

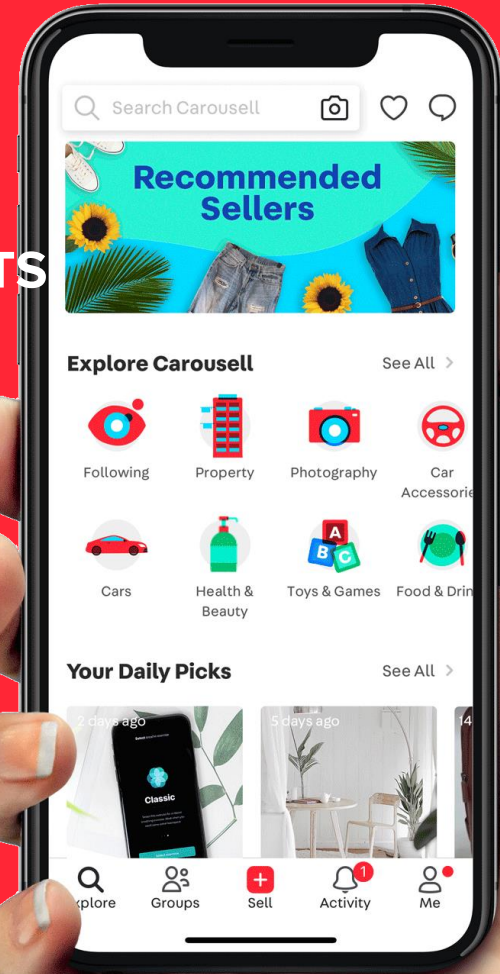


# EFFORTS TO COMBAT COUNTERFEIT PRODUCTS AND PUBLIC-PRIVATE PARTNERSHIPS

Judicial Symposium on Intellectual Property 2023  
Keynote Speech

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18 October 2023





# Overview

1. Introduction to Carousell
2. Carousell's Processes
3. Public-Private Partnerships
4. Challenges we face as a platform





# 1. Introduction to Carousell



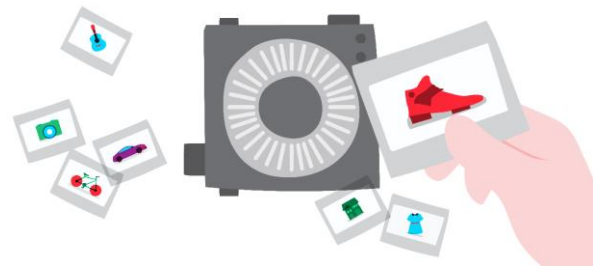
## Introduction to Carousell

Carousell Group is the leading multi-category platform for secondhand in Greater Southeast Asia on a mission to inspire the world to start selling, and to make secondhand the first choice.

We are focus on recommerce where majority of the transactions on our platform are consumer to consumer.

The Carousell platform is available both on web and as a mobile application. The mobile application can be found in the Apple App Store, Google Play store and Huawei AppGallery.

Visit <https://press.carousell.com> for more information.





