

Tokopedia Intellectual Property (IP) Protection Portal





Introduction

IP Protection Portal

What is IP Protection Portal?

A dedicated, account-based portal to cater all intellectual property related reports and claims against any relevant infringements on Tokopedia.

Why do we built it?

To provide a seamless and user-friendly reporting channel that offers enhanced features such as one-time document submission, real-time progress tracking, and a fast response time in infringing product removals.

Who can use the portal?

Principals, brand owners, and all registered intellectual property owners.

Where can we find it?

You can visit ipp.tokopedia.com.




IP Right Document Submission

IP Document Submission Process

1. Log in or create an account for your company at ipp.tokopedia.com

IP Protection Portal

Report IP Infringement product faster & more transparent



tokopedia IP Protection

Welcome to IP Protection Portal

Please login first with your Tokopedia account

Login [Sign Up](#)

Email

[Need help?](#)

Next

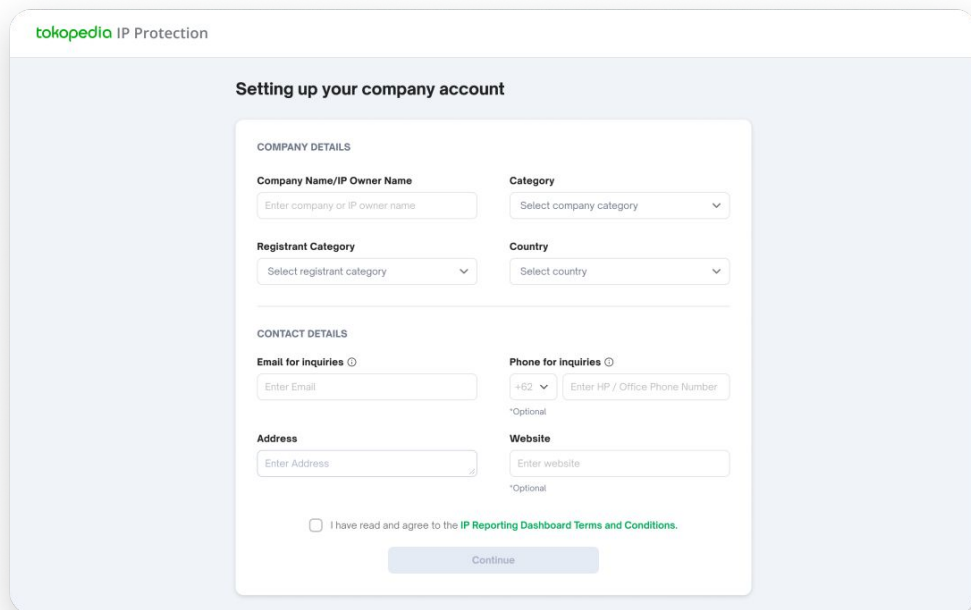
or login with

Notes:

- Login with your registered email.
- If you are a new user, you can click Sign Up.

IP Document Submission Process

2. Fill in the account holder information



The screenshot shows a web form titled "tokopedia IP Protection" with the subtitle "Setting up your company account". The form is divided into two main sections: "COMPANY DETAILS" and "CONTACT DETAILS".

COMPANY DETAILS

- Company Name/IP Owner Name**: A text input field with the placeholder "Enter company or IP owner name".
- Category**: A dropdown menu with the placeholder "Select company category".
- Registrant Category**: A dropdown menu with the placeholder "Select registrant category".
- Country**: A dropdown menu with the placeholder "Select country".

CONTACT DETAILS

- Email for inquiries**: A text input field with the placeholder "Enter Email".
- Phone for inquiries**: A dropdown menu for the country code (currently showing "+62") and a text input field for the phone number with the placeholder "Enter HP / Office Phone Number". Below this is a note: "*Optional".
- Address**: A text input field with the placeholder "Enter Address".
- Website**: A text input field with the placeholder "Enter website". Below this is a note: "*Optional".

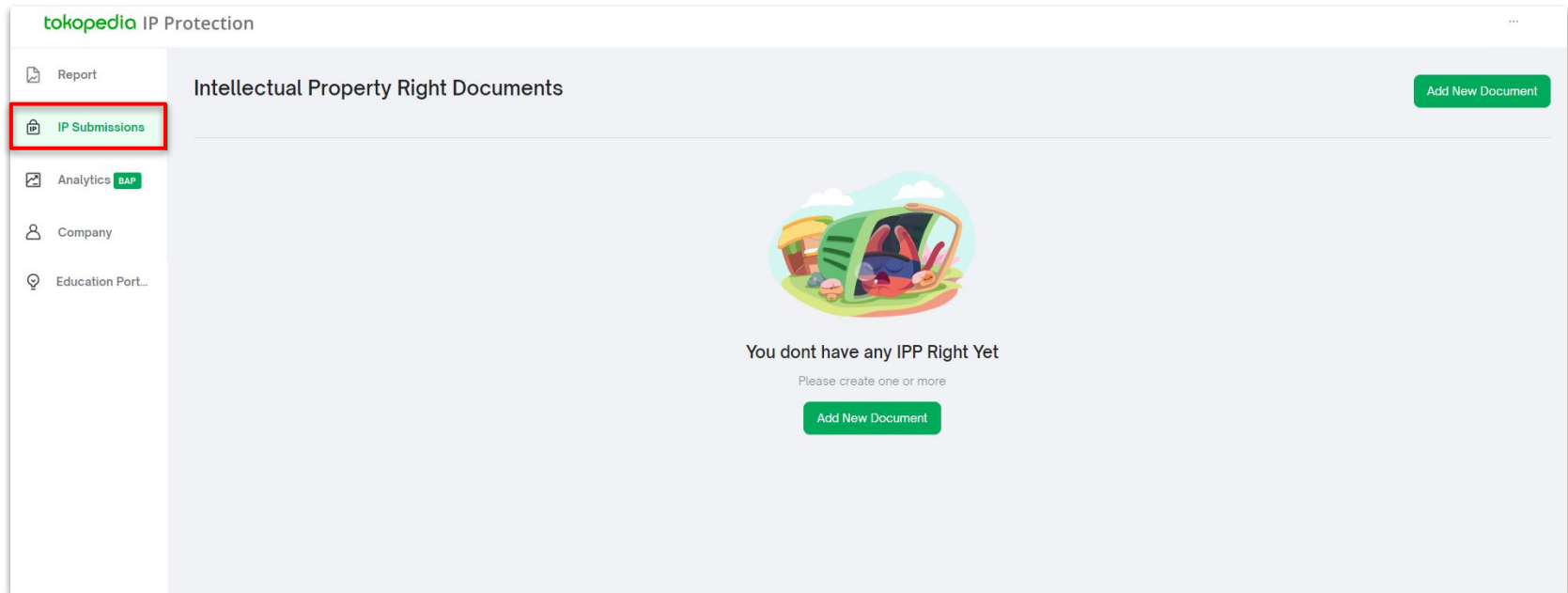
At the bottom of the form, there is a checkbox labeled "I have read and agree to the [IP Reporting Dashboard Terms and Conditions](#)". Below the checkbox is a "Continue" button.

