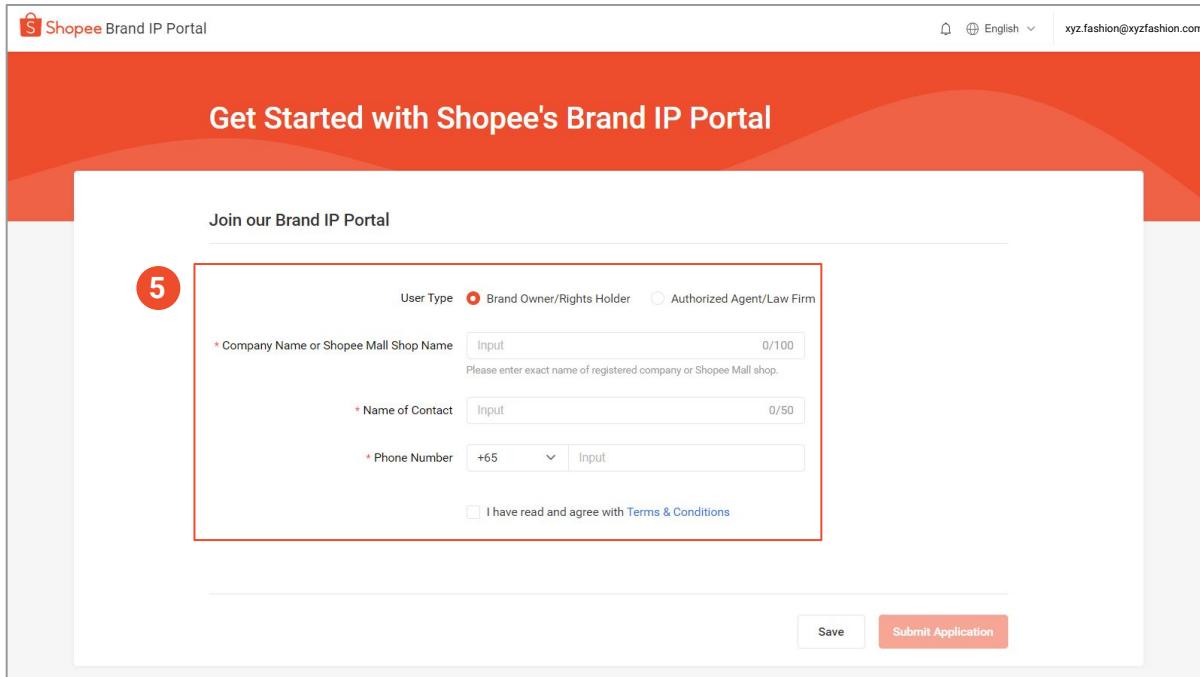


4 Enter Verification Code sent to your corporate email.



HOW DO I ACCESS THE BRAND IP PORTAL?

Submitting your Brand IP Portal registration



The image shows the Shopee Brand IP Portal registration page. At the top, there is a header with the Shopee logo, 'Shopee Brand IP Portal', a language selection dropdown set to 'English', and an email address 'xyz.fashion@xyzfashion.com'. Below the header, a large orange banner says 'Get Started with Shopee's Brand IP Portal'. A white form box is centered on the page. The form has a red border around the input fields. It includes fields for 'User Type' (radio buttons for 'Brand Owner/Rights Holder' and 'Authorized Agent/Law Firm'), 'Company Name or Shopee Mall Shop Name' (input field with a character limit of 100), 'Name of Contact' (input field with a character limit of 50), 'Phone Number' (input field with a dropdown for country code '+65' and an input field for the phone number), and a checkbox for 'I have read and agree with Terms & Conditions'. At the bottom of the form are 'Save' and 'Submit Application' buttons.

5 Select your User Type.

If you are a **Brand Owner/Rights Holder**, fill in the:

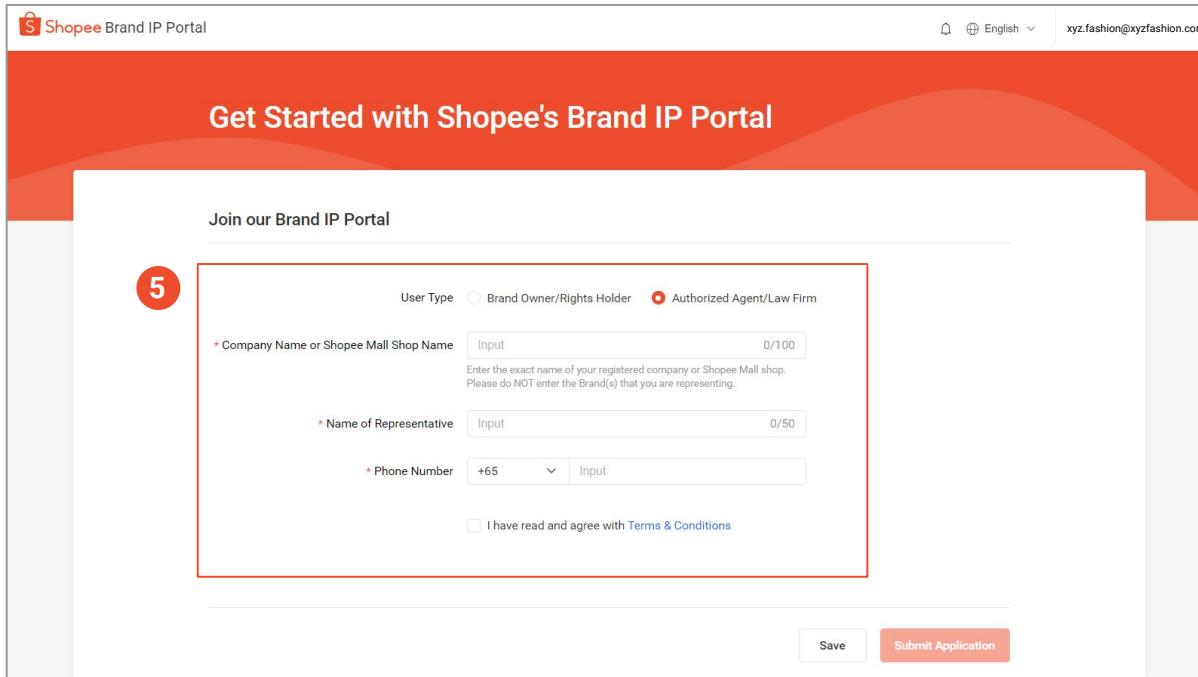
- **Company Name or Shopee Mall Shop Name**
- **Name of Contact**
- **Phone Number**

Submit Application once completed.



HOW DO I ACCESS THE BRAND IP PORTAL?

Submitting your Brand IP Portal registration



Shopee Brand IP Portal

English xyz.fashion@xyzfashion.com

Get Started with Shopee's Brand IP Portal

Join our Brand IP Portal

5

User Type Brand Owner/Rights Holder Authorized Agent/Law Firm

* Company Name or Shopee Mall Shop Name 0/100
Enter the exact name of your registered company or Shopee Mall shop. Please do NOT enter the Brand(s) that you are representing.

* Name of Representative 0/50

* Phone Number +65

I have read and agree with [Terms & Conditions](#)

5 An Authorised Agent/Law Firm should fill in:

- Company Name or Shopee Mall Shop Name
- Name of Representative
- Phone Number

Submit Application once completed.

User Tips!



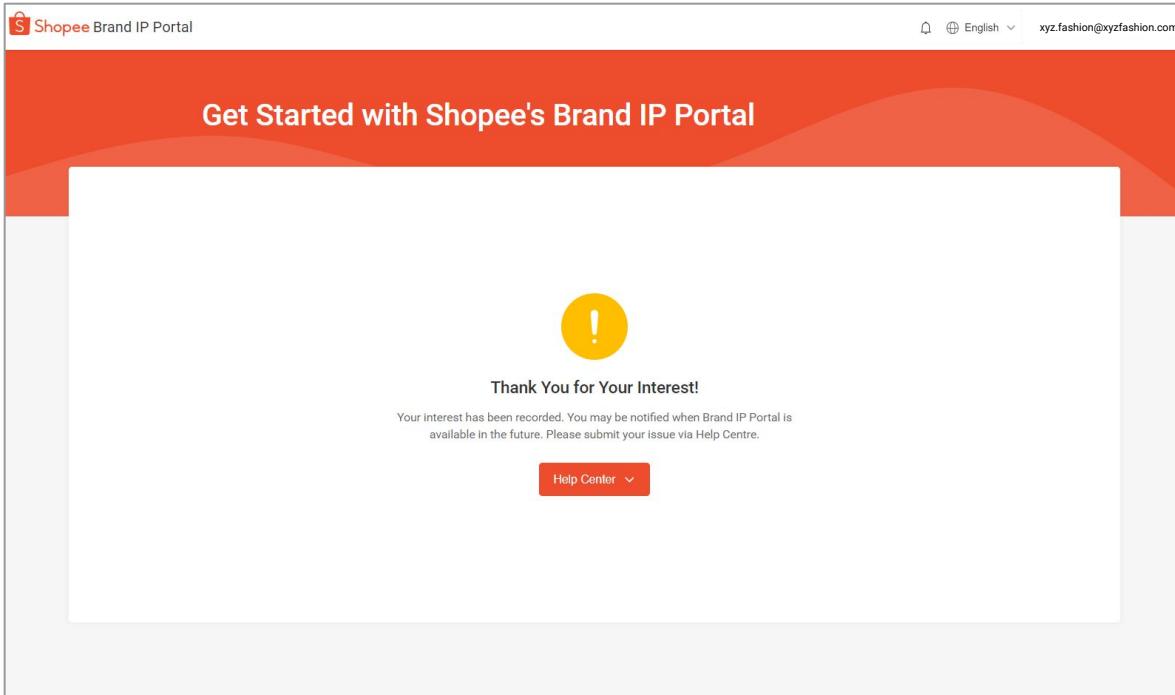
If you authorised other parties to enforce IP rights, ensure they sign up as an **Authorised Agent/Law Firm**.



HOW DO I ACCESS THE BRAND IP PORTAL?

Submitting your Brand IP Portal registration

6



6 Your application will be approved **within 3-5 working days**. Once approved, you will receive a notification at the email address you signed up with.

You can then access the [Brand IP Portal](#).

Note



If your application has not been approved within 5 days, please [contact us for assistance](#).

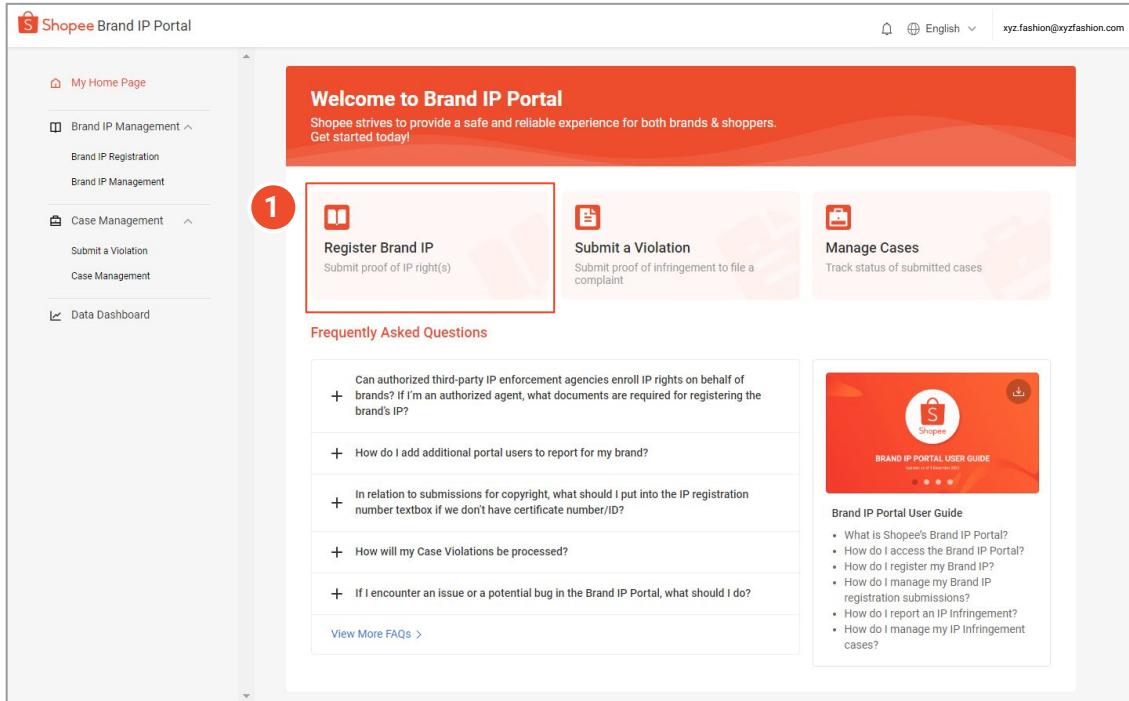


HOW DO I ACCESS THE BRAND IP PORTAL?

17

HOW DO I REGISTER MY BRAND IP?

How do I register my Brand IP?



Shopee Brand IP Portal

Welcome to Brand IP Portal

Shopee strives to provide a safe and reliable experience for both brands & shoppers. Get started today!

1 Register Brand IP

Submit Brand IP

Submit a Violation

Submit proof of IP right(s)

Manage Cases

Track status of submitted cases

Frequently Asked Questions

- Can authorized third-party IP enforcement agencies enroll IP rights on behalf of brands? If I'm an authorized agent, what documents are required for registering the brand's IP?
- How do I add additional portal users to report for my brand?
- In relation to submissions for copyright, what should I put into the IP registration number textbox if we don't have certificate number/ID?
- How will my Case Violations be processed?
- If I encounter an issue or a potential bug in the Brand IP Portal, what should I do?

View More FAQs >

BRAND IP PORTAL USER GUIDE

Brand IP Portal User Guide

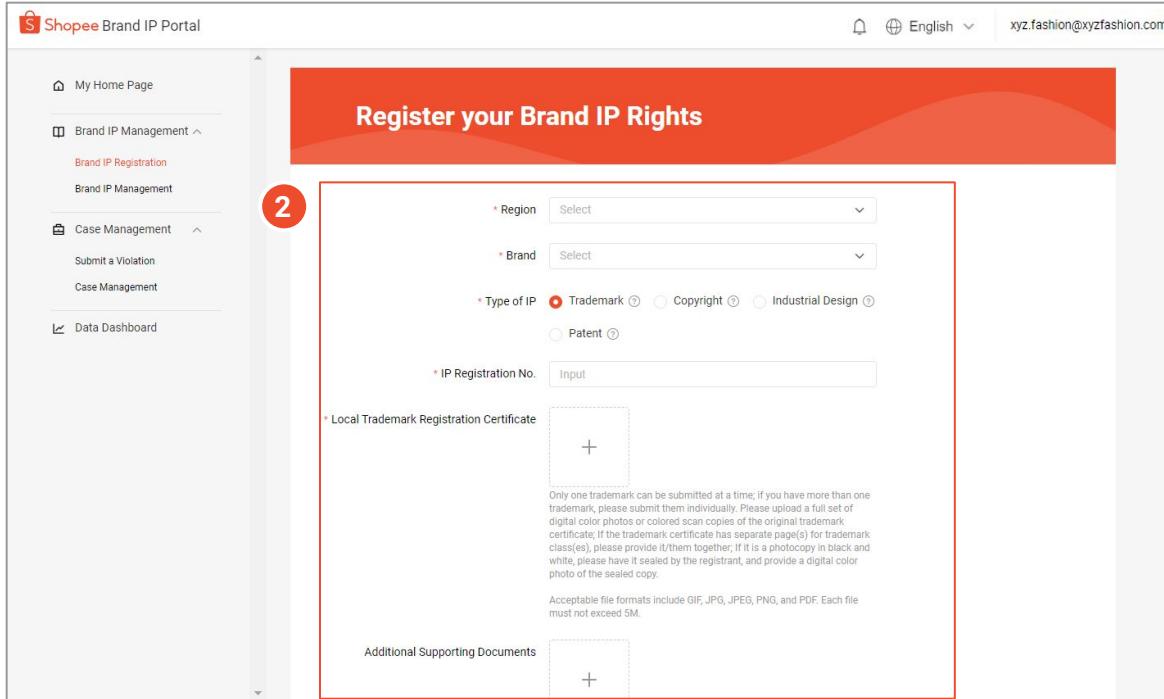
- What is Shopee's Brand IP Portal?
- How do I access the Brand IP Portal?
- How do I register my Brand IP?
- How do I manage my Brand IP registration submissions?
- How do I report an IP infringement?
- How do I manage my IP infringement cases?

- 1 From **My Home Page**, select **Register Brand IP** to go to the **Brand IP Registration** page.



HOW DO I REGISTER MY BRAND IP?

How do I register my Brand IP?



The image shows the Shopee Brand IP Portal registration page. The header includes the Shopee logo, 'Shopee Brand IP Portal', a bell icon, 'English' language selection, and the email 'xyz.fashion@xyzfashion.com'. The left sidebar has navigation links: 'My Home Page', 'Brand IP Management' (selected), 'Brand IP Registration', 'Brand IP Management', 'Case Management' (selected), 'Submit a Violation', 'Case Management', and 'Data Dashboard'. The main content area has a red header 'Register your Brand IP Rights'. A red circle with the number '2' is overlaid on the left side of the form. The form fields are: 'Region' (dropdown), 'Brand' (dropdown), 'Type of IP' (radio buttons: Trademark (selected), Copyright, Industrial Design, Patent), 'IP Registration No.' (input field), 'Local Trademark Registration Certificate' (file upload field with a plus sign), and 'Additional Supporting Documents' (file upload field with a plus sign). A note below the certificate field specifies that only one trademark can be submitted at a time, and provides instructions for multiple trademarks and acceptable file formats (GIF, JPG, JPEG, PNG, PDF, max 5M).

2 Fill in the information required, including your **Region**, **Brand** and **Type of IP**.



HOW DO I REGISTER MY BRAND IP?

How do I register my Brand IP?

A

* Region Select

* Brand Select

* Type of IP Trademark ② Copyright ② Industrial Design ②
 Patent ② Others ②

* IP Registration No. Input

B

* Local Trademark Registration Certificate

Only one trademark can be submitted at a time; if you have more than one trademark, please submit them individually. Please upload a full set of digital color photos or colored scan copies of the original trademark certificate; if the trademark certificate has separate page(s) for trademark class(es), please provide it/them together; if it is a photocopy in black and white, please have it sealed by the registrant, and provide a digital color photo of the sealed copy.

Acceptable file formats include GIF, JPG, JPEG, PNG, and PDF. Each file must not exceed 5M.

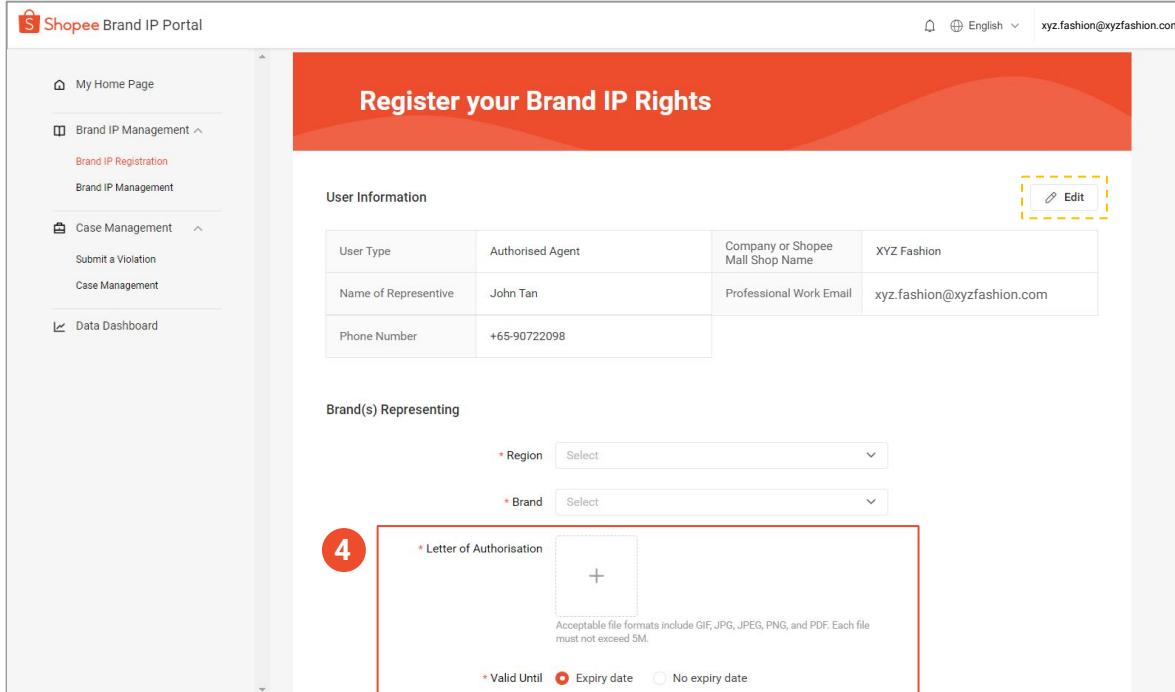
Pictorial Guidance/Pricelist

③ Each **Type of IP (A)** requires a different set of documents and information **(B)** in addition to the **IP Registration No.**

(A) Type of IP	(B) Required information	Optional information
Trademark	<ul style="list-style-type: none">Local Trademark Registration Certificate(s)Expiry Date	<ul style="list-style-type: none">Pictorial Guidance/ Pricelist
Copyright	<ul style="list-style-type: none">Local Copyright Registration Certificate(s), if any	<ul style="list-style-type: none">Pictorial ProofExpiry Date
Industrial Design	<ul style="list-style-type: none">Industrial Design Certificate(s)	<ul style="list-style-type: none">Expiry Date
Patent	<ul style="list-style-type: none">Patent Certificate(s)	<ul style="list-style-type: none">Expiry Date



How do I register my Brand IP?



Shopee Brand IP Portal

My Home Page

Brand IP Management

- Brand IP Registration
- Brand IP Management

Case Management

- Submit a Violation
- Case Management

Data Dashboard

Register your Brand IP Rights

User Information

User Type	Authorised Agent	Company or Shopee Mall Shop Name	XYZ Fashion
Name of Representative	John Tan	Professional Work Email	xyz.fashion@xyzfashion.com
Phone Number	+65-90722098		

Brand(s) Representing

* Region: Select

* Brand: Select

4 * Letter of Authorisation

Acceptable file formats include GIF, JPG, JPEG, PNG, and PDF. Each file must not exceed 5M.

* Valid Until Expiry date No expiry date

4 For an **Authorised Agent/Law Firm**, these additional details are required:

- **Letter of Authorisation**
- Date that the Letter of Authorisation is **Valid Until**

User Tips!

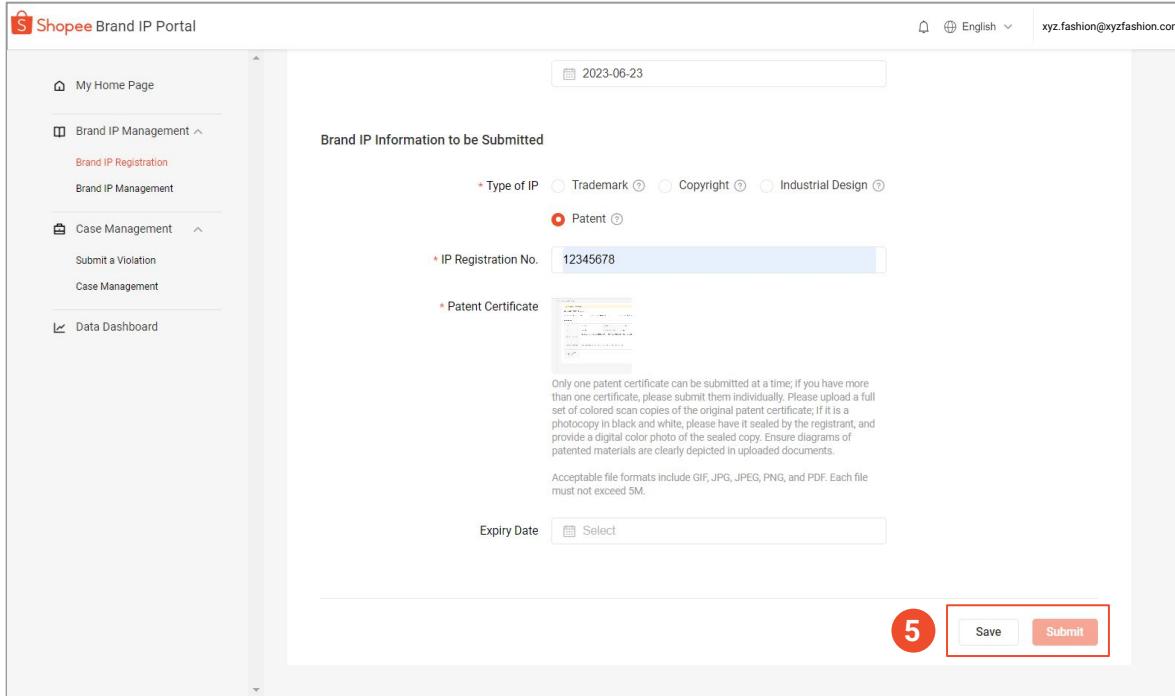


Under **User Information**, **Edit** your **Company or Shopee Mall Shop Name** and **Name of Representative**.



HOW DO I REGISTER MY BRAND IP?

How do I register my Brand IP?



