



# Amazon's Global Collaboration with Brands and Law Enforcement to Disrupt and Dismantle Counterfeiting Organizations

亚马逊与品牌和执法部门开展全球合作，打击和瓦解假冒组织

Counterfeit Crimes Unit (CCU)

亚马逊全球打假团队

---

**Joe Wheatley**

Senior Corporate Counsel, CCU US, Amazon

Amazon CCU 美国高级企业法律顾问

# Counterfeit Crimes Unit's Mission

To protect and earn trust from customers, sellers, and brands by **bringing global counterfeiters to justice.**

亚马逊全球打假团队通过**在全球范围内追究制售假者的责任**来保护信赖亚马逊的消费者、卖家和品牌商。

**Partnering with brands, law enforcement, organizations, and industry groups**  
与品牌商、执法部门、国际组织及行业协会紧密合作



**Detecting counterfeit items from our stores and investigating bad actors globally**  
在全球范围追查店铺假货并对不良行为者开展调查



**Taking action against bad actors (filing civil cases, making criminal referrals, etc.)**  
对不良行为者采取民事诉讼、案件举报并联合执法行动等系列措施



**Disrupting counterfeit networks and pursue bad actors at every link in their supply chain**  
捣毁制售假团伙及其关联网络，追究供应链各个环节上不良行为者的违法责任



# 21K+

Bad actors pursued by CCU through litigation and criminal referrals to law enforcement.

自 2020 年成立以来，亚马逊的全球打假团队通过诉讼和向执法部门进行刑事移送，追查了 21,000 多名制售假者。

# 7M+

Counterfeit products worldwide were identified, seized, and appropriately disposed of by Amazon in 2023.

2023 年，亚马逊在全球范围内发现、没收并妥善处理了超过 700 万件假冒商品。



Amazon Brand Protection Report 2023 (published April 2024)  
2023 亚马逊品牌保护报告 (2024 年 4 月发布)

# 580+

Bad actors investigated and referred to CN LEs by CCU CN in 2024.

2024年，亚马逊全球打假中国团队支持执法机关对580多名制售假者开展调查。

# 10

Large-scale counterfeiting networks dismantled through Amazon's referral to CN LEs in 2024.

2024年，亚马逊配合中国执法机关瓦解了10个大型制售假网络。



Amazon Brand Protection Report 2023 (published April 2024)  
2023亚马逊品牌保护报告 (2024年4月发布)

# The latest from Amazon's Counterfeit Crimes Unit

## 关于全球打假团队的新闻报道



Efforts with Cisco lead to the dismantling of counterfeit rings  
与思科合作捣毁制假团伙



Amazon and BMW's litigation win punctuates a landmark 2023 for the CCU  
亚马逊和宝马在诉讼中胜诉，为 2023 年的 CCU 标志性事件画上句号



Amazon and Canon file joint lawsuit to protect customers and hold counterfeiters accountable  
亚马逊和佳能联合提起诉讼，以保护客户并追究造假者的责任



Visit this page for the latest news and updates from Amazon's Counterfeit Crimes Unit  
请访问本页面，了解亚马逊全球打假团队的最新消息和更新信息



# Thank you

谢谢



Visit us  
访问我们