Notes:

Email for Inquiries box is mandatory to be filled for counterclaim purposes. That being said, please refrain from using your personal work email as we will be sharing the contact information to the reported merchants.

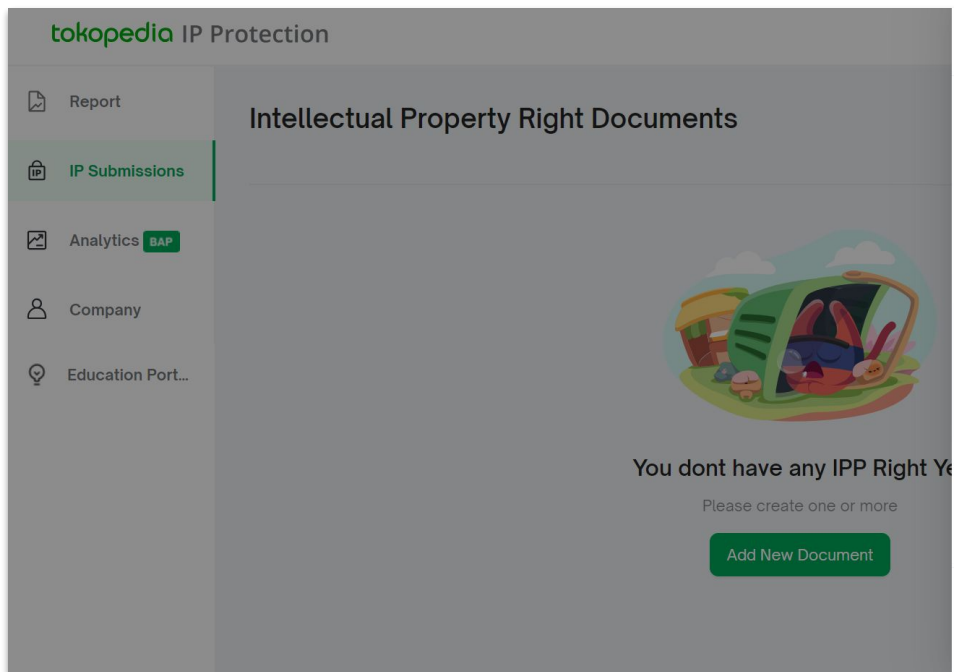
IP Document Submission Process

3. Click IP Submissions tab to submit your IP(s).

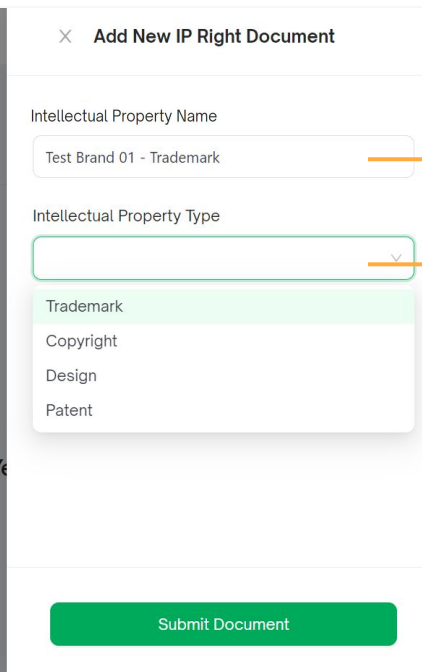


IP Document Submission Process

4. Fill in the required information and documents.



The screenshot shows the 'tokopedia IP Protection' dashboard. The left sidebar contains navigation links: 'Report', 'IP Submissions' (highlighted), 'Analytics BAP', 'Company', and 'Education Port...'. The main area is titled 'Intellectual Property Right Documents' and displays a message: 'You dont have any IPP Right Yet. Please create one or more'. Below this message is a green button labeled 'Add New Document'.



The form is titled 'Add New IP Right Document'. It contains two input fields: 'Intellectual Property Name' with the text 'Test Brand 01 - Trademark' and 'Intellectual Property Type' with a dropdown menu. The dropdown menu is open, showing options: 'Trademark' (highlighted), 'Copyright', 'Design', and 'Patent'. At the bottom of the form is a green button labeled 'Submit Document'.

