



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](#)

[Vietnamese / Tiếng Việt](#)

[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**



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.



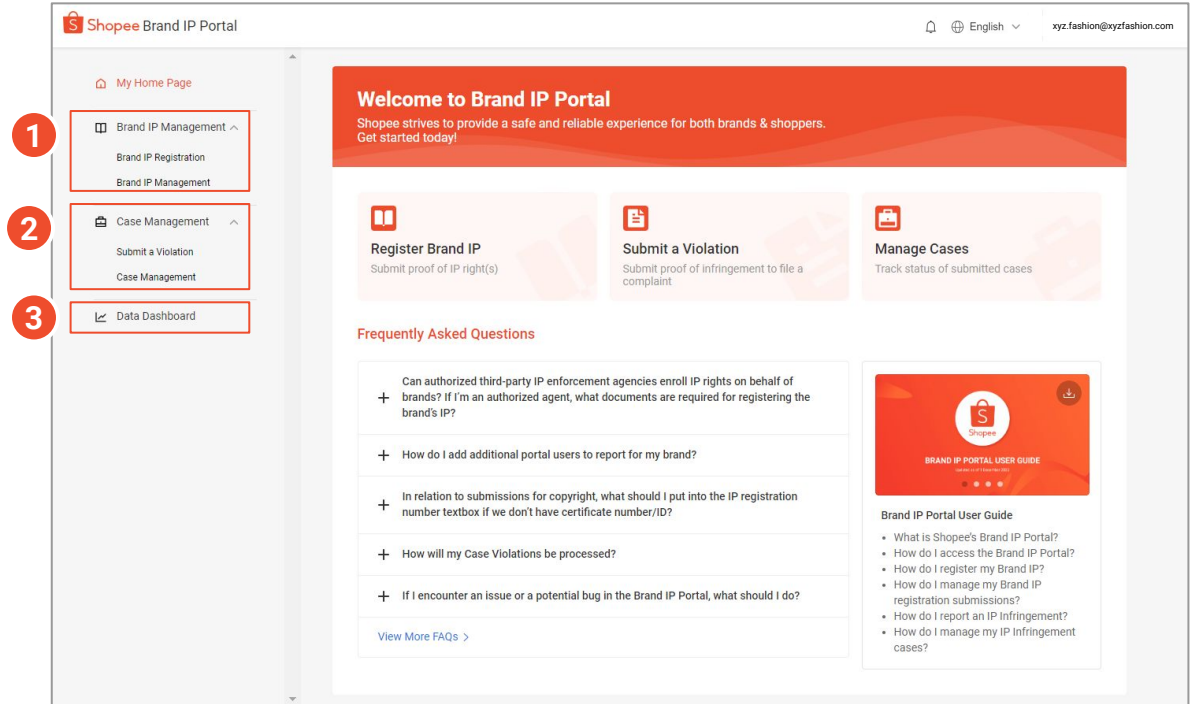
Overview of the Brand IP Portal

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).



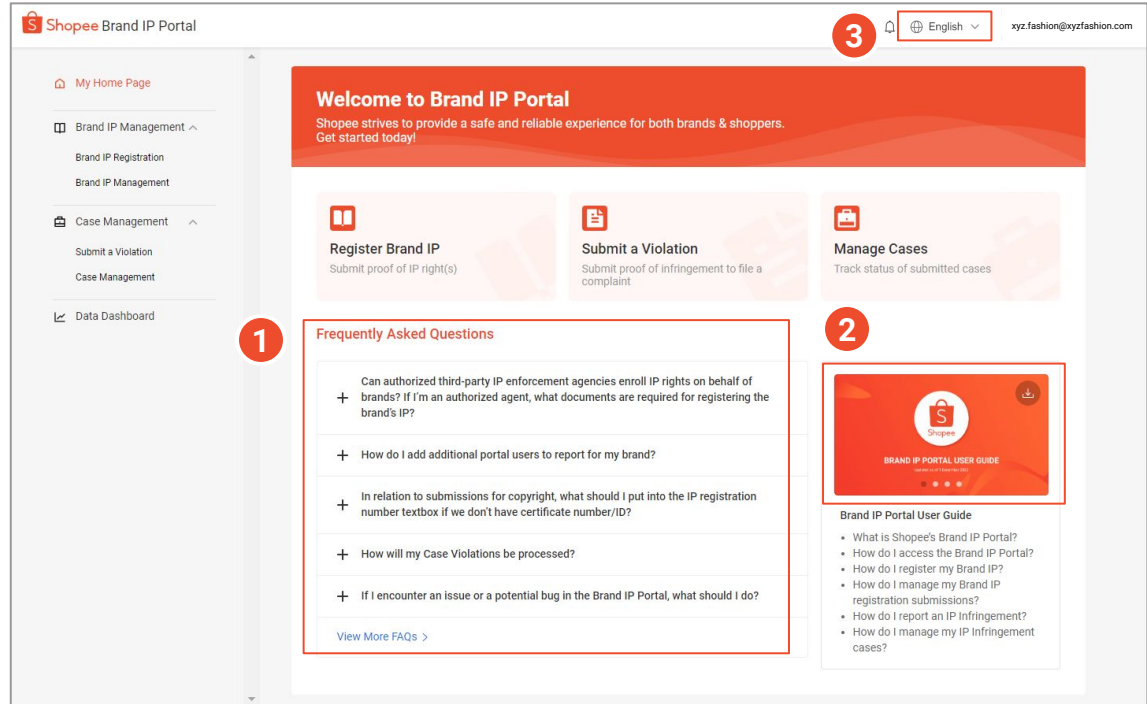
Overview of the Brand IP Portal

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.



**HOW DO I ACCESS THE BRAND IP
PORTAL?**

At a glance



Sign Up for the
[Brand IP Portal](#)



Submit Application as a/an

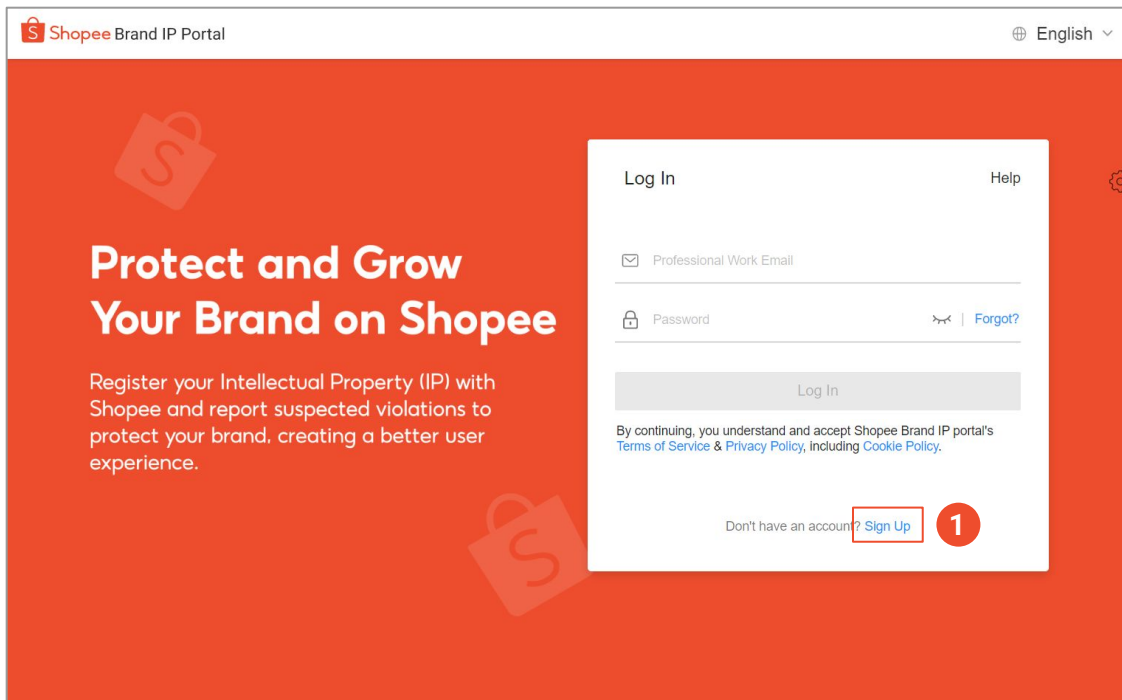
- **Brand Owner/Rights Holder** or
- **Authorised Agent/Law Firm**



Access the Brand IP
Portal after application
approval



Signing up for the Brand IP Portal



Shopee Brand IP Portal

English

Protect and Grow Your Brand on Shopee

Register your Intellectual Property (IP) with Shopee and report suspected violations to protect your brand, creating a better user experience.

Log In Help

Professional Work Email

Password [Forgot?](#)

Log In

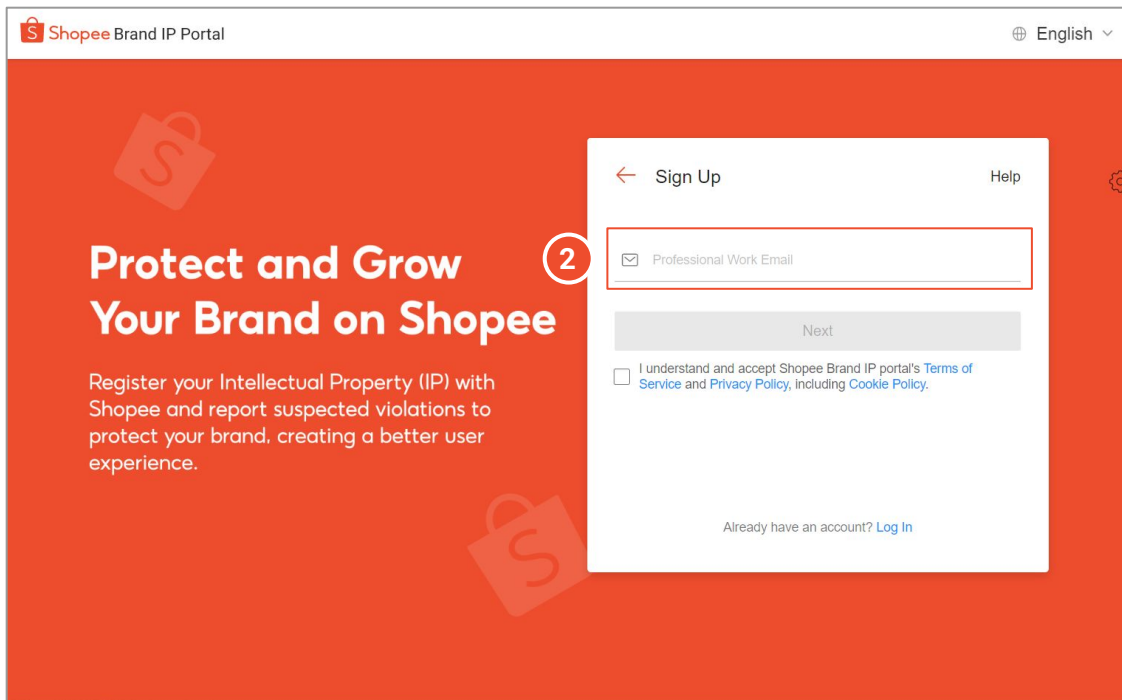
By continuing, you understand and accept Shopee Brand IP portal's [Terms of Service](#) & [Privacy Policy](#), including [Cookie Policy](#).

Don't have an account? [Sign Up](#)

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



Signing up for the Brand IP Portal



Shopee Brand IP Portal

English

Protect and Grow Your Brand on Shopee

Register your Intellectual Property (IP) with Shopee and report suspected violations to protect your brand, creating a better user experience.

2

Sign Up

Help

Professional Work Email

Next

☐ I understand and accept Shopee Brand IP portal's [Terms of Service](#) and [Privacy Policy](#), including [Cookie Policy](#).

