

Winger



Practicalities of NTD procedures on online marketplaces

BMM Belgian Event 20.05.2026



We are Winger,

your go-to for intellectual property protection.

Winger is your IP colleague, going on a journey with you towards the most suitable, tailored protection for your innovation.

We are expert in every aspect of intellectual property and all services related thereto.

IP at your side.

A successful product attracts more than customers



Game award ->

Copycats appeared within a few months on Chinese e-commerce platforms ->

Products then moved into EU via sales channels such as Amazon

GAME OBJECTIVE

Try to get 4 marbles of your colour in a horizontal, vertical or diagonal line on the shifting game board!



HORIZONTAL



VERTICAL



DIAGONAL

SET UP

- The game starts with an empty board.
- Lift the Orbito-button in the center of the board and rotate it a quarter turn to lock it.
- Each player chooses a colour and takes the 8 marbles in their selected colour.
- The players agree who starts first.



PLAY & ADAPT

Each player in turn will add one of their marbles to the game board. Each turn consists of 3 steps:

1 MOVE ONE OF YOUR OPPONENT'S MARBLES TO AN ADJACENT, EMPTY SQUARE.



- This step is not possible during the first turn of the game (as there is no opponent's marble on the board yet) or if all positions adjacent to your opponent's marbles are occupied.
- This step is optional. You can choose not to move an opponent's marble.
- The marble can only be moved to an adjacent square and only horizontally or vertically, not diagonally.

2 PLACE ONE OF YOUR OWN MARBLES ONTO ANY FREE POSITION ON THE BOARD.



Once placed, you cannot move your own marbles anymore. Only your opponent can! (See Step 1).



THIS ICON INDICATES A GAME ELEMENT THAT HELPS TO BOOST YOUR ADAPTABILITY!

GAME RULES 游戏规则

GAME OBJECTIVE

游戏目标

Try to get 4 marbles of your colour in a horizontal, vertical or diagonal line on the shifting game board!
试着移动的棋盘上弹珠,使弹珠水平、垂直或对角线上获得4个相同颜色!



horizontal
水平



vertical
垂直



diagonal
对角

SET UP

建立

- 1 The game starts with an empty board.
- 2 Lift the button in the center of the board and rotate it a quarter turn to lock it.
- 3 Each player chooses a colour and takes the 8 marbles in their selected colour.
- 4 The players agree who starts first.

- 1 游戏从一块空棋盘开始。
- 2 提起棋盘中央的按钮,旋转四分之一圈以锁定按钮。
- 3 每个玩家选择一种颜色的8个弹珠。
- 4 玩家们同意谁先开始游戏。



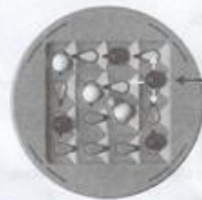
GAME DETAILS

游戏详细信息

Each player in turn will add one of their marbles to the game board. Each turn consists of 3 steps:
每个玩家依次将自己的一个弹珠添加到棋盘上,每次由3个步骤组成:

1 MOVE ONE OF YOUR OPPONENT'S MARBLES TO AN ADJACENT, EMPTY SQUARE.

将对手的一个弹珠移到相邻的空位上。



- 1 This step is not possible during the first turn of the game (as there is no opponent's marble on the board yet) or if all positions adjacent to your opponent's marbles are occupied.
- 2 This step is optional. You can choose not to move an opponent's marble.
- 3 The marble can only be moved to an adjacent square and only horizontally or vertically, not diagonally.

CONTENTS

1 shifting "4x4"-game board with Orbito-button,
8 white marbles, 8 black marbles, Game Rules



This game boosts your
FORWARD THINKING
STRATEGIC SWITCHING

+ these 6 other FlexiQ skills

3 TO FINISH YOUR TURN, YOU MUST PRESS THE ORBITO-BUTTON!



This will cause ALL marbles to shift 1 position on the board!

Only after pressing the Orbito-button,
a valid 4-in-a-row can be created.
So never during a player's turn!



2 ORBITS

NOTE Both the inner & outer orbits rotate counter-clockwise.