Input the exact brand name that is registered in the certificate.

Select the appropriate intellectual property type.

IP Document Submission Process: Trademark

The screenshot displays the 'Intellectual Property Right Documents' section of the Tokopedia platform. The left sidebar contains navigation links: Report, IP Submissions (highlighted), Analytics BAP, Company, and Education Port... The main content area shows a message: 'You dont have any IPP Right Yet' with a subtext 'Please create one or more' and a green 'Add New Document' button. On the right, a form titled 'Test Brand 01 - Trademark' is shown. It includes a dropdown for 'Intellectual Property Type' set to 'Trademark', an 'Attention' box with instructions, input fields for 'IP Owner Name' and 'Certificate Number', a 'Trademark Classification' dropdown, and a 'Supporting Document' section with a 'Choose File' link. A green 'Submit Document' button is at the bottom.

Report

IP Submissions

Analytics BAP

Company

Education Port...

Intellectual Property Right Documents

You dont have any IPP Right Yet

Please create one or more

Add New Document

Test Brand 01 - Trademark

Intellectual Property Type

Trademark

Attention

Make sure the name on ID Card and certificate is the same. Or include a power of attorney.

IP Owner Name

Trademark Classification

Certificate Number

Supporting Document

Upload at least 1 document, PDF only, Max: 25MB

Trademark Certificate [Choose File](#)

Submit Document

Input the IP Owner Name based on the trademark certificate.

Select the trademark classification as stated on the trademark certificate.*

Input the certificate number as stated on the trademark certificate.

Attach the corresponding documents. Check the required documents for your selected intellectual property type [here](#).

*) Notes:

You can only submit one classification number in each trademark submission. So, if the certificate has more than one class, you can create a separate submission.

IP Document Submission Process: Copyright

The screenshot displays the 'tokopedia IP Protection' interface. On the left is a sidebar with navigation options: Report, IP Submissions (highlighted), Analytics BAP, Company, and Education Port... The main area is titled 'Intellectual Property Right Documents' and contains a search bar and a table of existing submissions. To the right, a modal window titled 'Add New IP Right Document' is open, showing a form for submitting a new document. The form includes a dropdown for 'Intellectual Property Type' (set to Copyright), an 'Attention' box with instructions, input fields for 'IP Owner Name' and 'Certificate Number', a 'Supporting Document' upload section, and a 'Submit Document' button. Orange arrows point from the text instructions on the right to the corresponding fields in the form.

Intellectual Property Name	Submission Date	Intellectual Property Type	Supporting Document
Test Brand 02 - Copyright	03 Jun 2024	Copyright	Copyright Certificate
Test Brand 02 - Design	03 Jun 2024	Design	Design Certificate
Test Brand 01 - Copyright	03 Jun 2024	Copyright	Copyright Certificate
Test Brand 01 - Patent	03 Jun 2024	Patent	Patent Certificate
Test Brand 02 - Design	31 May 2024	Design	Design Certificate

Add New IP Right Document

Intellectual Property Type
Copyright

Attention
Make sure the name on ID Card and certificate is the same. Or include a power of attorney.

IP Owner Name
Input Owner Name

Certificate Number
Input Certificate Number

Supporting Document
Upload at least 1 document, PDF only, Max. 25MB

Copyright Certificate [Choose File](#)

Submit Document

Input the IP Owner Name as stated on the copyright certificate/copyright claim statement.

Input the certificate number as stated on the copyright certificate.*

Attach the corresponding documents. Check the required documents for your selected intellectual property type [here](#).

*) Notes:

If you have copyright claim statement instead of the copyright certificate, you can just fill the symbol (-) in the field.

IP Document Submission Process: Design

The screenshot displays the 'tokopedia IP Protection' interface. On the left is a sidebar with navigation links: Report, IP Submissions (highlighted), Analytics, Company, and Education Port... The main area is titled 'Intellectual Property Right Documents' and contains a search bar and a table of documents.

	Intellectual Property Name	Submission Date	Intellectual Property Type	Supporting Document
<input type="checkbox"/>	Test Brand 02 - Copyright	03 Jun 2024	Copyright	Copyright Certificate
<input type="checkbox"/>	Test Brand 02 - Design	03 Jun 2024	Design	Design Certificate
<input type="checkbox"/>	Test Brand 01 - Copyright	03 Jun 2024	Copyright	Copyright Certificate
<input type="checkbox"/>	Test Brand 01 - Patent	03 Jun 2024	Patent	Patent Certificate
<input type="checkbox"/>	Test Brand 02 - Design	31 May 2024	Design	Design Certificate
<input type="checkbox"/>	Test Brand 01 - Trademark	31 May 2024	Trademark (CL-01)	Trademark Certificate

On the right, a modal titled 'Add New IP Right Document' is open. It includes an 'Attention' note, input fields for 'IP Owner Name', 'Certificate Number', and 'Design Title', a 'Supporting Document' section with a file upload button, and a 'Submit Document' button at the bottom.

Input the IP Owner Name as stated on the design certificate.

Input the certificate number as stated on the design certificate.

Input the design title as stated on the design certificate.*

Attach the corresponding documents. Check the required documents for your selected intellectual property type [here](#).

*)Notes:

The design title refers to the name or title given to the specific design being registered.

IP Document Submission Process: Patent

tokopedia IP Protection

Report

IP Submissions

Analytics

Company

Education Port...