## Our mission

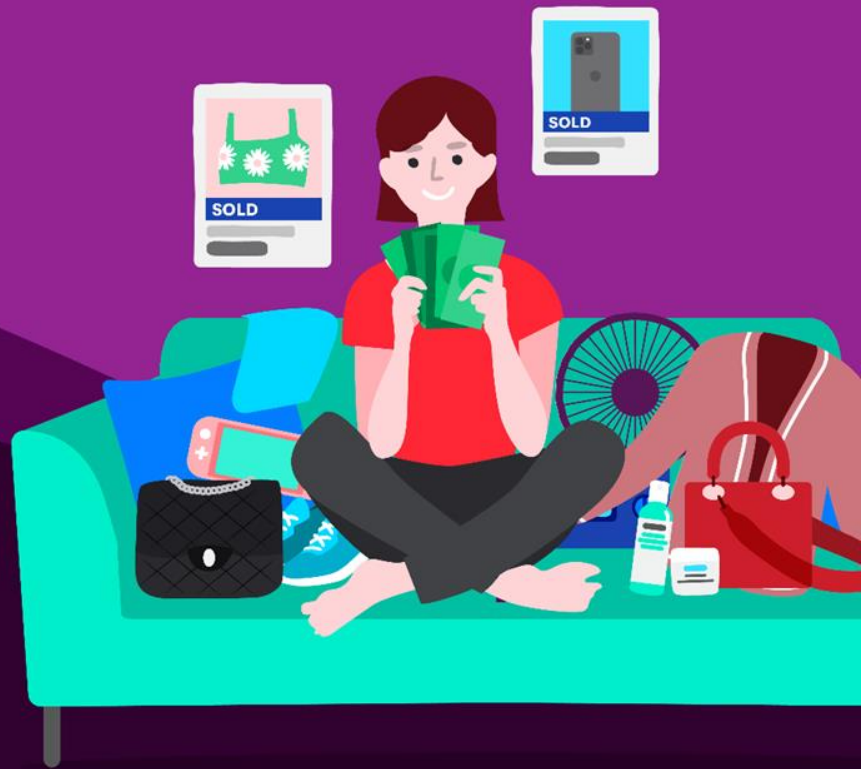
Make secondhand the first choice for everyone

“We dream of a world where people instinctively sell their under-utilised items instead of letting them go to waste, and where others buy them as a first choice.

**10 years from now, we will make secondhand a way of life.”**

**Lucas, Marcus, Siu Rui**

Co-founders, Carousell





**7**  
markets

**Tens of millions  
of users monthly**

 **Rakuten**  
Ventures

 **DBS**

**SEQUOIA** 

 **telenor**

**NAVER**

 **STIC**

# Carousell family of brands





# Over the past decade, as Carousell Group, We have extended the life cycle of







## 2. Processes in place

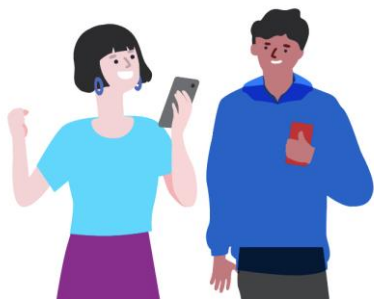


## 2. Processes in place

- **Carousell Certified and Recommerce features**
- **Takedown and Reporting mechanisms:**
  - **CROP:** Carousell's platform for partner brands to remove unauthorised listings.
  - **IP Infringement Report:** Alternative takedown process for rights owners (who are non-CROP partner brand) by reporting an infringement via our [Contact Form](#) and attaching a completed IP Infringement Report.
  - **Monitoring and Filtering:** Keyword filtering and price analysis
  - **User reports:** We offer mechanisms for not only rights holders but users to report counterfeit products easily via the app and have dedicated teams to review and address these reports promptly.
- **Counterfeit policy:** Carousell's existing counterfeit policy prohibits the sale of fake products, replicas or counterfeits and the creation of any content that violates any intellectual property rights.
- **Utilising Technology:** Carousell uses technology and manual moderation teams to help combat unauthorised goods on the platform.
- **User Education**