Already have an account? [Log In](#)

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

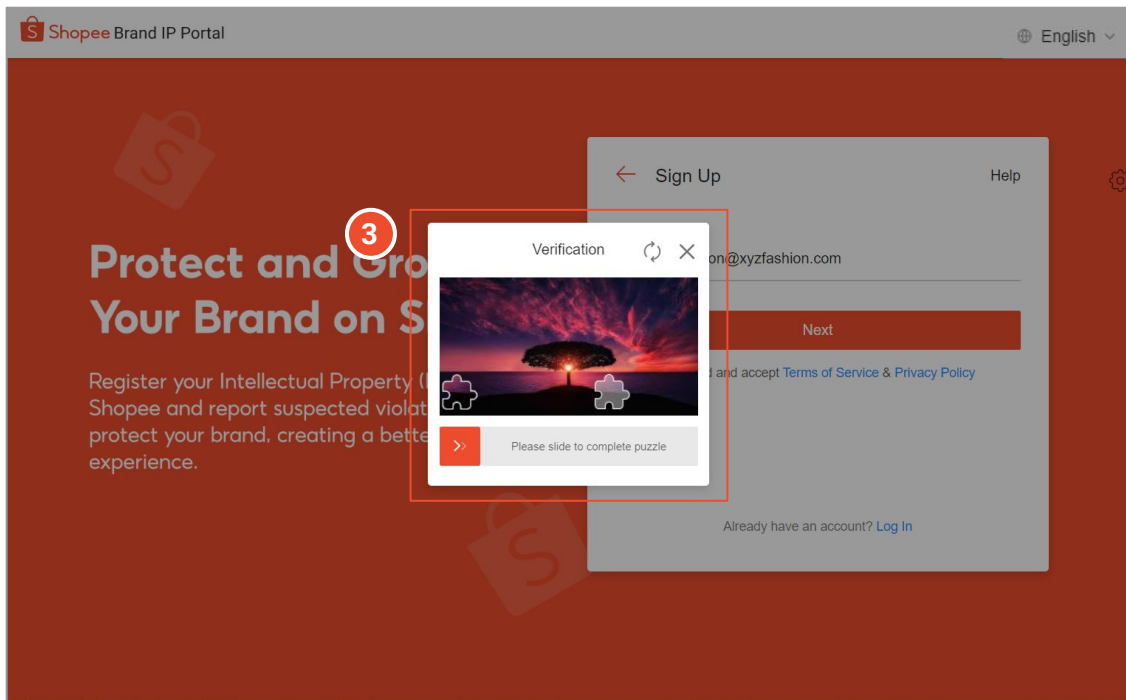
Note



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



Signing up for the Brand IP Portal

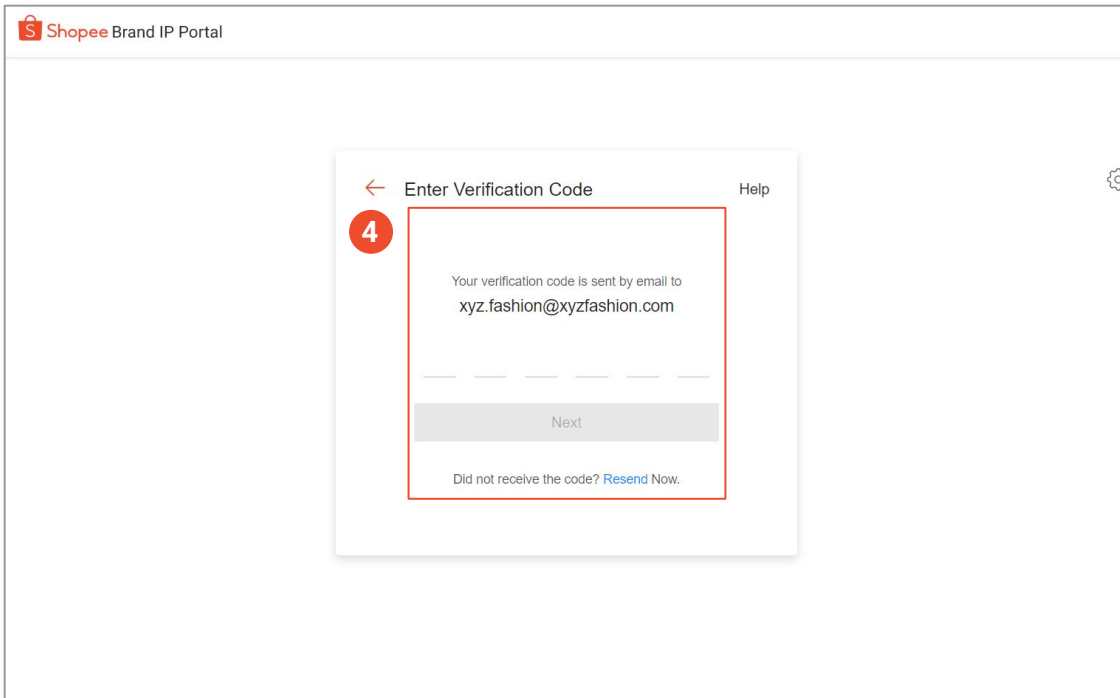


- 3 Complete the **Verification** puzzle.



HOW DO I ACCESS THE BRAND IP PORTAL?

Signing up for the Brand IP Portal



Shopee Brand IP Portal

← Enter Verification Code Help

4

Your verification code is sent by email to
xyz.fashion@xyzfashion.com

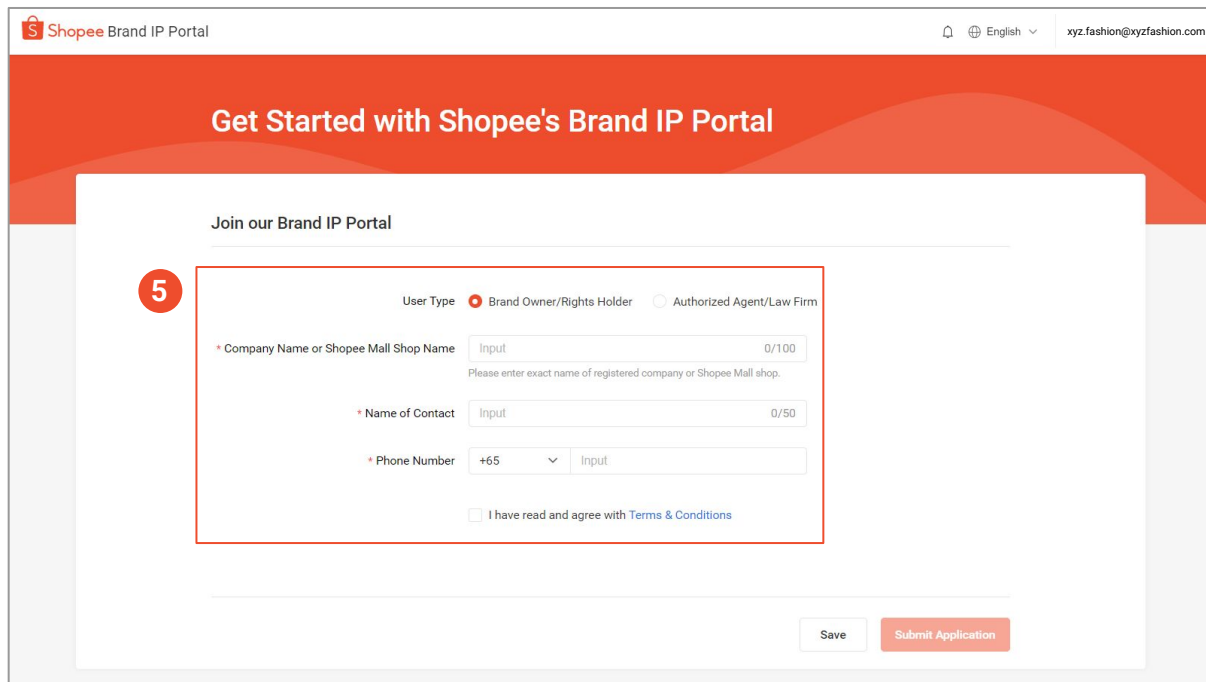
Next

Did not receive the code? [Resend](#) Now.

- 4 **Enter Verification Code** sent to your corporate email.



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
Please enter exact name of registered company or Shopee Mall shop.

* Name of Contact 0/50

* Phone Number +65

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

Save Submit Application

5 Select your **User Type**.

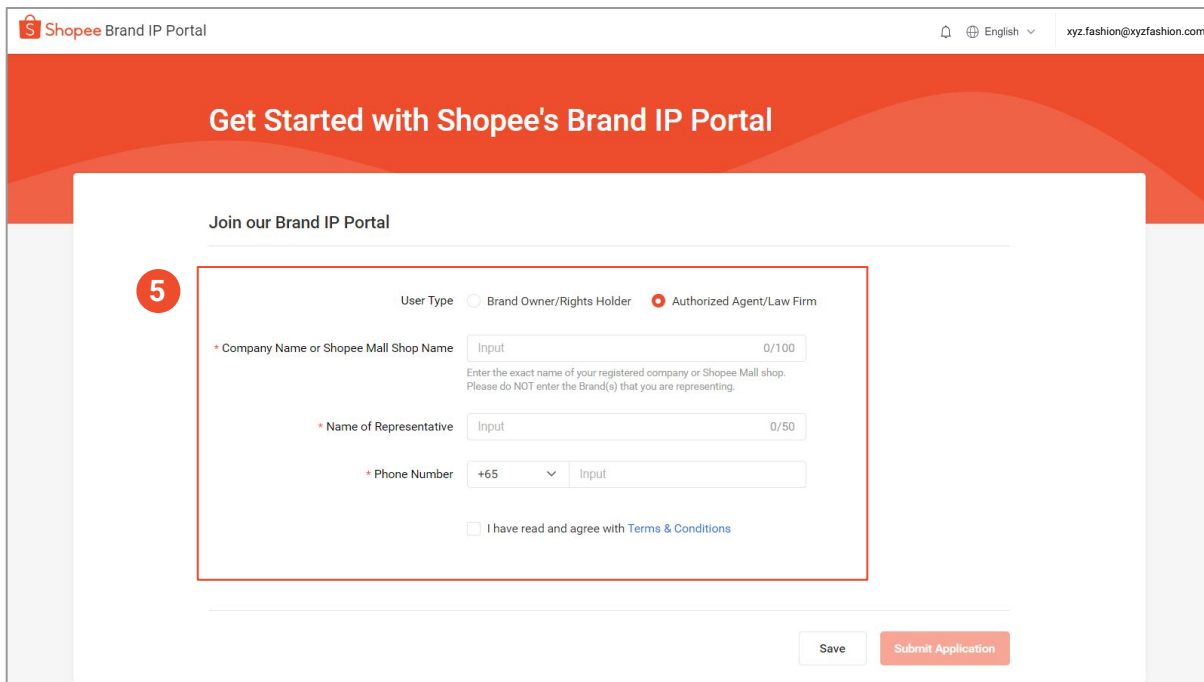
If you are a **Brand Owner/Rights Holder**, fill in the:

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

Submit Application once completed.



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](#)

Save Submit Application

- 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.

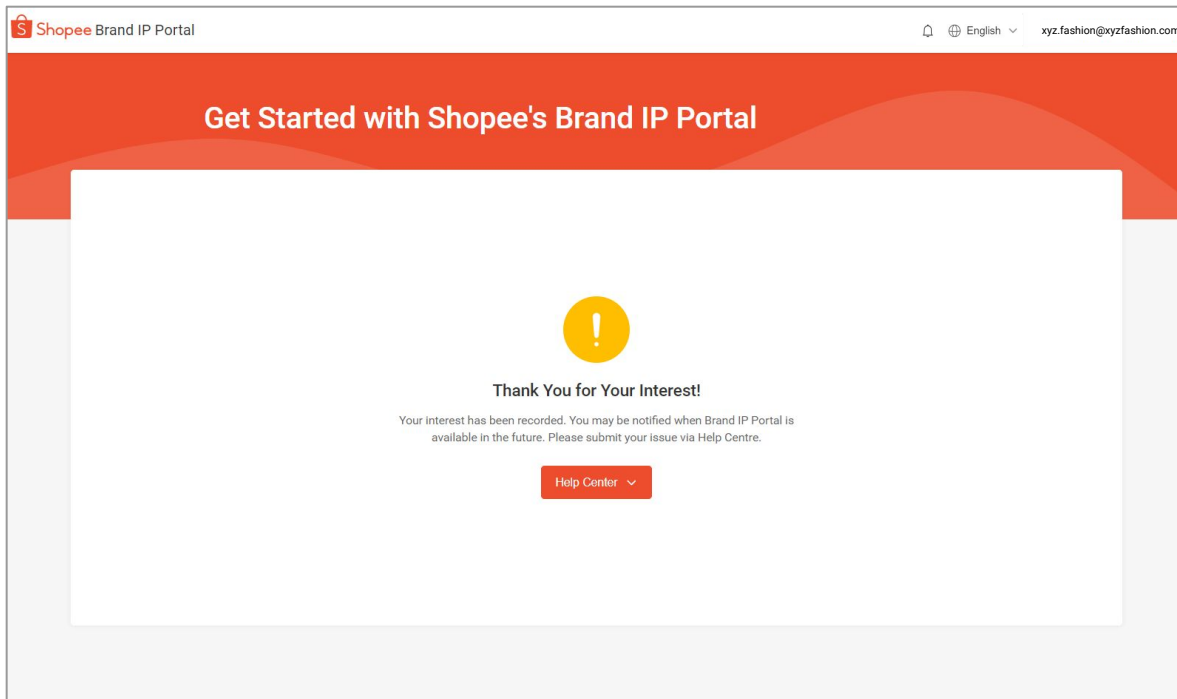
User Tips!