Intellectual Property Right Documents

Search IP right documents

All Status

Intellectual Property Name	Submission Date	Intellectual Property Type	Supporting Document
<input type="checkbox"/> Test Brand 02 - Copyright	03 Jun 2024	Copyright	Copyright Certificate
<input type="checkbox"/> Test Brand 02 - Design	03 Jun 2024	Design	Design Certificate
<input type="checkbox"/> Test Brand 01 - Copyright	03 Jun 2024	Copyright	Copyright Certificate
<input type="checkbox"/> Test Brand 01 - Patent	03 Jun 2024	Patent	Patent Certificate
<input type="checkbox"/> Test Brand 02 - Design	31 May 2024	Design	Design Certificate
<input type="checkbox"/> Test Brand 01 - Trademark	31 May 2024	Trademark (CL-01)	Trademark Certificate

✕ Add New IP Right Document

Intellectual Property Type

Patent

Attention
Make sure the name on ID Card and certificate is the same. Or include a power of attorney.

IP Owner Name

Input Owner Name

Certificate Number

Input Certificate Number

Patent Title

Input Patent Title

Supporting Document
Upload at least 1 document, PDF only, Max. 25MB

Patent Certificate

Choose File

Submit Document

Input the IP Owner Name as stated on the patent certificate.

Input the certificate number as stated on the patent certificate.

Input the patent title as stated on the patent certificate.*

Attach the corresponding documents. Check the required documents for your selected intellectual property type [here](#).

*)Notes:

The patent title refers to the name or title given to the invention being patented.

IP Document Submission Process

5. Track the status of your IP right submission on the IP Submissions tab.

tokopedia IP Protection

Report

IP Submissions

Analytics **SAP**

Company

Education Port...

Intellectual Property Right Documents

Add New Document

Search IP right documents

All Status

All IP Types

<input type="checkbox"/>	Intellectual Property Name	Submission Date	Intellectual Property Type	Supporting Document	Status	
<input type="checkbox"/>	Test Brand 02 - Copyright	03 Jun 2024	Copyright	Copyright Certificate	Pending	⋮
<input type="checkbox"/>	Test Brand 02 - Design	03 Jun 2024	Design	Design Certificate	Approved	⋮
<input type="checkbox"/>	Test Brand 01 - Copyright	03 Jun 2024	Copyright	Copyright Certificate	Approved	⋮
<input type="checkbox"/>	Test Brand 01 - Patent	03 Jun 2024	Patent	Patent Certificate	Approved	⋮
<input type="checkbox"/>	Test Brand 02 - Design	31 May 2024	Design	Design Certificate	Rejected	⋮
<input type="checkbox"/>	Test Brand 01 - Trademark	31 May 2024	Trademark (CL-01)	Trademark Certificate	Approved	⋮

Notes:

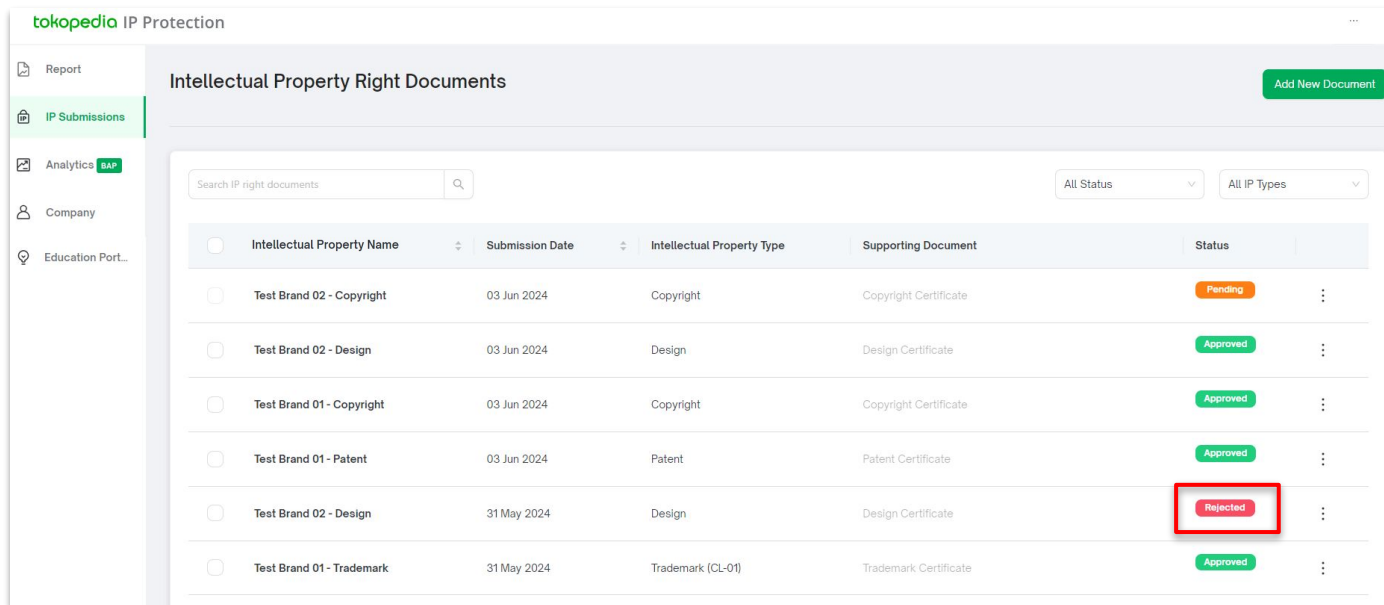
The verification process may take up to 14 business days.

You will be able to start submitting infringement notices once the documents are approved.

Please refer to the next slide for more information on rejected submissions.