# Over the next decade, we aim to set new standards and advance recommerce in Greater SEA



C2C marketplace  
where people discover  
items & connect with  
each other



Increase platform  
trust for buyers



Reduce selling  
friction for sellers



More options  
for everyone to  
buy and sell  
secondhand

**Current**

+

**Bringing the best of  
e-commerce to secondhand**

=

**Recommerce**

INTRODUCING  
**carousell**  
Certified



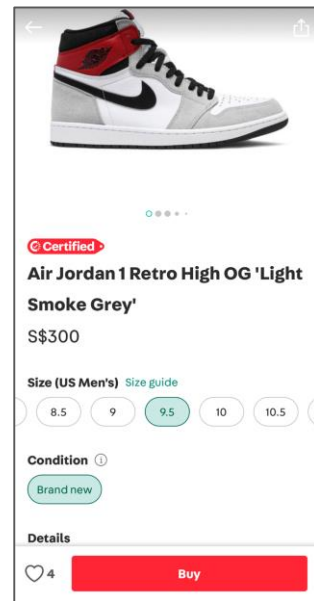
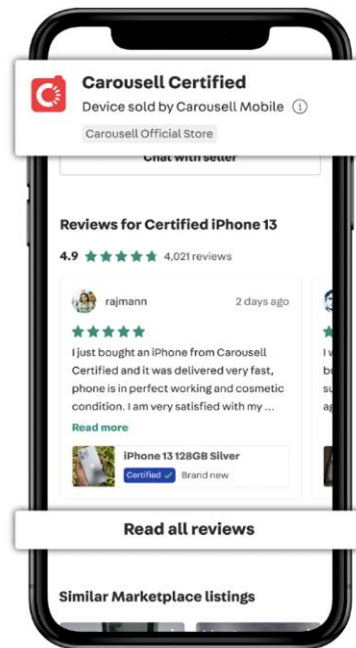
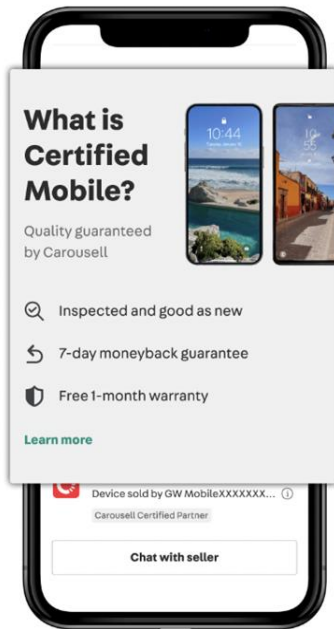
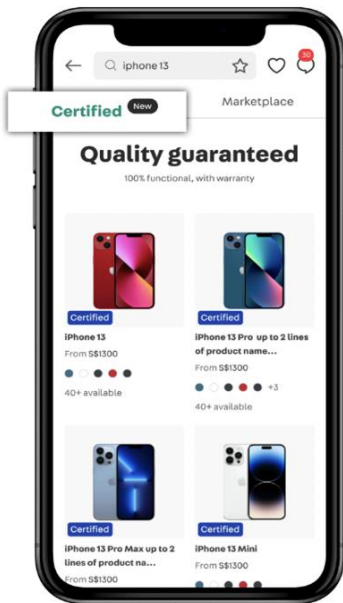
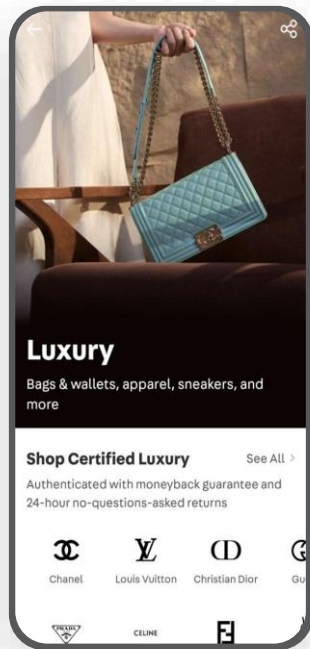


Inspected and authenticated by experts  
Money-back guarantee • Free warranty • Free delivery





# LUXURY, SNEAKERS, MOBILES



Cleaner UX: Address time starved buyers who want an ecommerce-like shopping experience

Communicate value proposition of trust & post-purchase recourse

Build trust and reputation for the Certified program



## Our aim is to make buying and selling secondhand items more trusted and convenient

Certified Luxury is part of the **Carousell Certified programme**, which ensures buyers can choose secondhand items with the peace of mind that everything's been thoroughly checked for quality and authenticity.