Shopee Brand IP Portal

My Home Page

Brand IP Management

- Brand IP Registration
- Brand IP Management

Case Management

- Submit a Violation
- Case Management

Data Dashboard

2023-06-23

English xyz.fashion@xyzfashion.com

Brand IP Information to be Submitted

* Type of IP Trademark Copyright Industrial Design Patent

* IP Registration No. 12345678

* Patent Certificate 

Only one patent certificate can be submitted at a time; if you have more than one certificate, please submit them individually. Please upload a full set of colored scan copies of the original patent certificate; If it is a photocopy in black and white, please have it sealed by the registrant, and provide a digital color photo of the sealed copy. Ensure diagrams of patented materials are clearly depicted in uploaded documents.

Acceptable file formats include GIF, JPG, JPEG, PNG, and PDF. Each file must not exceed 5M.

Expiry Date

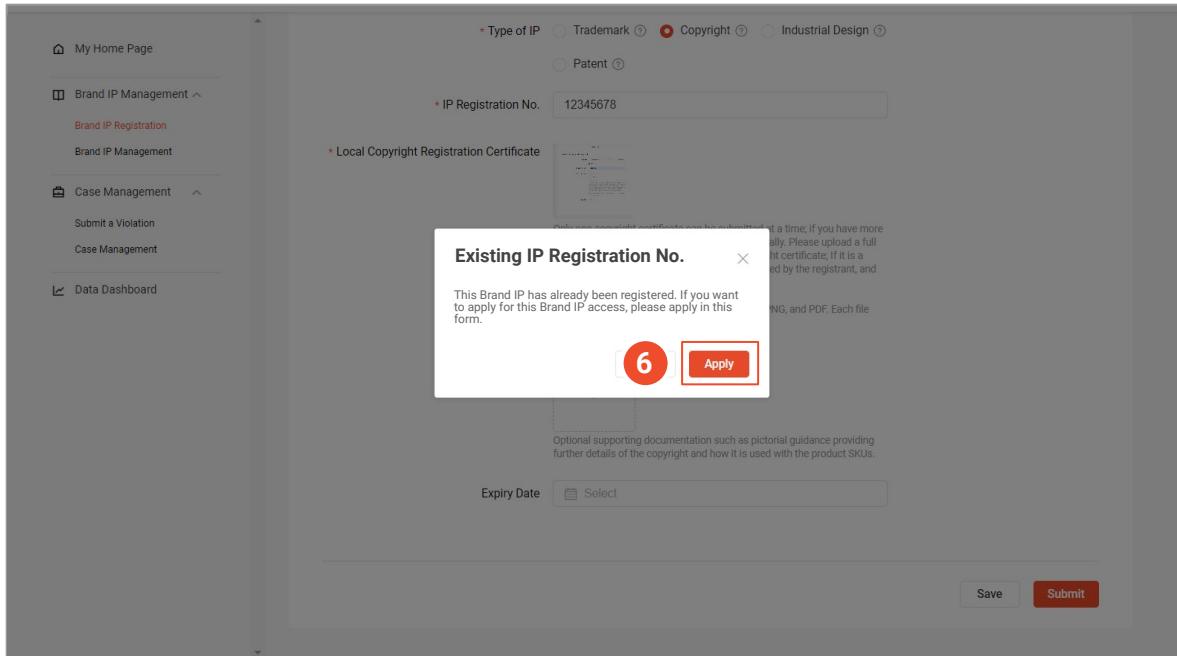
5 Save Submit

5 After you've filled in the required information, **Save** the registration as a draft or **Submit** it for review.



HOW DO I REGISTER MY BRAND IP?

How do I register my Brand IP?



6 If another user of your Brand has already registered the same Brand IP*, you will be informed via a pop-up window after you select **Submit**.

Select **Apply** to [connect your account to an existing brand](#).

* Brand IP submissions are considered the same if they share the same **Brand**, **Type of IP**, **IP Registration No.**, and **Region**.



HOW DO I REGISTER MY BRAND IP?

How do I register my Brand IP?

If you know another user of your Brand has already registered the same Brand IP*, you do not need to register your Brand IP again. Instead, apply to [connect your account to an existing brand](#).

Your account will be connected to your Brand within 3-5 working days. Once connected, you will receive a notification at the email address you signed up with.

* Brand IP submissions are considered the same if they share the same **Brand**, **Type of IP**, **IP Registration No.**, and **Region**.

Note



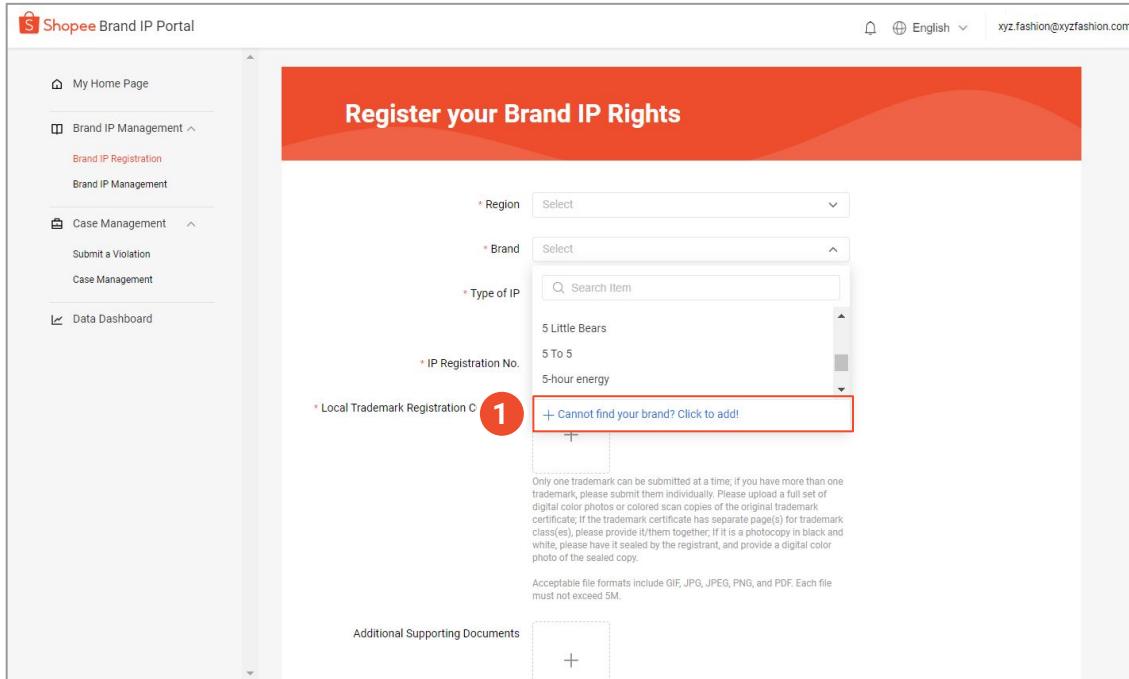
If other users of your Brand previously made submissions on the Brand IP Management and Case Management pages, you will only be able to see these submissions after your account has been connected.

If a brand IP was registered by the Brand Owner, Authorised Agents will not be able to view the relevant IP documents even after your account is connected. Authorised Agents will still need to register the relevant IP documents and LOA/POA before reporting IP infringements.



HOW DO I ADD MY BRAND TO THE BRAND IP PORTAL DATABASE?

How do I add my brand to the Brand IP Portal database?



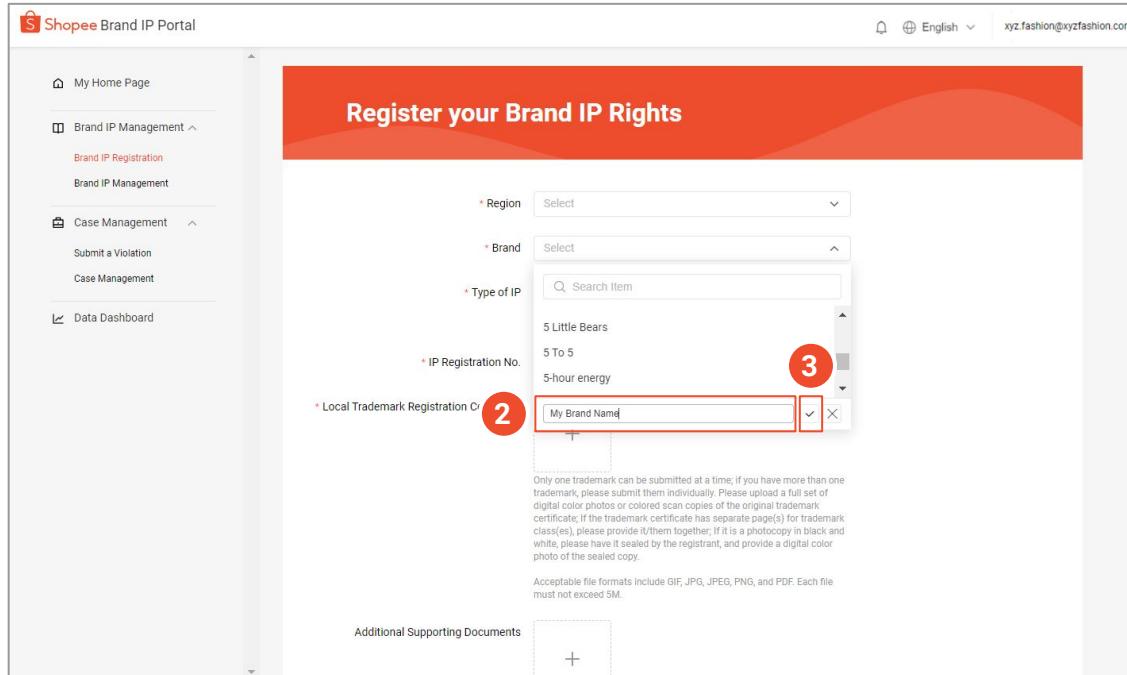
1 If you cannot find your brand when registering your Brand IP, you can request to add it to the Brand IP Portal database.

At the **Brand** field, select **Cannot find your brand?** **Click to add!** from the drop-down list.



HOW DO I ADD MY BRAND TO THE BRAND IP PORTAL DATABASE?

How do I add my brand to the Brand IP Portal database?



Shopee Brand IP Portal

My Home Page

Brand IP Management

- Brand IP Registration
- Brand IP Management

Case Management

- Submit a Violation
- Case Management

Data Dashboard

Register your Brand IP Rights

* Region: Select

* Brand: Select

* Type of IP: Search Item

5 Little Bears

5 To 5

5-hour energy

* IP Registration No.

* Local Trademark Registration Cr

2 My Brand Name 3

Only one trademark can be submitted at a time; if you have more than one trademark, please submit them individually. Please upload a full set of digital color photos or colored scan copies of the original trademark certificate. If the trademark certificate has separate page(s) for trademark class(es), please provide it/them together; if it is a photocopy in black and white, please have it sealed by the registrant, and provide a digital color photo of the sealed copy.

Acceptable file formats include GIF, JPG, JPEG, PNG, and PDF. Each file must not exceed 5M.

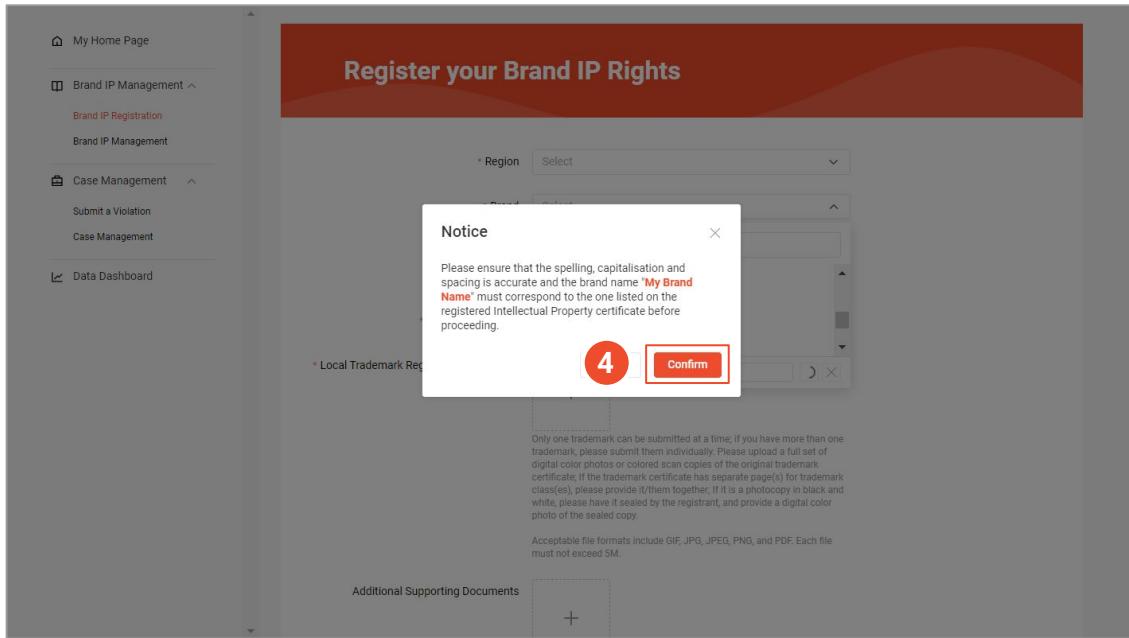
Additional Supporting Documents

- 2 Enter your brand name.
- 3 Select the tick icon to confirm your entry.



HOW DO I ADD MY BRAND TO THE BRAND IP PORTAL DATABASE?

How do I add my brand to the Brand IP Portal database?

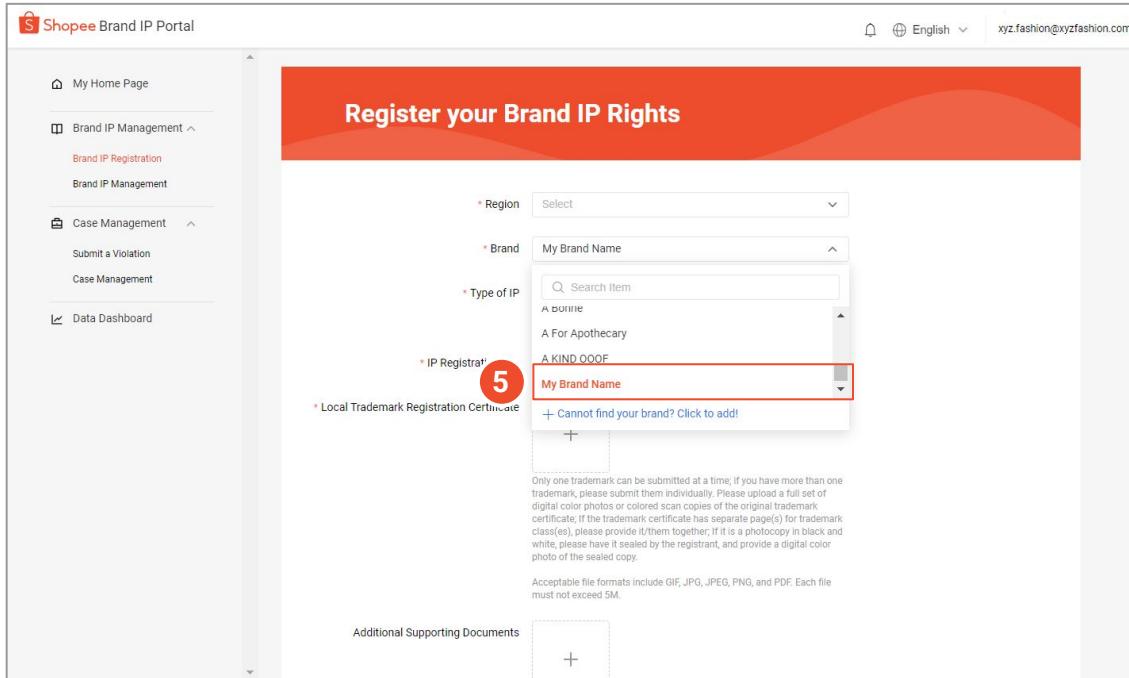


- 4 Check to ensure that your brand name is entered accurately (correct spelling, capitalisation, spacing) before you **Confirm** the submission.



HOW DO I ADD MY BRAND TO THE BRAND IP PORTAL DATABASE?

How do I add my brand to the Brand IP Portal database?



The screenshot shows the Shopee Brand IP Portal registration page. The header includes the Shopee logo, 'Shopee Brand IP Portal', a notification bell, language selection ('English'), and an email address ('xyz.fashion@xyzfashion.com'). The left sidebar has navigation links: 'My Home Page', 'Brand IP Management' (selected), 'Brand IP Registration' (highlighted in red), 'Brand IP Management', 'Case Management' (with 'Submit a Violation' and 'Case Management' sub-links), and 'Data Dashboard'. The main content area has a red header 'Register your Brand IP Rights'. It contains fields: 'Region' (dropdown), 'Brand' (dropdown with 'My Brand Name' selected), 'Type of IP' (dropdown with 'My Brand Name' selected, highlighted in red), and 'IP Registrant' (dropdown with '5' selected). Below these are sections for 'Local Trademark Registration Certificate' and 'Additional Supporting Documents' (with a plus sign). A note at the bottom states: 'Only one trademark can be submitted at a time; if you have more than one trademark, please submit them individually. Please upload a full set of digital color photos or colored scan copies of the original trademark certificate. If the trademark certificate has separate page(s) for trademark class(es), please provide it/them together; if it is a photocopy in black and white, please have it sealed by the registrant, and provide a digital color photo of the sealed copy.' Acceptable file formats are listed as GIF, JPG, JPEG, PNG, and PDF, with a size limit of 5M.

5 Your brand name would be added and automatically selected under the **Brand** field.

Continue to fill in the rest of your registration.



Note
Once your Brand IP is successfully registered, your brand name will be permanently added to the database.



HOW DO I ADD MY BRAND TO THE BRAND IP PORTAL DATABASE?

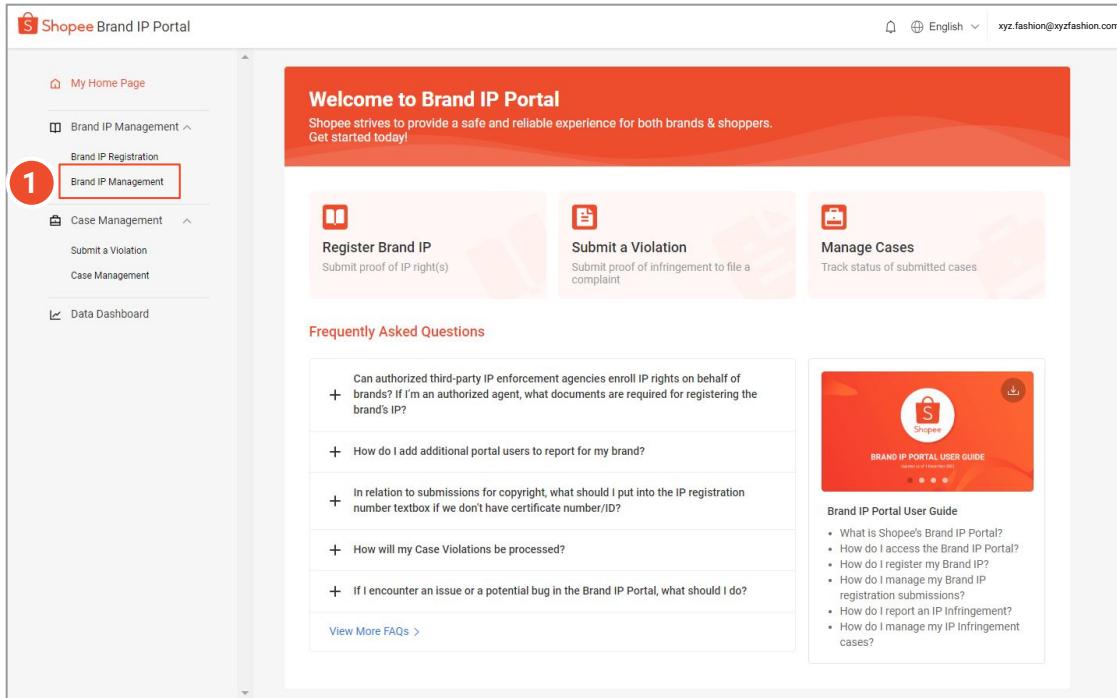
HOW DO I MANAGE MY BRAND IP REGISTRATION SUBMISSIONS?

At a glance

- 1 How do I view the status of my Brand IP registrations?
- 2 How do I edit, withdraw or submit a **Draft**?
- 3 How do I withdraw a submission **Under Review**?
- 4 How do I update **Action Required** submissions?
- 5 What should I do if my submission status is **Rejected**?



How do I view the status of my Brand IP registrations?



1 Go to the **Brand IP Management** page from the sidebar menu.

1 Go to the **Brand IP Management** page from the sidebar menu.

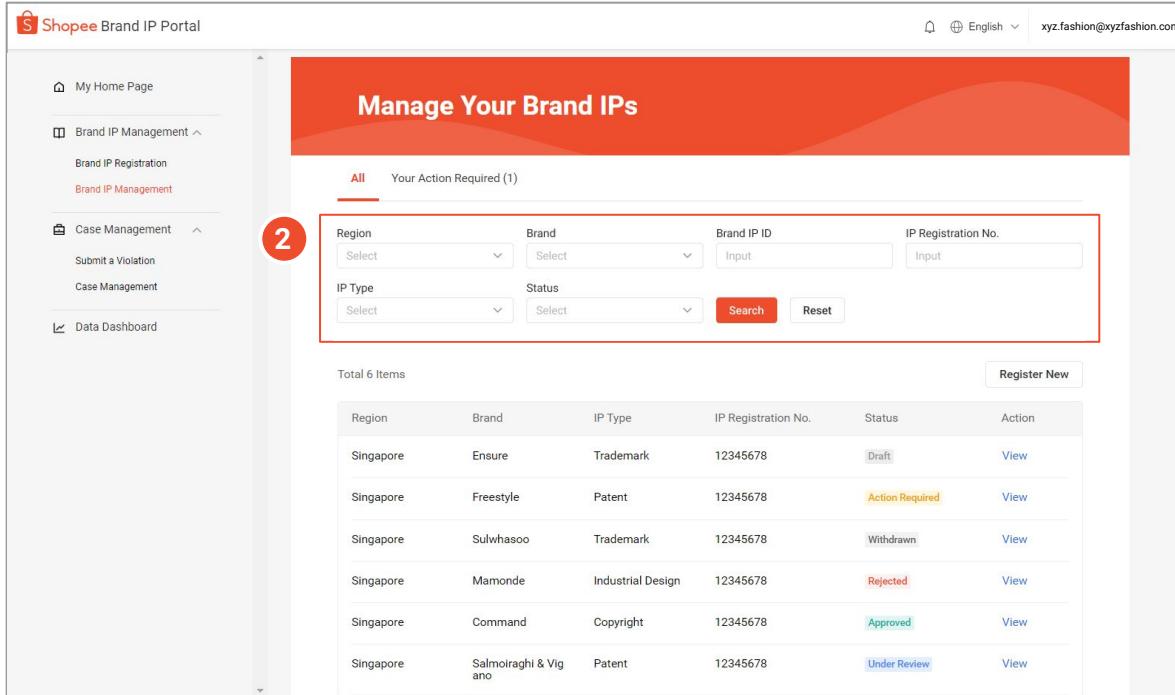


Authorised Agents/Law Firms can only view the IP documents that they have submitted themselves. Only Brand Owners can view all IP documents belonging to the brands under them.



HOW DO I MANAGE MY BRAND IP REGISTRATION SUBMISSIONS?

How do I view the status of my Brand IP registrations?



The screenshot shows the Shopee Brand IP Portal interface. The top navigation bar includes the Shopee logo, 'Brand IP Portal', a bell icon, language selection ('English'), and a user email ('xyz.fashion@xyzfashion.com'). The left sidebar has links for 'My Home Page', 'Brand IP Management' (selected), 'Brand IP Registration', 'Case Management' (selected), and 'Data Dashboard'. The main content area has a red header 'Manage Your Brand IPs' with a sub-header 'All Your Action Required (1)'. A red circle with the number '2' highlights the search filters. Below the filters is a table with 6 items, each with a 'View' button. The table columns are Region, Brand, IP Type, IP Registration No., Status, and Action.