IP Document Submission Process

What to do if the document submission gets rejected?



The screenshot displays the 'tokopedia IP Protection' interface. On the left is a sidebar with navigation links: 'Report', 'IP Submissions' (highlighted), 'Analytics BAP', 'Company', and 'Education Port...'. The main header area includes the title 'Intellectual Property Right Documents' and an 'Add New Document' button. Below the header is a search bar and two filter dropdowns: 'All Status' and 'All IP Types'. The main content is a table with the following columns: 'Intellectual Property Name', 'Submission Date', 'Intellectual Property Type', 'Supporting Document', and 'Status'. The table contains seven rows of data. The row for 'Test Brand 02 - Design' with a submission date of '31 May 2024' and status 'Rejected' is highlighted with a red rectangular box.

<input type="checkbox"/>	Intellectual Property Name	Submission Date	Intellectual Property Type	Supporting Document	Status
<input type="checkbox"/>	Test Brand 02 - Copyright	03 Jun 2024	Copyright	Copyright Certificate	Pending
<input type="checkbox"/>	Test Brand 02 - Design	03 Jun 2024	Design	Design Certificate	Approved
<input type="checkbox"/>	Test Brand 01 - Copyright	03 Jun 2024	Copyright	Copyright Certificate	Approved
<input type="checkbox"/>	Test Brand 01 - Patent	03 Jun 2024	Patent	Patent Certificate	Approved
<input type="checkbox"/>	Test Brand 02 - Design	31 May 2024	Design	Design Certificate	Rejected
<input type="checkbox"/>	Test Brand 01 - Trademark	31 May 2024	Trademark (CL-01)	Trademark Certificate	Approved

The **Rejected** status will be shown on the [IP Submissions](#) tab. Please click on the Rejected label to see the rejection notes from our Legal team.

IP Document Submission Process

What to do if the document submission gets rejected?

The screenshot displays the 'tokopedia IP Protection' interface. On the left, a sidebar contains navigation links: Report, IP Submissions (highlighted), Analytics, Company, and Education Port... The main area is titled 'Intellectual Property Right Documents' and features a search bar and a table of submissions. The table has columns for Intellectual Property Name, Submission Date, Intellectual Property Type, and Supporting Document. The table lists seven submissions, including 'Test Brand 02 - Copyright', 'Test Brand 02 - Design', 'Test Brand 01 - Copyright', 'Test Brand 01 - Patent', 'Test Brand 02 - Design', and 'Test Brand 01 - Trademark'. A modal window titled 'Rejected' is open on the right, showing 'IP Right Document Details'. It includes a 'Rejection Note' stating 'Please provide a design certificate that is still valid.' and 'Intellectual Property Details' such as Brand Name (Test Brand 02 - Design), Intellectual Property Type (Design), Official Store (-), IP Owner Name (Test IP Owner Design), Certificate Number (IDD0000000123), Design Title (Test), and Authorized Seller Program. At the bottom of the modal are 'Delete' and 'Edit' buttons. An orange arrow points from the rejection note to the text on the right, and another points from the 'Edit' button to the text below.

Intellectual Property Name	Submission Date	Intellectual Property Type	Supporting Document
Test Brand 02 - Copyright	03 Jun 2024	Copyright	Copyright Certificate
Test Brand 02 - Design	03 Jun 2024	Design	Design Certificate
Test Brand 01 - Copyright	03 Jun 2024	Copyright	Copyright Certificate
Test Brand 01 - Patent	03 Jun 2024	Patent	Patent Certificate
Test Brand 02 - Design	31 May 2024	Design	Design Certificate
Test Brand 01 - Trademark	31 May 2024	Trademark (CL-01)	Trademark Certificate

The rejection note from our Legal team will be shown here.

e.g. “Please provide a design certificate that is still valid.”

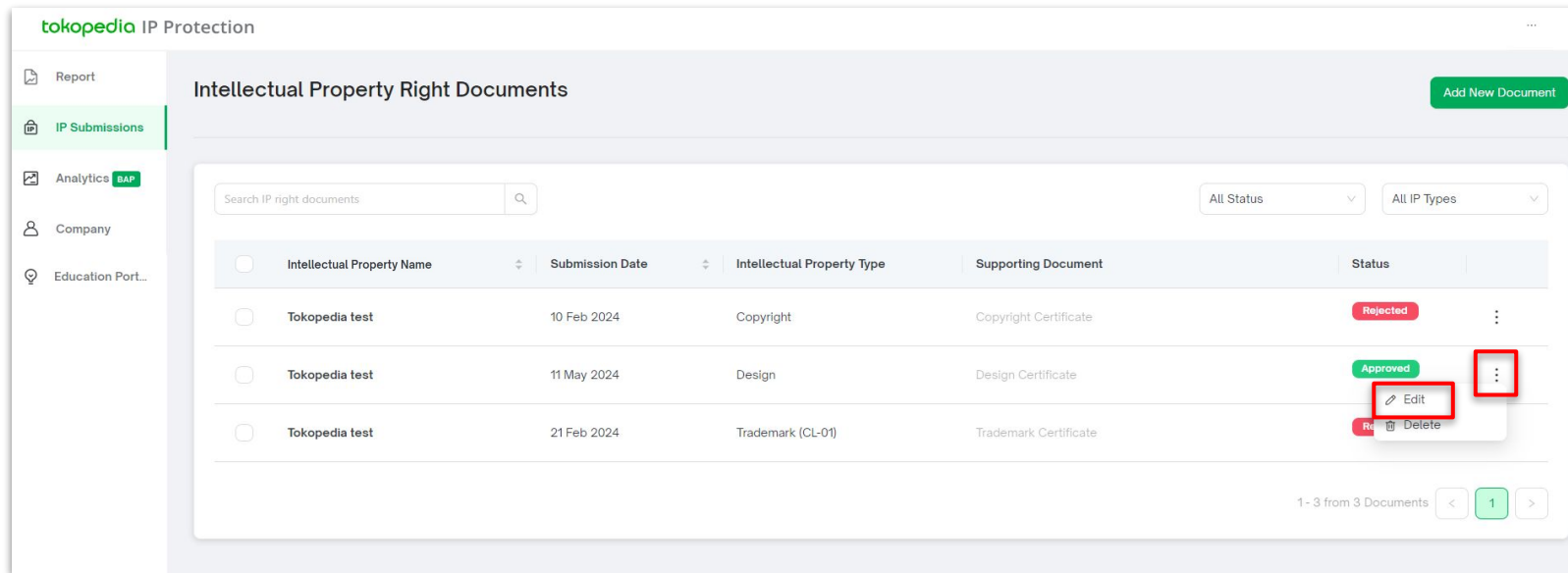
This means that the certificate that you submitted may be expired and therefore no longer valid.