END OF THE GAME

The game can end in the following ways:

- At any time after pressing the Orbito-button, a sequence of 4 marbles of the same colour is created (See "The Winner!").
- No player has a sequence of 4 after the last marble is placed onto the board and the Orbito-button has been pressed!
In this case, the Orbito-button needs to be pressed 5 more times. The first player to get a sequence wins the game.
If there is no sequence after 5 times, it's a draw!

NOTE If, after pressing the Orbito-button, both players simultaneously have a sequence of 4, it's also a draw!

THE WINNER!

- The winner is the first player to have 4 marbles of their colour aligned horizontally, vertically or diagonally!

NOTE It is possible that after pressing the Orbito-button, a player creates a sequence of 4 in their opponent's colour and makes their opponent win!

Discover all our games at

WWW.FLEXIQGAMES.COM

- 2 PLACE ONE OF YOUR OWN MARBLES ONTO ANY FREE POSITION ON THE BOARD.
把你自己的一个弹珠放在棋盘上的任意位置。



- 1 Once placed, you cannot move your own marbles anymore.
2 Only your opponent can! (See Step 1).

1 放置好你的弹珠,你不能再移动刚放置好弹珠。
2 只有你的对手才能移动!(请参见步骤1)。

- 3 TO FINISH YOUR TURN, YOU MUST PRESS THE BUTTON!
你必须按下按钮完成你的回合!



This will cause ALL marbles to shift 1 position on the board!
这将棋盘上所有弹珠向前移动1个位置!

Only after pressing the button, a valid 4-in-a-row can be created.

So never during a player's turn!
在按下按钮之后,4个同颜色弹珠相连是有效的。
所以不能在玩家弹珠回合中按下按钮!



2 orbits
2个轨道

NOTE: Both the inner & outer orbits rotate counter-clockwise.
注意:内外轨道均逆时针旋转。

END OF THE GAME

游戏结束

The game can end in the following ways:
游戏可以通过以下方式结束:

At any time after pressing the button, a sequence of 4 marbles of the same colour is created (See "The Winner!").

按下按钮的时候,会创建由4个相同颜色的弹珠组成的序列,游戏结束!(参见"胜利!")

No player has a sequence of 4 after the last marble is placed onto the board and the button has been pressed!

最后弹珠被放在棋盘上并按下按钮后,没有玩家有4个弹珠排成序列,游戏结束!

In this case, the button needs to be pressed 5 more times. The first player to get a sequence wins the game.

If there is no sequence after 5 times, it's a draw!

在按5次按钮过程中,第一个玩家获得4个弹珠排成序列就赢得游戏。

如果5次之后没有玩家获得4个弹珠排成序列,那就是平局

NOTE: If, after pressing the button, both players simultaneously have a sequence of 4, it's also a draw!

注意:如果按下按钮后,两名玩家同时有4个弹珠排成序列,这也是一场平局!

THE WINNER!

胜利者!

The winner is the first player to have 4 marbles of their colour aligned horizontally, vertically or diagonally!

获胜者是第一个将4个相同颜色的弹珠以水平、垂直或对角排列的玩家!

It is possible that after pressing the button, a player creates a sequence of 4 in their opponent's colour and makes their opponent win!

按下按钮后,玩家可能会使对手4个弹珠排成序列,并使对手获胜!

A successful product attracts more than customers



The screenshot shows the Amazon.de product page for 'LEIKKIEN Match Madness'. The page is currently unavailable. The product details listed are:

- Brand: LEIKKIEN
- Color: Black
- Special feature: Portable
- Quantity: 1 of items per package
- Style: sports pants

The page also includes a search bar, navigation links, and a 'Report a problem with this product' button.