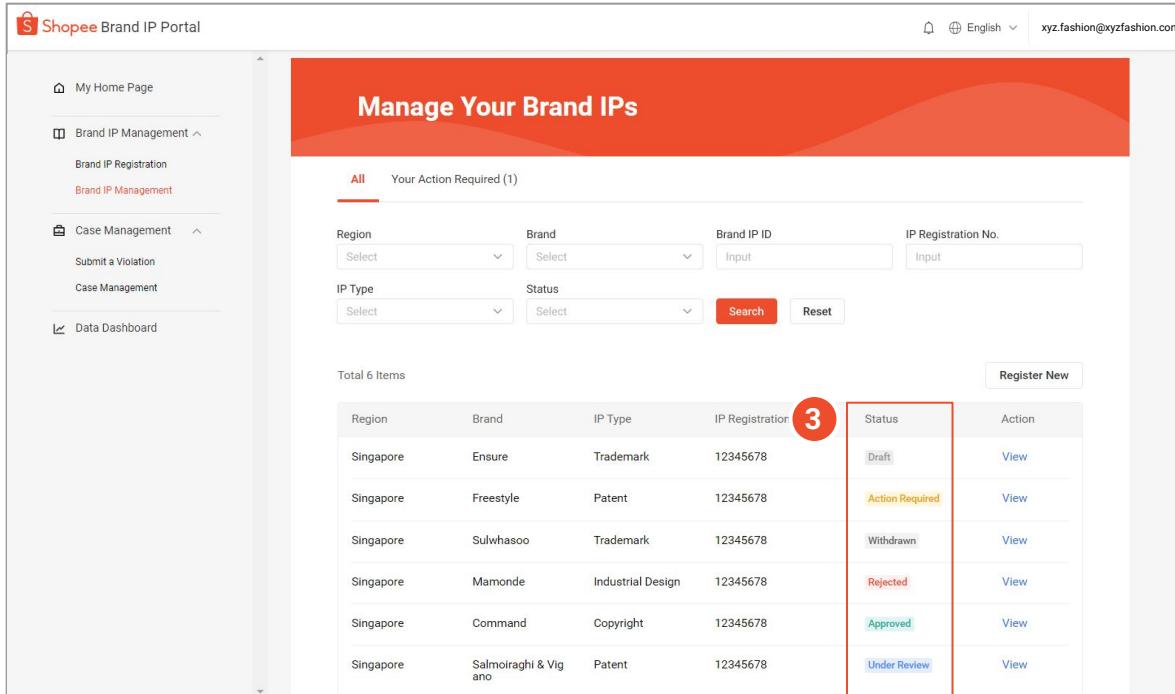
Region	Brand	IP Type	IP Registration No.	Status	Action
Singapore	Ensure	Trademark	12345678	Draft	View
Singapore	Freestyle	Patent	12345678	Action Required	View
Singapore	Sulwhasoo	Trademark	12345678	Withdrawn	View
Singapore	Mamonde	Industrial Design	12345678	Rejected	View
Singapore	Command	Copyright	12345678	Approved	View
Singapore	Salmoiragh & Vigano	Patent	12345678	Under Review	View

2 Search for a Brand IP submission using one or more filters.



HOW DO I MANAGE MY BRAND IP REGISTRATION SUBMISSIONS?

How do I view the status of my Brand IP registrations?



The screenshot shows the Shopee Brand IP Portal interface. The left sidebar includes links for 'My Home Page', 'Brand IP Management' (selected), 'Case Management', and 'Data Dashboard'. The main content area has a title 'Manage Your Brand IPs' and a sub-section 'All Your Action Required (1)'. It features filters for 'Region', 'Brand', 'Brand IP ID', 'IP Registration No.', 'IP Type', and 'Status'. Below these filters, a table lists 6 items with columns for Region, Brand, IP Type, IP Registration No., and Status. The 'Status' column is highlighted with a red border. A red circle with the number 3 is placed over the table, pointing to the 'Status' column. The table data is as follows:

Region	Brand	IP Type	IP Registration No.	Status	Action
Singapore	Ensure	Trademark	12345678	Draft	View
Singapore	Freestyle	Patent	12345678	Action Required	View
Singapore	Sulwhasoo	Trademark	12345678	Withdrawn	View
Singapore	Mamonde	Industrial Design	12345678	Rejected	View
Singapore	Command	Copyright	12345678	Approved	View
Singapore	Salmoiragh & Vigano	Patent	12345678	Under Review	View

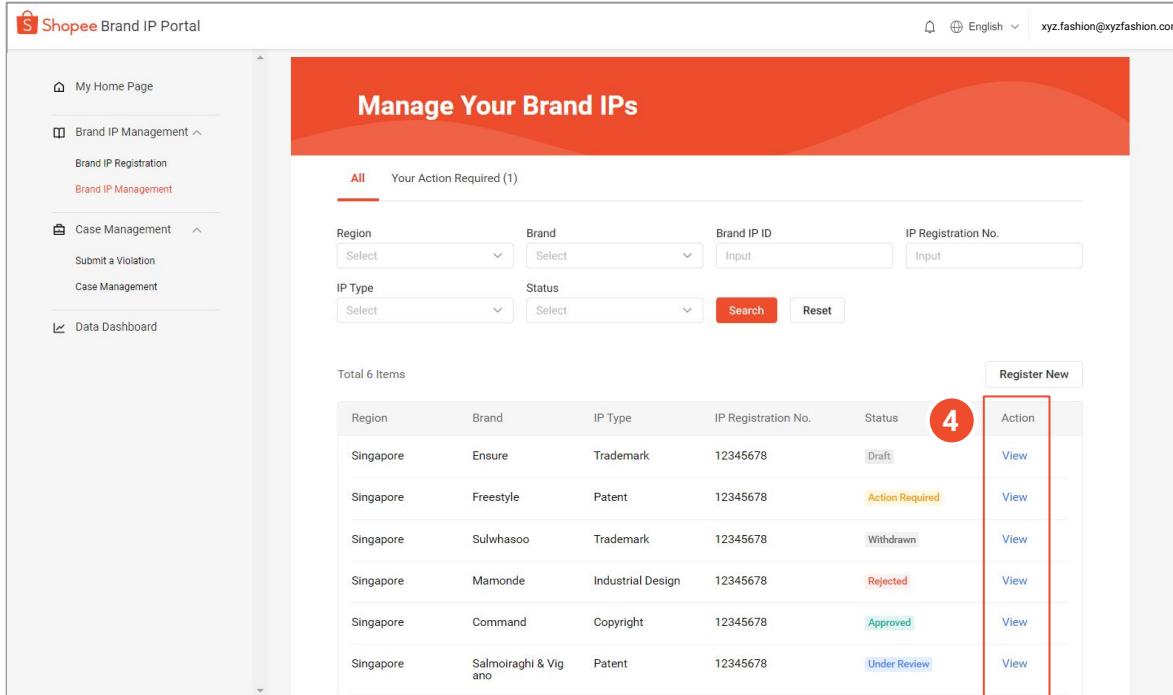
3 Check the registration **Status** of your submissions.

Status	Description
Draft	Saved as a draft but not yet submitted.
Under Review	Brand IP registration submitted and pending review.
Action Required	Insufficient documents received / other action required.
Approved	Brand IP registered successfully.
Rejected	Brand IP registration unsuccessful.
Withdrawn	Brand IP registration submission withdrawn.



HOW DO I MANAGE MY BRAND IP REGISTRATION SUBMISSIONS?

How do I view the status of my Brand IP registrations?



Region	Brand	IP Type	IP Registration No.	Status	Action
Singapore	Ensure	Trademark	12345678	Draft	View
Singapore	Freestyle	Patent	12345678	Action Required	View
Singapore	Sulwhasoo	Trademark	12345678	Withdrawn	View
Singapore	Mamonde	Industrial Design	12345678	Rejected	View
Singapore	Command	Copyright	12345678	Approved	View
Singapore	Salmoiragh & Vigano	Patent	12345678	Under Review	View

4 Select **View** under the **Action** column for more details.



HOW DO I MANAGE MY BRAND IP REGISTRATION SUBMISSIONS?

How do I view the status of my Brand IP registrations?

5

Please change your region.

Brand IP ID: 1000138 Action Required

IP Creation: 07-07-2022 15:32 Date of Update: 07-07-2022 16:09 Date of Acceptance/Rejection: -

Information

Region	Singapore	Brand	Freestyle
IP Type	Patent	IP Registration No.	12345678
Patent Certificate		Expiry date	23-06-2023 00:00

Duplicate Update

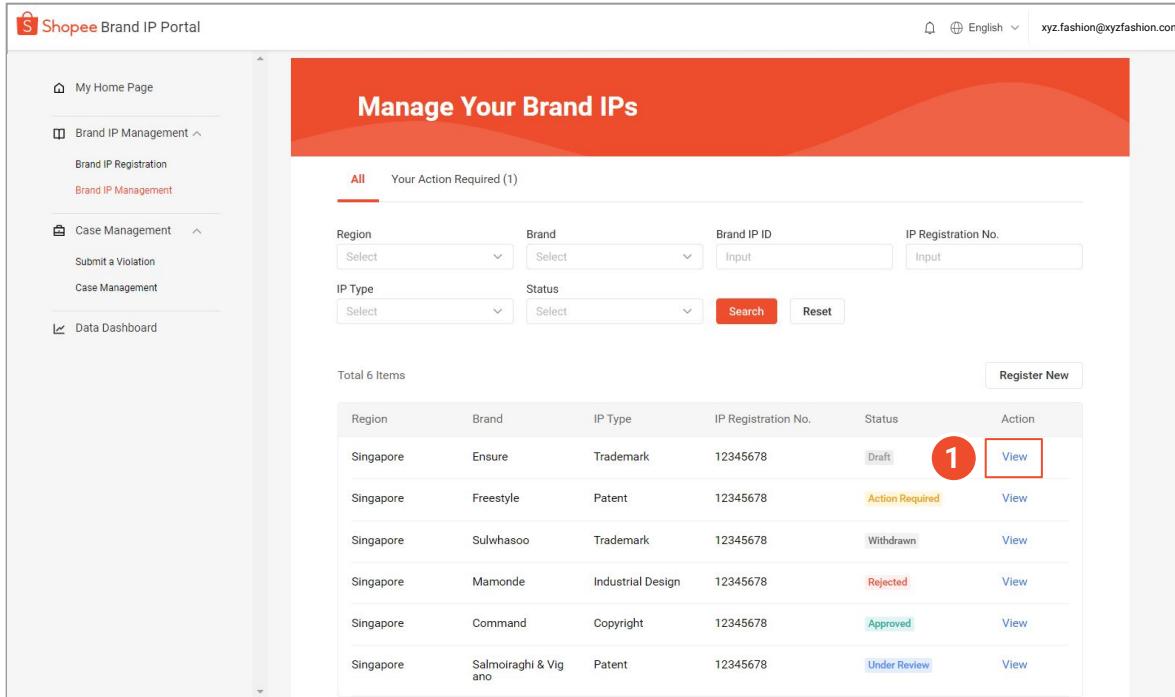
5 View submission details, including the:

- **Brand IP ID**
- **IP Creation date**
- **Date of Update**
- **Date of Acceptance/Rejection**
- **Information that you submitted**



HOW DO I MANAGE MY BRAND IP REGISTRATION SUBMISSIONS?

How do I edit, withdraw or submit a Draft?*



The screenshot shows the Shopee Brand IP Portal interface. The left sidebar includes links for 'My Home Page', 'Brand IP Management' (selected), 'Brand IP Registration', 'Case Management' (selected), and 'Data Dashboard'. The main content area has a title 'Manage Your Brand IPs' and a sub-section 'Your Action Required (1)'. It features search and filter fields for Region, Brand, IP ID, IP Registration No., IP Type, and Status. Below is a table with the following data:

Region	Brand	IP Type	IP Registration No.	Status	Action
Singapore	Ensure	Trademark	12345678	Draft	View
Singapore	Freestyle	Patent	12345678	Action Required	View
Singapore	Sulwhasoo	Trademark	12345678	Withdrawn	View
Singapore	Mamonde	Industrial Design	12345678	Rejected	View
Singapore	Command	Copyright	12345678	Approved	View
Singapore	Salmoiragh & Vigano	Patent	12345678	Under Review	View

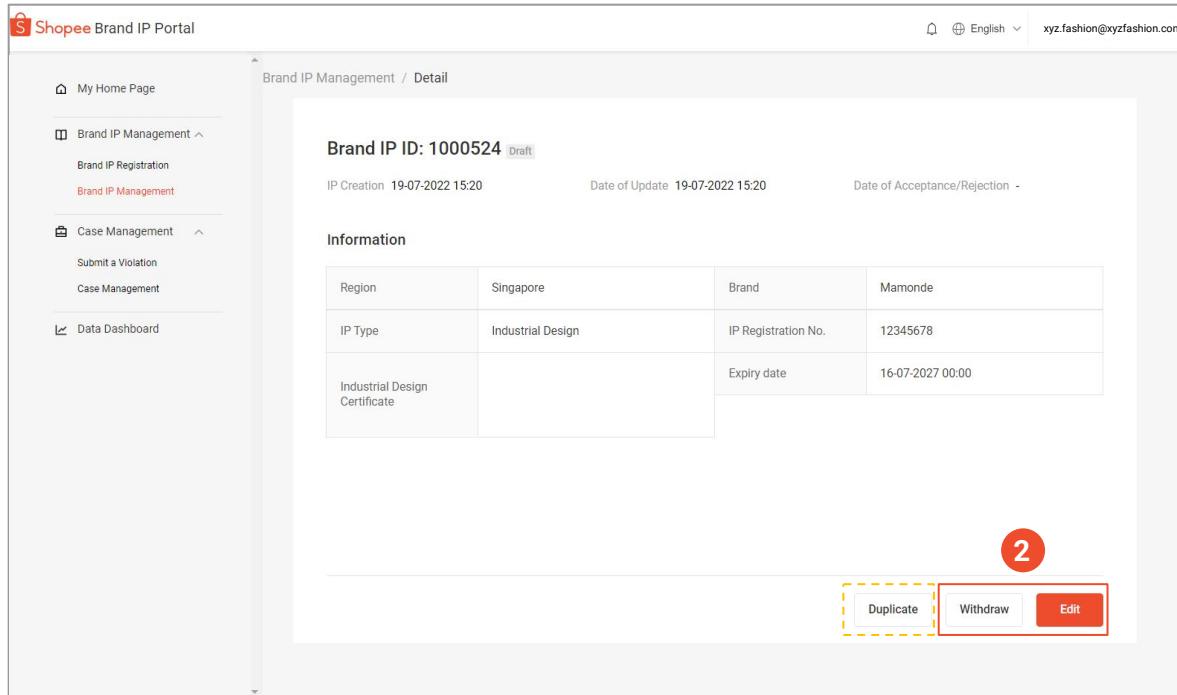
- 1 Under the **Action** column, select **View**.

*Only the user who submitted the Brand IP registration can edit, withdraw or submit a draft.



HOW DO I MANAGE MY BRAND IP REGISTRATION SUBMISSIONS?

How do I edit, withdraw or submit a Draft?



The screenshot shows the Shopee Brand IP Portal. The left sidebar has 'My Home Page', 'Brand IP Management' (selected), 'Case Management' (selected), and 'Data Dashboard'. The main content shows 'Brand IP ID: 1000524 Draft'. It has creation and update dates, and a dropdown for acceptance/rejection. Below is an 'Information' table with rows for Region (Singapore), Brand (Mamonde), IP Type (Industrial Design), IP Registration No. (12345678), Expiry date (16-07-2027 00:00), and a link to the Industrial Design Certificate. At the bottom are 'Duplicate' (button with a dashed border), 'Withdraw' (red button), and 'Edit' (red button).

Region	Singapore	Brand	Mamonde
IP Type	Industrial Design	IP Registration No.	12345678
Industrial Design Certificate		Expiry date	16-07-2027 00:00

2 You can then **Withdraw** your draft or select **Edit** to make changes to it.

User Tips!

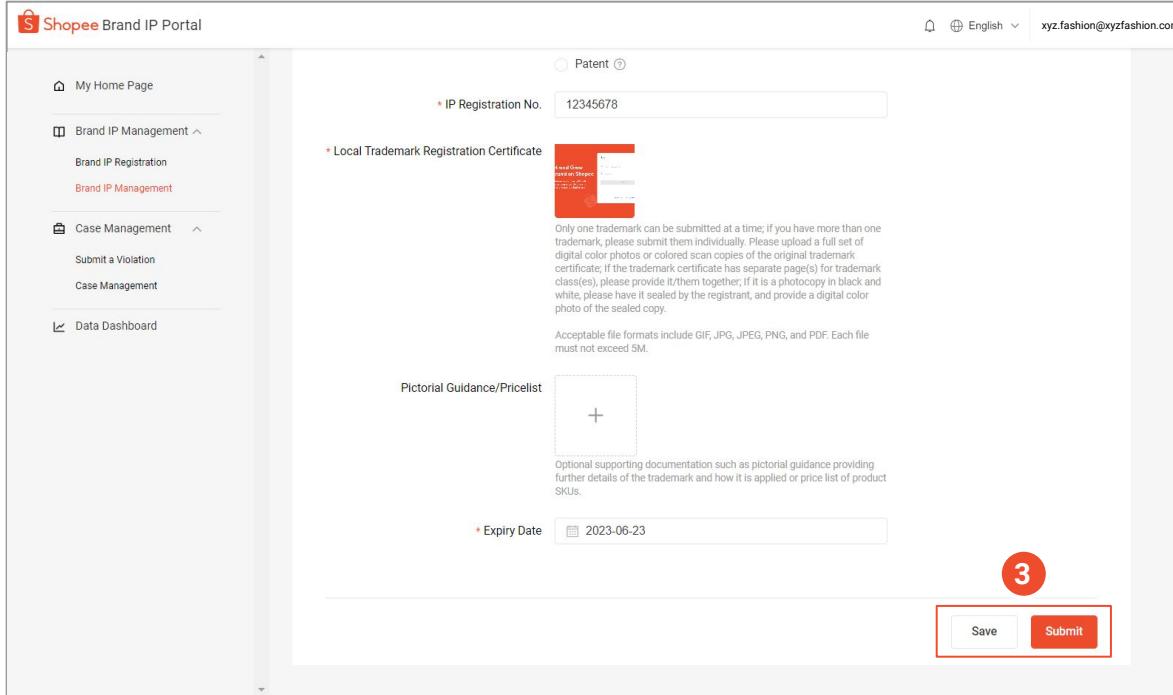


Duplicate a draft submission and **Edit** the copy if you need to make a similar submission.



HOW DO I MANAGE MY BRAND IP REGISTRATION SUBMISSIONS?

How do I edit, withdraw or submit a Draft?



Shopee Brand IP Portal

Patent

* IP Registration No. 12345678

* Local Trademark Registration Certificate

Only one trademark can be submitted at a time; if you have more than one trademark, please submit them individually. Please upload a full set of digital color photos or colored scan copies of the original trademark certificate; If the trademark certificate has separate page(s) for trademark class(es), please provide it/them together; if it is a photocopy in black and white, please have it sealed by the registrant, and provide a digital color photo of the sealed copy.

Acceptable file formats include GIF, JPG, JPEG, PNG, and PDF. Each file must not exceed 5M.

Pictorial Guidance/Pricelist

Optional supporting documentation such as pictorial guidance providing further details of the trademark and how it is applied or price list of product SKUs.

* Expiry Date 2023-06-23

3

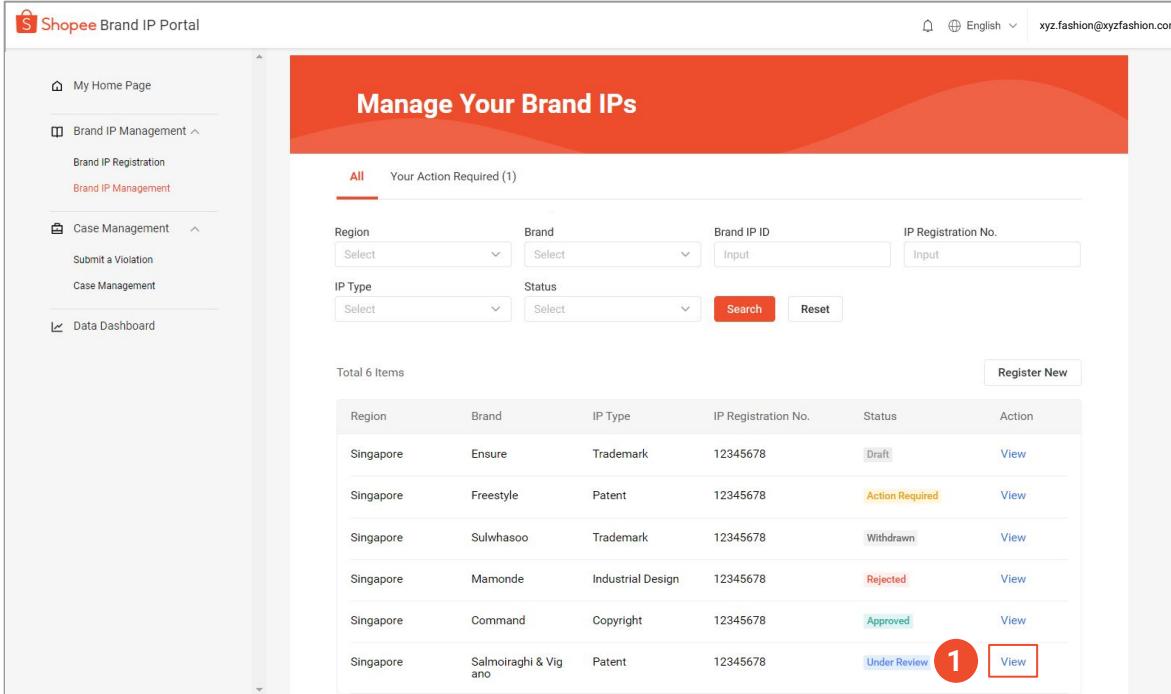
Save Submit

- 3 Edit the necessary information, then **Save** the draft or **Submit** it for review.



HOW DO I MANAGE MY BRAND IP REGISTRATION SUBMISSIONS?

How do I withdraw a submission Under Review?



The screenshot shows the Shopee Brand IP Portal interface. The left sidebar includes links for 'My Home Page', 'Brand IP Management' (selected), 'Brand IP Registration', 'Case Management' (selected), and 'Data Dashboard'. The main content area is titled 'Manage Your Brand IPs' and shows a table with the following data:

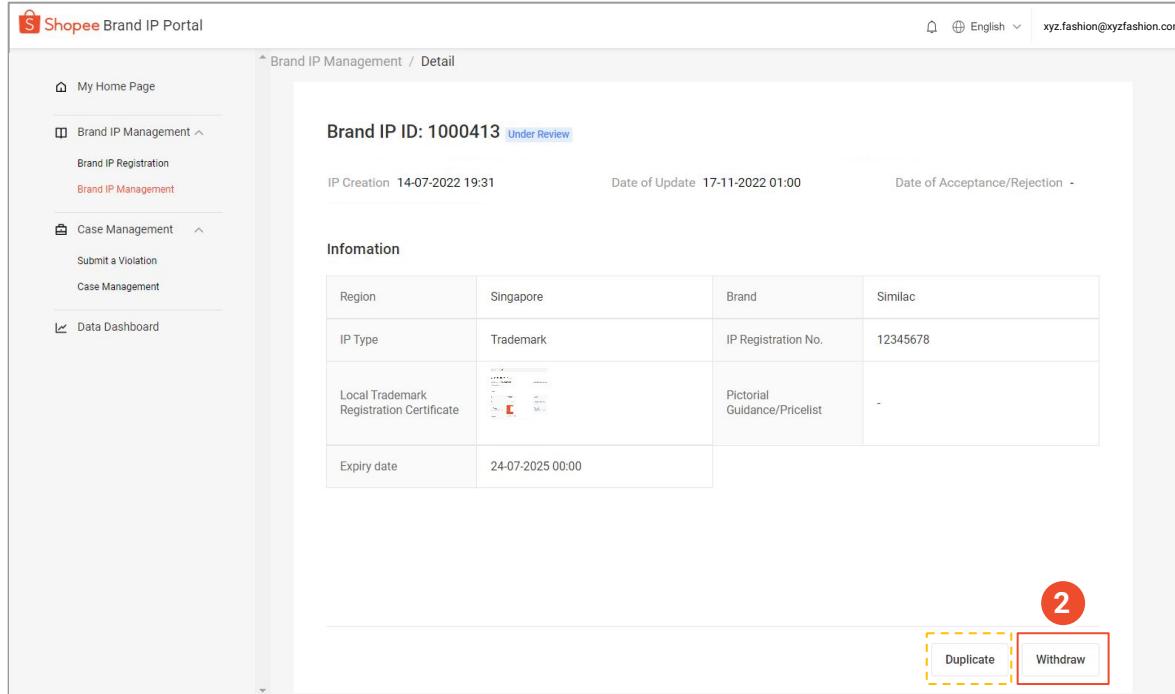
Region	Brand	IP Type	IP Registration No.	Status	Action
Singapore	Ensure	Trademark	12345678	Draft	View
Singapore	Freestyle	Patent	12345678	Action Required	View
Singapore	Sulwhasoo	Trademark	12345678	Withdrawn	View
Singapore	Mamonde	Industrial Design	12345678	Rejected	View
Singapore	Command	Copyright	12345678	Approved	View
Singapore	Salmoiragh & Vigano	Patent	12345678	Under Review	View

1 Under the Action column, select View.



HOW DO I MANAGE MY BRAND IP REGISTRATION SUBMISSIONS?

How do I withdraw a submission Under Review?



Brand IP ID: 1000413 *Under Review*

Region	Singapore	Brand	Similac
IP Type	Trademark	IP Registration No.	12345678
Local Trademark Registration Certificate		Pictorial Guidance/Pricelist	-
Expiry date	24-07-2025 00:00		

2 Withdraw

2 Withdraw your submission.

User Tips!

