Protection of Trademark Rights in Digital Commerce

Submitted by: Mexico
Marketplace GlobalRusTrade.com’s experience of working with IP rights
Retail e-commerce sales worldwide from 2014 to 2024
(in billion U.S. dollars)

Dynamic of retail e-commerce sales in the world and short-term forecast

Source: Business Data Platform “Statista”
The Russian digital marking system

List of products required for labeling:

1. Tobacco and fur products
2. Pharmaceuticals
3. Footwear
4. Perfumery
5. Cameras and flash lamps
6. Tires
7. Clothes and underwear
8. Milk products
9. Jewelries
GlobalRusTrade.com

International B2B and B2C marketplace

>6 years on the market of e-commerce

113 economies of presence

11 languages of translation

Verification of all companies on the platform

Quick publication of the trade assortment

Opportunity to make a web-site during 15 minutes
Confirmation of quality and IP rights by certificate
Active button “Complain” to inform us about any problems connected with:

- Description
- Characteristics
- Counterfeit products
- Other problem
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