**Carousell Certified Luxury** was born out of the common feedback from marketplace buyers that authentication is a key problem they encounter when buying luxury from the open marketplace. It requires experience and an obsession for the tiniest details to authenticate reliably.

# Our Carousell Certified promise



**Authenticated by experts**



**Moneyback Guarantee**



**7-day free returns**

\*T&Cs apply





# Authentication Process

Luxury Bags



# Tools used for Luxury Bag Authentication

Gloves

Magnifying Glass / Microscope

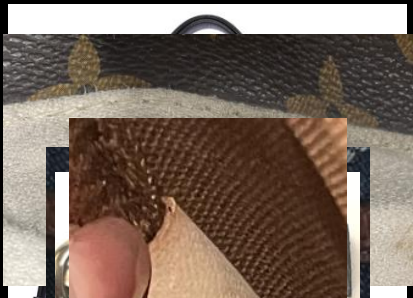
Measuring tape

Flashlight

UV Light



# How do we authenticate?



**Exterior material**

**Zipper quality & brand**

**Interior lining**

**Edge-dyeing**

**Hardware**

**Authenticity cards**

**Stitching**

**General smell**

**Heat Stamp & Made in**

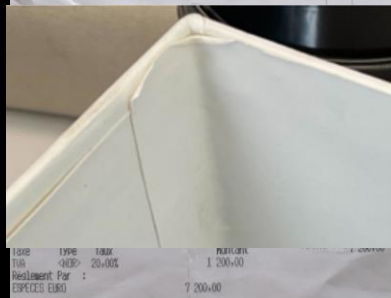
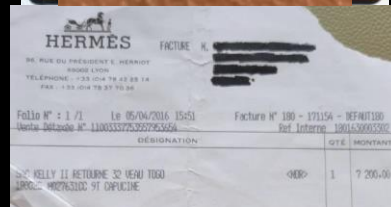
**Receipts**

**Serial number**

**Packaging & accessory**

**Other Logo branding**

**Overall weight**





# Authentication Process

Sneakers



# How do we authenticate?

Sneaker box label

Material of the shoe

Stitching

Footbed pattern

Logo

Sneaker insole

General smell



**Pay or list via**  
**Buy button**  
**directly to enjoy**

- ✓ **Buyer Protection**
- ✓ **Secure payment**
- ✓ **Reliable delivery**

**Buyer Protection**



**Buy**



## **2.2 Takedown and Reporting Mechanisms**



## 1.2.1 CROP





## Carousell Rights Owners Programme

Carousell takes a strong stance against intellectual property infringement on our platform. As such, we are committed to work with brand owners through our CROP program.

[Find Out More](#)



# Carousell Rights Owners Programme (CROP)

## What is CROP?

CROP is a platform created by Carousell to tackle listings of unauthorised goods in collaboration with brand owners.

Through CROP, Carousell seeks to create a trusted marketplace platform and protect buyers from inadvertently purchasing unauthorised goods, while at the same time, protecting the rights of brand owners.



# CROP

## How does it work?

Only selected brand owners, whose activities are closely monitored by Carousell, will have access to CROP.