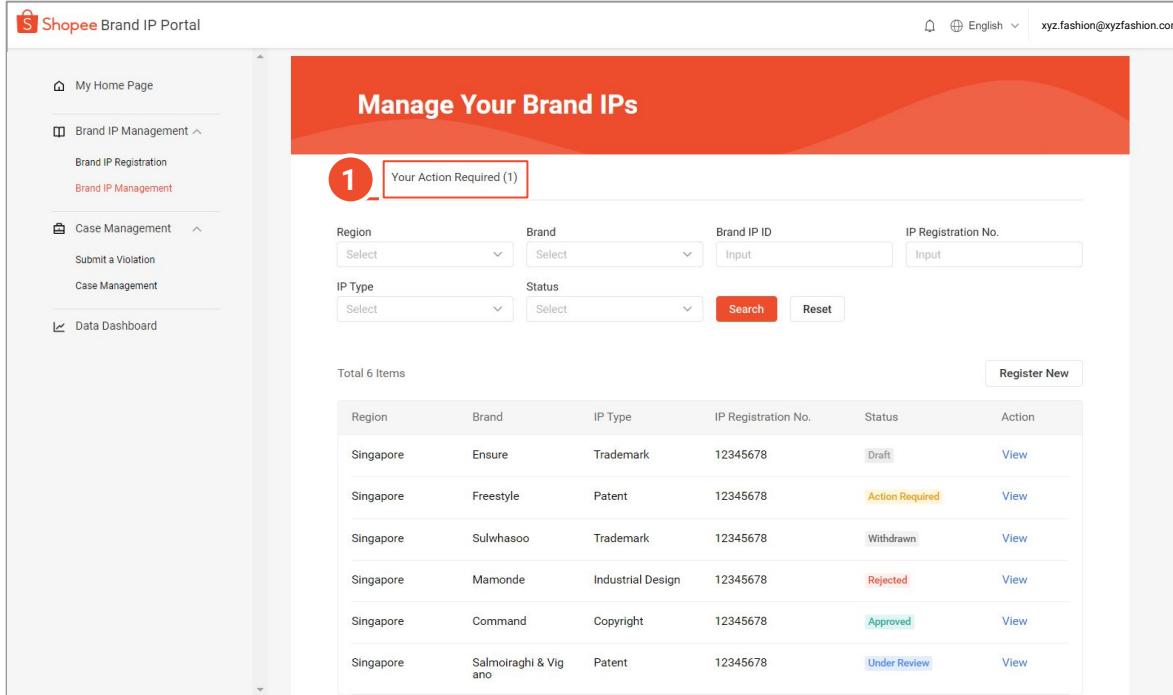


Duplicate a submission Under Review and Edit the copy to make a similar submission.



HOW DO I MANAGE MY BRAND IP REGISTRATION SUBMISSIONS?

How do I update Action Required submissions?



Shopee Brand IP Portal

Manage Your Brand IPs

1 Your Action Required (1)

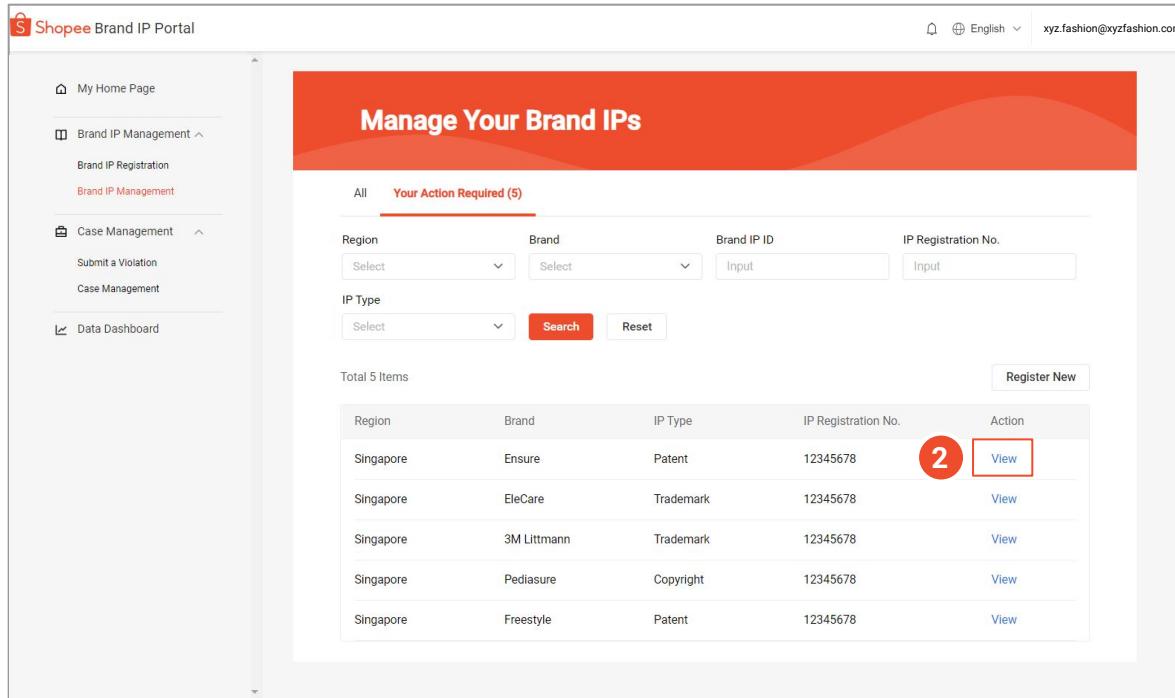
Region	Brand	IP Type	IP Registration No.	Status	Action
Select	Select	Input	Input	Draft	View
Singapore	Ensure	Trademark	12345678	Action Required	View
Singapore	Freestyle	Patent	12345678	Withdrawn	View
Singapore	Sulwhasoo	Trademark	12345678	Rejected	View
Singapore	Mamonde	Industrial Design	12345678	Approved	View
Singapore	Command	Copyright	12345678	Under Review	View
Singapore	Salmoiragh & Vigano	Patent	12345678		

1 To view all submissions with status as **Action Required**, select **Your Action Required** on the **Brand IP Management** page.



HOW DO I MANAGE MY BRAND IP REGISTRATION SUBMISSIONS?

How do I update Action Required submissions?



The screenshot shows the Shopee Brand IP Portal interface. The left sidebar includes links for 'My Home Page', 'Brand IP Management' (selected), 'Brand IP Registration', 'Case Management' (selected), and 'Data Dashboard'. The main content area is titled 'Manage Your Brand IPs' and shows a table with 5 rows. The columns are 'Region', 'Brand', 'IP Type', 'IP Registration No.', and 'Action'. The 'Action' column for the first row is highlighted with a red box and a red number '2'.

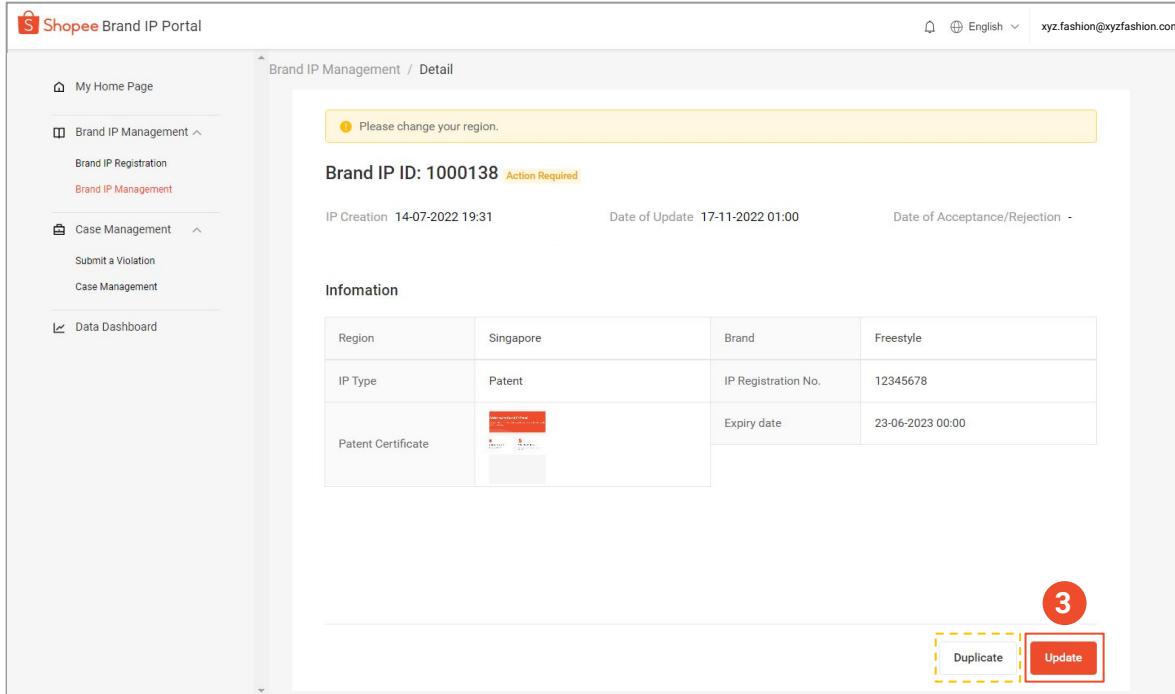
Region	Brand	IP Type	IP Registration No.	Action
Singapore	Ensure	Patent	12345678	View
Singapore	EleCare	Trademark	12345678	View
Singapore	3M Littmann	Trademark	12345678	View
Singapore	Pediasure	Copyright	12345678	View
Singapore	Freestyle	Patent	12345678	View

2 Under the **Action** column for the submission you want to update, select **View**.



HOW DO I MANAGE MY BRAND IP REGISTRATION SUBMISSIONS?

How do I update Action Required submissions?



The screenshot shows the Shopee Brand IP Portal interface. The left sidebar includes links for 'My Home Page', 'Brand IP Management' (selected), 'Brand IP Registration', 'Case Management' (with 'Submit a Violation' and 'Case Management' sub-links), and 'Data Dashboard'. The main content area displays a submission detail for 'Brand IP ID: 1000138' with a status of 'Action Required'. It shows the 'IP Creation' date as 14-07-2022 19:31, the 'Date of Update' as 17-11-2022 01:00, and a dropdown for 'Date of Acceptance/Rejection'. Below this is a table with 'Information' headers: Region (Singapore), Brand (Freestyle), IP Type (Patent), IP Registration No. (12345678), Expiry date (23-06-2023 00:00), and Patent Certificate (a small thumbnail image). At the bottom, there are 'Duplicate' and 'Update' buttons, with the 'Update' button highlighted with a red circle containing the number 3.

3 Select **Update** to edit your submission.

User Tips!

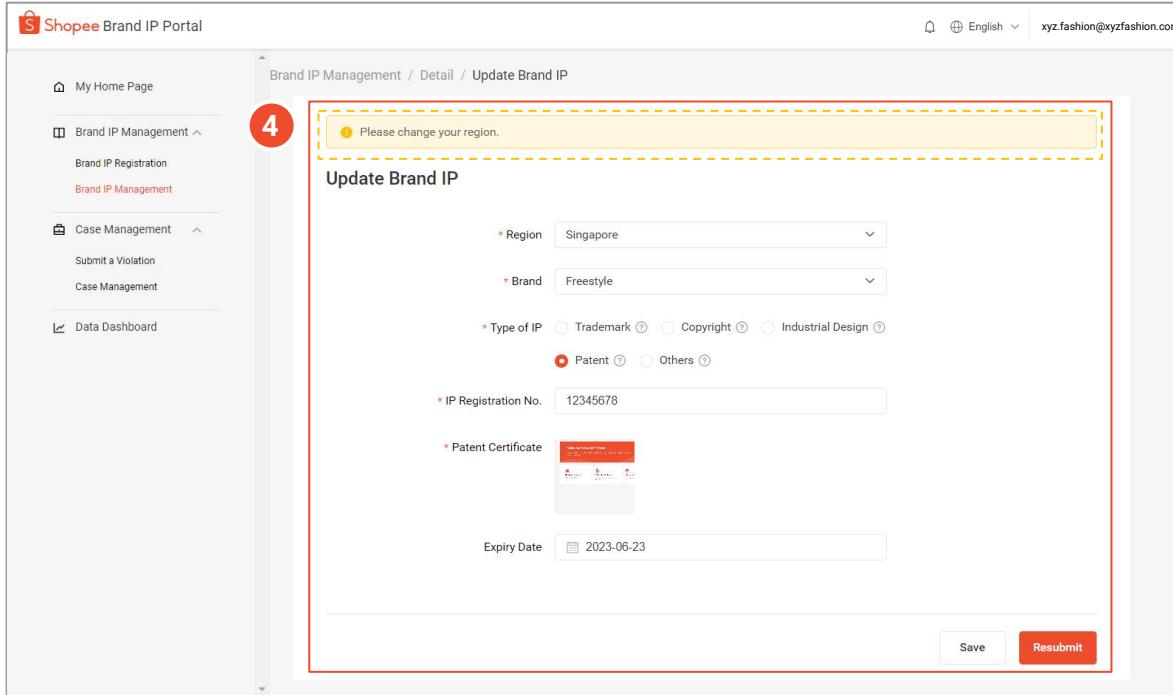


Duplicate an **Action Required** submission as a draft for quick and easy resubmission.



HOW DO I MANAGE MY BRAND IP REGISTRATION SUBMISSIONS?

How do I update Action Required submissions?



The screenshot shows the Shopee Brand IP Portal. The left sidebar includes 'My Home Page', 'Brand IP Management' (selected), 'Brand IP Registration', 'Case Management' (selected), and 'Data Dashboard'. The main content area is titled 'Brand IP Management / Detail / Update Brand IP'. A red box highlights a yellow warning box at the top with the text 'Please change your region.' A red number '4' is placed in the top-left corner of this box. The form itself is titled 'Update Brand IP' and contains the following fields: 'Region' (Singapore), 'Brand' (Freestyle), 'Type of IP' (selected: Patent), 'IP Registration No.' (12345678), 'Patent Certificate' (a small image thumbnail), and 'Expiry Date' (2023-06-23). At the bottom are 'Save' and 'Resubmit' buttons.

4 Edit the necessary fields and **Save** as a draft or **Resubmit** for review.

User Tips!

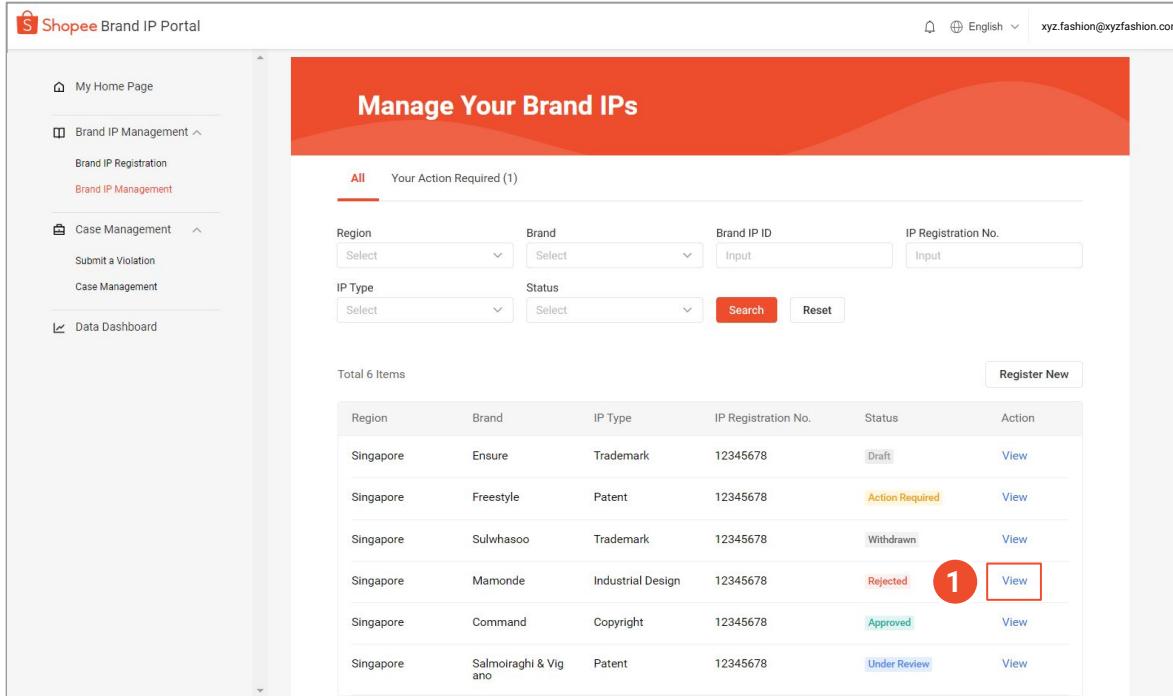


View the changes you need to make at the top of the page.



HOW DO I MANAGE MY BRAND IP REGISTRATION SUBMISSIONS?

What should I do if my submission status is Rejected?



The screenshot shows the Shopee Brand IP Portal interface. The left sidebar includes links for My Home Page, Brand IP Management (with sub-links for Registration and Management), Case Management (with sub-links for Submit a Violation and Case Management), and Data Dashboard. The main content area has a red header bar with the text 'Manage Your Brand IPs'. Below it, a sub-header 'All Your Action Required (1)' is shown. There are search and filter fields for Region, Brand, Brand IP ID, IP Registration No., IP Type, and Status. The main table lists 6 items, with one row highlighted for Mamonde, which has a status of 'Rejected' and a red box around the 'View' button. Other rows show various statuses like Draft, Action Required, Withdrawn, Approved, and Under Review.

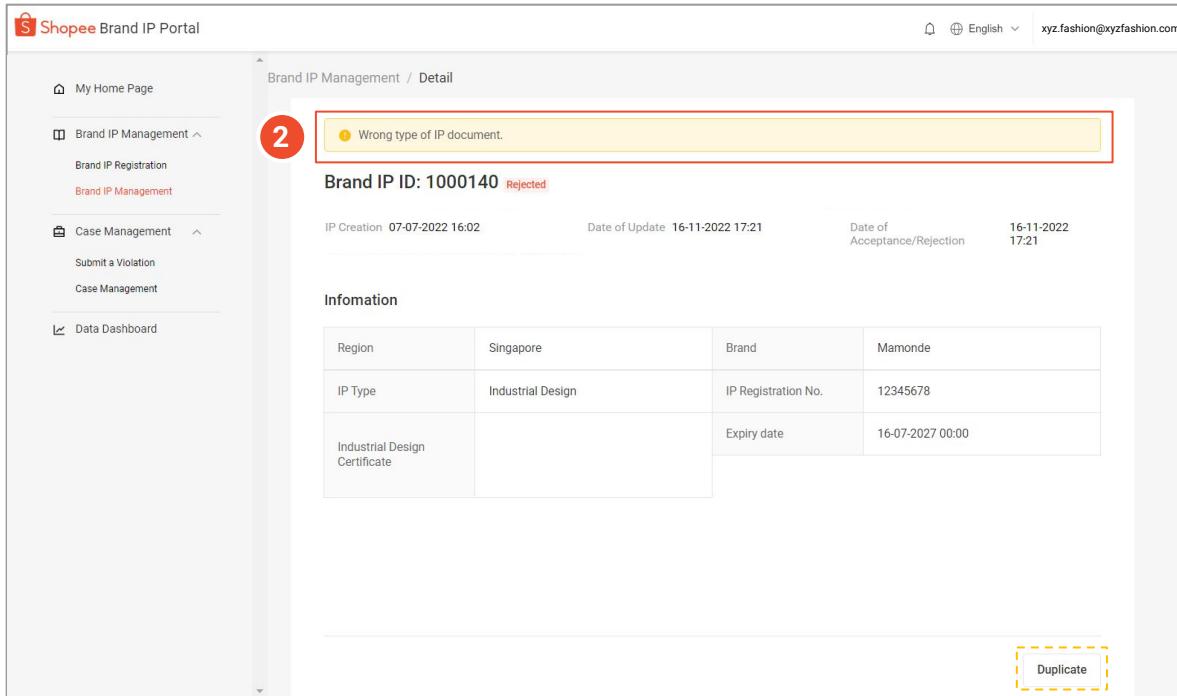
Region	Brand	IP Type	IP Registration No.	Status	Action
Singapore	Ensure	Trademark	12345678	Draft	View
Singapore	Freestyle	Patent	12345678	Action Required	View
Singapore	Sulwhasoo	Trademark	12345678	Withdrawn	View
Singapore	Mamonde	Industrial Design	12345678	Rejected	View
Singapore	Command	Copyright	12345678	Approved	View
Singapore	Salmoiragh & Vigano	Patent	12345678	Under Review	View

- 1 If your Brand IP submission was rejected, find out the reason for rejection by selecting **View** under the **Action** column.



HOW DO I MANAGE MY BRAND IP REGISTRATION SUBMISSIONS?

What should I do if my submission status is Rejected?



Shopee Brand IP Portal

Brand IP Management / Detail

2 Wrong type of IP document.

Brand IP ID: 1000140 **Rejected**

IP Creation: 07-07-2022 16:02 Date of Update: 16-11-2022 17:21 Date of Acceptance/Rejection: 16-11-2022 17:21

Information

Region	Singapore	Brand	Mamonde
IP Type	Industrial Design	IP Registration No.	12345678
Industrial Design Certificate		Expiry date	16-07-2027 00:00

Duplicate

2 View the reason your submission was rejected at the top of the page.

User Tips!

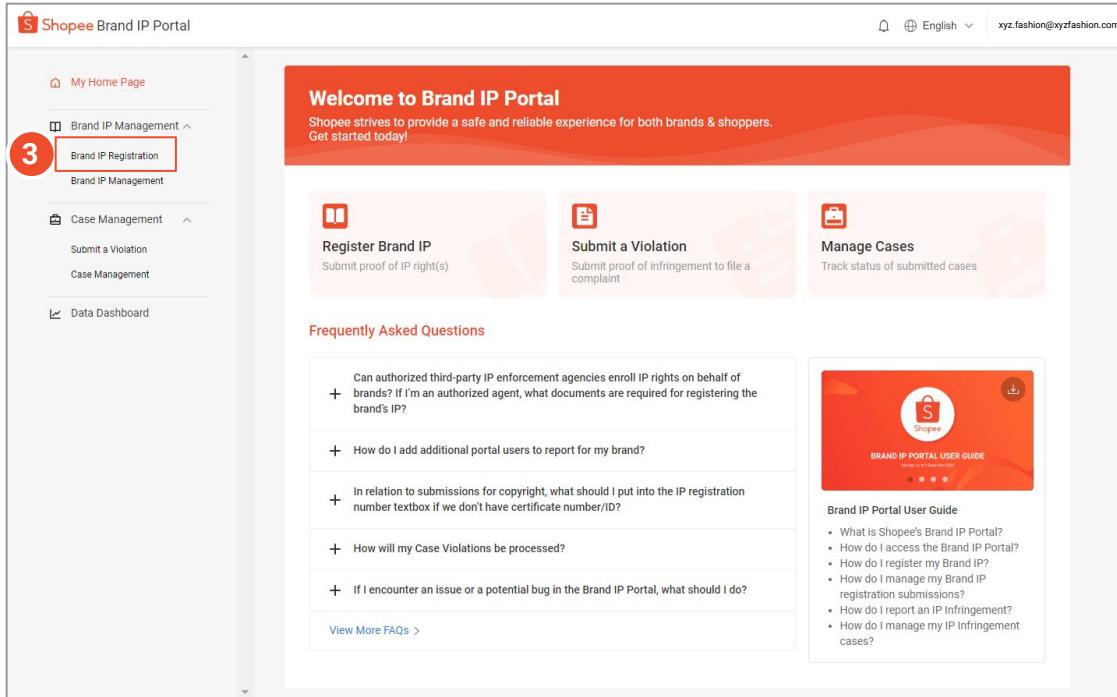
Duplicate a Rejected submission to create an identical draft. Edit it according to the rejection reason stated.



HOW DO I MANAGE MY BRAND IP REGISTRATION SUBMISSIONS?



What should I do if my submission status is Rejected?



3 Go to the **Brand IP Registration** page to start a new submission.

3 Go to the **Brand IP Registration** page to start a new submission.



If your submission was rejected because it is a duplicate submission, **do not** make a new submission. Instead, apply to [connect your account to an existing brand](#).



HOW DO I MANAGE MY BRAND IP REGISTRATION SUBMISSIONS?

What should I do if my submission status is Rejected?

Shopee Brand IP Portal

My Home Page

Brand IP Management

Brand IP Registration

Brand IP Management

Case Management

Submit a Violation

Case Management

Data Dashboard

2023-06-23

English xyz.fashion@xyzfashion.com

Brand IP Information to be Submitted

* Type of IP Trademark Copyright Industrial Design Patent

* IP Registration No. 12345678

* Patent Certificate

Only one patent certificate can be submitted at a time; if you have more than one certificate, please submit them individually. Please upload a full set of colored scan copies of the original patent certificate; If it is a photocopy in black and white, please have it sealed by the registrant, and provide a digital color photo of the sealed copy. Ensure diagrams of patented materials are clearly depicted in uploaded documents.

Acceptable file formats include GIF, JPG, JPEG, PNG, and PDF. Each file must not exceed 5M.

Expiry Date

Save

4 Fill in the required information, amending your submission as necessary based on the rejection reason.

Once you're done, **Save** your submission as a draft or **Submit** it for review.



HOW DO I MANAGE MY BRAND IP REGISTRATION SUBMISSIONS?

Best practices to avoid rejection of your submission

Area	Best practices
IP documents	<ul style="list-style-type: none">Check that the filing entity name matches the rights holder.Check that your IP documents cover the market being applied for.Ensure your documents contain all necessary information before uploading them.Upload sufficient supporting documents.Upload documents in readable file formats (e.g. PDF).
Expiry dates of IP documents (if applicable)	<ul style="list-style-type: none">Ensure that the expiry date on your IP document is valid.Input the correct expiry date in your submission, ensuring it matches the expiry date on your IP document.
Letter of Authorisation (LOA)/Power of Attorney (POA) (for Authorised Agents/Law Firms)	<ul style="list-style-type: none">Ensure the document has a valid expiry date, if applicable.Ensure the document covers the market being applied for.Ensure the document explicitly states which agency or personnel is authorised to enforce the IP rights.