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



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](#).

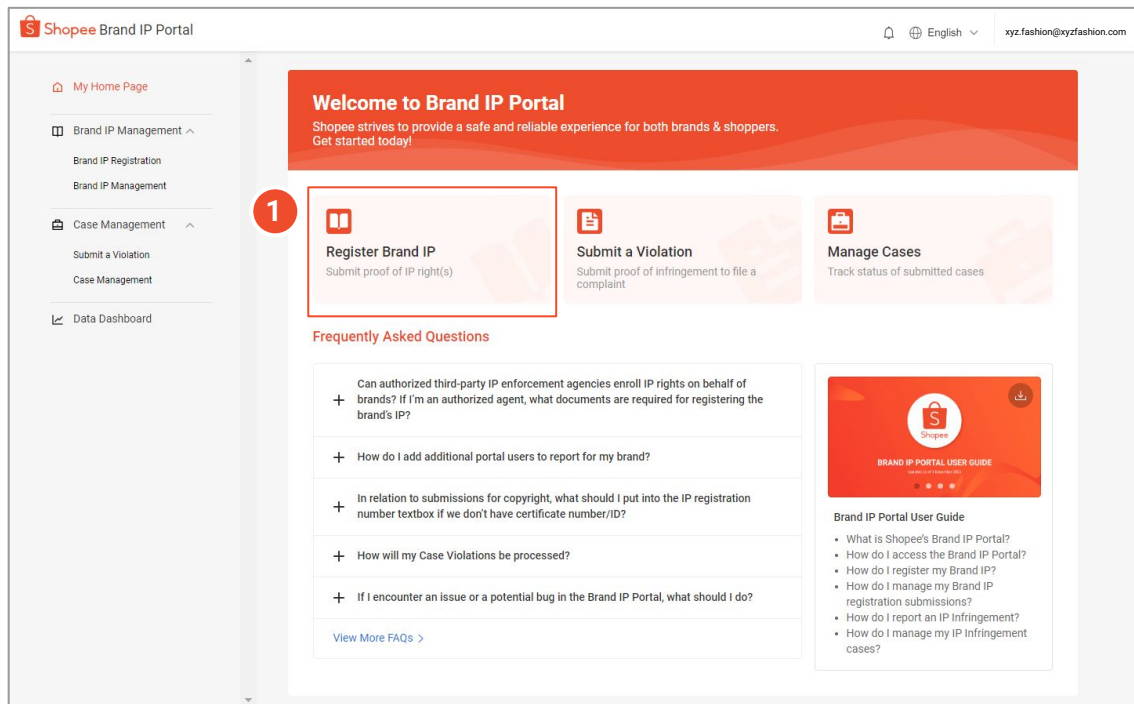


HOW DO I ACCESS THE BRAND IP PORTAL?

17

HOW DO I REGISTER MY BRAND IP?

How do I register my Brand IP?



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



How do I register my Brand IP?

The screenshot shows the 'Shopee Brand IP Portal' interface. On the left is a sidebar menu with options: 'My Home Page', 'Brand IP Management' (expanded), 'Brand IP Registration', 'Brand IP Management', 'Case Management' (expanded), 'Submit a Violation', 'Case Management', and 'Data Dashboard'. The main content area has a red header 'Register your Brand IP Rights'. A red box highlights the registration form, with a red circle containing the number '2' next to it. The form includes the following fields:

- * Region: Select (dropdown menu)
- * Brand: Select (dropdown menu)
- * Type of IP: ☒ Trademark, ☐ Copyright, ☐ Industrial Design, ☐ Patent
- * IP Registration No.: Input (text field)
- * Local Trademark Registration Certificate: A box with a '+' icon for uploading a certificate. Below it, text 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 include GIF, JPG, JPEG, PNG, and PDF. Each file must not exceed 5M.'
- Additional Supporting Documents: A box with a '+' icon for uploading documents.

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



How do I register my Brand IP?

A

* Region

* Brand


* Type of IP ☒ Trademark ⓘ ☐ Copyright ⓘ ☐ Industrial Design ⓘ

☐ Patent ⓘ ☐ Others ⓘ

* IP Registration No.


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

English xyz.fashion@xyzfashion.com

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

Edit

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

* Brand

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?

Shopee Brand IP Portal

2023-06-23

Brand IP Information to be Submitted

* Type of IP ☒ Trademark ☐ Copyright ☐ Industrial Design

* 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?

The screenshot shows a web application interface for Brand IP Management. A sidebar on the left contains links: 'My Home Page', 'Brand IP Management' (with sub-links 'Brand IP Registration' and 'Brand IP Management'), 'Case Management' (with sub-links 'Submit a Violation' and 'Case Management'), and 'Data Dashboard'. The main content area is titled 'Type of IP' with radio buttons for 'Trademark', 'Copyright' (selected), and 'Industrial Design'. Below this, there is a field for 'IP Registration No.' with the value '12345678'. A section for 'Local Copyright Registration Certificate' is partially visible. A white pop-up window is centered on the screen with the title 'Existing IP Registration No.' and a close button. The text inside the pop-up reads: 'This Brand IP has already been registered. If you want to apply for this Brand IP access, please apply in this form.' Below the text is a red circle with the number '6' and a red button labeled 'Apply'. The background form has a 'Save' button and a red 'Submit' button at the bottom right.

- 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?

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?

The screenshot shows the 'Shopee Brand IP Portal' interface. On the left is a sidebar with navigation links: 'My Home Page', 'Brand IP Management' (expanded to show 'Brand IP Registration' and 'Brand IP Management'), 'Case Management' (expanded to show 'Submit a Violation' and 'Case Management'), and 'Data Dashboard'. The main content area has a red header 'Register your Brand IP Rights'. Below this is a form with several fields: 'Region' (dropdown), 'Brand' (dropdown), 'Type of IP' (searchable list with options like '5 Little Bears', '5 To 5', '5-hour energy'), 'IP Registration No.', and 'Local Trademark Registration C'. A red circle with the number '1' highlights the '+ Cannot find your brand? Click to add!' link in the 'Type of IP' dropdown. Below the form, there is a section for 'Additional Supporting Documents' with a file upload area. At the bottom, there is a disclaimer about trademark submission and acceptable file formats (GIF, JPG, JPEG, PNG, and PDF, max 5M).

- 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?

The screenshot shows the 'Shopee Brand IP Portal' interface. On the left is a sidebar with navigation links: 'My Home Page', 'Brand IP Management' (with sub-links 'Brand IP Registration' and 'Brand IP Management'), 'Case Management' (with sub-links 'Submit a Violation' and 'Case Management'), and 'Data Dashboard'. The main content area has a red header 'Register your Brand IP Rights'. Below this, there are several form fields: 'Region' (dropdown), 'Brand' (dropdown), 'Type of IP' (searchable dropdown with options like '5 Little Bears', '5 To 5', '5-hour energy'), 'IP Registration No.' (text field), and 'Local Trademark Registration Co.' (text field). A red circle with the number '2' highlights the 'Local Trademark Registration Co.' field, which contains the text 'My Brand Name'. To the right of this field is a dropdown menu with a tick icon, highlighted by a red circle with the number '3'. Below the form fields, there is a detailed instruction paragraph about trademark submission and a list of acceptable file formats (GIF, JPG, JPEG, PNG, and PDF) with a maximum size of 5M. At the bottom, there is a section for 'Additional Supporting Documents' with a plus icon for uploading.

2 Enter your brand name.

3 Select the tick icon to confirm your entry.



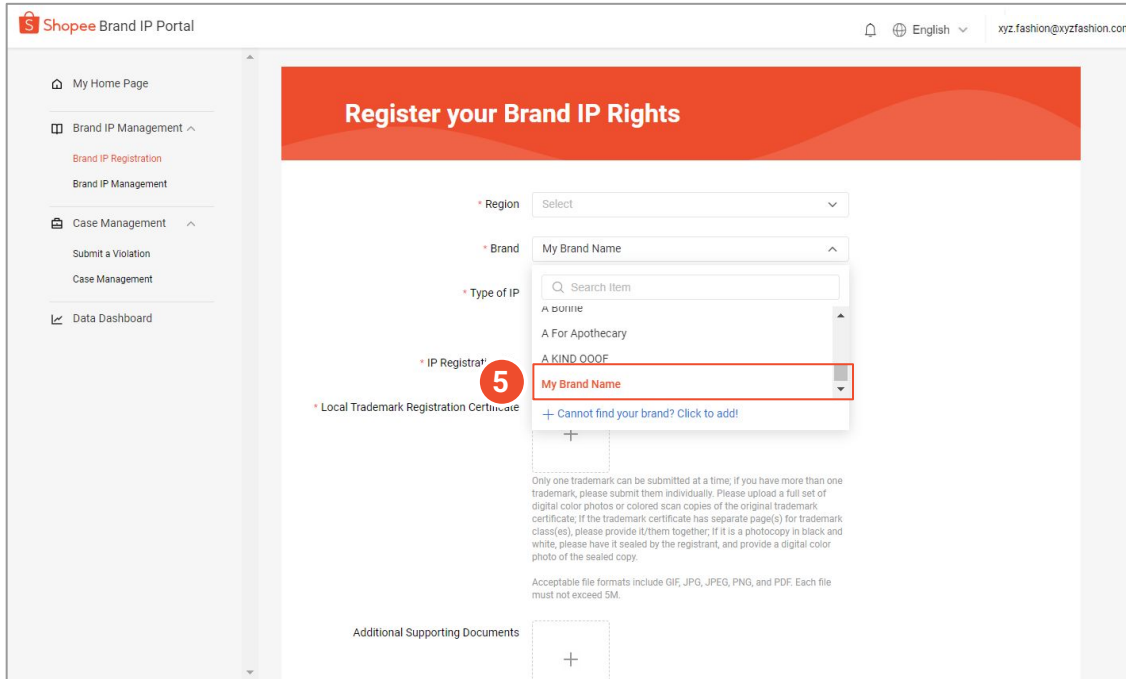
How do I add my brand to the Brand IP Portal database?

The screenshot displays the 'Register your Brand IP Rights' interface. A 'Notice' dialog box is centered on the screen, containing the following text: 'Please ensure that the spelling, capitalisation and spacing is accurate and the brand name **"My Brand Name"** must correspond to the one listed on the registered Intellectual Property certificate before proceeding.' The dialog box features a red circle with the number '4' and a red 'Confirm' button. The background shows a sidebar with navigation links: 'My Home Page', 'Brand IP Management' (with sub-links for 'Brand IP Registration' and 'Brand IP Management'), 'Case Management' (with sub-links for 'Submit a Violation' and 'Case Management'), and 'Data Dashboard'. The main content area includes a 'Region' dropdown menu, a 'Local Trademark Reg' section, and instructions regarding trademark submission and file formats.

- 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?



The screenshot shows the 'Shopee Brand IP Portal' interface. On the left is a sidebar with navigation links: 'My Home Page', 'Brand IP Management' (expanded to show 'Brand IP Registration' and 'Brand IP Management'), 'Case Management' (expanded to show 'Submit a Violation' and 'Case Management'), and 'Data Dashboard'. The main content area has a red header 'Register your Brand IP Rights'. Below this are several form fields: 'Region' (a dropdown menu), 'Brand' (a text input with 'My Brand Name'), 'Type of IP' (a dropdown menu with a search bar and a list of options including 'A For Apothecary', 'A KIND OOOO', and 'My Brand Name' which is highlighted with a red box and a red circle containing the number 5), 'IP Registrant' (a text input), and 'Local Trademark Registration Certificate' (a text input). Below these fields is a section for 'Additional Supporting Documents' with a plus icon. At the bottom, there is a note about trademark submission and acceptable file formats.

- 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.