A successful product for customers



Amazon navigation bar: All, bestseller, Amazon Basics, new releases, Offers, Prime Video, Music, Prime

Category navigation: toy, Offers, By age, Baby & Toddlers, board games, Experimenting & Discovering, Cars & Vehicles, Sport & Outdoor

prime REACHER advertisement: Jeden Donnerstag eine neue Folge

toy > games > board games

Match Madness Board Game, Bprtcr
Matching Master Educational Logical Thinking Desktop Game Toy Kids Matching Learning Toys Christmas Gift for Children Ages 3 and Up

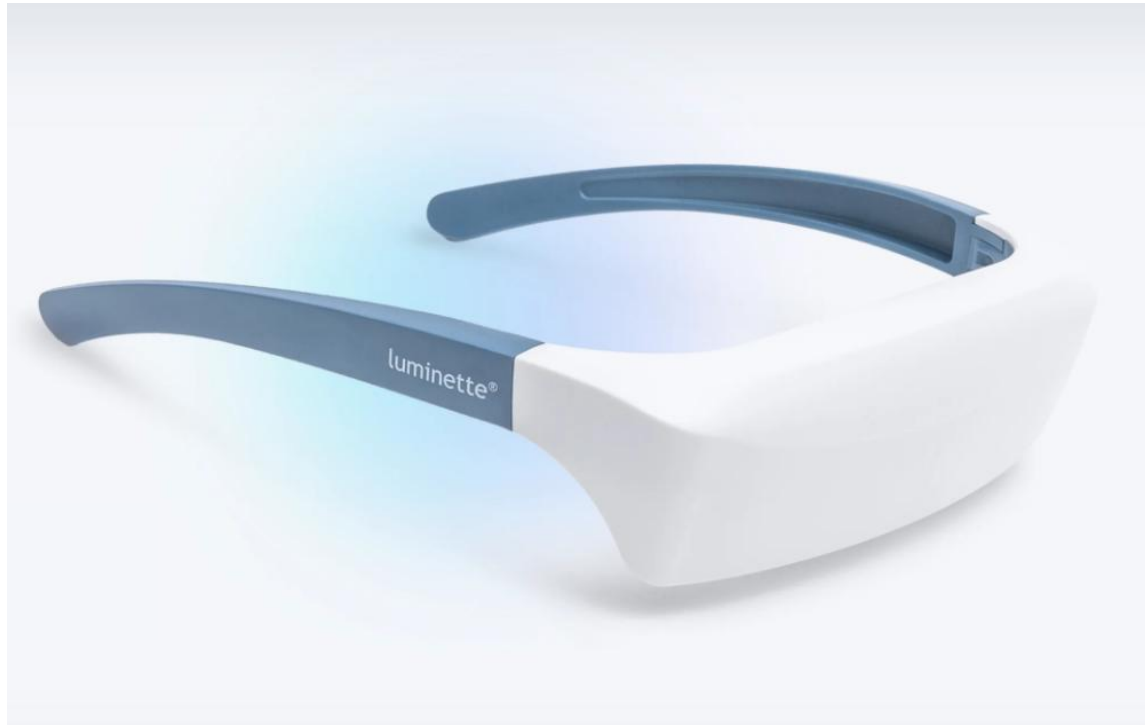
Brand: Bprtcr
5.0 ★★★★★ 4 star ratings

15⁸⁹ €

Prices include VAT. Depending on the delivery address, VAT may vary at checkout. [More information.](#)

brand Bprtcr
material plastic
genre strategy
number 1-4

A successful product attracts more than customers



Consumer goods with volume production potential are particularly at risk.

A successful product attracts more than customers



Beauty > Other Beauty & Personal Care Products

Adjustment Sleep Aid Glasses SAD Light Therapy Lamp for Relaxation Adjust Jet Lag

No reviews yet

Hong Kong Guanface Electronic Technology Limited HK · 1 yr on Alibaba.com

Response Time < 4h · On-time delivery rate > 100%

Lowest among similar

100 - 999 sets >= 1000 sets

US\$27 US\$26

Variations

color

Shipping

Ship from CN warehouse

Ocean+Express EU (Economy) Alibaba

Shipping fee: US\$179/98 for 100 sets

Estimated delivery by 17 Jun '08 Jul

Add to cart Start

Get 30 days to pay, interest-free w

Alibaba.com order protection

Secure payments

AirLux Lichttherapiebril incl. E-Book - Daglichtbril Met Beschermhoes - Daglichtlamp - 3 standen - 2 Licht Soorten - Lichttherapie lamp 100% UV Vrij