Click the **Edit** button to resubmit.

Please ensure that the documents are in accordance with the notes from the Legal team to avoid another rejection.

IP Document Submission Process

What to do if you need to edit your submission?



The screenshot shows the Tokopedia IP Protection dashboard. The left sidebar contains navigation links: Report, IP Submissions (highlighted), Analytics BAP, Company, and Education Port... The main content area is titled 'Intellectual Property Right Documents' and includes an 'Add New Document' button. Below the title is a search bar and two dropdown filters: 'All Status' and 'All IP Types'. A table displays the submitted documents:

Intellectual Property Name	Submission Date	Intellectual Property Type	Supporting Document	Status
Tokopedia test	10 Feb 2024	Copyright	Copyright Certificate	Rejected
Tokopedia test	11 May 2024	Design	Design Certificate	Approved
Tokopedia test	21 Feb 2024	Trademark (CL-01)	Trademark Certificate	Rejected

The 'Approved' status for the second document is highlighted with a red box, and the 'Edit' button in the actions menu is also highlighted with a red box. The bottom right corner shows pagination: '1 - 3 from 3 Documents' and a page number '1'.

Edit your submission by clicking on the **three dots button**, then click **Edit**.

IP Document Submission Process

What to do if you need to edit your submission?

The screenshot displays the 'tokopedia IP Protection' interface. On the left is a sidebar with navigation links: Report, IP Submissions (active), Analytics, Company, and Education Port... The main area is titled 'Intellectual Property Right Documents' and contains a search bar and a table of submissions.

<input type="checkbox"/>	Intellectual Property Name	Submission Date	Intellectual Property Type	Supporting Document
<input type="checkbox"/>	Test Brand 02 - Copyright	03 Jun 2024	Copyright	Copyright Certificate
<input type="checkbox"/>	Test Brand 02 - Design	03 Jun 2024	Design	Design Certificate
<input type="checkbox"/>	Test Brand 01 - Copyright	03 Jun 2024	Copyright	Copyright Certificate
<input type="checkbox"/>	Test Brand 01 - Patent	03 Jun 2024	Patent	Patent Certificate
<input type="checkbox"/>	Test Brand 02 - Design	31 May 2024	Design	Design Certificate
<input type="checkbox"/>	Test Brand 01 - Trademark	31 May 2024	Trademark (CL-01)	Trademark Certificate

On the right, a modal titled 'Edit IP Right Document Details' is open. It contains the following fields and sections:

- Intellectual Property Name:** Test Brand 02 - Design
- Attention:** Make sure the name on ID Card and certificate is the same. Or include a power of attorney.
- IP Owner Name:** Test IP Owner Design
- Certificate Number:** ID00000000123
- Design Title:** Test design
- Supporting Document:** Upload at least 1 document, PDF only, Max. 25MB
- Design Certificate:** (empty field)
- Buttons:** Cancel and Save