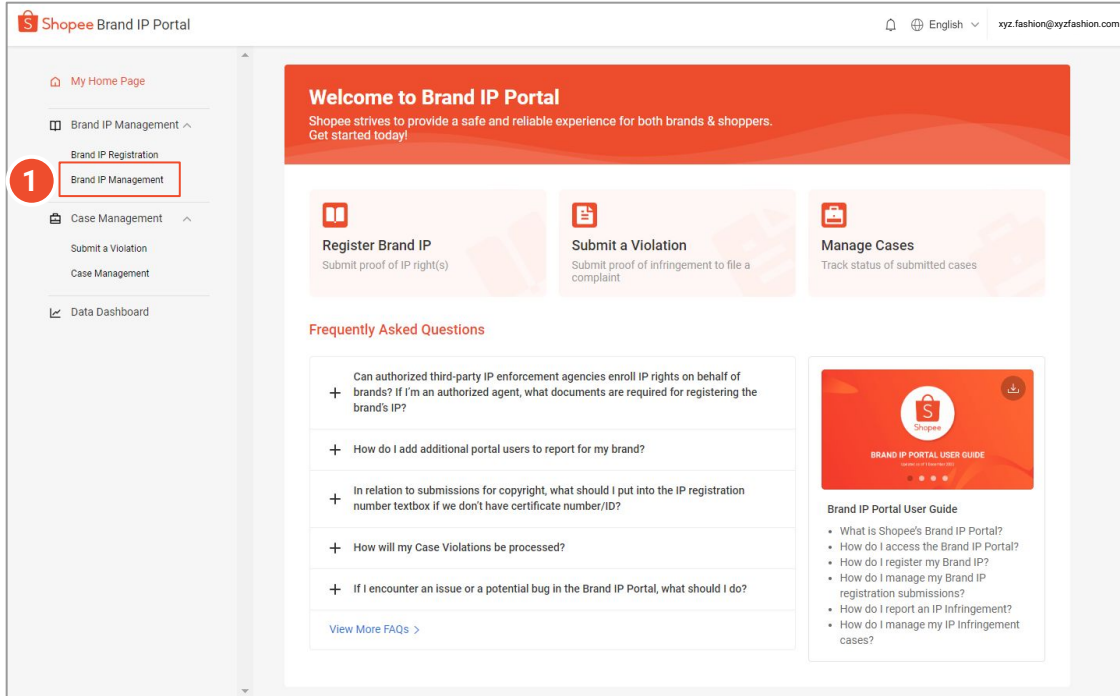
**HOW DO I MANAGE MY BRAND IP
REGISTRATION SUBMISSIONS?**

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.



Note

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 view the status of my Brand IP registrations?

The screenshot shows the Shopee Brand IP Portal interface. The left sidebar contains navigation links: My Home Page, Brand IP Management (expanded), Case Management, and Data Dashboard. The main content area is titled 'Manage Your Brand IPs' and features a search filter section highlighted by a red box. A red circle with the number '2' is positioned to the left of this section. Below the search filters is a table of brand IP registrations.

Search Filters:

- Region: Select
- Brand: Select
- Brand IP ID: Input
- IP Registration No.: Input
- IP Type: Select
- Status: Select
- Buttons: Search, Reset

Table 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	Salmoiraghi & Viganò	Patent	12345678	Under Review	View

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



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

Shopee Brand IP Portal

English xyz.fashion@xyzfashion.com

My Home Page

Brand IP Management

Brand IP Registration

Brand IP Management

Case Management

Submit a Violation

Case Management

Data Dashboard

Manage Your Brand IPs

All Your Action Required (1)

Region: Select Brand: Select Brand IP ID: Input IP Registration No.: Input

IP Type: Select Status: Select Search Reset

Total 6 Items Register New

Region	Brand	IP Type	IP Registration	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	Salmoiraghi & Viganò	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 view the status of my Brand IP registrations?

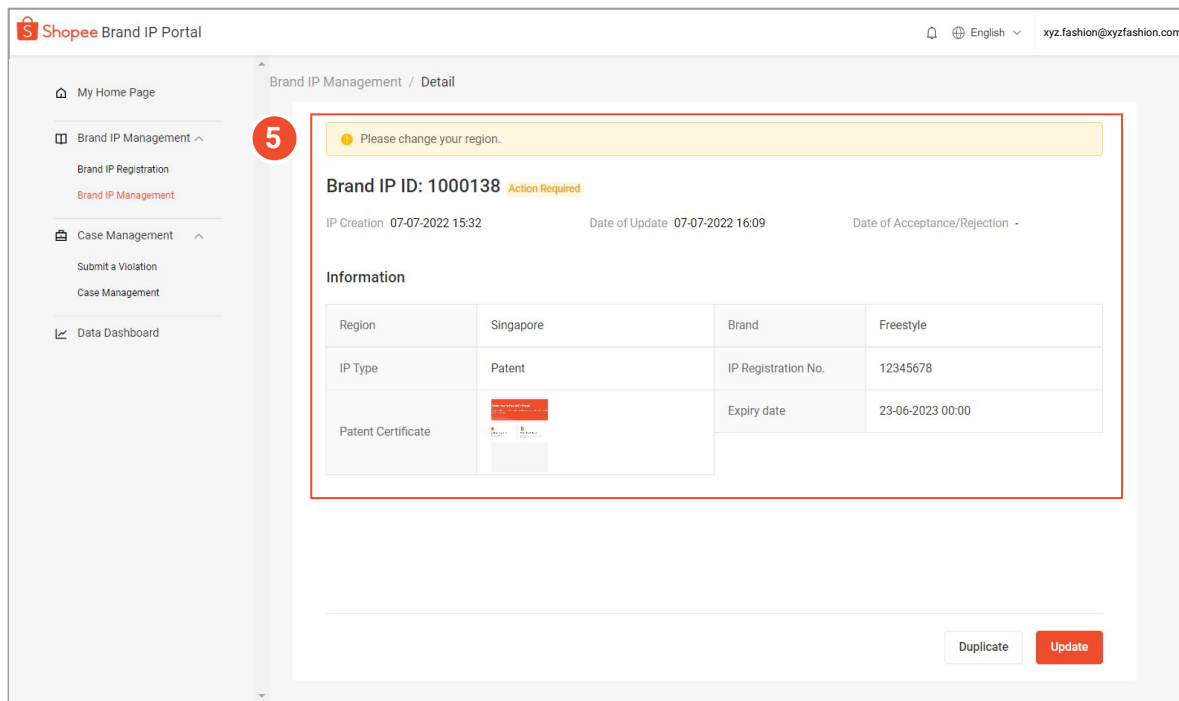
The screenshot shows the Shopee Brand IP Portal interface. The left sidebar contains navigation links: My Home Page, Brand IP Management (expanded), Case Management, and Data Dashboard. The main content area is titled 'Manage Your Brand IPs' and includes a filter section with dropdowns for Region, Brand, IP Type, and Status, along with input fields for Brand IP ID and IP Registration No. Below the filters is a table with 6 items. The table has columns for Region, Brand, IP Type, IP Registration No., Status, and Action. The 'Action' column is highlighted with a red box, and a red circle with the number '4' is placed over the 'View' link in the first row.

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	Salmoiraghi & Viganò	Patent	12345678	Under Review	View

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



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

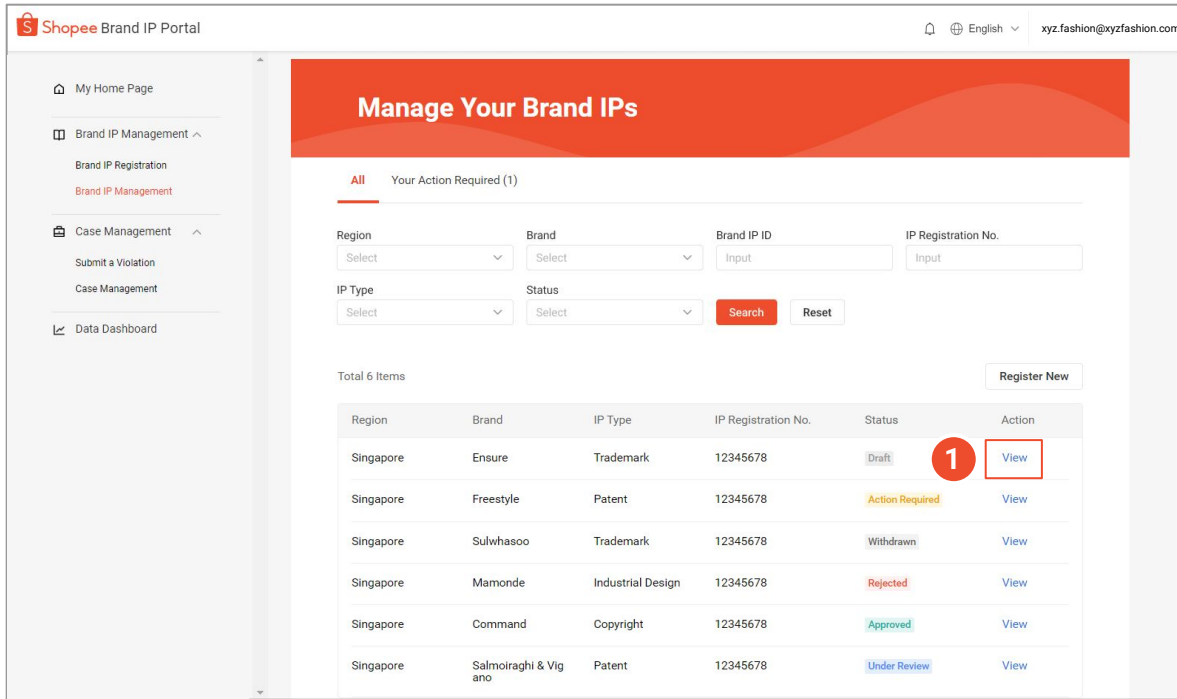


5 View submission details, including the:

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



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



The screenshot shows the Shopee Brand IP Portal interface. On the left is a sidebar with navigation links: My Home Page, Brand IP Management (expanded), Brand IP Registration, Brand IP Management (highlighted), Case Management (expanded), Submit a Violation, Case Management, and Data Dashboard. The main content area is titled 'Manage Your Brand IPs' and shows a table of brand IP registrations. Above the table are filters for Region, Brand, Brand IP ID, IP Registration No., IP Type, and Status, along with Search and Reset buttons. A 'Register New' button is also present. The table has 6 items and the following data:

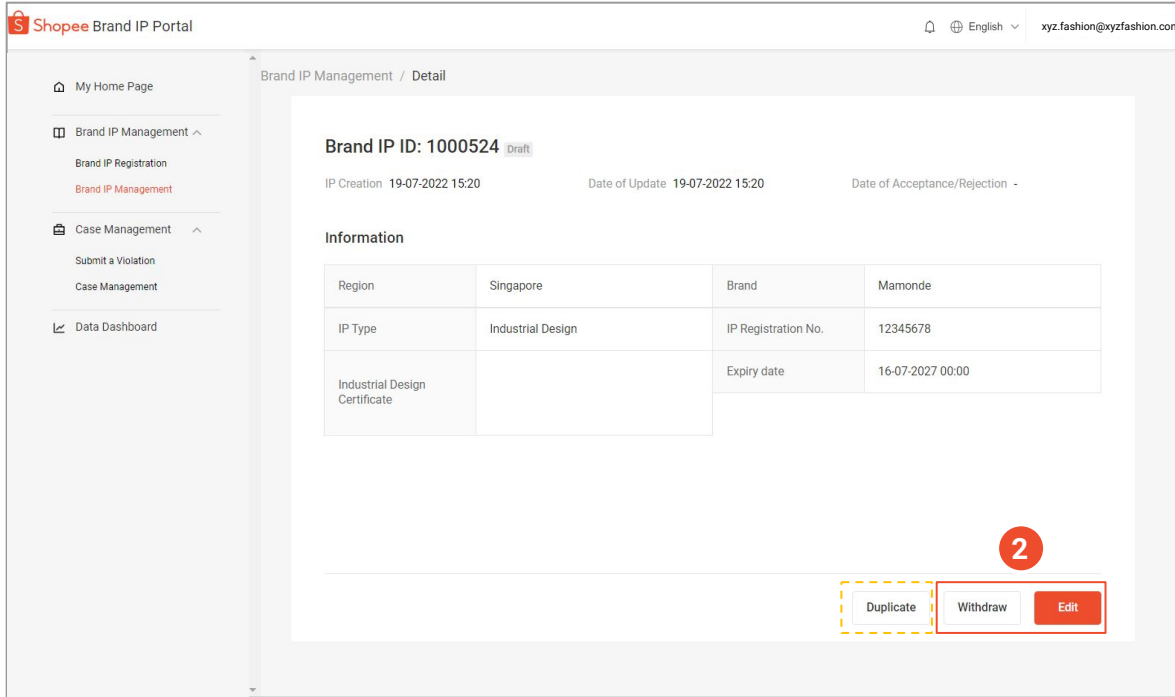
Region	Brand	IP Type	IP Registration No.	Status	Action
Singapore	Ensure	Trademark	12345678	Draft	View
Singapore	Freestyle	Patent	12345678	Action Required	View
Singapore	Sulwhasoo	Trademark	12345678	Withdrawn	View
Singapore	Mamonde	Industrial Design	12345678	Rejected	View
Singapore	Command	Copyright	12345678	Approved	View
Singapore	Salmoiraghi & Viganò	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 edit, withdraw or submit a Draft?



- 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 edit, withdraw or submit a Draft?

Shopee Brand IP Portal

English xyz.fashion@xyzfashion.com

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

Save Submit

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



How do I withdraw a submission Under Review?