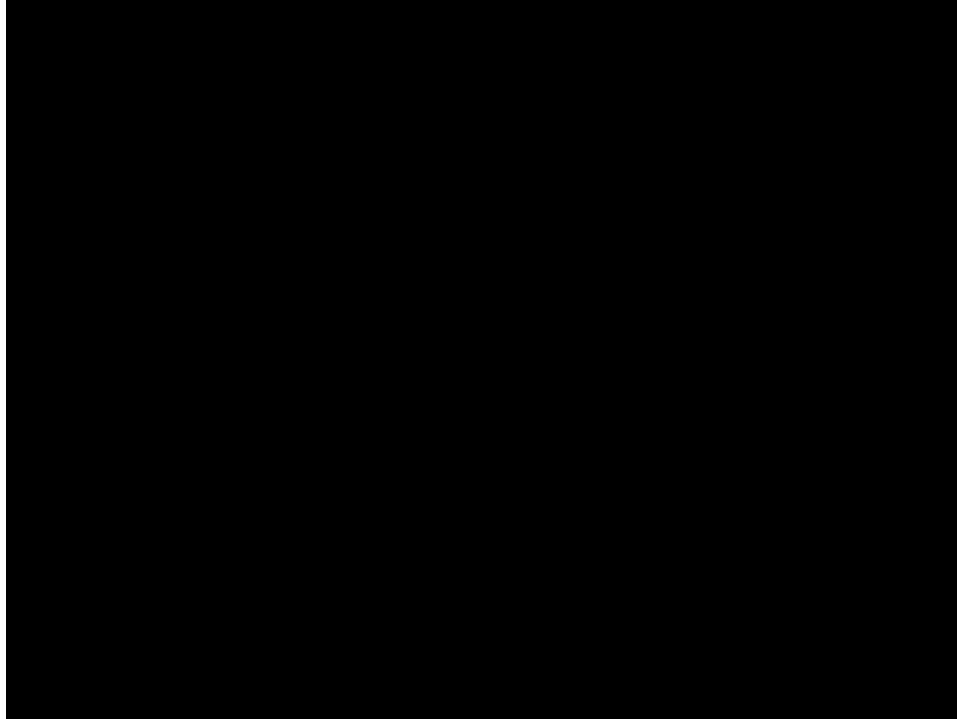
CROP allows these trusted brand owners to directly remove infringing listings on the Carousell platform with **zero processing time**. This tightens the content moderation process by drastically reducing the time required for takedowns.



## Takedown process



# CROP





# CROP

## How's CROP so far?

CROP is widely used across 6 of our markets namely, Hong Kong, Indonesia, Singapore, Taiwan, Malaysia and Philippines.

Brands who have come onboard CROP include Nike, Grab, Chanel, Burberry and luxury group company Kering, which owns brands such as Gucci, Yves Saint Laurent, Balenciaga and Bottega Veneta.



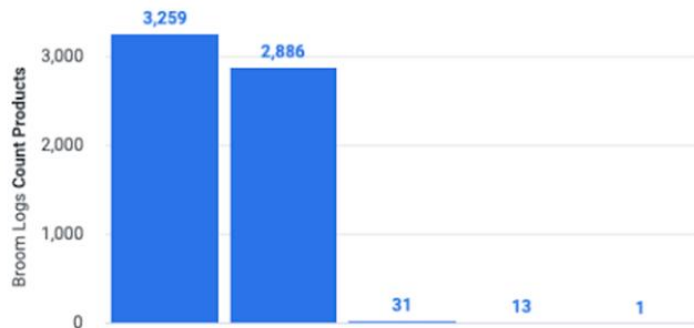


# Recent Takedowns

## Carousell Rights Owners Programme Audit

Use the filters above to adjust data

Number of Products Deleted



Recent actions

To improve load time, limiting this to recent 100

	Title	Category Parent
1	YSL Handbag	Luxury
2	Heart sling bag	Women's Fashion
3	LAST PRICE SALE!!! ❤️ RARE 2023 CHANEL SERIES SLING	Luxury
4	YSL Niki Bag 22cm 🚫 7 Color	Women's Fashion
5	YSL LouLou Beige Medium , ON SALE! 🔥	Women's Fashion
6	Small bag gild hardware	Women's Fashion
7	Small bag gold	Women's Fashion
8	Branded solferino bag	Women's Fashion
9	HOBO rose shoulder bag	Women's Fashion
10	Stylish Sling Bag Black	Luxury
11	Small bag	Women's Fashion
12	Be able to install everything in life	Luxury
13	Yes Lauren bag leather	Women's Fashion
14	YSL tote bag	Luxury
15	Branded bag solferino	Women's Fashion

# Carousell Rights Owners Programme (CROP)

## To become a partner brand:

1. Online application to provide basic information on your company and evidence of ownership of intellectual property rights.
2. Application review by Carousell and request for additional documents, if required.
3. Upon confirmation of membership, your authorised representatives/agents can sign up for account tied to your brand.
4. Start submitting reports for immediate takedown.