Merki: AirLux · 4.1 ★★★★★ (11 reviews) · Delen

64,99

Op voorraad

Voor 23:59 uur besteld, donderdag in huis

Verkoop door AirLux

In winkelwagen

- ✓ Bestellen en betalen via bol
- ✓ Inclusief verzendkosten, verstuurd door bol
- ✓ Ophalen bij een bol afhaalpunt mogelijk
- ✓ 30 dagen bedenktijd en gratis retourneren
- ✓ Wettelijke garantie via AirLux

Bekijk retourvoorwaarden

Bekijk extra partnervoorwaarden

Hygiène et Santé > Santé et premiers soins > Bien-être > Luminothérapie > Thérapie par infrarouge



Lunettes de thérapie par lumière rouge pour le confort des yeux, le bien-être, la luminothérapie portable

Marque: LukKirch

4,1 ★★★★★ (110) | Rechercher sur cette page

199,50 € (199,50 € / unité)

Prix incluant la TVA applicable. En savoir plus

Couleur: Lumière Rouge

- Lunettes de thérapie par lumière rouge 670 nm par lumière rouge de 670 nm émettent une lumière oculaire et le bien-être visuel. De courtes séances encouragent la relaxation et soutiennent la santé
- Design facile à utiliser et mains libres : ces lunettes ne nécessitent aucun effort. Il suffit de les porter pendant 10 à 30 minutes d'arrêt automatique les rendent pratiques.

Demandez à Rufus

Consumer goods with volume production potential are particularly at risk.

A successful product attracts more than customers



luminette

Utilisez-la partout

Remontez des effets bénéfiques en 4 à 6 jours

Lunettes de luminothérapie Luminette 3

5.0/5 (4257 avis) • **Bestseller**

- Dites adieu à la fatigue et au blues hivernal
- Améliorez votre sommeil et régulez votre horloge biologique
- Profitez de votre séance sans interrompre vos activités quotidiennes
- Système d'éclairage breveté, sans éblouissement ni gêne visuelle
- Note 4.6/5 sur Trustpilot - Plus de 300 000 utilisateurs depuis 2006

1 Lunette €229

2 Lunettes, Offre Famille €366 (€137/unité)

3 Lunettes, Achat groupé €515 (€172/unité)

Ajouter au panier

Our Best Seller

Restore Vision At The Root

Use Lumina Pro daily while working, reading, or relaxing.

TODAY ONLY SPECIAL OFFER

The Lumina Pro™ Vision Restorer

Excellent **5.0/5** (4257 reviews on **Trustpilot**)

Designed with precise light wavelengths and mitochondrial restoration technology which makes Vision Decline stop in 4 Weeks.

1x The Lumina Pro™ ~~\$199.99~~ **\$109.99** **50% OFF**

- ✓ A complete set of The Lumina Pro™ Vision Restorer
- ✓ Free bonus gifts including Dr. John Hopkins' Vision Restore Guide, Lifetime Access to HealthCone Eye Nutrition Plan, Vision Training Plan ebook and a Travel Pouch
- ✓ 90-Day Money Back Guarantee
- ✓ Free & tracked shipping from USA.

GET YOURS 50% OFF TODAY →

VISA, Mastercard, American Express, Discover, PayPal, Apple Pay

All transactions are secure and encrypted

Free Shipping, 90-Day Money Back Guarantee, 24/7 Customer Support, Over 100,000 Customers

Shameless copying behavior can go far...

A successful product attracts more than customers



Showing 1 out of 1529

★ ★ ★ ★ ★ 16 hours ago

by [Mary Beltran](#) 1 ✓
Source: Organic

[+ Add tag](#) ⓘ

not a honest company.
this company. is terrible and they are liars it did. not state on the website that this product could be a problem if you have cataract which I have. they don't state that on the website. I had to read it in small print in the instructions they say that it can improve eyesight. THat is why I bought them.
also the return policy is totally. a joke. they will not give you a full refund. unless you send the product. back to China. and they. told me that the product was not made China they will only refund a very small. amount of refund. . for the 200.00 that I paid.
I would advise any one. to not. use this website. they are not truthful and do not do what they said they will do. they will not give a full refund or prepaid. label. that is. a total LIE. !!!
this company. stinks.