Shopee Brand IP Portal

English xyz.fashion@xyzfashion.com

My Home Page

Brand IP Management

Brand IP Registration

Brand IP Management

Case Management

Submit a Violation

Case Management

Data Dashboard

Manage Your Brand IPs

All Your Action Required (1)

Region: Select Brand: Select Brand IP ID: Input IP Registration No.: Input

IP Type: Select Status: Select Search Reset

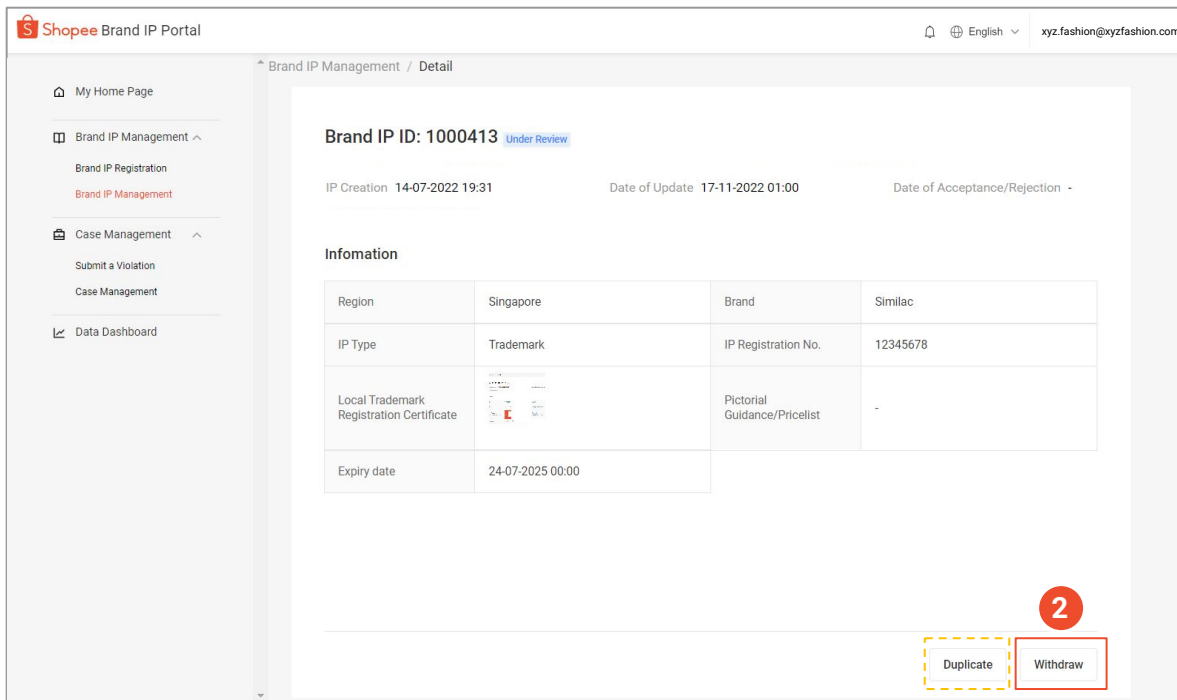
Total 6 Items Register New

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	Salmoiraghi & Viganò	Patent	12345678	Under Review	View


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



How do I withdraw a submission Under Review?



The screenshot shows the Shopee Brand IP Portal interface. The top navigation bar includes the Shopee logo, 'Brand IP Portal', a language dropdown set to 'English', and the email 'xyz.fashion@xyzfashion.com'. The left sidebar contains a menu with 'My Home Page', 'Brand IP Management' (expanded), 'Case Management', and 'Data Dashboard'. Under 'Brand IP Management', there are links for 'Brand IP Registration' and 'Brand IP Management' (highlighted in red). Under 'Case Management', there are links for 'Submit a Violation' and 'Case Management'. The main content area is titled 'Brand IP Management / Detail' and shows details for 'Brand IP ID: 1000413' with a status of 'Under Review'. It includes metadata such as 'IP Creation: 14-07-2022 19:31', 'Date of Update: 17-11-2022 01:00', and 'Date of Acceptance/Rejection: -'. An 'Information' table is displayed below, containing details about the submission. At the bottom right, there are two buttons: 'Duplicate' and 'Withdraw'. The 'Withdraw' button is highlighted with a red border and a red circle with the number '2' next to it, indicating the step to be followed.

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 your submission.

User Tips!



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



How do I update Action Required submissions?

Shopee Brand IP Portal | English | xyz.fashion@xyzfashion.com

Manage Your Brand IPs

1 Your Action Required (1)

Region: Brand: Brand IP ID: IP Registration No.:

IP Type: Status:

Total 6 Items

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	Salmoiraghi & Viganò	Patent	12345678	Under Review	View

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



How do I update Action Required submissions?

Shopee Brand IP Portal

English xyz.fashion@xyzfashion.com

Manage Your Brand IPs

All **Your Action Required (5)**

Region: Select Brand: Select Brand IP ID: Input IP Registration No.: Input

IP Type: Select **Search** Reset

Total 5 Items [Register New](#)

Region	Brand	IP Type	IP Registration No.	Action
Singapore	Ensure	Patent	12345678	2 View
Singapore	EleCare	Trademark	12345678	View
Singapore	3M Littmann	Trademark	12345678	View
Singapore	Pediasure	Copyright	12345678	View
Singapore	Freestyle	Patent	12345678	View

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



How do I update Action Required submissions?

Shopee Brand IP Portal

Brand IP Management / Detail

Please change your region.

Brand ID: 1000138 **Action Required**

IP Creation: 14-07-2022 19:31 Date of Update: 17-11-2022 01:00 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

3

Duplicate Update

- 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 update Action Required submissions?

Shopee Brand IP Portal

Brand IP Management / Detail / Update Brand IP

4 Please change your region.

Update Brand IP

* Region: Singapore

* Brand: Freestyle

* Type of IP: ☒ Trademark ☐ Copyright ☐ Industrial Design ☐ Patent ☐ Others

* IP Registration No.: 12345678

* Patent Certificate: [Image]

Expiry Date: 2023-06-23

Save Resubmit

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

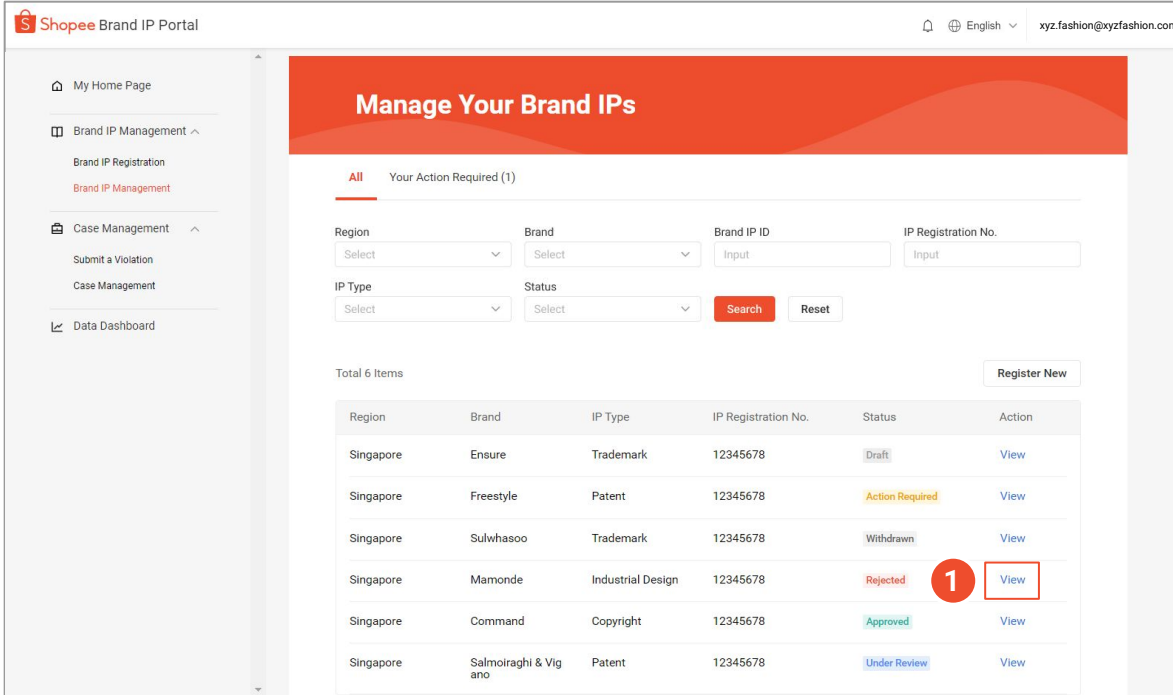
User Tips!



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



What should I do if my submission status is Rejected?



The screenshot shows the 'Manage Your Brand IPs' page in the Shopee Brand IP Portal. The page has a sidebar with navigation links: My Home Page, Brand IP Management (expanded), Brand IP Registration, Brand IP Management, Case Management (expanded), Submit a Violation, Case Management, and Data Dashboard. The main content area has a red header 'Manage Your Brand IPs' and a sub-header 'All Your Action Required (1)'. Below this are search filters for Region, Brand, Brand IP ID, IP Registration No., IP Type, and Status. A 'Search' button and a 'Reset' button are also present. Below the filters, it says 'Total 6 Items' and there is a 'Register New' button. A table lists the submissions with columns: Region, Brand, IP Type, IP Registration No., Status, and Action. The 'Rejected' status is highlighted with a red circle and the number 1, and the 'View' link for that row is also highlighted with a red circle and the number 1.

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	Salmoiraghi & Viganò	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.



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.

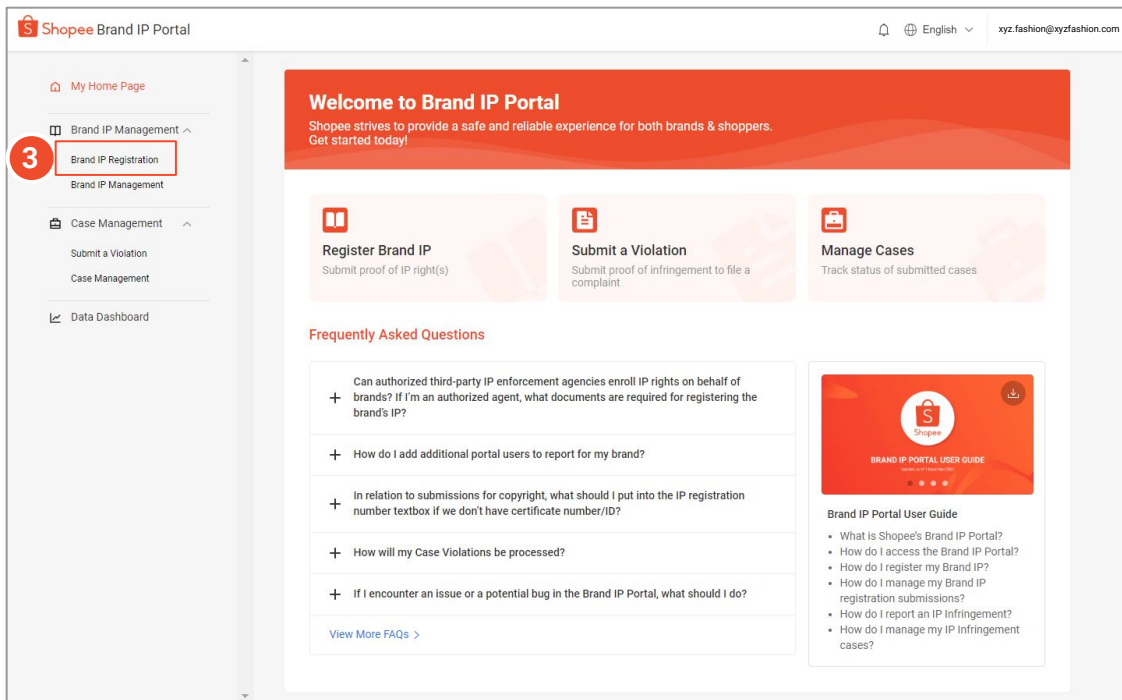
User Tips!



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



What should I do if my submission status is Rejected?



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

Note



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](#).



What should I do if my submission status is Rejected?

Shopee Brand IP Portal

English xyz.fashion@xyzfashion.com

4

2023-06-23

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 Select

Save Submit

- 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.



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.