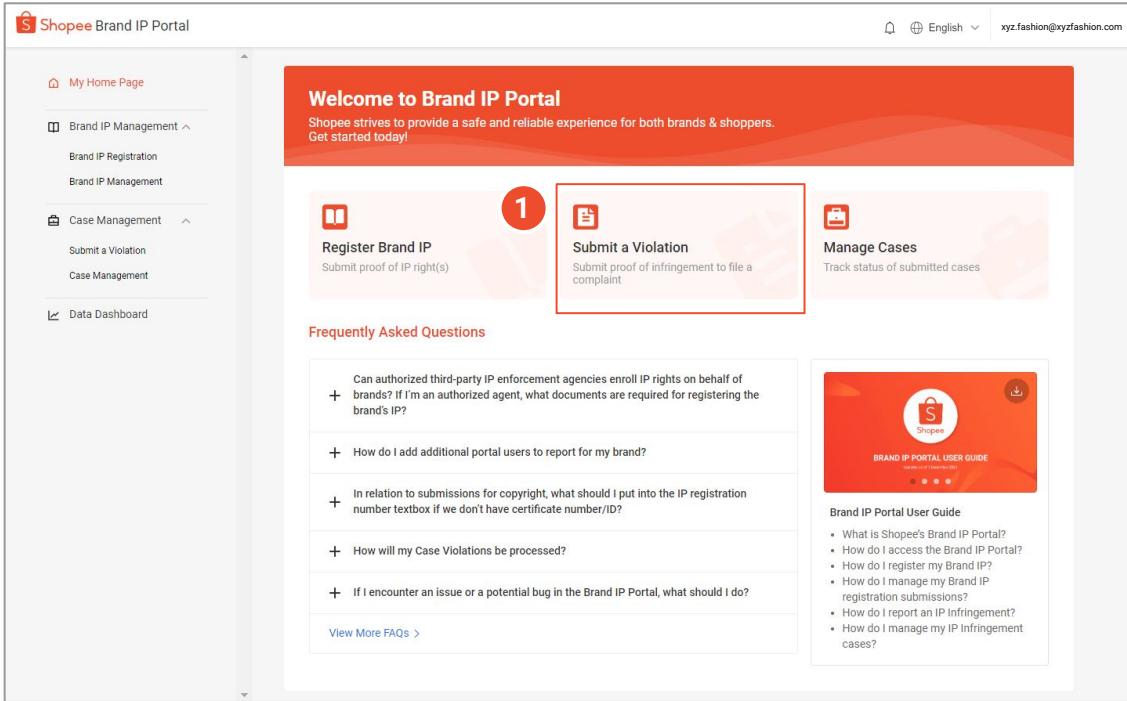


If you are not a Brand/IP Owner, you need to provide an exclusive licensee from the Brand/IP Owner in order to report IP infringements.



HOW DO I REPORT AN IP INFRINGEMENT?

How do I report an IP Infringement?



The screenshot shows the Shopee Brand IP Portal homepage. The left sidebar includes links for 'My Home Page', 'Brand IP Management' (with 'Brand IP Registration' and 'Brand IP Management' sub-options), 'Case Management' (with 'Submit a Violation' and 'Case Management' sub-options), and 'Data Dashboard'. The main content area features a 'Welcome to Brand IP Portal' message and three buttons: 'Register Brand IP' (with a brief description), 'Submit a Violation' (which is highlighted with a red circle containing the number 1), and 'Manage Cases' (with a brief description). Below these are 'Frequently Asked Questions' and a 'Brand IP Portal User Guide' section.

1 From My Home Page, go to the Submit a Violation page.

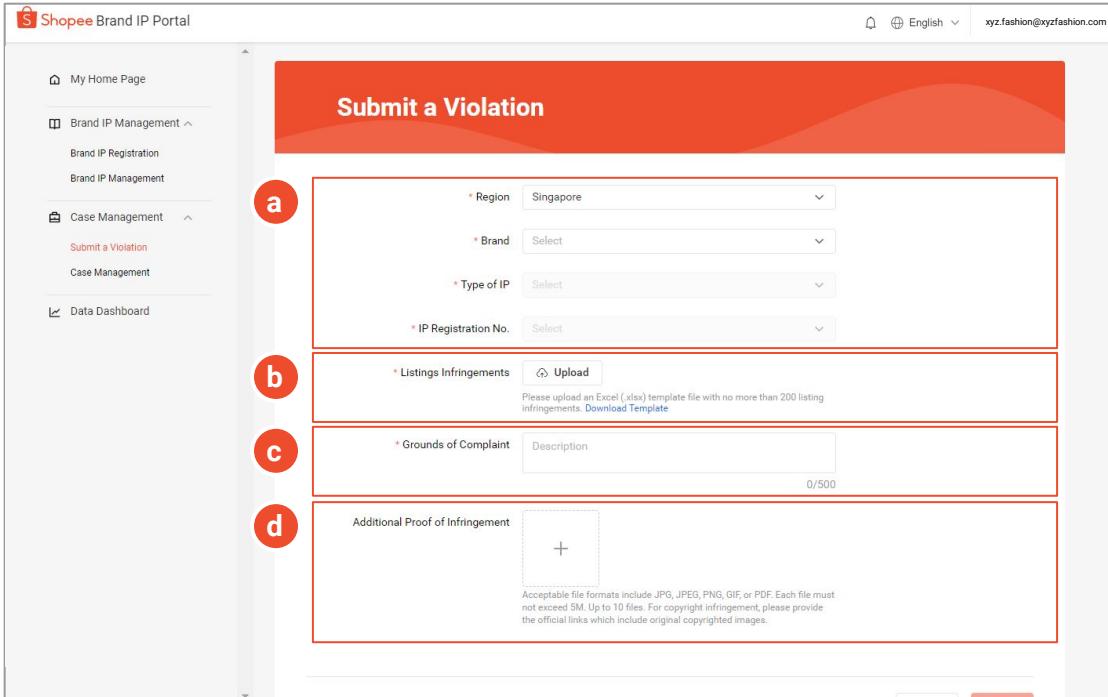
User Tips!

You must successfully register a Brand IP before you can submit a violation for that Brand IP.



HOW DO I REPORT AN IP INFRINGEMENT?

How do I report an IP Infringement?



The image shows the 'Submit a Violation' page of the Shopee Brand IP Portal. The page has a red header 'Submit a Violation'. On the left, there's a sidebar with 'My Home Page', 'Brand IP Management' (with 'Brand IP Registration' and 'Brand IP Management' sub-options), 'Case Management' (with 'Submit a Violation' and 'Case Management' sub-options), and 'Data Dashboard'. The main area has four sections highlighted with red circles and letters:

- a**: A group of four dropdown menus: 'Region' (Singapore), 'Brand' (Select), 'Type of IP' (Select), and 'IP Registration No.' (Select).
- b**: A section for 'Listings Infringements' with a 'Upload' button and a note: 'Please upload an Excel (.xlsx) template file with no more than 200 listing infringements. [Download Template](#)'.
- c**: A section for 'Grounds of Complaint' with a 'Description' text area (0/500 characters).
- d**: A section for 'Additional Proof of Infringement' with a note: 'Acceptable file formats include JPG, JPEG, PNG, GIF, or PDF. Each file must not exceed 5M. Up to 10 files. For copyright infringement, please provide the official links which include original copyrighted images.' and a '+' button.

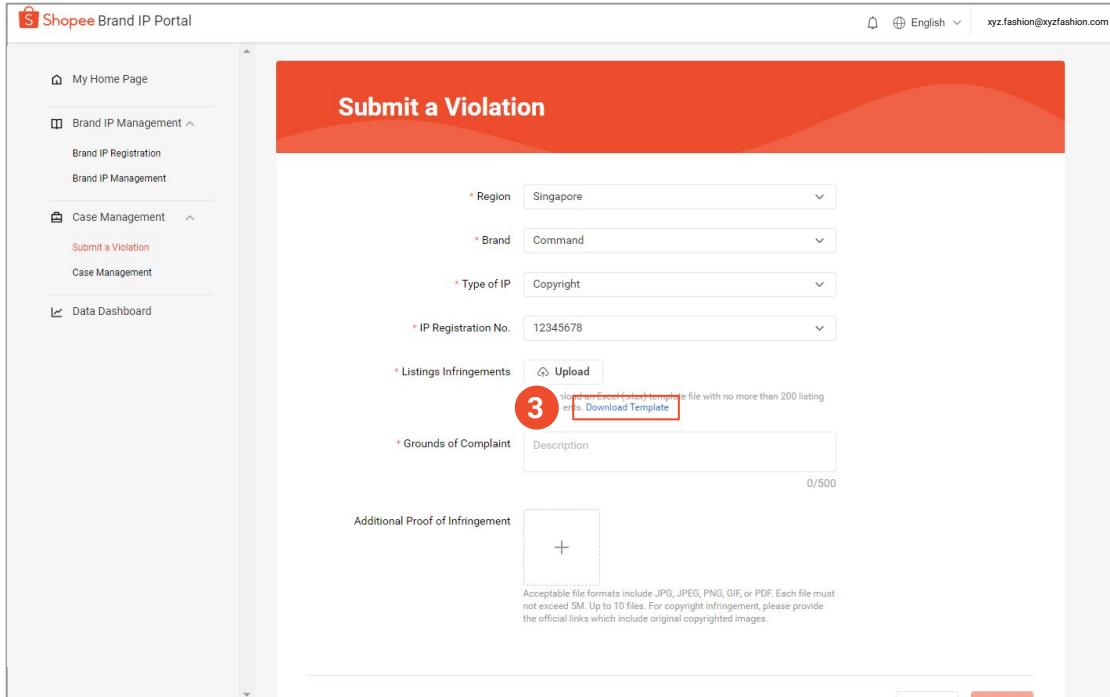
2

- Select your **Region, Brand, Type of IP** and **IP Registration No.** from the dropdown menus.
- Under **Listings Infringements**, upload a .xlsx file containing the URL(s) of the product(s) you want to report. Only 1 .xlsx file, with a maximum of 200 listing infringement links, is allowed.
- Under **Grounds of Complaint**, explain why the listings should be taken down.
- Optionally, upload **Additional Proof of Infringement**, such as screenshots of the listing(s) with the infringements labelled.



HOW DO I REPORT AN IP INFRINGEMENT?

How do I report an IP Infringement?



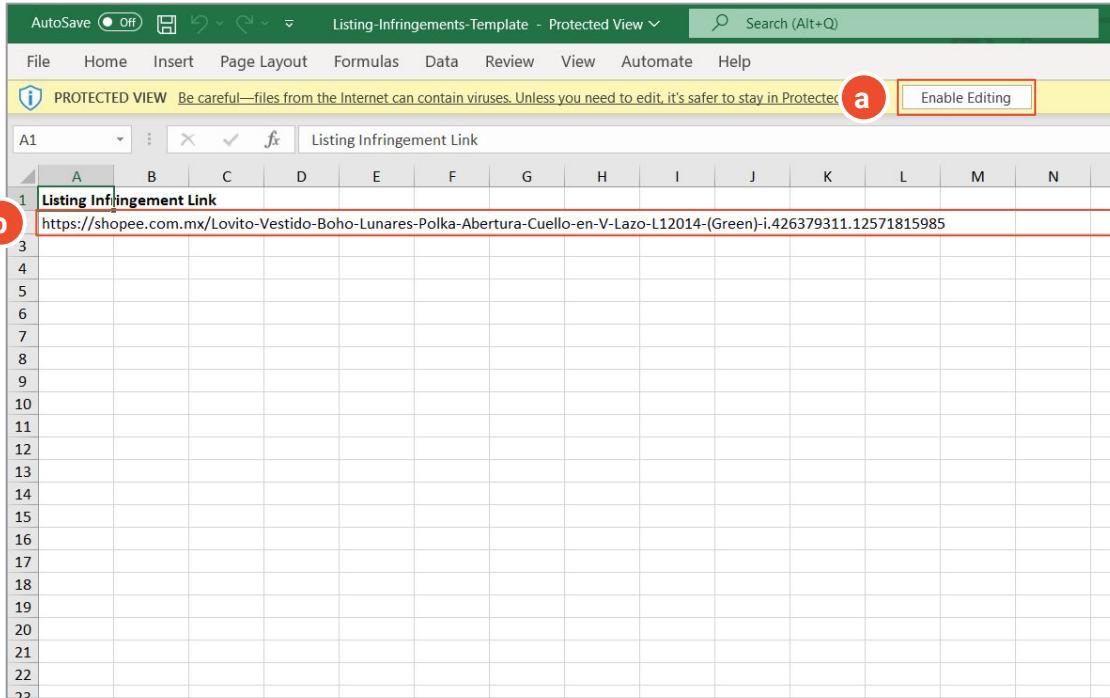
The screenshot shows the 'Submit a Violation' page of the Shopee Brand IP Portal. The left sidebar includes links for 'My Home Page', 'Brand IP Management' (with 'Brand IP Registration' and 'Brand IP Management' sub-options), 'Case Management' (with 'Submit a Violation' and 'Case Management' sub-options), and 'Data Dashboard'. The main form has a red header 'Submit a Violation'. It contains fields for 'Region' (Singapore), 'Brand' (Command), 'Type of IP' (Copyright), and 'IP Registration No.' (12345678). Below these are sections for 'Listings Infringements' (with an 'Upload' button and a note about a template file), 'Grounds of Complaint' (with a 'Description' text area), and 'Additional Proof of Infringement' (with a '+ Add' button and a note about acceptable file formats). The URL 'xyz.fashion@xyzfashion.com' is visible in the top right corner.

3 To upload the URLs of the **Listings Infringements**, select **Download Template**. This will download a .xlsx file template in which you can add the URLs of the listings you want to report.



HOW DO I REPORT AN IP INFRINGEMENT?

How do I report an IP Infringement?



AutoSave (● Off) Listing-Infringements-Template - Protected View

File Home Insert Page Layout Formulas Data Review View Automate Help

PROTECTED VIEW Be careful—files from the Internet can contain viruses. Unless you need to edit, it's safer to stay in Protected View

A1 Listing Infringement Link

1	Listing Infringement Link
2	https://shopee.com.mx/Lovito-Vestido-Boho-Lunares-Polka-Abertura-Cuello-en-V-Lazo-L12014-(Green)-i.426379311.12571815985
3	
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6	
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22	

4 a) Open the downloaded template and select **Enable Editing** to allow you to edit it.

b) Delete the URL in Row 2. This URL is given as an example.



How do I report an IP Infringement?

Listing-Infringements-Template													
Search (Alt+Q)													
File	Home	Insert	Page Layout	Formulas	Data	Review	View	Automate	Help				
A1													
Listing Infringement Link													
1	Listing Infringement Link												
a	https://shopee.sg/1PCS-High-elastic-rubber-band-women's-hair-circle-thickened-without-seam-head-rope-i.310014502.3090483718												
	https://shopee.sg/Dongdaemun-Korea-the-same-head-rope-female-bowknot-hair-rope-seamlessly-connected-rubber-band-seamless-hair												
4	https://shopee.sg/Double-Ponytail-Bow-Hair-Tie-Korean-Fashion-Elastic-Rubber-Band-Women's-Hair-Accessories-i.256624503.925586275												
5													
6													
7													
8													
9													
10													
11													
12													
13													
14													
15													
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17													
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20													
21													

5 a) Add the URLs of the product listing(s) you want to report from Row 2 onwards. Ensure each URL is entered on a different row under Column A.

b) Once you have finished adding the URLs in the template, save the file.

Note



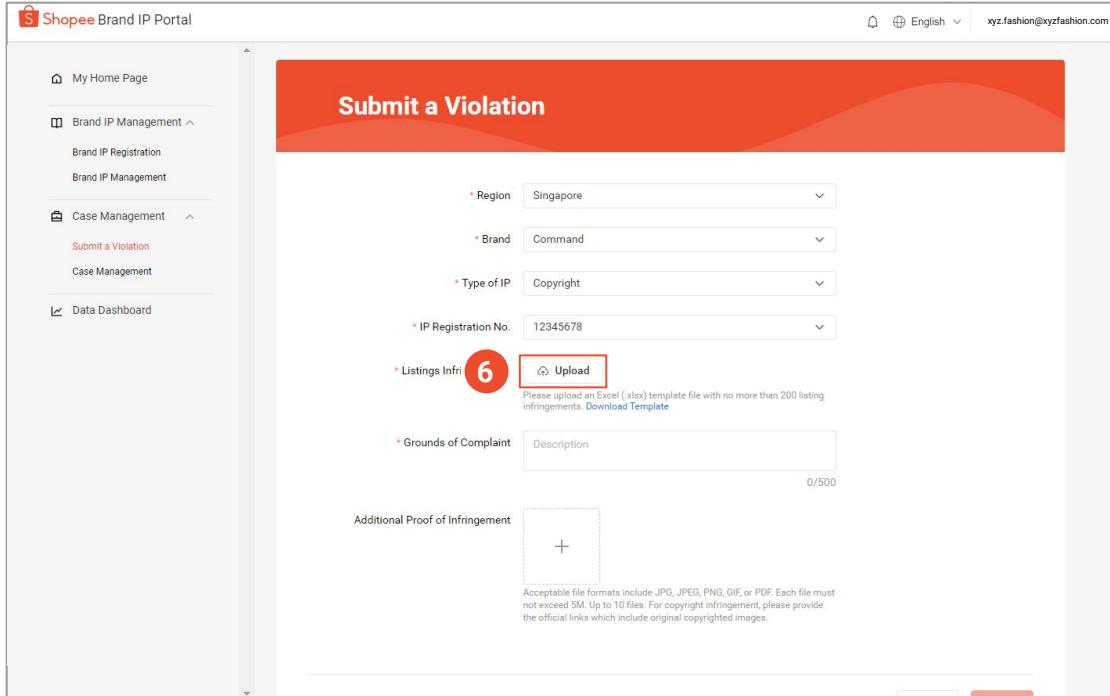
- You can fill in a maximum of 200 listing infringement URLs in the template.
- All URLs in one template must be from the same region.



HOW DO I REPORT AN IP INFRINGEMENT?

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How do I report an IP Infringement?



Shopee Brand IP Portal

Submit a Violation

Region: Singapore

Brand: Command

Type of IP: Copyright

IP Registration No.: 12345678

Listings Infringement **6** Please upload an Excel (.xlsx) template file with no more than 200 listing infringements. [Download Template](#)

Grounds of Complaint: Description

Additional Proof of Infringement

Acceptable file formats include: JPG, JPEG, PNG, GIF, or PDF. Each file must not exceed 5M. Up to 10 files. For copyright infringement, please provide the official links which include original copyrighted images.

6 Under **Listing Infringements** on the **Submit a Violation** page, **Upload** the saved template.

Note !

You can only upload 1 .xlsx Listings Infringements file per submission.



HOW DO I REPORT AN IP INFRINGEMENT?

How do I report an IP Infringement?

Shopee Brand IP Portal

Upload successfully

English xyz.fashion@xyzfashion.com

Submit a Violation

* Region: Singapore

* Brand: Command

* Type of IP: Copyright

* IP Registration No.: 12345678

* Listings Infri (a) Listing-Infringements-Template.xlsx (b)

Please upload an Excel (.xlsx) template file with no more than 200 listing infringements. Download Template

* Grounds of Complaint: Description

Additional Proof of Infringement

Acceptable file formats include JPG, JPEG, PNG, GIF, or PDF. Each file must not exceed 5M. Up to 10 files. For copyright infringement, please provide the official links which include original copyrighted images.

7 Once your edited template has been uploaded successfully, you can:

- Replace the file with another file saved on your computer by selecting the file name.
- Delete the file by hovering over the file name and selecting the bin icon that appears.

User Tips!

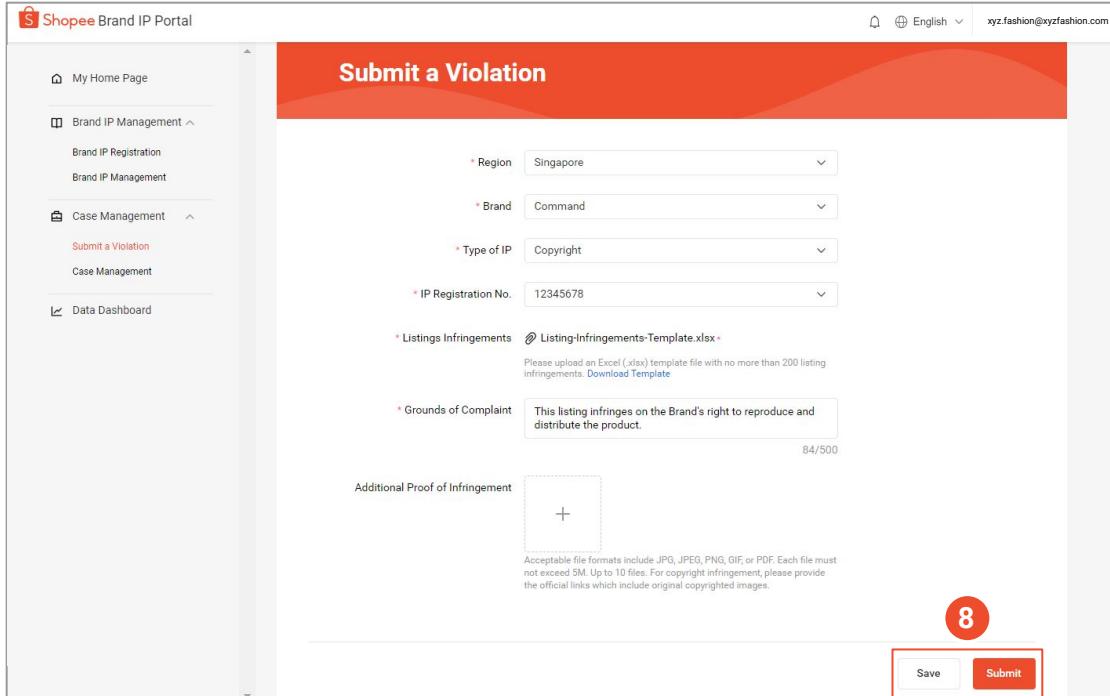


If your template exceeds 200 URLs, you will see an error message. Try again with a maximum of 200 listings and upload the extra listings as a new submission.



HOW DO I REPORT AN IP INFRINGEMENT?

How do I report an IP Infringement?



The screenshot shows the 'Submit a Violation' page of the Shopee Brand IP Portal. The page has a red header with the title 'Submit a Violation'. On the left, there is a sidebar with navigation links: 'My Home Page', 'Brand IP Management' (with 'Brand IP Registration' and 'Brand IP Management' sub-options), 'Case Management' (with 'Submit a Violation' and 'Case Management' sub-options), and 'Data Dashboard'. The main form area contains the following fields: 'Region' (Singapore), 'Brand' (Command), 'Type of IP' (Copyright), 'IP Registration No.' (12345678), and a file upload field for 'Listings Infringements' with a template file 'Listing-Infringements-Template.xlsx'. Below this is a text area for 'Grounds of Complaint' with the text 'This listing infringes on the Brand's right to reproduce and distribute the product.' A character counter shows '84/500'. There is also a section for 'Additional Proof of Infringement' with a plus sign icon and a note about acceptable file formats. At the bottom are 'Save' and 'Submit' buttons.

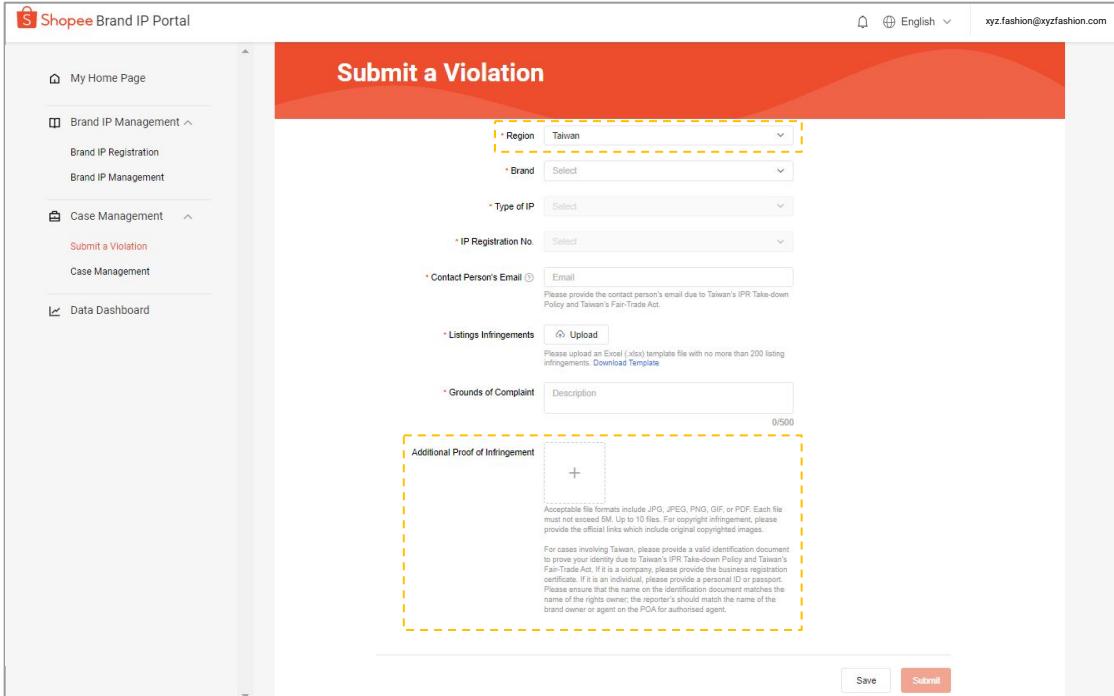
8 **Save** your submission as a draft or **Submit** it for review.



HOW DO I REPORT AN IP INFRINGEMENT?

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How do I report an IP Infringement?



