

DHgate combats counterfeits with Austreme's Marketplace Content Monitoring Solution

(February 29, 2016 - Hong Kong) DHgate.com (DHgate), the first cross-border B2B online marketplace in China for buyers and sellers around the world, has designated Austreme to provide their Marketplace Content Monitoring Solution (MCMS).

In order to improve the accuracy of product authentication and prevent IP infringement issues arising from fake product listings from DHgate sellers, DHgate has appointed Austreme as the service provider to deliver its MCMS. Highlighted by Austreme's industry expertise in international brand protection, Austreme MCMS is a next generation, integrated product monitoring process to be used by DHgate's online marketplace. In the MCMS workflow, DHgate's Trust and Safety Center serves as the first tier of product content screening when a new product listing or a product listing update is submitted to its platform. Austreme works as the gatekeeper of quality assurance with a mix of proprietary MCMS technology and market ingeniousness of highly experienced and well-trained brand analysts. A multi-dimensional approach which takes information such as product description, picture, price, seller transaction history and accreditation into account is adopted in the review process. High level of accountability is provided as every review process is tracked by Austreme's comprehensive MCMS reporting system. This process ensures credibility and serves as accreditation for trustworthy sellers in the DHgate marketplace.

"DHgate strives to provide an efficient, secure and legitimate transaction environment for all users of the platform and works closely with hundreds of brand owners to fight intellectual property infringement. The Trust & Safety Center of DHgate works online and offline and runs a full-functional and integrated Intellectual Property Protection System which monitors behavior of sellers. We review the product information in our marketplace and take down infringing products whenever found. Our cooperation with Austreme has strengthened our ability in intellectual property protection. By introducing Austreme's MCMS, we are now able to find infringing products in a faster and easier way, so that DHgate can provide swift and timely IPR protection for IPR owners and minimize the difficulty and labor in IPR enforcement. For buyers, DHgate will provide quality products and service, thereby making online shopping more enjoyable and secure." said Miss Wang Ying, Trust and Safety Department - Senior Manager of DHgate.

"Austreme's MCMS provides more accurate product review result for potential or known IP infringement products. With an emphasis on continuous quality assurance, MCMS is a phased implementation with consistent monitoring. To kick start, selected sellers' products will be reviewed in the first phase. Acting as an independent investigator for DHgate from Austreme's Hong Kong Center of Excellence, we also established validation system for sellers' recognition and buyers' protection and confidence towards its marketplace. We will extend our service to eliminate counterfeits in social networking platforms in coming stages with our industry know-how in delivering international brand protection," said Mr. Terence Chau, Risk and Compliance Director of Austreme.

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About DHgate

DHgate was established in 2004 as China's first cross-border B2B e-commerce platform dedicated to enabling SMEs to access global markets. DHgate was the first platform in China commission-on-successful-transaction operation, providing low barrier business opportunities to the SMEs. The mission of DHgate is to help China SMEs to access the global market, and establish an easier, safer and more efficient online marketplace across the world. For details of DHgate, please visit www.dhgate.com.

About Austreme

Austreme is an industry leader in brand protection, helping brand owners, acquiring banks and payment service providers monitor and detect online merchants' illegal and brand-damaging transactions under international card associations' global brand protection program. As the approved MasterCard Merchant Monitoring Service Provider (MMSP), Austreme has been serving customers worldwide and providing leading edge technologies for banks, payment gateways, MNCs and luxury brands. More information of Austreme can be found at www.austreme.com.