[Reply](#) [Share](#) [Request information](#) [Request sent](#)

Write a reply... [Post reply](#)

Risks go beyond the IP / commercial damage.

A successful product attracts more than customers



New Nukeproof Logo Men's Funny T-Shirt Made In USA Size S to 5XL
New (Other)

\$23.96 to \$29.96

paab629 98.8% positive (99)

Buy It Now

+\$14.96 delivery

Located in Indonesia

Sponsored

AliExpress

lunette luminothérapie



ShopNo:1105339517



T-shirt noir avec Logo Nukeproof
vêtements de créateur doux et di
+ 100 k articles similaires vendus

Économies ensoleillées

8,05€ ~~8,34€~~ Économ

Vente en gros | 5+ pièces, extra -5%

-2,00€ sur 18,00€

Couleur: navy blue



Taille(US) ▾

S(US 36) | M(US 38) | L(



Nukeproof Bike Logo T-Shirt Funny USA Size S-5XL
New (Other)

\$25.00 to \$32.00

sesetyan-0 97.4% positiv

Buy It Now

+\$19.00 delivery

Located in Indonesia

A successful product attracts more than customers

A screenshot of the Facebook profile page for 'Nukeproof Brasil'. The profile picture is a black circle with a yellow radiation symbol and the word 'NUKEPROOF' below it. The cover photo shows a close-up of a black and yellow mountain bike. The page name is 'Nukeproof Brasil' with 14 followers and 1 following. The bio reads: 'Bikes e componentes profissionais, projetados com as mais novas tecnologias e engenharia de ponta. Outdoor and sporting goods company'. Navigation tabs at the bottom include 'All', 'About', 'Followers', 'Photos', 'Mentions', and 'More'.

Search Facebook

NUKEPROOF

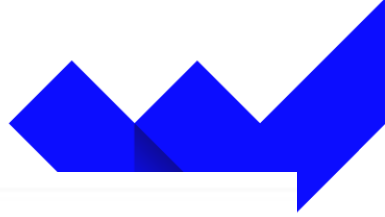
NUKEPROOF

Nukeproof Brasil 14 followers • 1 following
Bikes e componentes profissionais, projetados com as mais novas tecnologias e engenharia de ponta.
Outdoor and sporting goods company

Message

All About Followers Photos Mentions More

A successful product attracts more than



The image displays three screenshots of Alibaba.com product listings for 'BOB' keychains, illustrating the success of a specific product design.

- Top Left Screenshot:** Listing for 'nieuwe bob ontwerp' (new bob design) by Goodady Decoration Factory. Price: US \$0.12-0.22 / stuk. 1000 Stuk/stukken 500,000 stuks. Features a '#SUPERSEPTEMBER' badge and 'Handel Assurance'.
- Top Right Screenshot:** Listing for 'Op maat goedkope eva sleutelhanger' (custom cheap EVA keychain) by Guangzhou Chenbo Gift Factory. Price: US \$0.09-0.59 / Stuk. 1000 Stuk/stukken (Min. Order). Features a '#SUPERSEPTEMBER' badge and 'Handel Assurance'.
- Bottom Screenshot:** Listing for 'promotie metalen bob nummer vormige sleutelhanger' (promotional metal bob number shaped keychain) by Industrial Co., Ltd. Price: US \$0.3-0.99 / Stuk. 1000 Stuk/stukken (Min. Order). Features 'Handel Assurance' and 'TT' payment options.



Art. 16 Digital Services Act (DSA)

1. Providers of hosting services shall put mechanisms in place to allow any individual or entity to notify them of the presence on their service of specific items of information that the individual or entity considers to be illegal content. Those mechanisms shall be easy to access and user-friendly, and shall allow for the submission of notices exclusively by electronic means.