Website: <https://crop.carousell.com/>

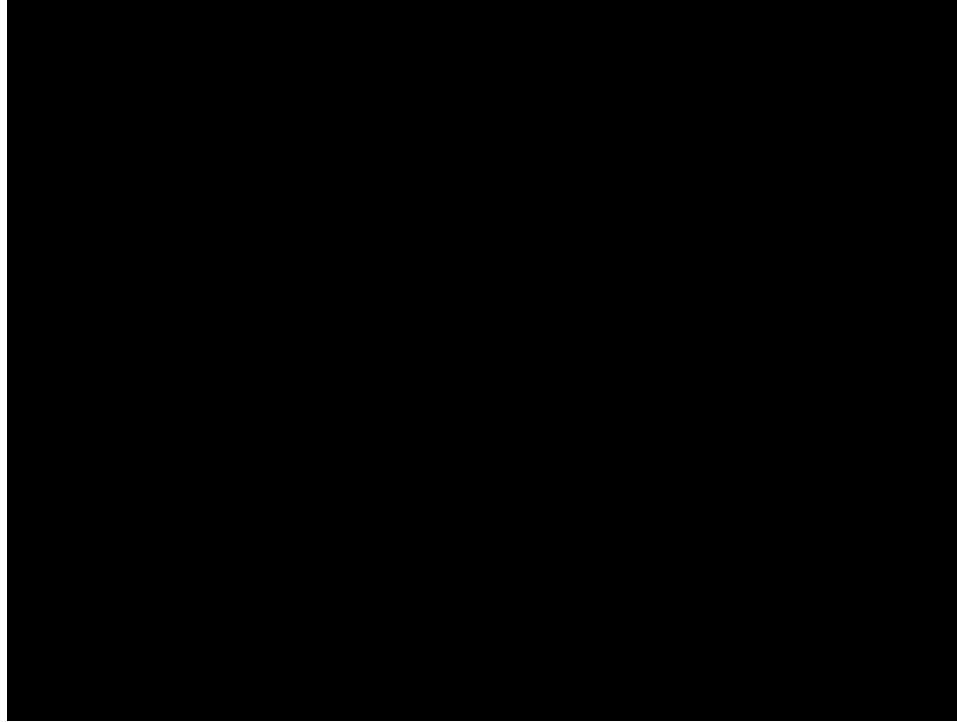




## 1.2.2 User Reports

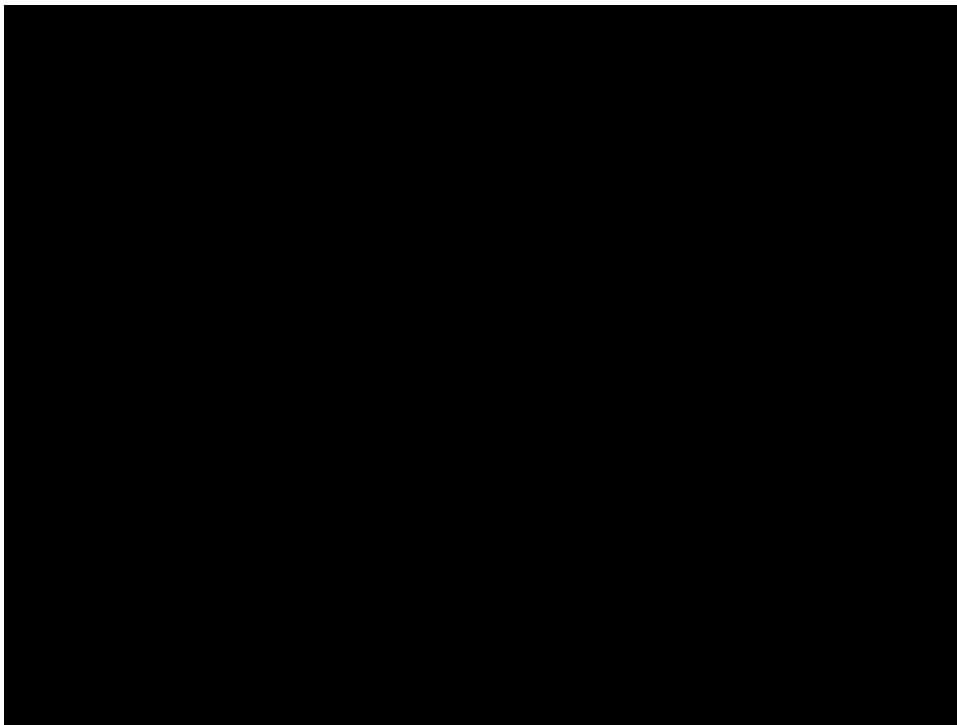


# Carousell Acts - In-App User reporting mechanism





# Carousell Acts - Support Inbox





## 1.2.3 Utilising Technology



# Carousell Acts - Rule Engine & Risk Score Suspensions

## Astra Rule Engine (in-house tool)

### Policy details

#### 1 Basics

##### Chat Count Risky 2

Chat Count Risky 2

|| chat count, chat, chat count risky

#### 2 Policy filters

##### Chat Count Risky-2

chat count risky-2, same as risky-1 with  
date\_joined less than 3.

#### 3 Policy conditions

##### 5+ Unique Chat In 5 Minutes By Target User

5+ unique chat in 5 minutes by target user

#### 4 Decisions

##### Suspend User

entityType: user  
labelName: bad\_user\_fraud  
status: ADDED

DONE

## Risk Scores based on Machine Learning Model (third party)

94

41815315

wilxnm3q@eurokool.com

Last activity 4 days ago



Suspend User (SF)

Account Creation Flow - Content... • Feb 23, 2023 11:2...

Overview Network Activity

Feb 23, 2023



Suspend User (SF) Account Creation Flow - Content Abuse

11:28pm

94

Create Account

wilxnm3q@eurokool.com 11:28pm



### **3. Public-Private Partnerships**

# Carousell Acts - Working with Government Authorities

## Sell-Form Notices

Others >

Listing Title

Name your listing

Eyelash Curler

Necklace