Note

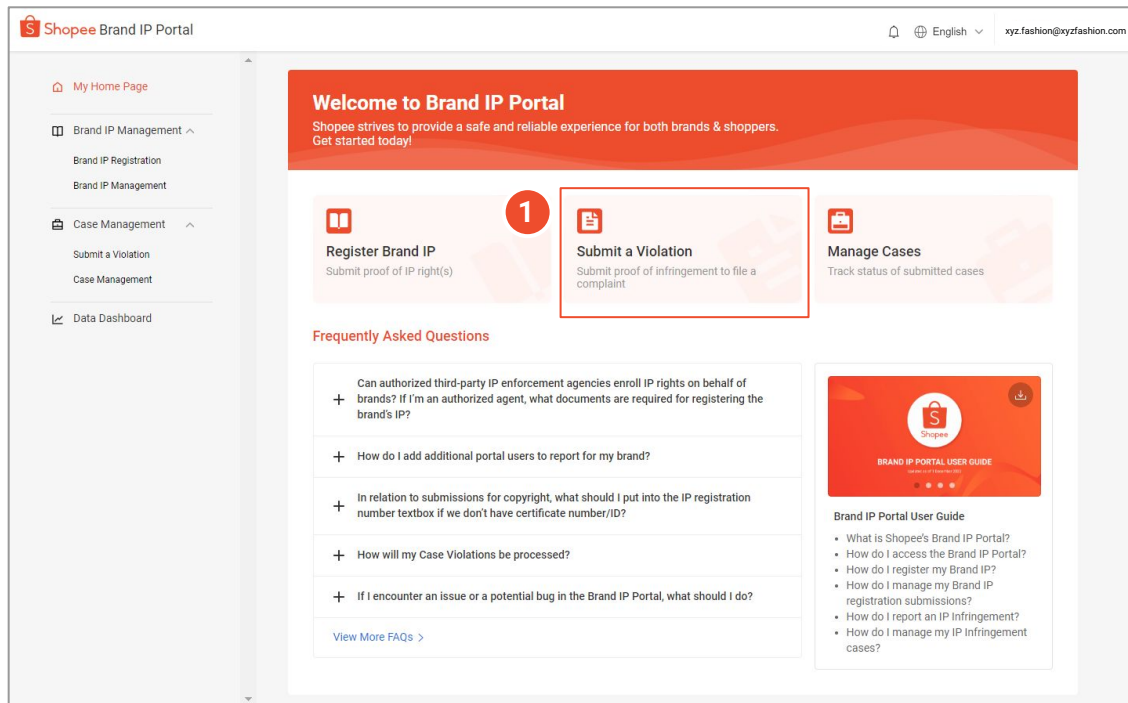


If you are not a Brand/IP Owner, you need to provide an exclusive licensee from the Brand/IP Owner in order to report IP infringements.



HOW DO I REPORT AN IP INFRINGEMENT?

How do I report an IP Infringement?



- 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?

Shopee Brand IP Portal

English xyz.fashion@xyzfashion.com

Submit a Violation

a

* Region Singapore

* Brand Select

* Type of IP Select

* IP Registration No. Select

b

* Listings Infringements [Upload](#)

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

c

* Grounds of Complaint Description

0/500

d

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.

- 2 a)** Select your **Region**, **Brand**, **Type of IP** and **IP Registration No.** from the dropdown menus.
- b)** 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.
- c)** Under **Grounds of Complaint**, explain why the listings should be taken down.
- d)** Optionally, upload **Additional Proof of Infringement**, such as screenshots of the listing(s) with the infringements labelled.



How do I report an IP Infringement?

Shopee Brand IP Portal

English xyz.fashion@xyzfashion.com

Submit a Violation

* Region Singapore

* Brand Command

* Type of IP Copyright

* IP Registration No. 12345678

* Listings Infringements [Upload](#) [Download Template](#)

* Grounds of Complaint Description 0/500

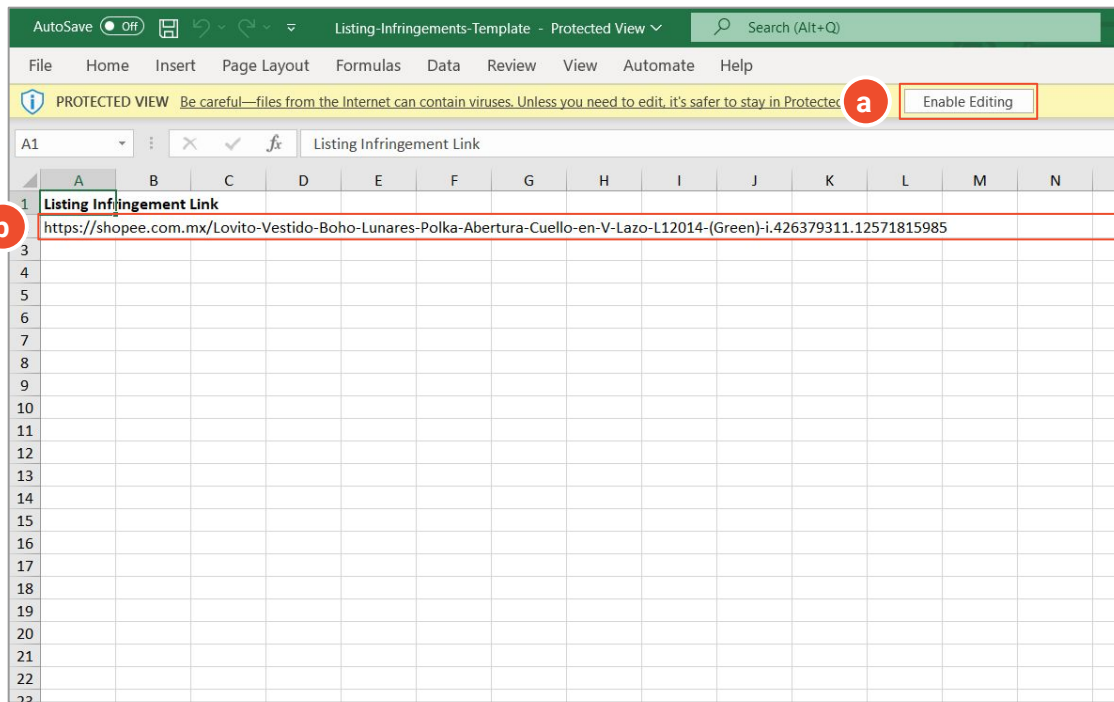
Additional Proof of Infringement

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.

- 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.



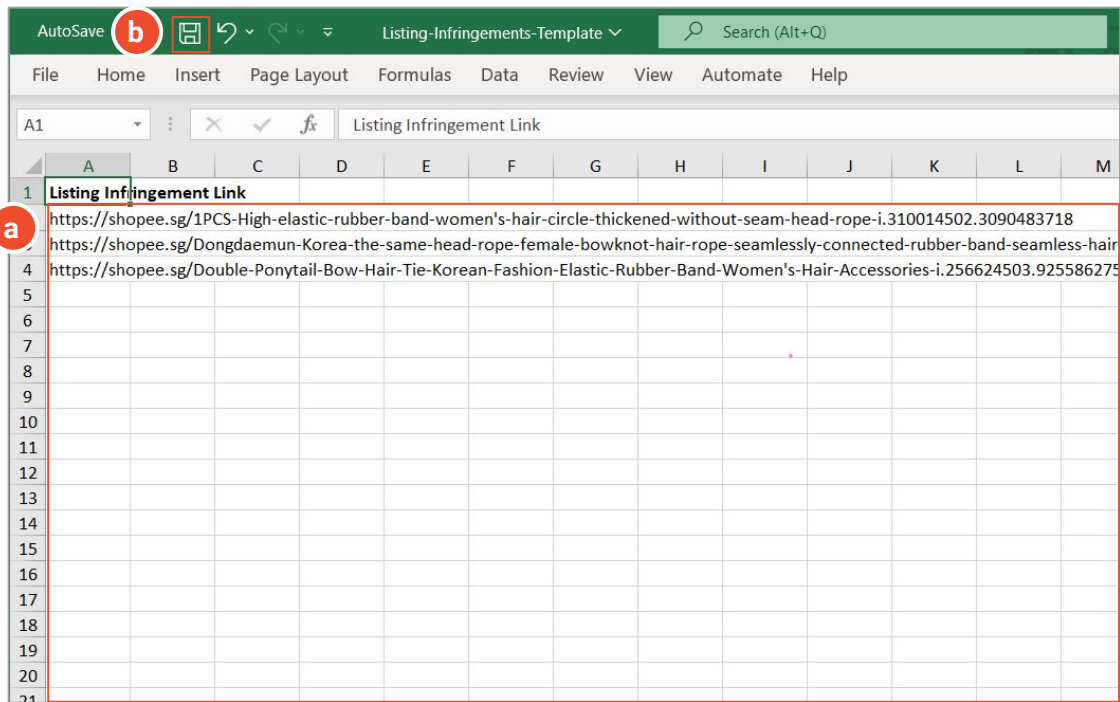
How do I report an IP Infringement?



- 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?



- 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?

Shopee Brand IP Portal

English xyz.fashion@xyzfashion.com

My Home Page

Brand IP Management

Brand IP Registration

Brand IP Management

Case Management

Submit a Violation

Case Management

Data Dashboard

Submit a Violation

* Region Singapore

* Brand Command

* Type of IP Copyright

* IP Registration No. 12345678

* Listings Infr. **6** Upload

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

* Grounds of Complaint Description

0/500

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?

The screenshot shows the 'Submit a Violation' form in the Shopee Brand IP Portal. The form includes the following fields and elements:

- Region:** A dropdown menu with 'Singapore' selected.
- Brand:** A dropdown menu with 'Command' selected.
- Type of IP:** A dropdown menu with 'Copyright' selected.
- IP Registration No.:** A text input field containing '12345678'.
- Listings Infr.:** A section containing a file upload button (marked with a red 'a'), the filename 'Listing-Infringements-Template.xlsx', and a delete bin icon (marked with a red 'b'). Below this, a note states: 'Please upload an Excel (.xlsx) template file with no more than 200 listing infringements. [Download Template](#)'.
- Grounds of Complaint:** A text area with the placeholder text 'Description' and a character count '0/500'.
- Additional Proof of Infringement:** A section with a large plus icon and 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.'

A sidebar on the left contains navigation links: 'My Home Page', 'Brand IP Management' (with sub-links for 'Brand IP Registration' and 'Brand IP Management'), 'Case Management' (with sub-links for 'Submit a Violation' and 'Case Management'), and 'Data Dashboard'. A top navigation bar includes a language selector set to 'English' and a user email 'xyz.fashion@xyzfashion.com'. A green notification bubble at the top center says 'Upload successfully'.

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?

The screenshot shows the 'Submit a Violation' form in the Shopee Brand IP Portal. The form includes the following fields and sections:

- Region:** Singapore
- Brand:** Command
- Type of IP:** Copyright
- IP Registration No.:** 12345678
- Listings Infringements:** Listing-Infringements-Template.xlsx. Below this, it says: 'Please upload an Excel (.xlsx) template file with no more than 200 listing infringements. [Download Template](#)'
- Grounds of Complaint:** This listing infringes on the Brand's right to reproduce and distribute the product. (Character count: 84/500)
- Additional Proof of Infringement:** A dashed box with a plus sign. Below it, it says: '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.'
- Buttons:** 'Save' and 'Submit' buttons at the bottom right, with a red circle containing the number '8' above the 'Submit' button.

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



How do I report an IP Infringement?

The screenshot shows the 'Submit a Violation' form on the Shopee Brand IP Portal. The form is titled 'Submit a Violation' in a red header. On the left is a sidebar with navigation links: 'My Home Page', 'Brand IP Management' (with sub-links 'Brand IP Registration' and 'Brand IP Management'), 'Case Management' (with sub-links 'Submit a Violation' and 'Case Management'), and 'Data Dashboard'. The main form area contains the following fields and instructions:

- Region:** A dropdown menu with 'Taiwan' selected. This field is highlighted with a dashed yellow box.
- Brand:** A dropdown menu with 'Select' as the placeholder.
- Type of IP:** A dropdown menu with 'Select' as the placeholder.
- IP Registration No.:** A dropdown menu with 'Select' as the placeholder.
- Contact Person's Email:** A text input field with 'Email' as the placeholder. Below it, a note states: 'Please provide the contact person's email due to Taiwan's IPR Take-down Policy and Taiwan's Fair-Trade Act.'
- Listings Infringements:** An 'Upload' button. Below it, a note states: 'Please upload an Excel (.xlsx) template file with no more than 200 listing infringements. [Download Template](#)'.
- Grounds of Complaint:** A text input field with 'Description' as the placeholder.
- Additional Proof of Infringement:** A large dashed yellow box containing a '+' icon and detailed instructions: '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. For cases involving 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. If it is a company, please provide the business registration certificate. If it is an individual, please provide a personal ID or passport. Please ensure that the name on the identification document matches the name of the rights owner; the reporter's should match the name of the brand owner or agent on the POA for authorised agent.'

At the bottom right of the form 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.