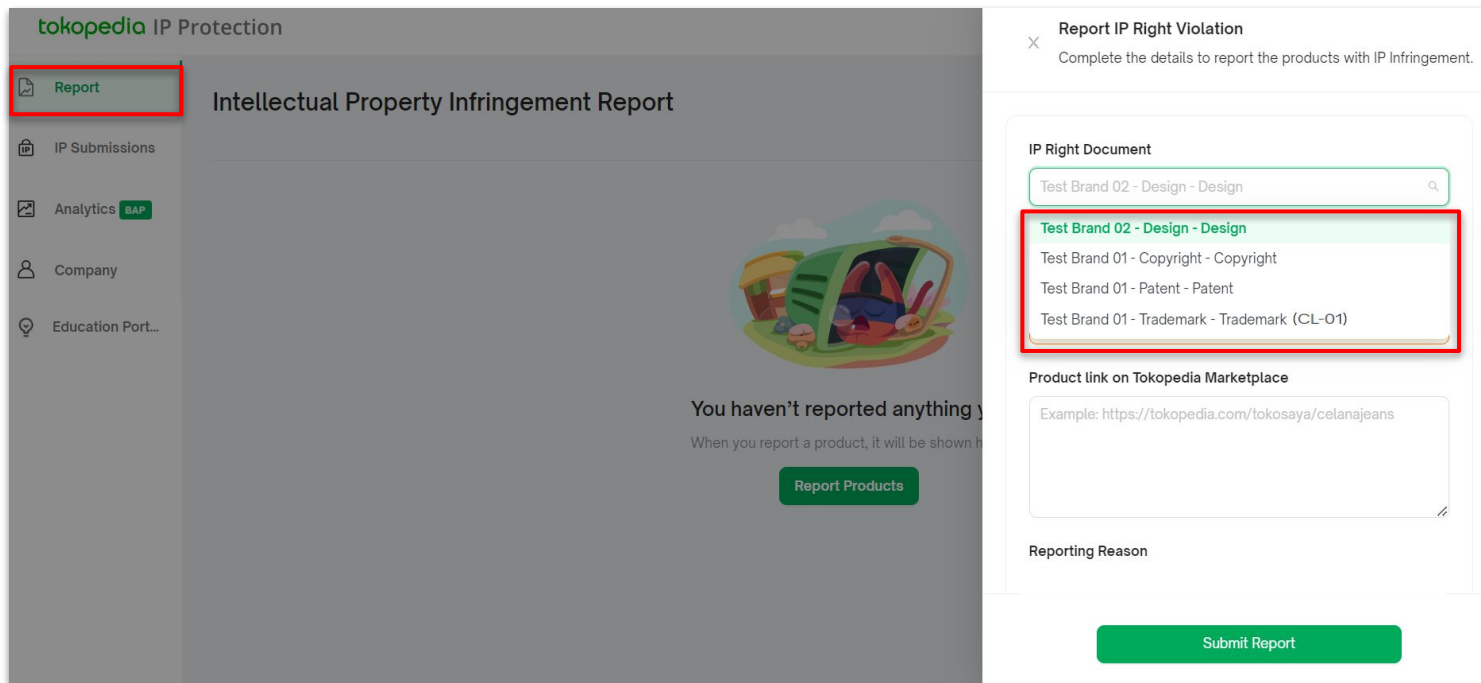
Edit your submission and make sure all the required fields are filled and the documents are already correct, then click **Save**. Your submission status will be changed to “Pending” again. The verification process may take up to 14 business days.



IP Infringement Report

IP Infringement Reporting Process

1. Click the Report tab on the left, and select the IP that you want to use to report.



The screenshot displays the Tokopedia IP Protection interface. On the left, a sidebar contains navigation options: 'Report' (highlighted with a red box), 'IP Submissions', 'Analytics BAP', 'Company', and 'Education Port...'. The main area is titled 'Intellectual Property Infringement Report' and features an illustration of a person in a green tent. Below the illustration, it states 'You haven't reported anything' and 'When you report a product, it will be shown'. A green button labeled 'Report Products' is visible.

A modal titled 'Report IP Right Violation' is open on the right. It includes a close button (X) and a subtitle 'Complete the details to report the products with IP Infringement.' The modal contains the following sections:

- IP Right Document:** A search bar with the text 'Test Brand 02 - Design - Design'. Below it, a list of results is shown, with the first item 'Test Brand 02 - Design - Design' highlighted in green and enclosed in a red box. The other items are 'Test Brand 01 - Copyright - Copyright', 'Test Brand 01 - Patent - Patent', and 'Test Brand 01 - Trademark - Trademark (CL-01)'.
- Product link on Tokopedia Marketplace:** A text input field with the example URL 'https://tokopedia.com/tokosaya/celanjajans'.
- Reporting Reason:** A section for providing details on the reason for the report.
- Submit Report:** A green button at the bottom of the modal.

IP Infringement Reporting Process

2. Fill in the required information accordingly.

Intellectual Property Name	Infringement Type	Report Progress	Official Status
Test Brand 01- Trademark	Trademark (CLOI)	Processing 1 of 4	None
Test Brand 01- Copyright	Copyright	Processing 1 of 2	None

Report IP Right Violation
Complete the details to report the products with IP infringement.

IP Right Document
Test Brand 01 - Copyright - Copyright

Intellectual Property Type
Copyright

Copyright
Separate each link in different line with enter.

Product link on Tokopedia Marketplace
https://staging.tokopedia.com/ignshopstaging/testing-product-2
https://staging.tokopedia.com/ignshopstaging/testing-product-3
https://staging.tokopedia.com/ignshopstaging/testing-

Reporting Reason
☒ Unlawful duplication/reproduction of copyrighted works
☐ Copyright unlawful access
☐ Copyright infringement on product image(s)
☐ Copyright infringement on product description

Report Explanation
there are an authorized use of creations/copyrighted works on the physical product being sold.

Supporting Evidence
Format: jpg, png, pdf file only. Max. size 10 MB.
Please prove the seller indicating trademark / copyright infringement.
Upload

Add More Report

Submit Report

Input the infringing product links. You can input multiple links at once.

Select the relevant reporting reason. Please choose this carefully, as this will affect the notification to the merchants as well as the counterclaim process. Check how to choose your report reason [here](#).

Describe how you are able to detect the infringement.

Attach the proof of your claim that the seller is violating your intellectual property rights.*

You can submit multiple reports at one go, before submitting them altogether.

*) Notes:

Supporting Evidence will only be applied for the reporting reason: Product is suspected of being counterfeit or imitation, Unlawful Duplication/Reproduction of Copyrighted Works, Copyright Unlawful Access, and Industrial Design Infringement.