By listing your item, you represent and warrant that it is not a counterfeit. You are responsible for ensuring the authenticity of all items you list.

### About the item

Price

S\$ Price of your listing

Condition

New

Used

Description (Optional)

List it!

## Safety Tips



Selling Counterfeits Online is a Crime

網上賣假，刑事代價



## Seller Education





## Carousell Acts - Self-Regulation Initiatives

- Private sector partnerships aimed at tackling counterfeit products exist in other industries outside of luxury or fashion.
- E-commerce Alliance for a Socially Responsible Ecosystem (ECARE):
  - Aimed at combating counterfeit and unapproved pharmaceuticals being sold online to identify counterfeits on social media platforms and take down identified infringing products.
  - To work directly with online platforms to identify criminal networks and collaborate with law enforcement agencies, and to take down websites.



## 4. Challenges



# Challenges

1. Identifying counterfeits.
2. Counterfeiters are getting increasingly sophisticated in the ways in which they are able to subvert the system.
3. Each brand is different and unique in its own ways, hence it is difficult to implement a blanket rule across the brands.
4. Maintaining a balance between the interests of our users and the rights of brand owners.
5. The huge volume of listings on Carousell's platform.
6. Brands seeking to enforce private agreements (e.g. distributorship agreements) rather than a genuine enforcement of Intellectual Property rights.