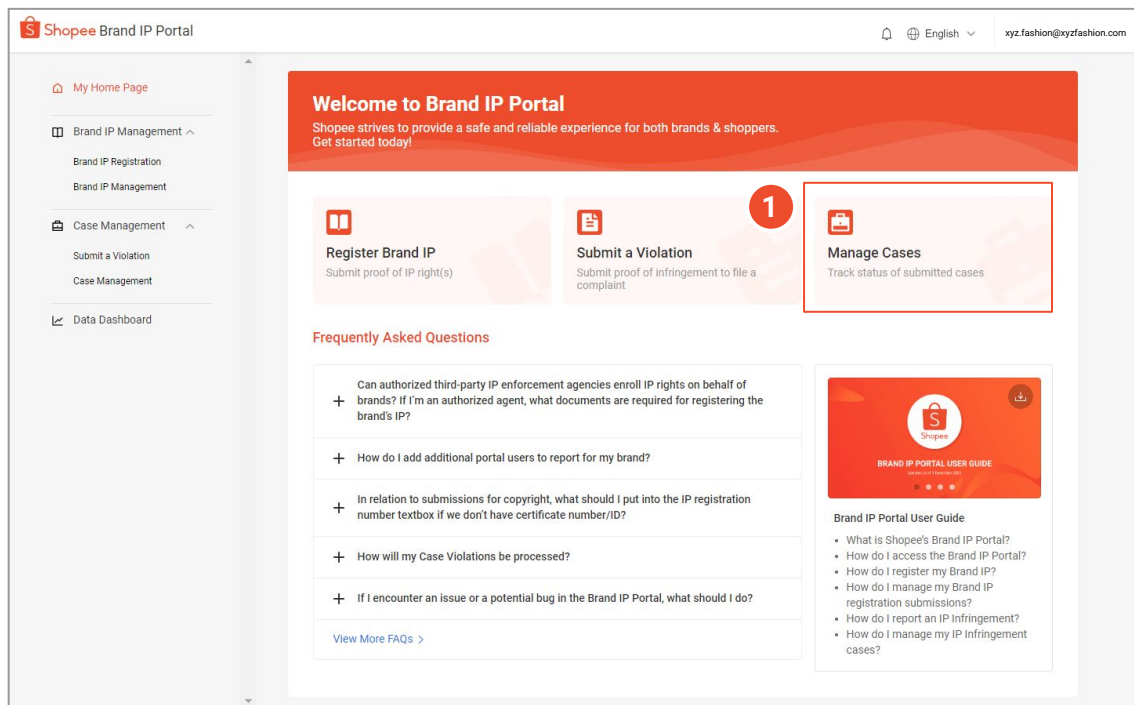
HOW DO I MANAGE MY IP INFRINGEMENT CASES?

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 view my IP Infringement cases?

Shopee Brand IP Portal

English xyz.fashion@xyzfashion.com

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:

Case Status: Case Creation: IP Registration No.:

Total 7 Items

Case ID	Region	Brand	IP Type	IP Registration No.	Cas	Status	Action
1000330	Singapore	Comm	Copyright	12345678	14-07-2022	Withdrawn	View
1000313	Singapore	Comm	Copyright	12345678	14-07-2022	Partially Approved	View
1000312	Singapore	Comm	Copyright	12345678	14-07-2022	Action Required	View
1000311	Singapore	Comm	Copyright	12345678	14-07-2022	Rejected	View
1000310	Singapore	Comm	Copyright	12345678	14-07-2022	Approved	View
1000309	Singapore	Comm	Copyright	12345678	14-07-2022	Under Review	View
1000308	Singapore	Comm	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 view my IP Infringement cases?

Shopee Brand IP Portal

English xyz.fashion@xyzfashion.com

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:

Case Status: Case Creation: IP Registration No.:

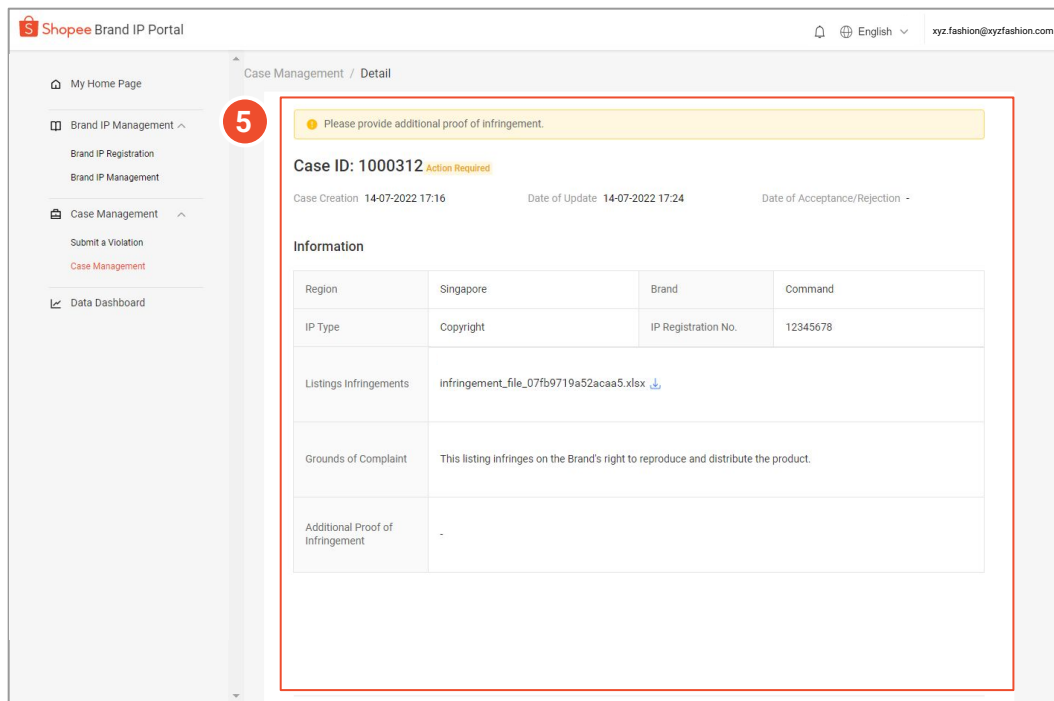
Total 7 Items

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

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



How do I view my IP Infringement cases?



- 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?

Shopee Brand IP Portal

English xyz.fashion@xyzfashion.com

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: Input Region: Select Brand: Select IP Type: Select

Case Status: Select Case Creation: Input IP Registration No.: Input Search Reset

Total 7 Items Submit New

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

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



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_07fb9719a52acaa5.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 edit and submit a Draft?

The screenshot shows the 'Shopee Brand IP Portal' interface. The left sidebar contains navigation links: 'My Home Page', 'Brand IP Management' (with sub-links 'Brand IP Registration' and 'Brand IP Management'), 'Case Management' (with sub-links 'Submit a Violation' and 'Case Management'), and 'Data Dashboard'. The main content area is titled 'Case Management / Detail / Update Case'. The 'Update Case' form includes several fields: 'Region' (Singapore), 'Brand' (Command), 'Type of IP' (Copyright), and 'IP Registration No.' (12345678). There is an 'Upload' button for 'Listings Infringements' with a note: 'Please upload an Excel (.xlsx) template file with no more than 200 listing infringements. Download Template'. The 'Grounds of Complaint' field contains the text: 'This listing infringes on the Brand's right to reproduce and distribute the product.' Below this is a character count '84/500'. The 'Additional Proof of Infringement' section has a dashed box with a plus sign and 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, there are two buttons: 'Save' and 'Submit'. A red circle with the number '3' is placed over the 'Submit' button.

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



How do I withdraw a submission Under Review?

Shopee Brand IP Portal

English xyz.fashion@xyzfashion.com

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: Input Region: Select Brand: Select IP Type: Select

Case Status: Select Case Creation: Input IP Registration No.: Input Search Reset

Total 7 Items Submit New

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

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

Note



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?

The screenshot displays the Shopee Brand IP Portal interface. On the left is a sidebar with navigation links: 'My Home Page', 'Brand IP Management' (with sub-links for 'Brand IP Registration' and 'Brand IP 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' and shows details for 'Case ID: 1000309' which is 'Under Review'. It includes dates for creation, update, and closure. Below this is an 'Information' table with details about the region, IP type, and grounds of complaint. At the bottom right of the case details, a red circle with the number '2' is placed above a 'Withdraw' button, which is highlighted with a red rectangle.

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

2 Withdraw your submission.



How do I update Action Required submissions?

1

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:

Case Status: Case Creation: IP Registration No.:

Brand	IP Type	IP Registration No.	Case Creation	Status	Action		
Commanc	Copyright	12345678	14-07-2022	Withdrawn	View		
Commanc	Copyright	12345678	14-07-2022	Partially Approved	View		
1000312	Singapore	Commanc	Copyright	12345678	14-07-2022	Action Required	View
1000311	Singapore	Commanc	Copyright	12345678	14-07-2022	Rejected	View
1000310	Singapore	Commanc	Copyright	12345678	14-07-2022	Approved	View
1000309	Singapore	Commanc	Copyright	12345678	14-07-2022	Under Review	View
1000308	Singapore	Commanc	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 update Action Required submissions?

Shopee Brand IP Portal

English xyz.fashion@xyzfashion.com

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:

Case Status: Case Creation: IP Registration No.:

Total 1 Items

Case ID	Region	Brand	IP Type	IP Registration No.	Case Creation	Status	Action
1000312	Singapore	Common d	Copyright	12345678	14-07-2022	Action Required	<input type="button" value="View"/>

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



How do I update Action Required submissions?

Shopee Brand IP Portal

English xyz.fashion@xyzfashion.com

My Home Page

Brand IP Management

Brand IP Registration

Brand IP Management

Case Management

Submit a Violation

Case Management

Data Dashboard

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_07fb9719a52acaa5.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 update Action Required submissions?

Shopee Brand IP Portal

Case Management / Detail / Update Case

Please provide additional proof of infringement.

Update Case

* Region: Singapore

* Brand: Command

* Type of IP: Copyright

* IP Registration No.: 12345678

* Listings Infringements: Upload

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

* Grounds of Complaint: This listing infringes on the Brand's right to reproduce and distribute the product.

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.

84/500

4

Save Resubmit

- 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.



What should I do if my submission status is Rejected?

Shopee Brand IP Portal

English xyz.fashion@xyzfashion.com

Manage Your Cases

Case ID: Region: Brand: IP Type:

Case Status: Case Creation: IP Registration No.:

Total 7 Items

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



What should I do if my submission status is Rejected?

Shopee Brand IP Portal

Case Management / Detail

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

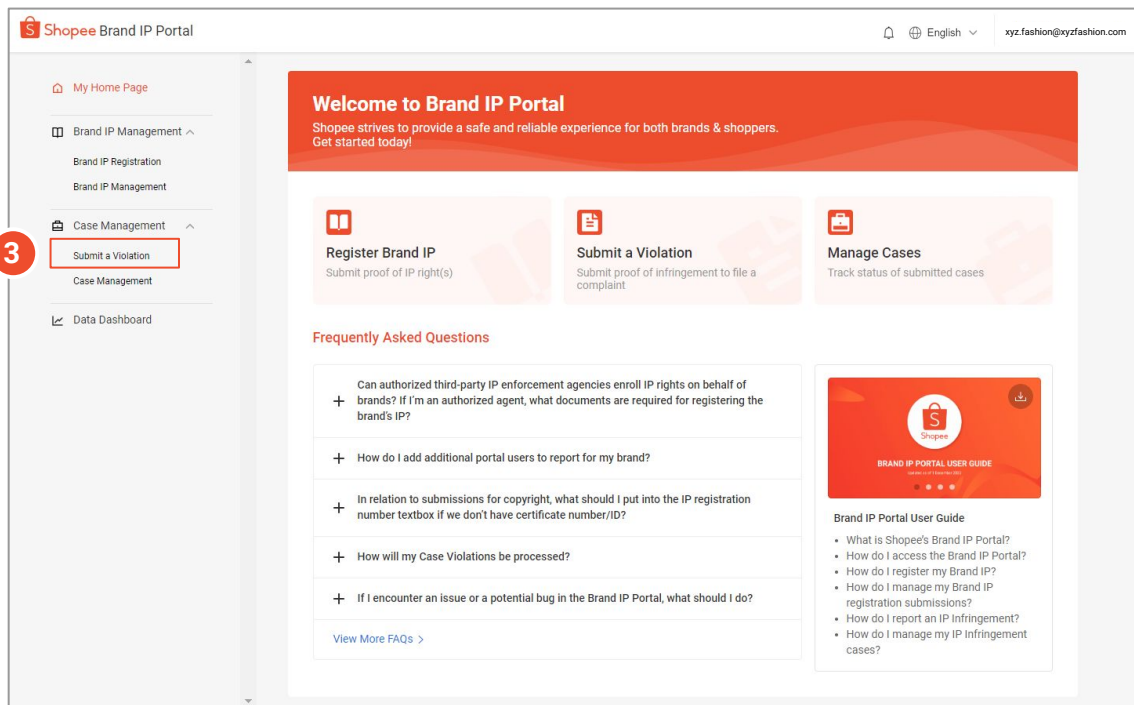
Information

Region	Singapore	Brand	Command
IP Type	Copyright	IP Registration No.	12345678
Listings Infringements	infringement_file_07fb9719a52acaa5.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.