Alibaba



| Alibaba | | |
|-----------------------------|---|--|
| Centralized platform? | Yes | Covering Alibaba, Aliexpress and Miravia |
| Registration before action? | Yes | + additional online form |
| Average reaction time? | 24h | |
| Link | https://ipp.aidcgroup.net/#/ippHome | |

- My home page
- Brandsafe Toolbox
- Mine
- My IPR
- Complaint Submission
- IPR Service

To-do matters



User Service

Reminder & Alert 0



IPR Management

Request Further Information 0



Infringement complaints

| | |
|---------|-------------------------------|
| AE | Request Further Information 1 |
| ICBU | Request Further Information 0 |
| Lazada | Request Further Information 0 |
| Miravia | Request Further Information 0 |



Account Setting

You are advised to [complete your contact information.](#)

New design complaint type

New platform for registered design rights and unregistered EU design rights complaints
August 8, 2024

Alibaba International IPP Platform ("IPP") User Experience Survey

January 2nd, 2025

Notification of Contact Email Change for Alibaba International Intellectual Property Protection Platform (AIDC IPP)

January 13th, 2025

W Winger Trademarks

Email Address

noesnj@gmail.com

Account Verified Time

2026-05-17 23:31:08



BrandSafe Dashboard (units/unit)

2026-02-20 → 2026-05-20

Product category

AliExpress

Submitted knowledge

1

Accepted Knowledge

0

Knowledge applied to proactive monitoring

0

Listings removed by platform

0

Listing removed by BrandSafe Project

0

Complaints data dashboard

AliExpress

2025-11-01 → 2026-05-20

Complaint(s) filed

32

0

Successful takedown rate

96.8%

month-on-month 100.0%

Successful Counter-notice Rate

0.0%

0

The data is calculated based on the number of valid complaints on the Alibaba International Digital Commerce Group sites (including Alibaba.com, AliExpress, Lazada), and is for reference only.



| Amazon | | |
|-----------------------------|--|------------------------------|
| Centralized platform? | Yes | But personal account |
| Registration before action? | Yes/No | Only possible for trademarks |
| Average reaction time? | 48h | |
| Link | https://brandregistry.amazon.com/ https://www.amazon.com.be/report/infringement | |



[Brand Registry](#)
[Application guide](#)



Very “territorially” organized
Success will depend on registrations in the country matching the domain (.com.be / .fr / .com)

Protect and monitor

All brands ▾

All stores ▾

6 months ▾

Notices of infringement

[View submission history](#)

Nov 21, 2025 - May 20, 2026

| Status | ASIN count | |
|---------------------------|------------|----------------------------------|
| ✓ Accepted | 0 | <div style="width: 0%;"></div> |
| ⚠ Partially accepted | 0 | <div style="width: 0%;"></div> |
| ✗ Rejected | 0 | <div style="width: 0%;"></div> |
| ⏸ Under review | 0 | <div style="width: 0%;"></div> |
| — Under additional review | 1 | <div style="width: 100%;"></div> |
| Total ASINs | 1 | |

[Report a new violation](#)

Notifications

No new alerts for now. We'll let you know when we get news.

Brand management and administration

Brand overview

[Download all brand data \(CSV\)](#)

Intellectual property

[Manage intellectual property](#)

All brands ▾

Brand Support

Quick links

- [Enroll a brand](#)
 Enroll today so we can help protect and grow your brand to create a more trustworthy experience for buyers
- [Manage intellectual property](#)
 Manage or connect additional intellectual properties to brands related with your account
- [Manage selling roles](#)
 View and manage the selling partners who have access to a set of exclusive benefits to sell your brand
- [Report a violation](#)
 Search for and report items that may be infringing on your copyrights or registered trademarks
- [Transparency](#)
 Protect your brand from counterfeits, engage with customers, and optimize your supply chain
- [Submission history](#)
 View the history of your reported violations and their status
- [Impact Dashboard](#)
 Insight into how Amazon uses the information you share to help protect your brand
- [Project Zero](#)
 Project Zero leverages the combined strengths of Amazon and brands to drive counterfeits to zero
- [User permissions](#)
 Add users and assign roles to help manage

Report a violation [Learn how to best use this tool](#)

This form is intended for use by intellectual property rights owners and their agents to notify Amazon of alleged intellectual property infringements. To report other policy violations or forms of abuse, [contact us](#).