The image shows the 'Submit a Violation' page of the Shopee Brand IP Portal. The page has a red header with the title 'Submit a Violation'. On the left, there is a sidebar with navigation links: 'My Home Page', 'Brand IP Management' (with 'Brand IP Registration' and 'Brand IP Management' sub-options), 'Case Management' (with 'Submit a Violation' and 'Case Management' sub-options), and 'Data Dashboard'. The main form area has several input fields: 'Region' (set to 'Taiwan'), 'Brand' (set to 'Select'), 'Type of IP' (set to 'Select'), 'IP Registration No.' (set to 'Select'), 'Contact Person's Email' (with a note: 'Please provide the contact person's email due to Taiwan's IPR Take-down Policy and Taiwan's Fair-Trade Act.'), 'Listings Infringements' (with a note: 'Please upload an Excel (.xlsx) template file with no more than 200 listing infringements. Download Template'), and 'Grounds of Complaint' (with a 'Description' input field). Below these is a section for 'Additional Proof of Infringement' (with a note: 'Acceptable file formats include: JPO, JPEG, PNG, GIF, or PDF. Each file must not exceed 5M. Up to 10 files. For copyright infringement, please provide the official links which include original copyrighted images.'). At the bottom are 'Save' and 'Submit' buttons.

User Tips!

If you are reporting in **Taiwan**, please provide a valid identification document to prove your identity due to Taiwan's IPR Take-down Policy and Taiwan's Fair-Trade Act.

For **companies**, please provide the business registration certificate. For **individuals**, please provide a personal ID or passport.

Ensure that the name on the identification document matches the name of the rights owner; the reporter's name should match the name of the brand owner or agent on the POA (Power of Attorney) for authorised agent.



HOW DO I REPORT AN IP INFRINGEMENT?

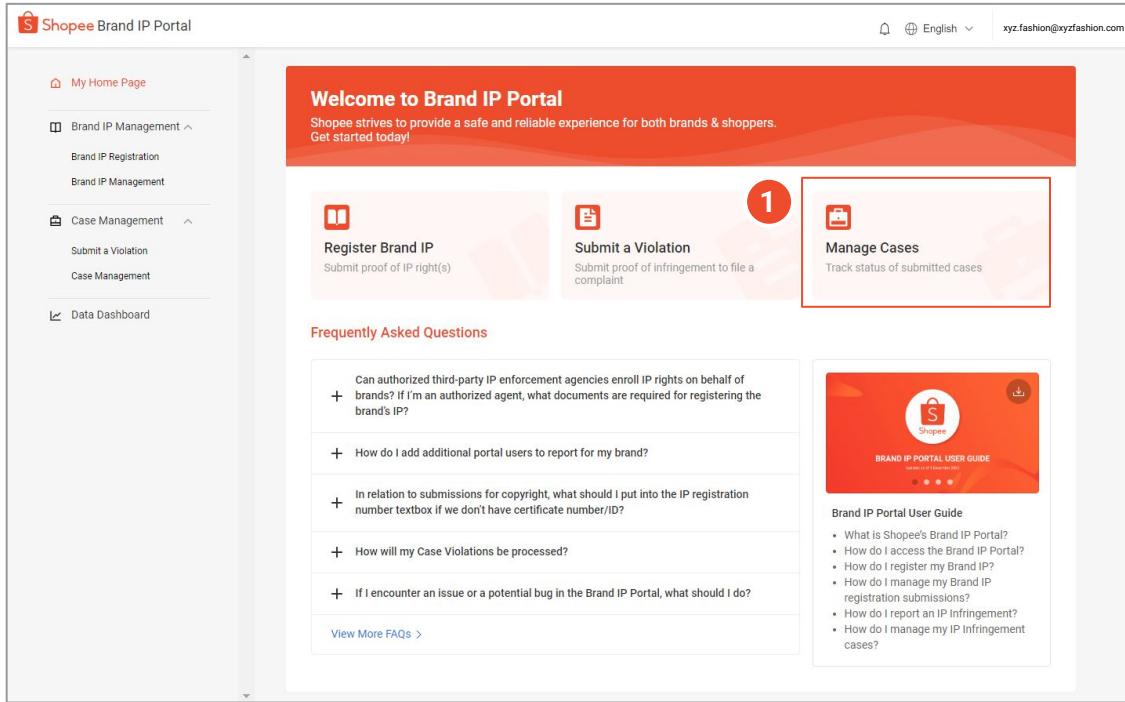
HOW DO I MANAGE MY IP INFRINGEMENT CASES?

At a glance

- 1 How do I view my IP Infringement cases?
- 2 How do I edit and submit a **Draft**?
- 3 How do I withdraw a submission **Under Review**?
- 4 How do I update **Action Required** submissions?
- 5 What should I do if my submission status is **Rejected**?



How do I view my IP Infringement cases?



- 1 From **My Home Page**, select **Manage Cases** to go to the **Case Management** page.

Note

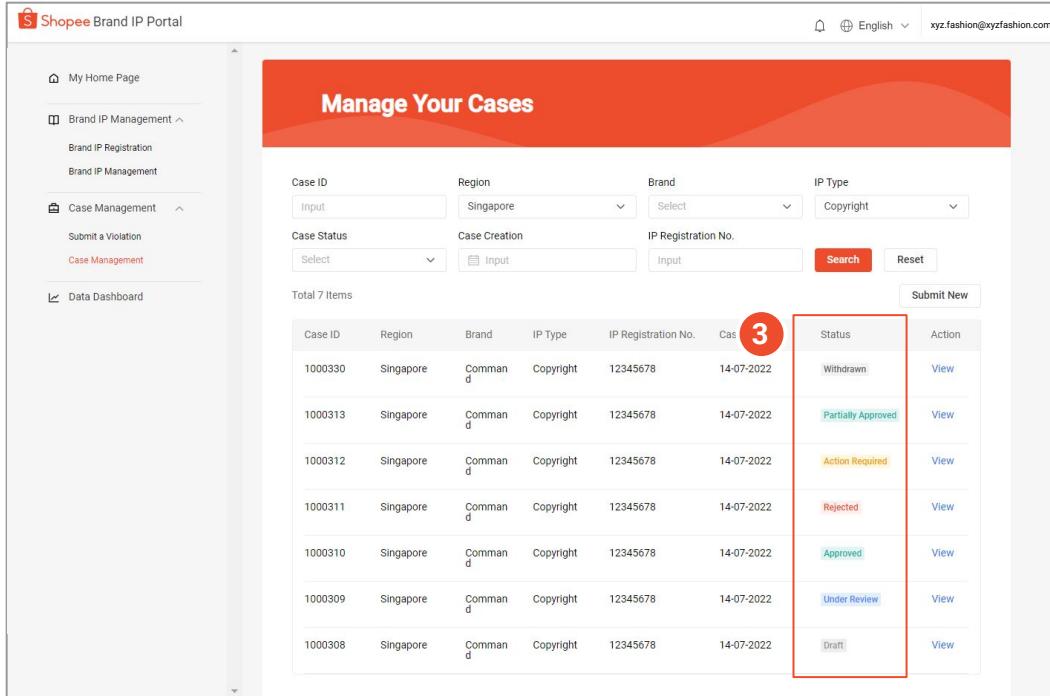


Authorised Agents/Law Firms can only view the cases that they have submitted themselves. Only Brand Owners can view all cases related to the brands under them.



HOW DO I MANAGE MY IP INFRINGEMENT CASES?

How do I view my IP Infringement cases?



The screenshot shows the 'Manage Your Cases' page of the Shopee Brand IP Portal. The left sidebar includes links for 'My Home Page', 'Brand IP Management' (with 'Brand IP Registration' and 'Brand IP Management' sub-options), 'Case Management' (with 'Submit a Violation' and 'Case Management' sub-options), and 'Data Dashboard'. The main content area has a red header 'Manage Your Cases'. It features search and filter fields for 'Case ID', 'Region' (set to Singapore), 'Brand' (set to Select), 'IP Type' (set to Copyright), 'Case Status' (set to Select), 'Case Creation' (set to Input), and 'IP Registration No.' (set to Input). A 'Search' button and a 'Reset' button are present. Below these is a table with 7 rows, each representing an IP infringement case. The columns are: Case ID, Region, Brand, IP Type, IP Registration No., Case Creation, Status, and Action. The 'Status' column for the first row (Case ID 1000330) is highlighted with a red box and a red circle containing the number 3, indicating it is the focus of the step-by-step guide. The 'Status' values for the other rows are: Partially Approved, Action Required, Rejected, Approved, Under Review, and Draft.

Case ID	Region	Brand	IP Type	IP Registration No.	Case Creation	Status	Action
1000330	Singapore	Command	Copyright	12345678	14-07-2022	Withdrawn	View
1000313	Singapore	Command	Copyright	12345678	14-07-2022	Partially Approved	View
1000312	Singapore	Command	Copyright	12345678	14-07-2022	Action Required	View
1000311	Singapore	Command	Copyright	12345678	14-07-2022	Rejected	View
1000310	Singapore	Command	Copyright	12345678	14-07-2022	Approved	View
1000309	Singapore	Command	Copyright	12345678	14-07-2022	Under Review	View
1000308	Singapore	Command	Copyright	12345678	14-07-2022	Draft	View

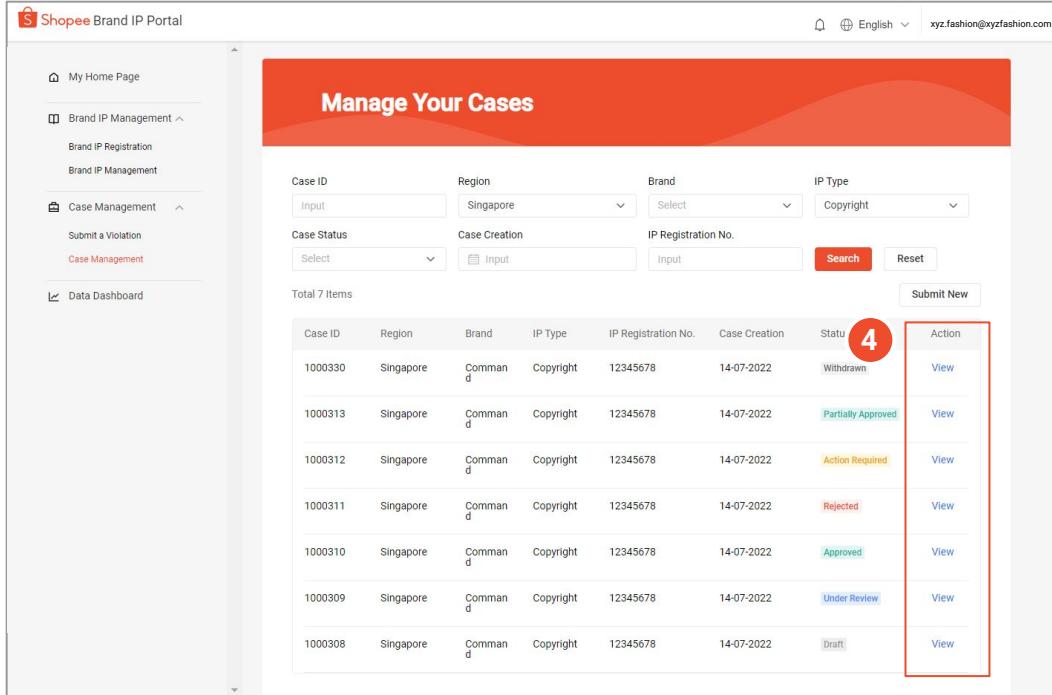
3 Check the **Status** of your submissions.

Status	Description
Draft	Saved as a draft but not yet submitted.
Under Review	Submission received and pending review.
Action Required	Insufficient documents received / other action required.
Partially Approved	Part of the submission accepted. For example, not all listings were found to infringe the Brand.
Approved	Submission successfully accepted.
Rejected	Submission unsuccessful.
Withdrawn	Submission withdrawn.



HOW DO I MANAGE MY IP INFRINGEMENT CASES?

How do I view my IP Infringement cases?



The screenshot shows the Shopee Brand IP Portal interface. The left sidebar includes links for 'My Home Page', 'Brand IP Management' (with 'Brand IP Registration' and 'Brand IP Management' sub-options), 'Case Management' (with 'Submit a Violation' and 'Case Management' sub-options), and 'Data Dashboard'. The main content area is titled 'Manage Your Cases' and displays a table of 7 cases. The columns are: Case ID, Region, Brand, IP Type, IP Registration No., Case Creation, Status, and Action. The 'Action' column is highlighted with a red box and a red circle containing the number 4, indicating where to click to view more details. The table data is as follows:

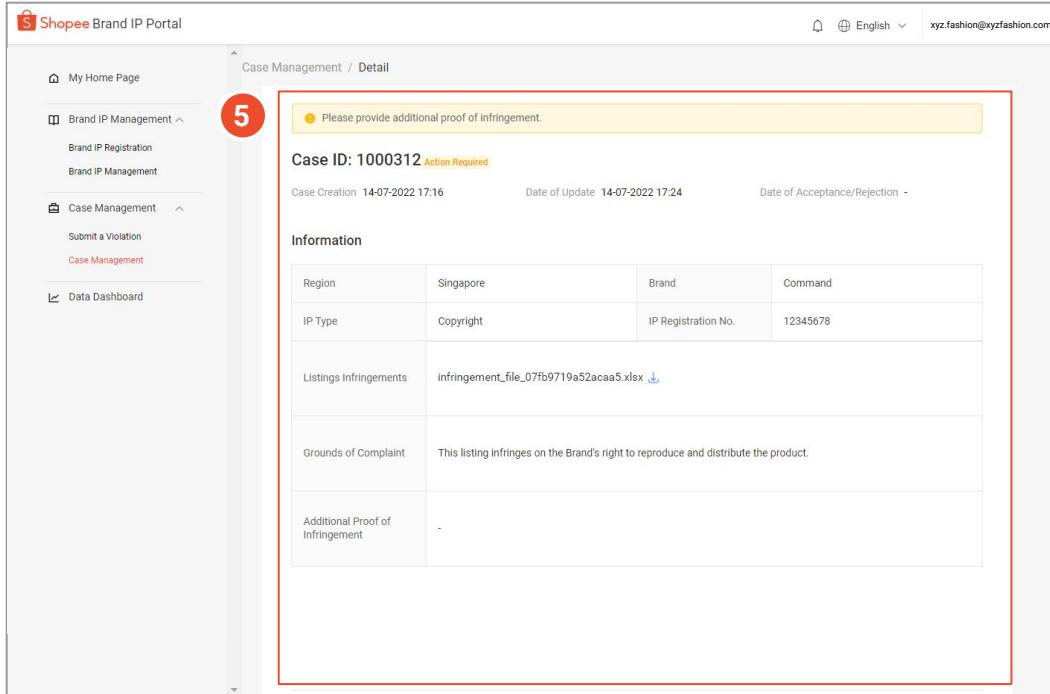
Case ID	Region	Brand	IP Type	IP Registration No.	Case Creation	Status	Action
1000330	Singapore	Command	Copyright	12345678	14-07-2022	Withdrawn	View
1000313	Singapore	Command	Copyright	12345678	14-07-2022	Partially Approved	View
1000312	Singapore	Command	Copyright	12345678	14-07-2022	Action Required	View
1000311	Singapore	Command	Copyright	12345678	14-07-2022	Rejected	View
1000310	Singapore	Command	Copyright	12345678	14-07-2022	Approved	View
1000309	Singapore	Command	Copyright	12345678	14-07-2022	Under Review	View
1000308	Singapore	Command	Copyright	12345678	14-07-2022	Draft	View

4 Select **View** under the **Action** column for more details.



HOW DO I MANAGE MY IP INFRINGEMENT CASES?

How do I view my IP Infringement cases?



The screenshot shows the Shopee Brand IP Portal. On the left is a sidebar with navigation links: My Home Page, Brand IP Management (with sub-links for Registration and Management), Case Management (with sub-links for Submit a Violation and Case Management), and Data Dashboard. The main content area is titled 'Case Management / Detail'. A red box highlights the 'Information' section. Inside the red box, a yellow banner says 'Please provide additional proof of infringement.' Below it, the 'Case ID' is listed as 1000312 with 'Action Required'. The 'Information' section contains the following table:

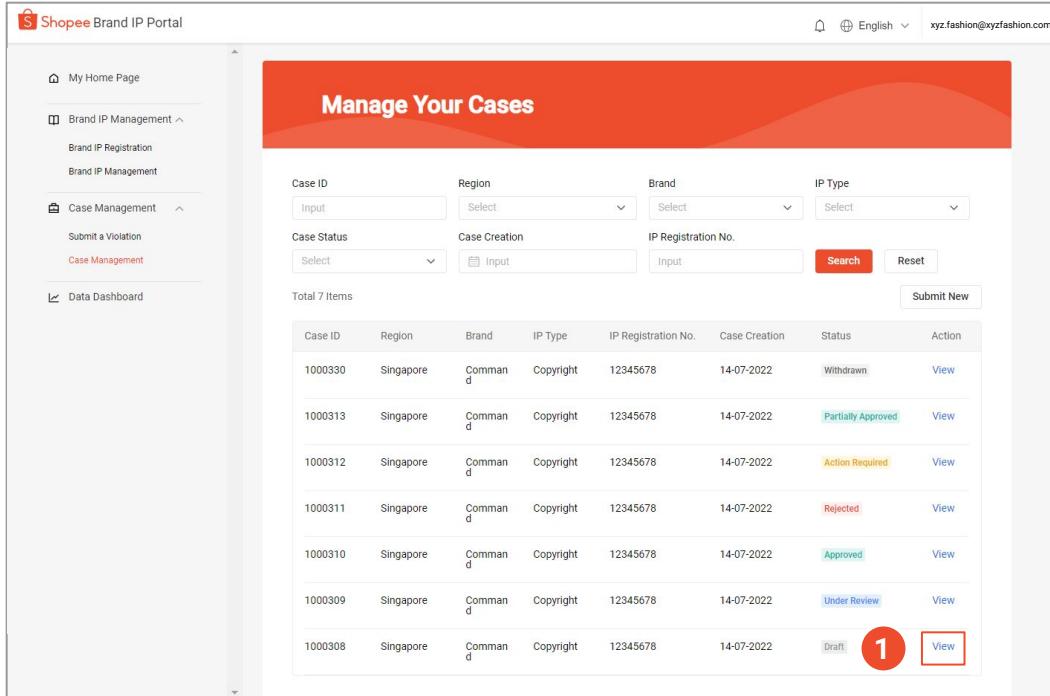
Region	Singapore	Brand	Command
IP Type	Copyright	IP Registration No.	12345678
Listings Infringements	infringement_file_07fb9719a52acaa5.xlsx Download		
Grounds of Complaint	This listing infringes on the Brand's right to reproduce and distribute the product.		
Additional Proof of Infringement	-		

5 View submission details, including the:

- **Case ID**
- **Case Creation date**
- **Date of Update**
- **Date of Acceptance/Rejection**
- **Information that you submitted**



How do I edit and submit a Draft?



The screenshot shows the Shopee Brand IP Portal interface. The left sidebar includes links for 'My Home Page', 'Brand IP Management' (with 'Brand IP Registration' and 'Brand IP Management' sub-options), 'Case Management' (with 'Submit a Violation' and 'Case Management' sub-options), and 'Data Dashboard'. The main content area is titled 'Manage Your Cases' and features a search bar with fields for 'Case ID', 'Region', 'Brand', 'IP Type', 'Case Status', 'Case Creation', and 'IP Registration No.' Below the search bar is a table with 7 items, each representing an IP case. The columns are 'Case ID', 'Region', 'Brand', 'IP Type', 'IP Registration No.', 'Case Creation', 'Status', and 'Action'. The 'Status' column for the 7th case shows 'Draft'. The 'Action' column for the 7th case contains a 'View' button, which is highlighted with a red box and a red circle with the number '1' placed over it.

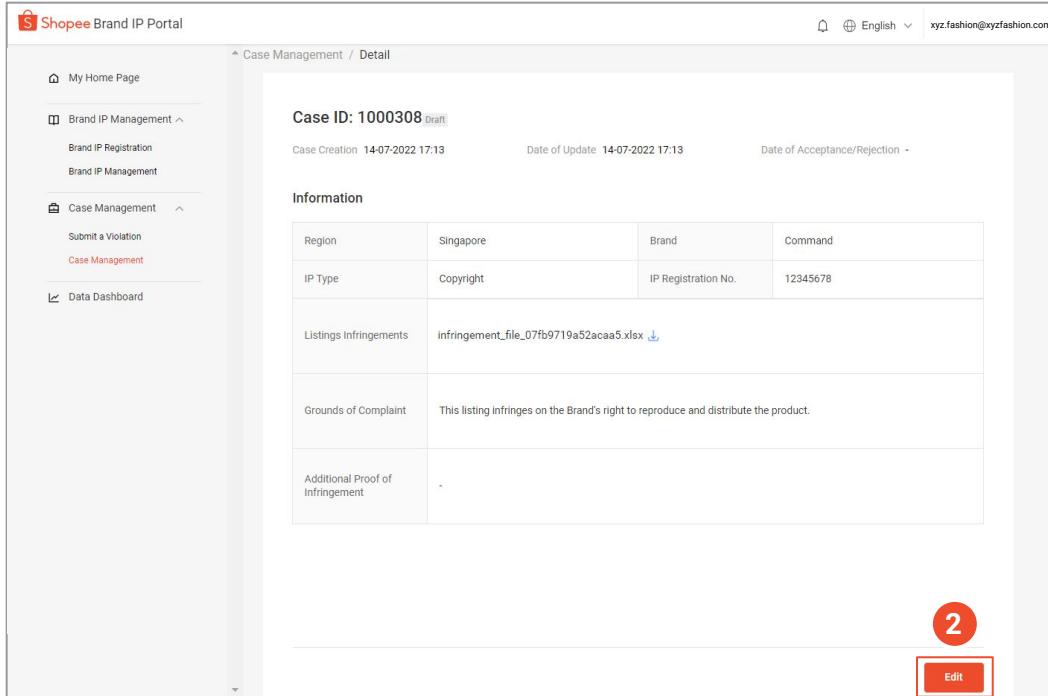
Case ID	Region	Brand	IP Type	IP Registration No.	Case Creation	Status	Action
1000330	Singapore	Command	Copyright	12345678	14-07-2022	Withdrawn	View
1000313	Singapore	Command	Copyright	12345678	14-07-2022	Partially Approved	View
1000312	Singapore	Command	Copyright	12345678	14-07-2022	Action Required	View
1000311	Singapore	Command	Copyright	12345678	14-07-2022	Rejected	View
1000310	Singapore	Command	Copyright	12345678	14-07-2022	Approved	View
1000309	Singapore	Command	Copyright	12345678	14-07-2022	Under Review	View
1000308	Singapore	Command	Copyright	12345678	14-07-2022	Draft	View

- 1 Under the **Action** column, select **View**.



HOW DO I MANAGE MY IP INFRINGEMENT CASES?

How do I edit and submit a Draft?



Shopee Brand IP Portal

Case Management / Detail

Case ID: 1000308 Draft

Case Creation 14-07-2022 17:13 Date of Update 14-07-2022 17:13 Date of Acceptance/Rejection -

Information

Region	Singapore	Brand	Command
IP Type	Copyright	IP Registration No.	12345678
Listings Infringements	infringement_file_07fb9719a52aca5.xlsx Download		
Grounds of Complaint	This listing infringes on the Brand's right to reproduce and distribute the product.		
Additional Proof of Infringement	-		

2

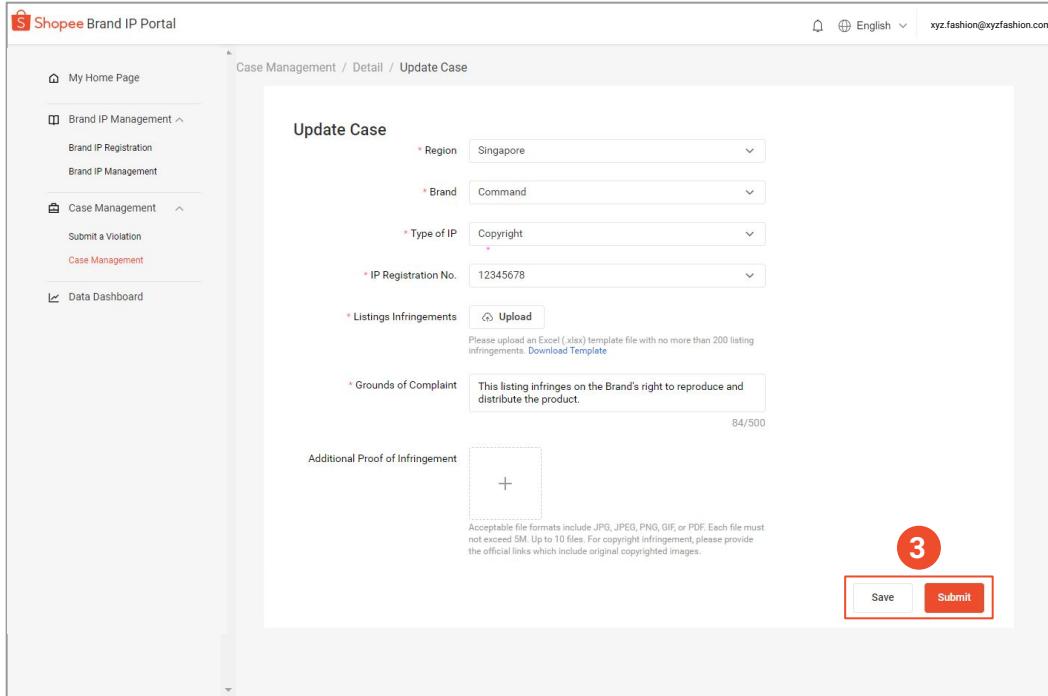
Edit

2 Select **Edit** to make changes to your draft.



HOW DO I MANAGE MY IP INFRINGEMENT CASES?