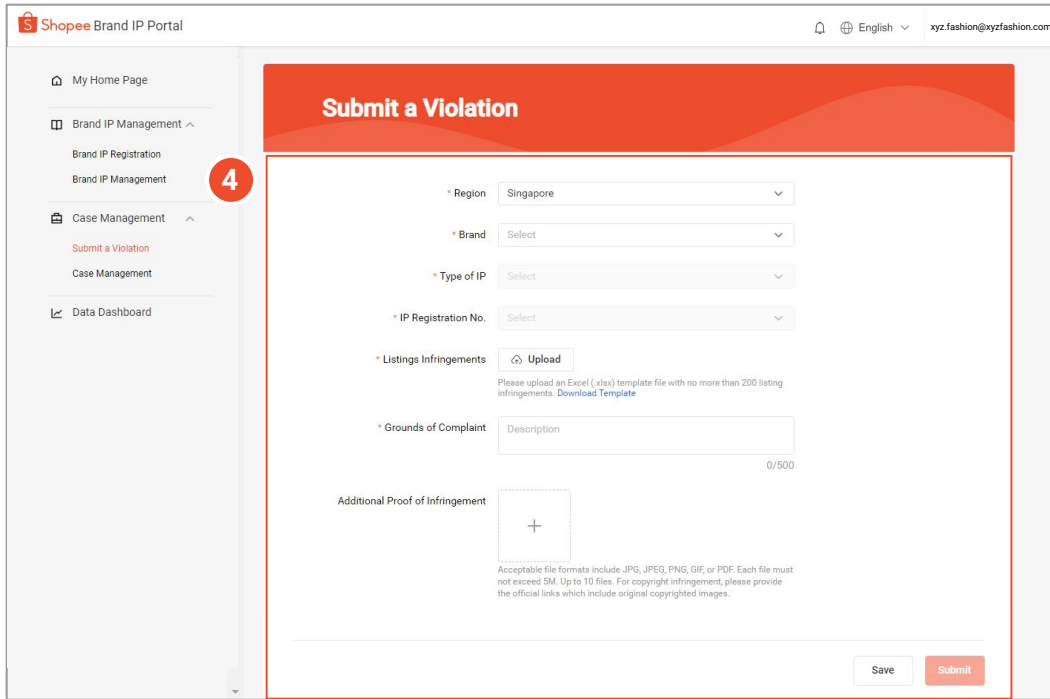
What should I do if my submission status is Rejected?



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



What should I do if my submission status is Rejected?



The screenshot shows the 'Shopee Brand IP Portal' interface. On the left is a sidebar menu with options: 'My Home Page', 'Brand IP Management' (expanded), 'Case Management', and 'Data Dashboard'. Under 'Brand IP Management', 'Submit a Violation' is highlighted with a red circle containing the number '4'. The main content area is titled 'Submit a Violation' and contains a form with the following fields:

- * Region: Singapore (dropdown)
- * Brand: Select (dropdown)
- * Type of IP: Select (dropdown)
- * IP Registration No.: Select (dropdown)
- * Listings Infringements: Upload button. Below it, text reads: 'Please upload an Excel (.xlsx) template file with no more than 200 listing infringements. Download Template'.
- * Grounds of Complaint: Description text area (0/500 characters).
- Additional Proof of Infringement: A dashed box with a plus sign. Below it, text reads: '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 'Submit' buttons.

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

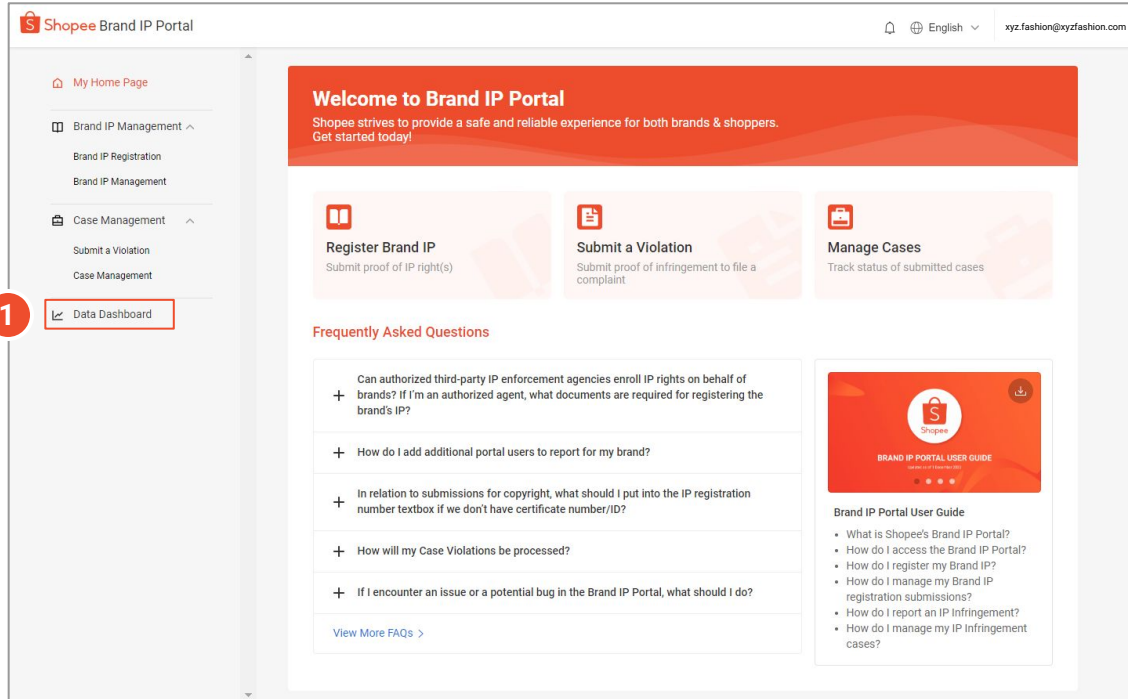
Once you're done, **Save** your submission as a draft or **Submit** it for review.





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

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



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

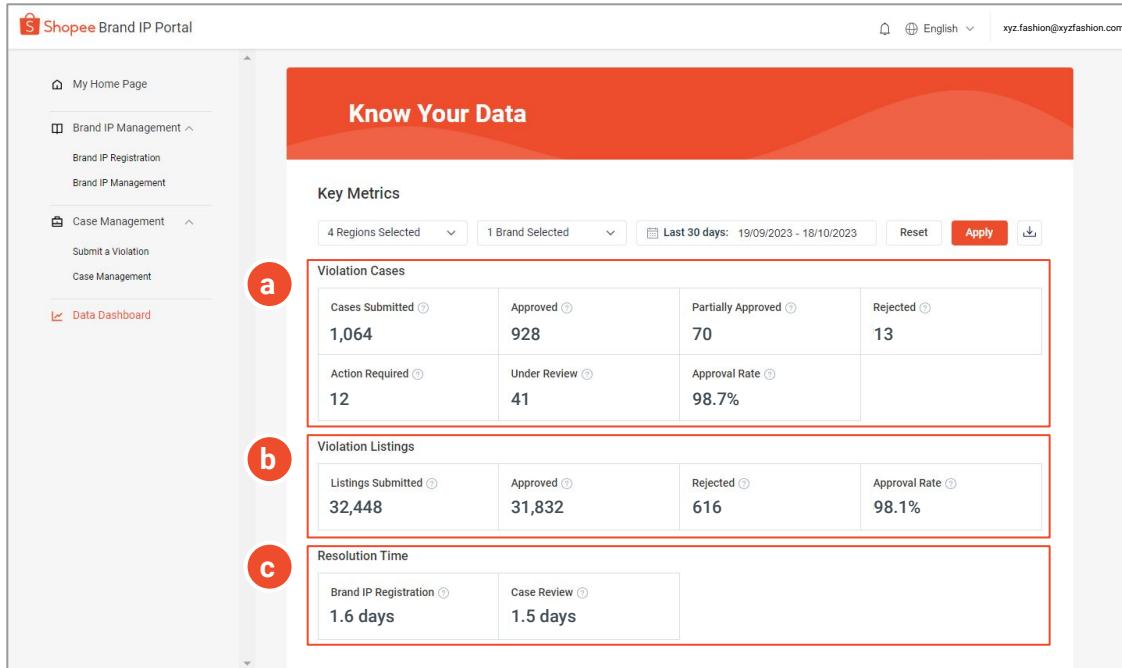
Note



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



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



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 interface. On the left is a sidebar with navigation links: My Home Page, Brand IP Management (with sub-links for Brand IP Registration and Brand IP Management), Case Management (with sub-links for Submit a Violation and Case Management), and Data Dashboard (highlighted with a red icon). The main content area is titled 'Know Your Data'. It features a 'Key Metrics' section with a red box around the filter area. The filter area includes a 'Please Select' dropdown, a 'Please Select' dropdown, a date range selector for 'Last 30 days: 19/09/2023 - 18/10/2023', and buttons for 'Reset', 'Apply', and a download icon. Below the filter area is a table with four columns: ID, Approved, Partially Approved, and Rejected. The table contains three rows of data. Below the table is a 'Resolution Time' section with two columns: Brand IP Registration and Case Review.

ID	Approved	Partially Approved	Rejected
928	928	70	13
41	Under Review	Approval Rate	98.7%

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

Brand IP Registration	Case Review
1.6 days	1.5 days

2 Filter data by **regions**.



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

The screenshot displays the Shopee Brand IP Portal's Data Dashboard. The left sidebar contains navigation links: My Home Page, Brand IP Management (with sub-links for Brand IP Registration and Brand IP Management), Case Management (with sub-links for Submit a Violation and Case Management), and the active link, Data Dashboard. The main content area is titled 'Know Your Data' and features several sections: Key Metrics, Violation Cases, Violation Listings, and Resolution Time. A red circle with the number '3' highlights a dropdown menu in the Key Metrics section, which is currently open and shows a search bar and a list of brands, with 'Acer' selected. The Key Metrics section also includes a date range selector (Last 30 days: 19/09/2023 - 18/10/2023) and buttons for Reset, Apply, and a download icon. The Violation Cases section displays a table with metrics: Cases Submitted (1,064), Action Required (12), Under Review (41), Partially Approved (70), Rejected (13), and Approval Rate (98.7%). The Violation Listings section shows a table with metrics: Listings Submitted (32,448), Approved (31,832), Rejected (616), and Approval Rate (98.1%). The Resolution Time section displays a table with metrics: Brand IP Registration (1.6 days) and Case Review (1.5 days).

Key Metrics			
4 Regions Select	Please Select	Last 30 days: 19/09/2023 - 18/10/2023	Reset Apply
Select All Clear			
Search			
Cases Submitted	Under Review	Partially Approved	Rejected
1,064	41	70	13
Action Required	Approval Rate		
12	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

3 Filter data by **brands**.



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

The screenshot shows the Shopee Brand IP Portal interface. On the left is a sidebar with navigation links: My Home Page, Brand IP Management (with sub-links for Brand IP Registration and Brand IP Management), Case Management (with sub-links for Submit a Violation and Case Management), and Data Dashboard (highlighted with a red checkmark). The main content area is titled 'Know Your Data'. It features a 'Key Metrics' section with filters for '4 Regions Selected' and '1 Brand Selected' (annotated with a red circle 4). A date range selector is set to 'Last 30 days: 19/09/2023 - 18/10/2023' (annotated with a red circle 4), followed by an 'Apply' button (annotated with a red circle 5) and an export icon (annotated with a red circle 6). Below this is a 'Violation Cases' table with four columns: Cases Submitted (1,064), Approved (928), Partially Approved (70), and Rejected (13). The second row shows Action Required (12), Under Review (41), and Approval Rate (98.7%). Below the table is a 'Violation Listings' section with a table showing Listings Submitted (32,448), Approved (31,832), Rejected (616), and Approval Rate (98.1%). At the bottom is a 'Resolution Time' section with a table showing Brand IP Registration (1.6 days) and Case Review (1.5 days).

Cases Submitted	Approved	Partially Approved	Rejected
1,064	928	70	13

Action Required	Under Review	Approval Rate
12	41	98.7%

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

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.





Thank You

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

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