Which products would you like to report?

You can report up to 100 products for the same concern in one report. To report different concerns, submit a new report for each concern.

Enter a product, brand, or up to 100 comma-separated ASINs or product URLs. To search from products from a test purchase, enter the order number from Your Orders.

 amazon.com.be ▾

or

Search by image

File types: jpeg, jpg format. Maximum file size: 2MB.

For best results, use images that are over 500x500 pixels and include distinguishable features, such as edges and text.

Report Infringement [Learn how to best use this tool](#)

This form is intended for use by intellectual property rights owners and their agents to notify Amazon of alleged intellectual property infringements.

Which products would you like to report?

You can report up to 50 products for the same concern in one report. To report different concerns, submit a new report for each concern. Enter up to 50 comma-separated Amazon Standard Identification Numbers (ASINs), ISBN-10s, or product URLs.

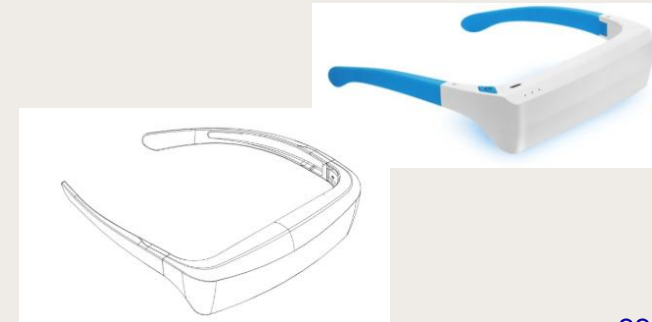
Bol.com



| Bol.com | | |
|-----------------------------|--|-------------------------------|
| Centralized platform? | No | Online form or (better) email |
| Registration before action? | No | |
| Average reaction time? | 1 week | |
| Link | https://leveranciers.bol.com/notice-and-take-down-procedure/ / ntd@bol.com | |



Strict internal rules regarding “identity”





| Ebay | | |
|-----------------------------|--|--------------|
| Centralized platform? | ±No | VeRO program |
| Registration before action? | ±No | |
| Average reaction time? | 3-4 days | |
| Link | vero@ebay.com | |

**Ebay Notice of
Claimed
Infringement**



| Meta | | |
|-----------------------------|---|--|
| Centralized platform? | No | Different forms and platform for business accounts |
| Registration before action? | No | |
| Average reaction time? | 1 week | |
| Link | https://www.meta.com/en-gb/help/policies/3234337743488413/?srsltid=AfmBOopOFPvUnfRTGiCzGm9BAjWmdUT3FCpIhzRsNbf16C58eskLfVvj | |



Shopify



| Shopify | | |
|-----------------------------|--|--------------------------------------|
| Centralized platform? | No | You need to create a Shopify account |
| Registration before action? | No | |
| Average reaction time? | 3-4 days | |
| Link | https://www.shopify.com/legal/tools/report-an-issue/trademark-infringement / legal@shopify.com | |

on Chrome: F12, then Ctrl+F for ".shopify"



Why Shopify ▾

Products ▾

Pricing

Enterprise

Trademark or trade dress infringement notice

Use this form to report unauthorized use of the trademark or trade dress on a Shopify-powered store. If you're unsure whether intellectual property laws protect the material, consider speaking with a lawyer first. [Learn More](#)

Are you reporting trademark or trade dress infringement?

Trademark



Who owns the trademark?

I am the trademark owner



Contact information

We may share a copy of your notice, including your contact information, with the store owner or the person who posted the reported content. We only process notices that include a valid mailing address.

Learnings from my experience



1. The marketplaces care about IP

- The NTD services work and the platforms are usually inclined to follow your appreciation.
- Caveat: services are usually aimed at sellers, not their representatives.

2. Importance of design registrations

- The usual limitations of design registrations less applicable here.
- Keep your design representations simple.

3. Copycats move fast – you should too



Winger



Merci!

john.noesen@winger.eu

 [linkedin.com/ipwinger](https://www.linkedin.com/ipwinger)

 winger.eu