How do I edit and submit a Draft?



The screenshot shows the 'Update Case' page in the Shopee Brand IP Portal. The left sidebar includes 'My Home Page', 'Brand IP Management' (with 'Brand IP Registration' and 'Brand IP Management' sub-options), 'Case Management' (with 'Submit a Violation' and 'Case Management' sub-options), and 'Data Dashboard'. The main content area is titled 'Update Case' and contains the following fields:

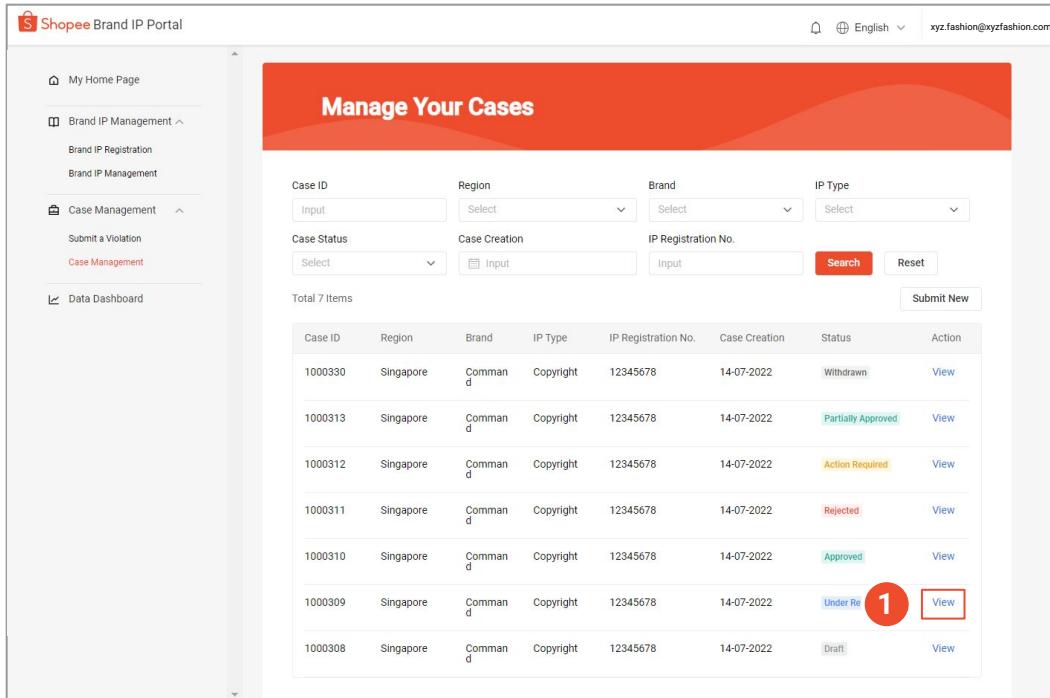
- Region:** Singapore
- Brand:** Command
- Type of IP:** Copyright
- IP Registration No.:** 12345678
- Listings Infringements:** A section with an 'Upload' button for Excel files (max 200 listings) and a link to 'Download Template'.
- Grounds of Complaint:** A text area containing the text: 'This listing infringes on the Brand's right to reproduce and distribute the product.' with a character count of 84/500.
- Additional Proof of Infringement:** A placeholder box with a plus sign for file uploads, with a note: 'Acceptable file formats include JPG, JPEG, PNG, GIF, or PDF. Each file must not exceed 5M. Up to 10 files. For copyright infringement, please provide the official links which include original copyrighted images.'

At the bottom right are 'Save' and 'Submit' buttons, with 'Submit' highlighted in red. A red circle with the number '3' is overlaid on the 'Save' button.

3 Edit the necessary information, then **Save** the draft or **Submit** it for review.



How do I withdraw a submission Under Review?



Case ID	Region	Brand	IP Type	IP Registration No.	Case Creation	Status	Action
1000330	Singapore	Command	Copyright	12345678	14-07-2022	Withdrawn	View
1000313	Singapore	Command	Copyright	12345678	14-07-2022	Partially Approved	View
1000312	Singapore	Command	Copyright	12345678	14-07-2022	Action Required	View
1000311	Singapore	Command	Copyright	12345678	14-07-2022	Rejected	View
1000310	Singapore	Command	Copyright	12345678	14-07-2022	Approved	View
1000309	Singapore	Command	Copyright	12345678	14-07-2022	Under Review	View
1000308	Singapore	Command	Copyright	12345678	14-07-2022	Draft	View

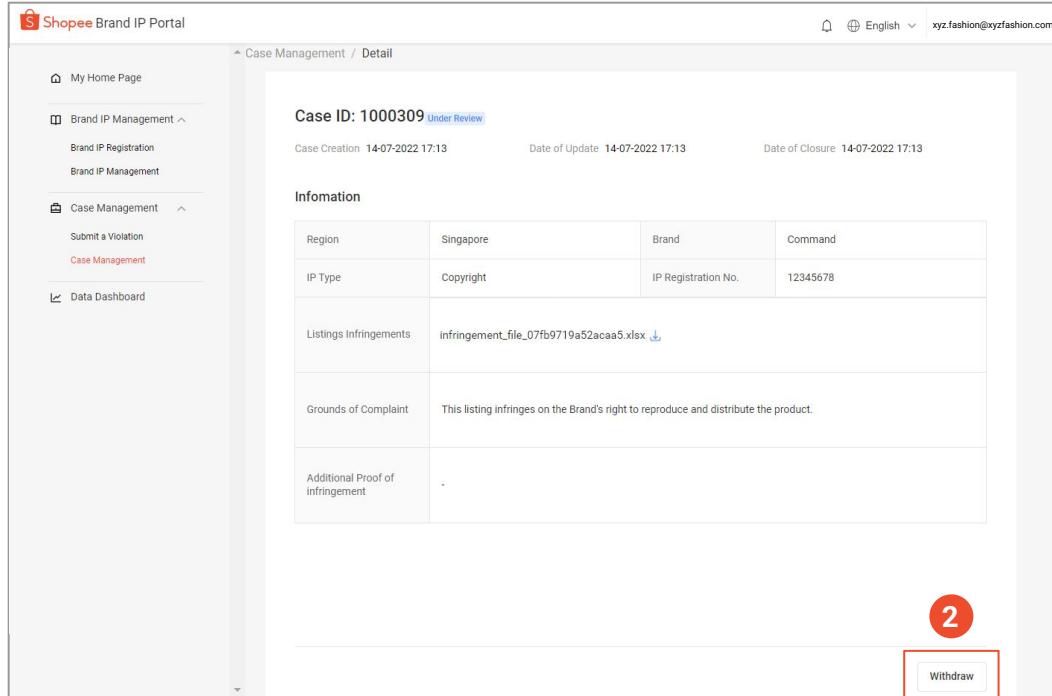
1 Under the Action column, select **View**.



You can only withdraw submissions that are **Under Review**. This action cannot be done for submissions under other statuses.



How do I withdraw a submission Under Review?



Shopee Brand IP Portal

Case Management / Detail

Case ID: 1000309 Under Review

Case Creation 14-07-2022 17:13 Date of Update 14-07-2022 17:13 Date of Closure 14-07-2022 17:13

Information

Region	Singapore	Brand	Command
IP Type	Copyright	IP Registration No.	12345678
Listings Infringements	infringement_file_07fb9719a52aca5.xlsx Download		
Grounds of Complaint	This listing infringes on the Brand's right to reproduce and distribute the product.		
Additional Proof of Infringement	-		

2

Withdraw

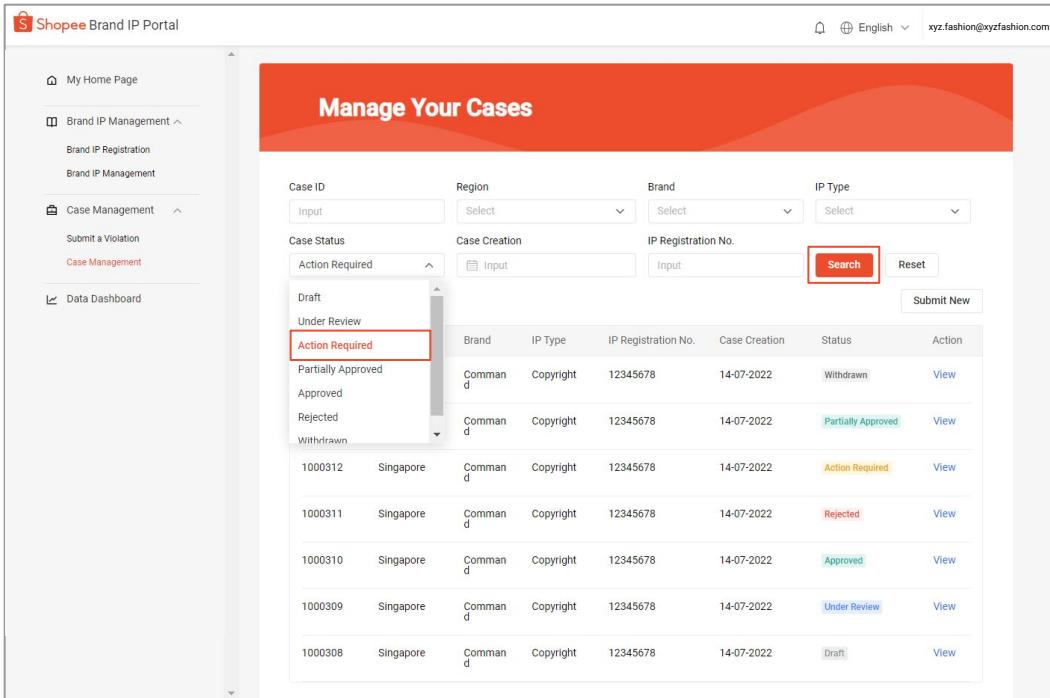
2 Withdraw your submission.



HOW DO I MANAGE MY IP INFRINGEMENT CASES?

How do I update Action Required submissions?

1



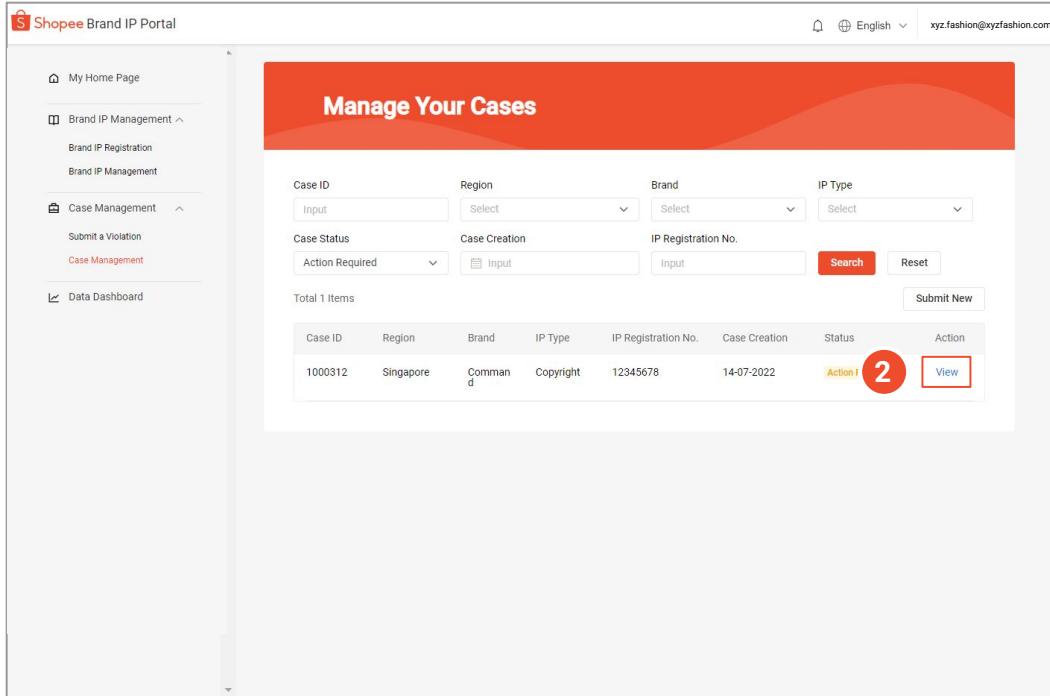
Case ID	Region	Brand	IP Type	Case Creation	IP Registration No.	Status	Action
1000312	Singapore	Command	Copyright	12345678	14-07-2022	Action Required	View
1000311	Singapore	Command	Copyright	12345678	14-07-2022	Rejected	View
1000310	Singapore	Command	Copyright	12345678	14-07-2022	Approved	View
1000309	Singapore	Command	Copyright	12345678	14-07-2022	Under Review	View
1000308	Singapore	Command	Copyright	12345678	14-07-2022	Draft	View

1 Select Action Required from the Case Status dropdown menu to Search for submissions that need your action.



HOW DO I MANAGE MY IP INFRINGEMENT CASES?

How do I update Action Required submissions?



Shopee Brand IP Portal

My Home Page

Brand IP Management

- Brand IP Registration
- Brand IP Management

Case Management

- Submit a Violation
- Case Management

Data Dashboard

Manage Your Cases

Case ID	Region	Brand	IP Type
Input	Select	Select	Select

Case Status	Case Creation	IP Registration No.
Action Required	Input	Input

Search Reset

Total 1 Items

Submit New

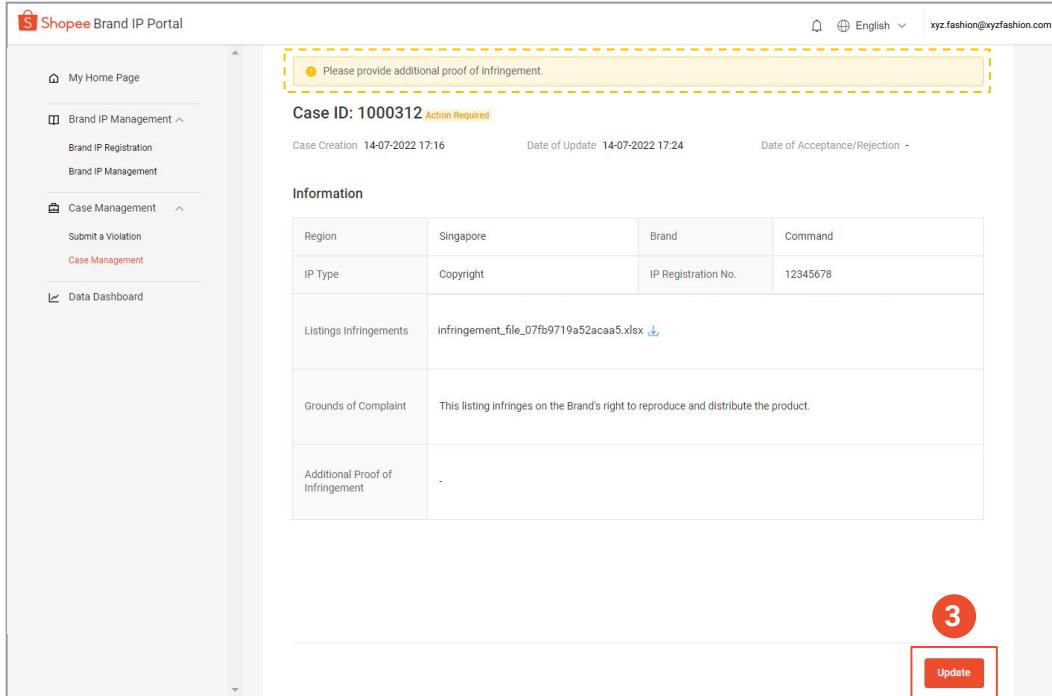
Case ID	Region	Brand	IP Type	IP Registration No.	Case Creation	Status	Action
1000312	Singapore	Command	Copyright	12345678	14-07-2022	Action	View

2 Under the **Action** column for the submission you want to update, select **View**.



HOW DO I MANAGE MY IP INFRINGEMENT CASES?

How do I update Action Required submissions?



Shopee Brand IP Portal

Please provide additional proof of infringement.

Case ID: 1000312 Action Required

Case Creation 14-07-2022 17:16 Date of Update 14-07-2022 17:24 Date of Acceptance/Rejection

Information

Region	Singapore	Brand	Command
IP Type	Copyright	IP Registration No.	12345678
Listings Infringements	infringement_file_07fb9719a52aca5.xlsx		
Grounds of Complaint	This listing infringes on the Brand's right to reproduce and distribute the product.		
Additional Proof of Infringement	-		

3

Update

3 Select **Update** to edit your submission.

User Tips!

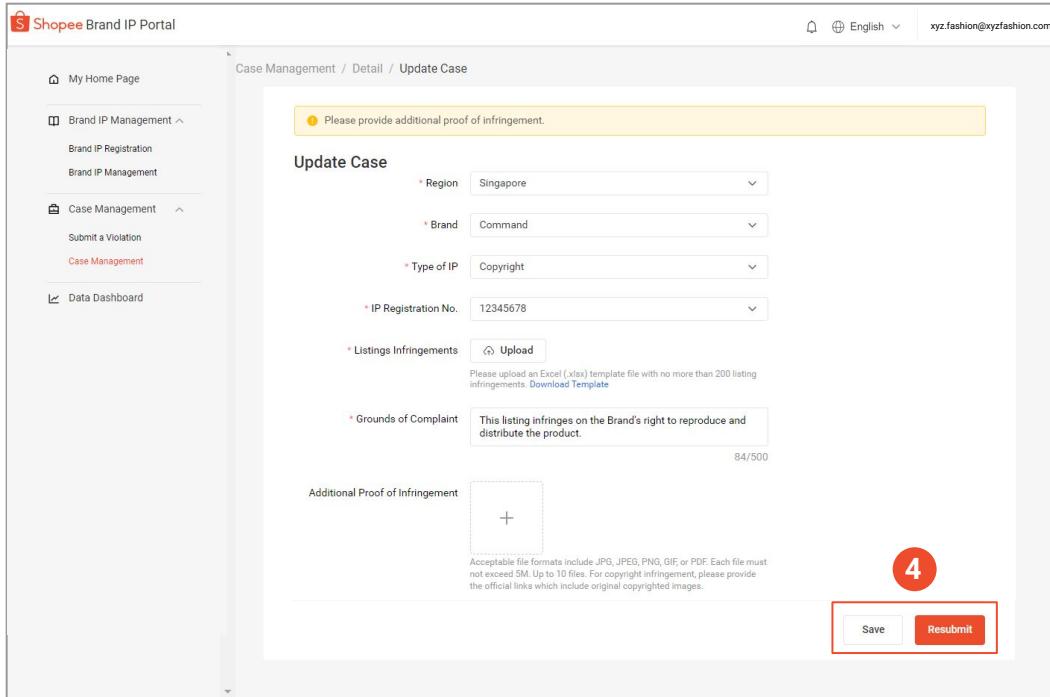


View the changes you need to make at the top of the page.



HOW DO I MANAGE MY IP INFRINGEMENT CASES?

How do I update Action Required submissions?



The screenshot shows the 'Update Case' page in the Shopee Brand IP Portal. The top navigation bar includes 'My Home Page', 'Brand IP Management' (with 'Brand IP Registration' and 'Brand IP Management' sub-options), 'Case Management' (with 'Submit a Violation' and 'Case Management' sub-options), and 'Data Dashboard'. The main content area is titled 'Update Case' and contains the following fields:

- Region:** Singapore
- Brand:** Command
- Type of IP:** Copyright
- IP Registration No.:** 12345678
- Listings Infringements:** A file input field with a placeholder 'Upload' and a note: 'Please upload an Excel (.xlsx) template file with no more than 200 listing infringements. Download Template'.
- Grounds of Complaint:** A text area containing the text 'This listing infringes on the Brand's right to reproduce and distribute the product.' with a character count of 84/500.
- Additional Proof of Infringement:** A file input field with a placeholder '+'. A note below it specifies: 'Acceptable file formats include JPG, JPEG, PNG, GIF, or PDF. Each file must not exceed 5M. Up to 10 files. For copyright infringement, please provide the official links which include original copyrighted images.'

At the bottom right of the form are 'Save' and 'Resubmit' buttons. A red circle with the number '4' is overlaid on the 'Save' button.

4 Edit the necessary fields and **Save** as a draft or **Resubmit** for review.

User Tips!

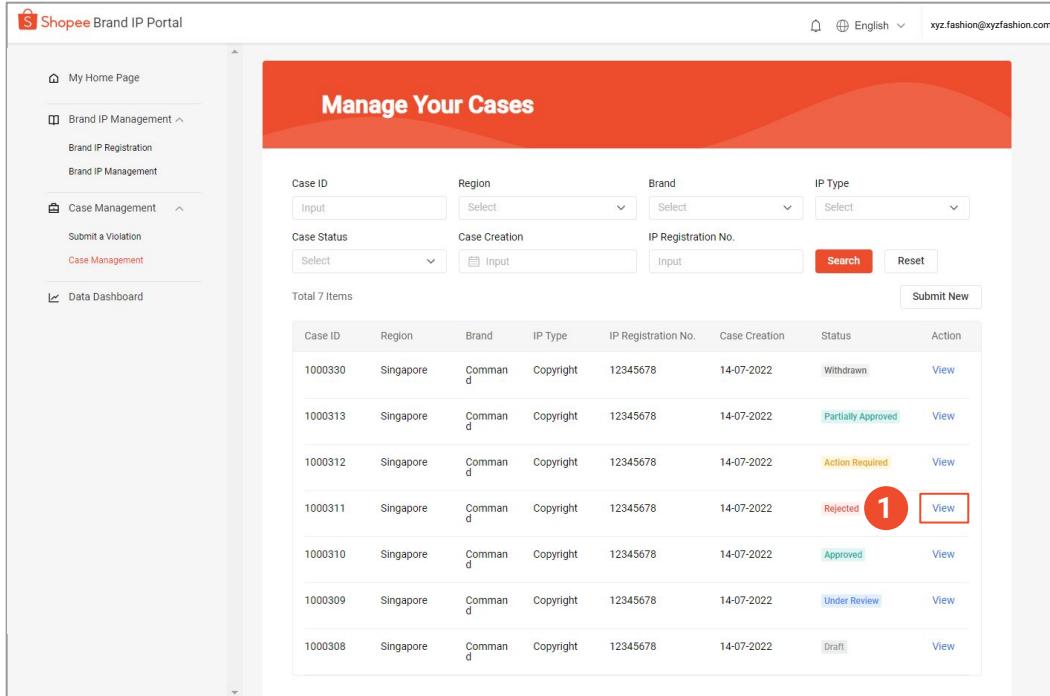


Edit according to the instructions stated at the top of the page.



HOW DO I MANAGE MY IP INFRINGEMENT CASES?

What should I do if my submission status is Rejected?



The screenshot shows the Shopee Brand IP Portal interface. The left sidebar includes links for 'My Home Page', 'Brand IP Management' (with 'Brand IP Registration' and 'Brand IP Management' sub-options), 'Case Management' (with 'Submit a Violation' and 'Case Management' sub-options), and 'Data Dashboard'. The main content area is titled 'Manage Your Cases' and features a search bar with fields for 'Case ID', 'Region', 'Brand', and 'IP Type', and buttons for 'Case Status', 'Case Creation', 'IP Registration No.', 'Search', and 'Reset'. Below the search bar is a table with 7 items, each representing an IP case. The columns are 'Case ID', 'Region', 'Brand', 'IP Type', 'IP Registration No.', 'Case Creation', 'Status', and 'Action'. The 'Status' column for the fourth case contains the word 'Rejected' in red, and a red circle with the number '1' is overlaid on this cell. The other cases have statuses like 'Withdrawn', 'Partially Approved', 'Action Required', 'Approved', 'Under Review', and 'Draft'.

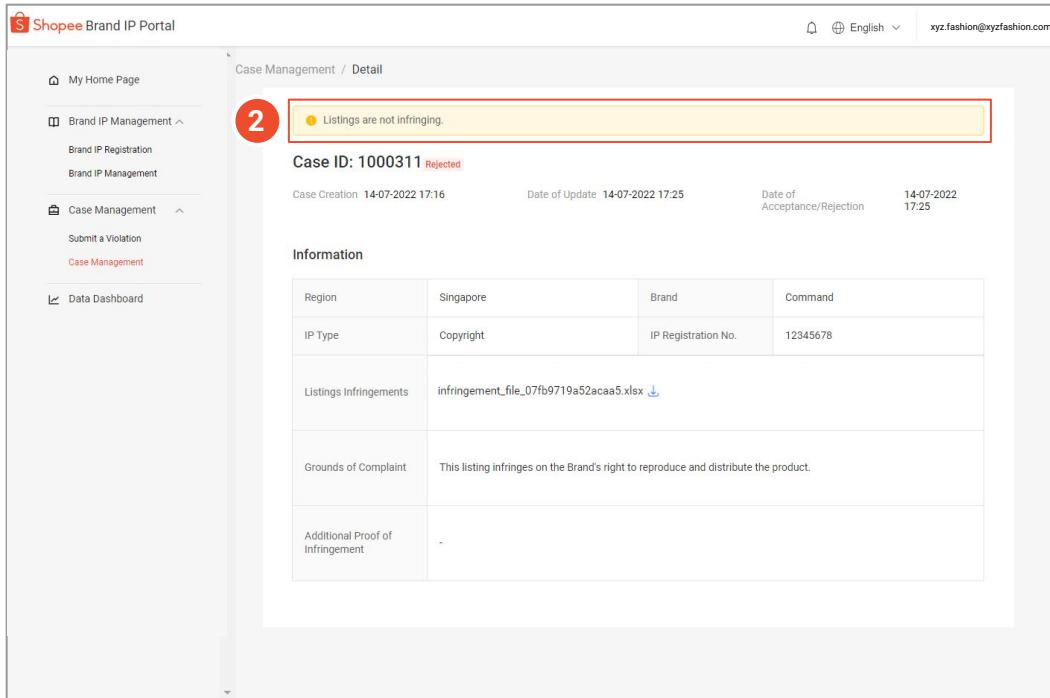
Case ID	Region	Brand	IP Type	IP Registration No.	Case Creation	Status	Action
1000330	Singapore	Command	Copyright	12345678	14-07-2022	Withdrawn	View
1000313	Singapore	Command	Copyright	12345678	14-07-2022	Partially Approved	View
1000312	Singapore	Command	Copyright	12345678	14-07-2022	Action Required	View
1000311	Singapore	Command	Copyright	12345678	14-07-2022	Rejected	View
1000310	Singapore	Command	Copyright	12345678	14-07-2022	Approved	View
1000309	Singapore	Command	Copyright	12345678	14-07-2022	Under Review	View
1000308	Singapore	Command	Copyright	12345678	14-07-2022	Draft	View

- 1 If your submission was rejected, find out the reason for rejection by selecting **View** under the **Action** column.