IP Infringement Reporting Process

3. You can track the report progress in real time on the Report tab.

tokopedia IP Protection

Report

Intellectual Property Infringement Report

Report Products

Search by Brand Name

All IP Types

Report ID	Submission Date	Intellectual Property Name	Infringement Type	Report Progress	Official Store	Regular Merchant
10451	03 Jun 2024	Test Brand 01 - Trademark	Trademark (CL-01)	Processing 1 of 4	None	Taken Down: 0 Rejected: 1
10450	03 Jun 2024	Test Brand 01 - Copyright	Copyright	Processing 1 of 2	None	Taken Down: 0 Rejected: 1

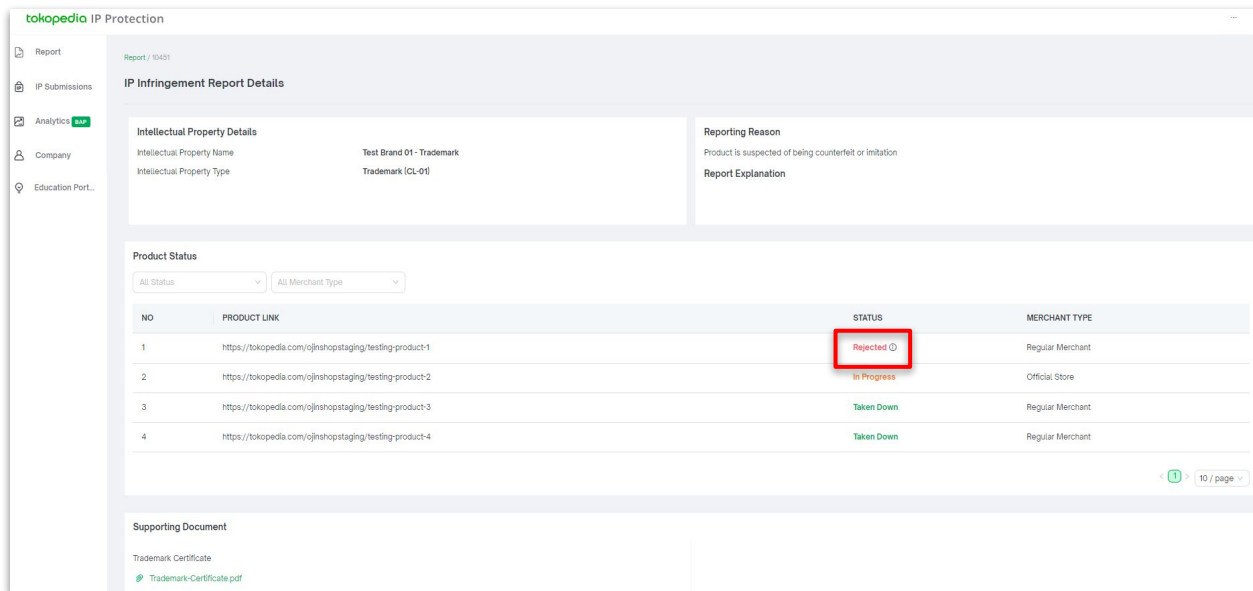
1 - 2 from 2 Reports

Notes:

The process may take up to 14 business days. You can also monitor the detail of status per product link by clicking the report row.

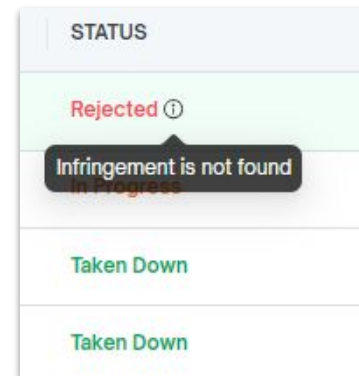
IP Infringement Reporting Process

4. Check the detail of your report submission status.



The screenshot shows the Tokopedia IP Protection dashboard. On the left is a sidebar with navigation links: Report, IP Submissions, Analytics, Company, and Education Port... The main area is titled 'IP Infringement Report Details' and shows 'Report / 10421'. It is divided into three sections: 'Intellectual Property Details' (Intellectual Property Name: Test Brand 01 - Trademark, Intellectual Property Type: Trademark (CL-01)), 'Reporting Reason' (Product is suspected of being counterfeit or imitation), and 'Report Explanation'. Below these is a 'Product Status' section with two dropdown menus for 'All Status' and 'All Merchant Type'. A table follows with columns: NO, PRODUCT LINK, STATUS, and MERCHANT TYPE. The table contains four rows of data. The first row's status 'Rejected' is highlighted with a red box. Below the table is a 'Supporting Document' section showing a 'Trademark Certificate' and a file named 'Trademark-Certificate.pdf'. At the bottom right of the table area, there is a pagination control showing '< 1 >' and '10 / page'.

NO	PRODUCT LINK	STATUS	MERCHANT TYPE
1	https://tokopedia.com/qjshopstaging/testing-product-1	Rejected ⓘ	Regular Merchant
2	https://tokopedia.com/qjshopstaging/testing-product-2	In Progress	Official Store
3	https://tokopedia.com/qjshopstaging/testing-product-3	Taken Down	Regular Merchant
4	https://tokopedia.com/qjshopstaging/testing-product-4	Taken Down	Regular Merchant



The diagram illustrates the status flow of a report. It starts with a 'STATUS' header. Below it, a green box labeled 'Rejected ⓘ' has a tooltip that says 'Infringement is not found In Progress'. This leads to a white box labeled 'Taken Down', which then leads to another white box also labeled 'Taken Down'.

Notes:

You can check the rejection notes of your rejected product by hovering over the information icon on the Rejected status.

IP Infringement Reporting Process

Please be advised that **Tokopedia do not enforce reports on pricing issue and/or exclusive distribution.** Therefore, please refrain from using this portal to report such matters.

Reports made based on the above will be considered abusive and Tokopedia reserves the right to revoke the report and/or reinstate the affected product listing.

For more information, click [here](#).



Thank you!