HOW DO I MANAGE MY IP INFRINGEMENT CASES?

What should I do if my submission status is Rejected?



Shopee Brand IP Portal

Case Management / Detail

My Home Page

Brand IP Management

- Brand IP Registration
- Brand IP Management

Case Management

- Submit a Violation
- Case Management

Data Dashboard

2 Listings are not infringing.

Case ID: 1000311 **Rejected**

Case Creation 14-07-2022 17:16 Date of Update 14-07-2022 17:25 Date of Acceptance/Rejection 14-07-2022 17:25

Information

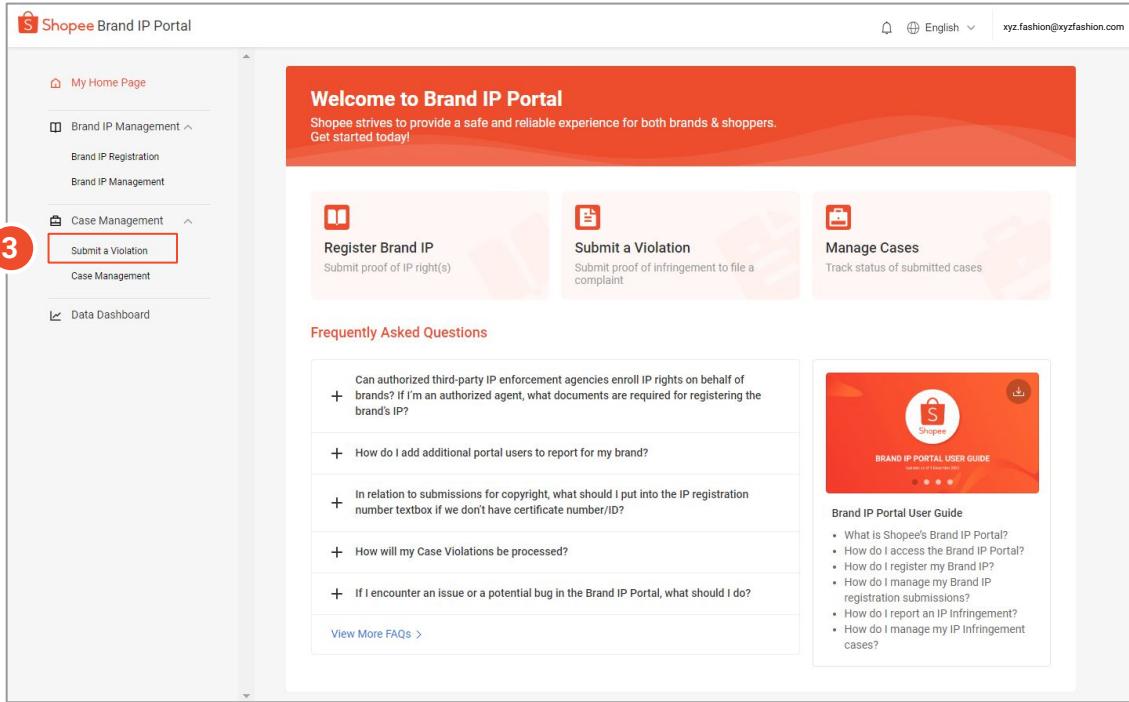
Region	Singapore	Brand	Command
IP Type	Copyright	IP Registration No.	12345678
Listings Infringements	infringement_file_07fb9719a52aca5.xlsx Download		
Grounds of Complaint	This listing infringes on the Brand's right to reproduce and distribute the product.		
Additional Proof of Infringement	-		

2 View the reason your submission was rejected at the top of the page.



HOW DO I MANAGE MY IP INFRINGEMENT CASES?

What should I do if my submission status is Rejected?



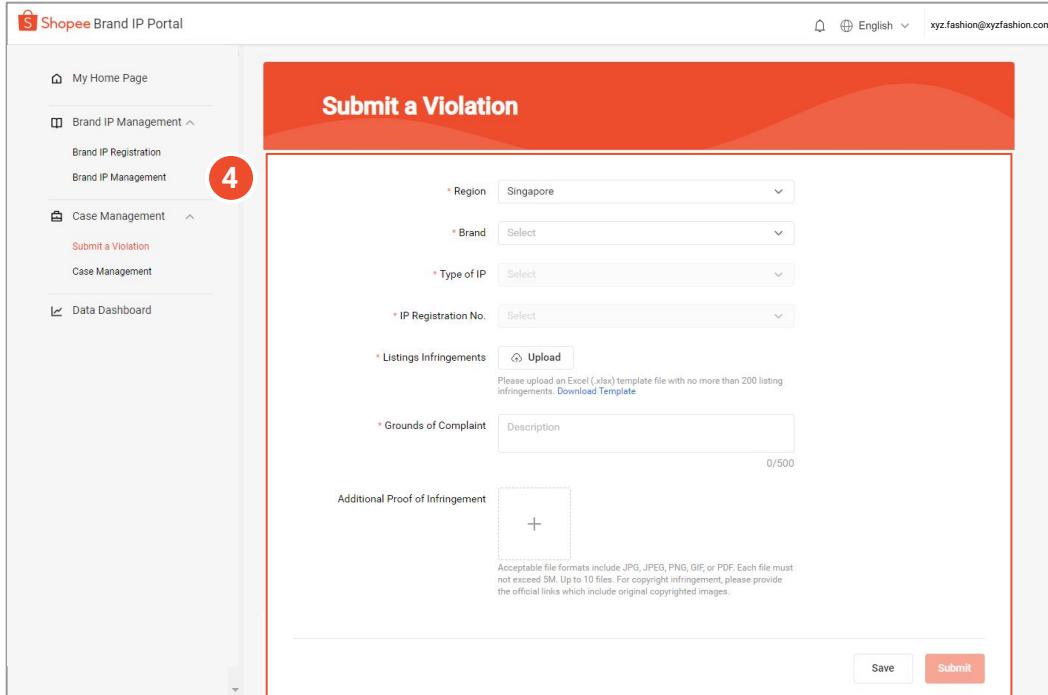
The screenshot shows the Shopee Brand IP Portal homepage. The left sidebar includes 'My Home Page', 'Brand IP Management' (with 'Brand IP Registration' and 'Brand IP Management' sub-options), 'Case Management' (with 'Submit a Violation' highlighted with a red box and circled '3', and 'Case Management' sub-options), and 'Data Dashboard'. The main content area features a 'Welcome to Brand IP Portal' banner with the text 'Shopee strives to provide a safe and reliable experience for both brands & shoppers. Get started today!'. Below the banner are three buttons: 'Register Brand IP' (Submit proof of IP right(s)), 'Submit a Violation' (Submit proof of infringement to file a complaint), and 'Manage Cases' (Track status of submitted cases). A 'Frequently Asked Questions' section follows, with a list of questions and a 'View More FAQs >' link. To the right is a 'Brand IP Portal User Guide' section with a download icon and a list of topics: What is Shopee's Brand IP Portal?, How do I access the Brand IP Portal?, How do I register my Brand IP?, How do I manage my Brand IP registration submissions?, How do I report an IP Infringement?, and How do I manage my IP Infringement cases?

3 Go to the **Submit a Violation** page to start a new submission.



HOW DO I MANAGE MY IP INFRINGEMENT CASES?

What should I do if my submission status is Rejected?



The image shows the 'Submit a Violation' form on the Shopee Brand IP Portal. The form is divided into several sections: 'Region' (Singapore), 'Brand' (Select), 'Type of IP' (Select), 'IP Registration No.' (Select), 'Listings Infringements' (with an 'Upload' button and a note about Excel template files), 'Grounds of Complaint' (with a 'Description' input field and a character limit of 0/500), and 'Additional Proof of Infringement' (with a file upload input field and a note about acceptable file formats like JPG, JPEG, PNG, GIF, or PDF). At the bottom are 'Save' and 'Submit' buttons. A red circle with the number '4' is overlaid on the left side of the form.

4 Fill in the required information, amending your submission as necessary based on the rejection reason.

Once you're done, **Save** your submission as a draft or **Submit** it for review.

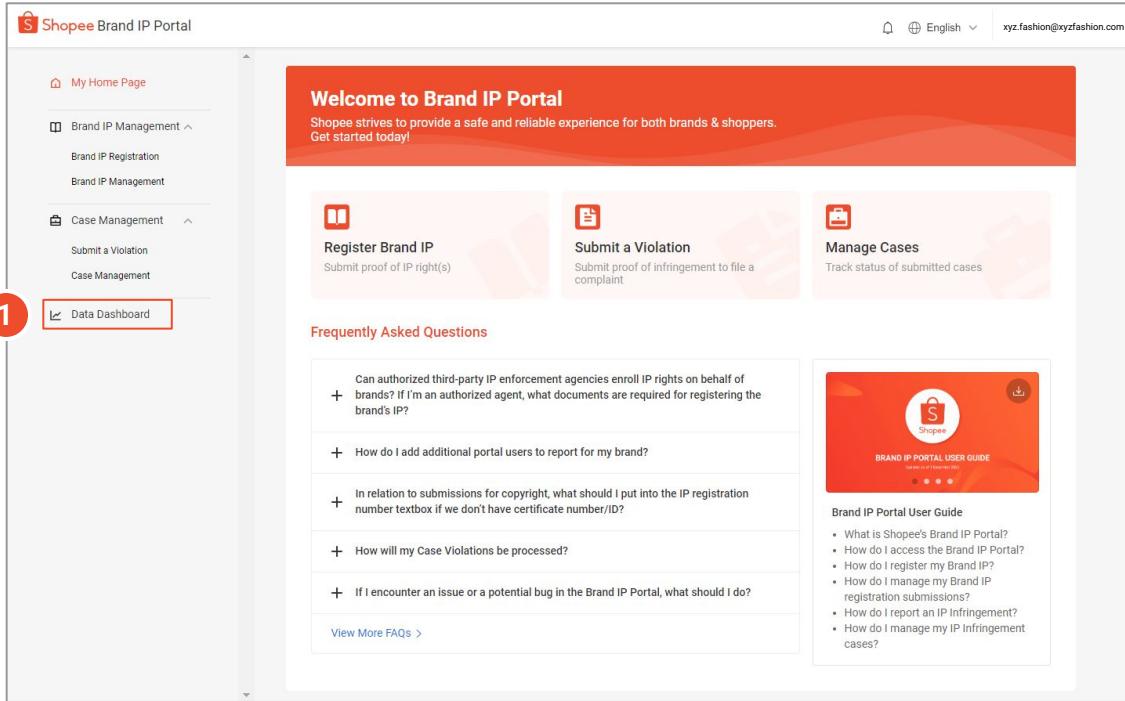


HOW DO I MANAGE MY IP INFRINGEMENT CASES?



HOW DO I VIEW MY IP PROTECTION DATA USING DATA DASHBOARD? (BRAND OWNERS ONLY)

How do I view my IP Protection data using Data Dashboard?



1

Shopee Brand IP Portal

Welcome to Brand IP Portal

Shopee strives to provide a safe and reliable experience for both brands & shoppers. Get started today!

Register Brand IP

Submit a Violation

Manage Cases

Frequently Asked Questions

Can authorized third-party IP enforcement agencies enroll IP rights on behalf of brands? If I'm an authorized agent, what documents are required for registering the brand's IP?

How do I add additional portal users to report for my brand?

In relation to submissions for copyright, what should I put into the IP registration number textbox if we don't have certificate number/ID?

How will my Case Violations be processed?

If I encounter an issue or a potential bug in the Brand IP Portal, what should I do?

View More FAQs >

BRAND IP PORTAL USER GUIDE

Brand IP Portal User Guide

- What is Shopee's Brand IP Portal?
- How do I access the Brand IP Portal?
- How do I register my Brand IP?
- How do I manage my Brand IP registration submissions?
- How do I report an IP Infringement?
- How do I manage my IP Infringement cases?

1 From My Home Page, go to the Data Dashboard page.

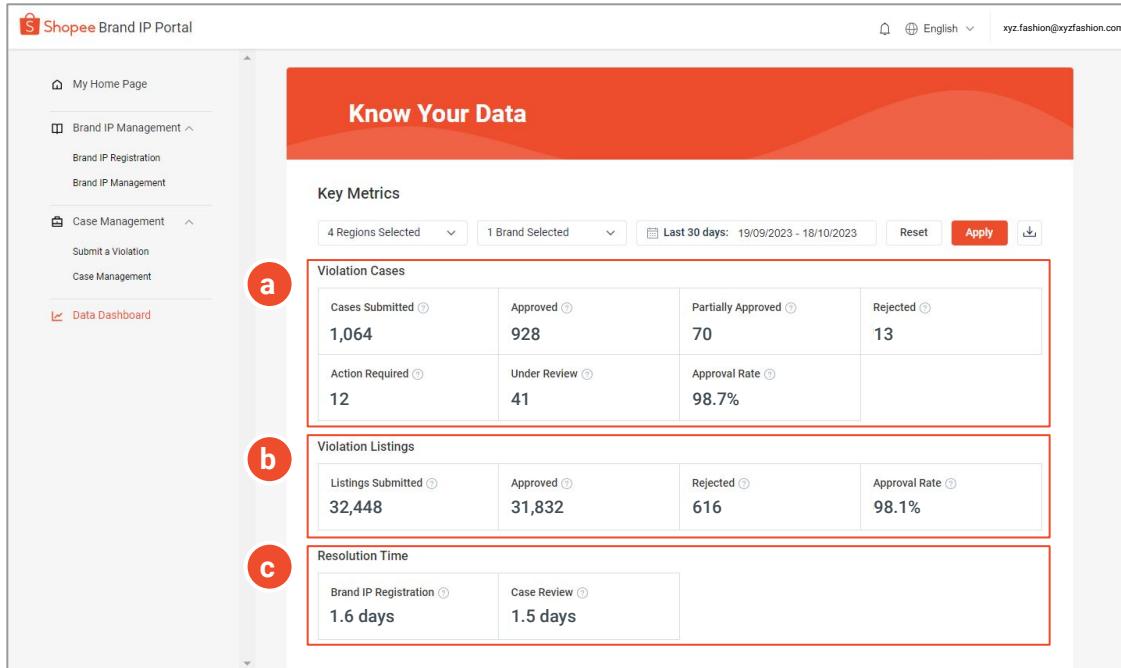


This feature is for **Brand Owners only**.



HOW DO I VIEW MY IP PROTECTION DATA USING DATA DASHBOARD?

How do I view my IP Protection data using Data Dashboard?



The screenshot shows the Shopee Brand IP Portal Data Dashboard. The left sidebar includes links for My Home Page, Brand IP Management (Brand IP Registration, Brand IP Management), Case Management (Submit a Violation, Case Management), and Data Dashboard. The main area features a red banner with 'Know Your Data' and 'Key Metrics'. It displays three sections: 'Violation Cases' (Cases Submitted: 1,064, Approved: 928, Partially Approved: 70, Rejected: 13, Action Required: 12, Under Review: 41, Approval Rate: 98.7%), 'Violation Listings' (Listings Submitted: 32,448, Approved: 31,832, Rejected: 616, Approval Rate: 98.1%), and 'Resolution Time' (Brand IP Registration: 1.6 days, Case Review: 1.5 days). Red circles labeled 'a', 'b', and 'c' point to the 'Violation Cases', 'Violation Listings', and 'Resolution Time' sections respectively.

Violation Cases			
Cases Submitted	Approved	Partially Approved	Rejected
1,064	928	70	13
Action Required	Under Review	Approval Rate	
12	41	98.7%	

Violation Listings			
Listings Submitted	Approved	Rejected	Approval Rate
32,448	31,832	616	98.1%

Resolution Time	
Brand IP Registration	Case Review
1.6 days	1.5 days

There are **3 categories of metrics** in the Data Dashboard:

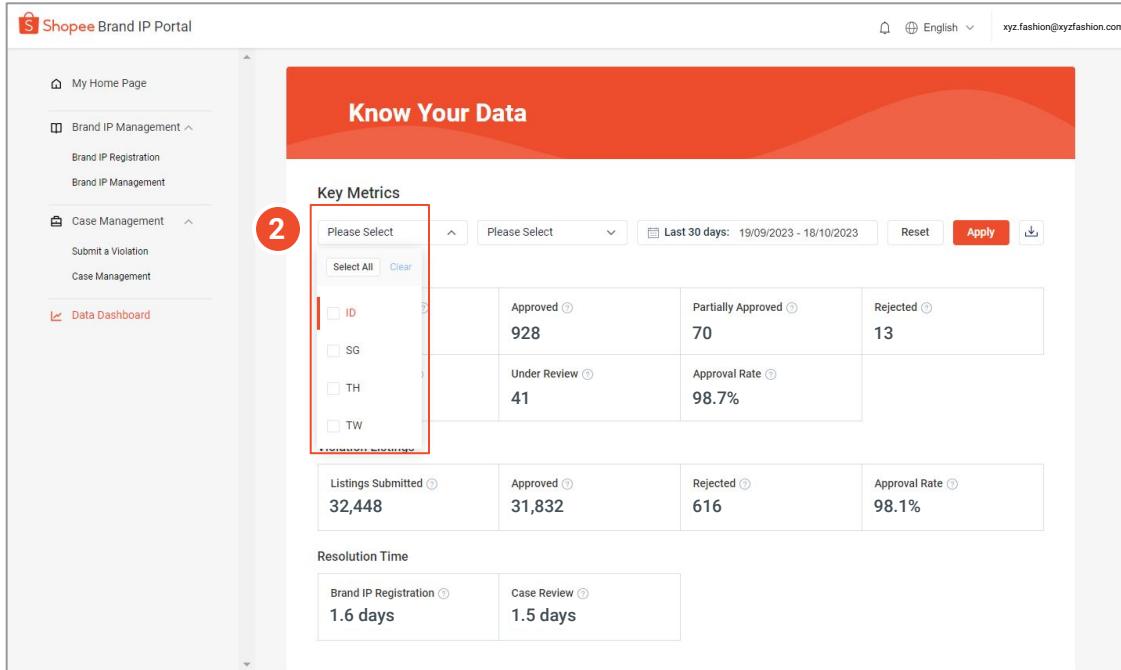
a. Violation Cases shows the number of cases submitted and their statuses.

b. Violation Listings shows the number of listings submitted and whether they were approved/rejected as violations to be taken down.

c. Resolution Time shows the average time it took for Brand IP registrations and case reviews to be completed.



How do I view my IP Protection data using Data Dashboard?



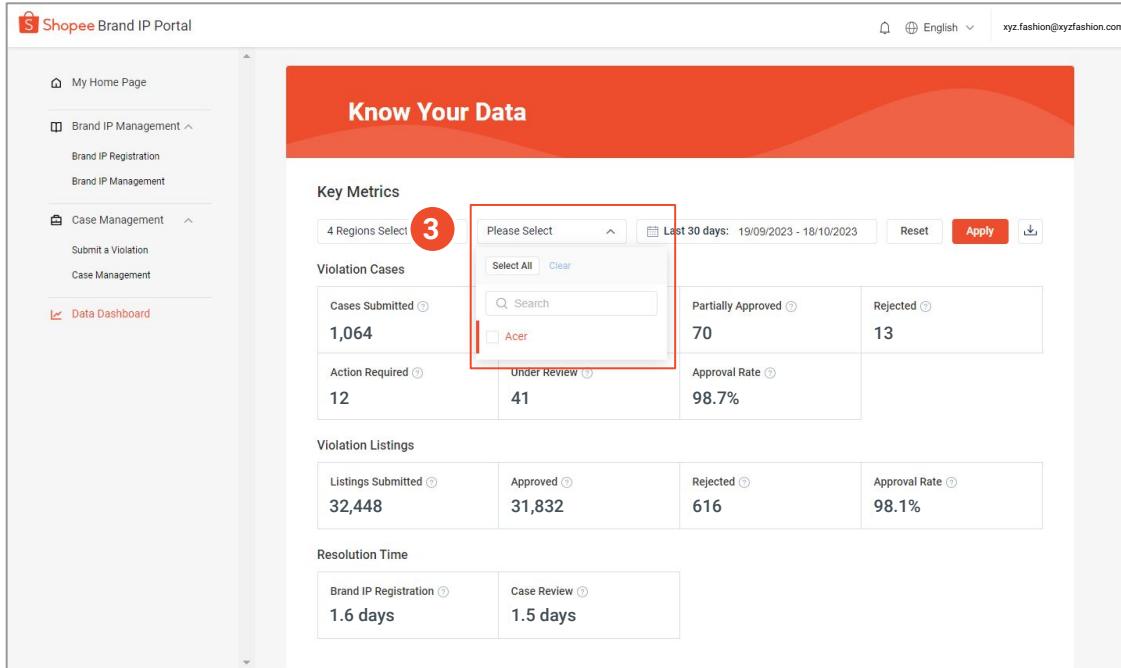
The screenshot shows the Shopee Brand IP Portal Data Dashboard. The left sidebar includes links for My Home Page, Brand IP Management (with sub-links for Registration and Management), Case Management (with sub-links for Submit a Violation and Management), and Data Dashboard. The main content area features a red banner with 'Know Your Data'. Below it, a 'Key Metrics' section is highlighted with a red box and the number '2'. This section contains a dropdown menu with 'Please Select' and 'Select All' options, and a 'Clear' button. It displays four categories: Approved (928), Partially Approved (70), Rejected (13), and Under Review (41). The overall approval rate is 98.7%. Below this, another section shows 'Listings Submitted' (32,448), 'Approved' (31,832), 'Rejected' (616), and 'Approval Rate' (98.1%). At the bottom, it shows 'Resolution Time' for 'Brand IP Registration' (1.6 days) and 'Case Review' (1.5 days).

2 Filter data by regions.



HOW DO I VIEW MY IP PROTECTION DATA USING DATA DASHBOARD?

How do I view my IP Protection data using Data Dashboard?



The screenshot shows the Shopee Brand IP Portal Data Dashboard. The left sidebar includes links for My Home Page, Brand IP Management (Brand IP Registration, Brand IP Management), Case Management (Submit a Violation, Case Management), and Data Dashboard. The main area features a red banner with 'Know Your Data'. Below it, the 'Key Metrics' section displays various statistics. A red box highlights the 'Violation Cases' section, which shows 1,064 cases submitted, 70 partially approved, 13 rejected, and an approval rate of 98.7%. A red '3' is overlaid on the '4 Regions Selected' button. The 'Violation Listings' section shows 32,448 listings submitted, 31,832 approved, and 616 rejected, with an approval rate of 98.1%. The 'Resolution Time' section shows 1.6 days for Brand IP Registration and 1.5 days for Case Review. The top right of the dashboard shows the user's email (xyz.fashion@xyzfashion.com), the language (English), and a notification bell.

③ Filter data by brands.



HOW DO I VIEW MY IP PROTECTION DATA USING DATA DASHBOARD?

How do I view my IP Protection data using Data Dashboard?

The screenshot shows the Shopee Brand IP Portal Data Dashboard. The left sidebar includes links for My Home Page, Brand IP Management (Brand IP Registration, Brand IP Management), Case Management (Submit a Violation, Case Management), and Data Dashboard (selected). The main dashboard features a red header 'Know Your Data' with a bell icon, language selection (English), and user xyz.fashion@xyzfashion.com. The 'Key Metrics' section shows 4 Regions Selected, 1 Brand Selected, and a date range Last 30 days: 19/09/2023 - 18/10/2023 with buttons for '4' (highlighted with a red box), '5' (highlighted with a red box), 'Apply' (highlighted with a red box), and a download icon. The 'Violation Cases' section displays data in a grid:

Cases Submitted	Approved	Partially Approved	Rejected
1,064	928	70	13
Action Required	Under Review	Approval Rate	
12	41	98.7%	

The 'Violation Listings' section shows:

Listings Submitted	Approved	Rejected	Approval Rate
32,448	31,832	616	98.1%

The 'Resolution Time' section shows:

Brand IP Registration	Case Review
1.6 days	1.5 days

- 4 Filter data by time period.
- 5 Apply filter(s) to refresh data shown on dashboard.
- 6 Export the data in an Excel spreadsheet for further analysis.



HOW DO I VIEW MY IP PROTECTION DATA USING DATA DASHBOARD?



Thank You

If you have any feedback or suggestions, let us know:

<https://shopeeregionalops.typeform.com/to/zanrox30>