

## FAQs 常见问题

- For Coupang Marketplace seller 酷澎Marketplace卖家版 -

语言顺序为英, 中

Chinese text will follow English

#	Question	Answer
1	I want to sell knockoffs that mimic the design of a famous brand. Is it okay to label and sell them as "replica" or "imitation" goods?	<p>Products that imitate the design/trademark/logo of a specific brand are prohibited from sale as they may be misleading and confusing to customers as products of a specific brand or may infringe on the rights of third parties, including IPRs.</p> <p>Even if you label a product as a "replica" or "imitation," it can still be suspended from sale as the physical product (the one you're selling) itself may infringe on the right of IPRs.</p>
2	I want to sell accessories (for vehicles, electronics, etc.) that are compatible with a specific brand. Is this possible?	<p>If you want to sell products that are compatible with but aren't produced directly by a specific brand, you must comply with the following:</p> <ol style="list-style-type: none"><li>1. You may not sell products that infringe on intellectual property rights by using brand names, logos, etc.</li><li>2. If you use a specific brand name to describe the product, please specify that it is a "compatible" product in the product name, etc. However, please remove the brand's logo on the detail page.</li></ol>
3	I want to advertise a non-branded product by specifying a famous brand name in the product name. Would it be a problem?	<p>You should not use specific brand names (or similar names) that are not directly related to the actual products you sell without permission.</p> <p>Using someone else's brand name or logo may infringe on their intellectual property rights, including trademark, so please modify the product name, detail page, search word tags, and product information koshi.</p>
4	Appeal documents I need to submit contain confidential business and personal information. I'm worried that confidential information may be leaked.	<p>Appeal documents are not used for any purpose other than the original purpose.</p> <p>However, please be sure to delete personal information and price-related information other than the mandatory data in the appeal documents before the submission.</p> <p>Undeleted and submitted information are all regarded as voluntarily provided information (even so, please note that such information is not used for any purpose other than the original purpose).</p>

		<p>Submission of falsified documents may result in civil and criminal liability, suspension of seller account and all listed products in accordance with Coupang Terms and Conditions.</p> <p>In the event of intellectual property infringement issues, submitted documents may be provided to IPR owner and the sellers are deemed to have consented to the document delivery.</p>
5	<p>I listed products in bulk with the API integration (Integrated solution). Do I have to appeal if my product or account is suspended?</p>	<p>Regardless of how the products were listed, the same IPR policy applies. Therefore, you will be required to provide appeal documents for any product that is reported for IPR infringement or detected during monitoring.</p> <p>Please take measures before listing your product via API integration (listing through integrated solution) to ensure that any product that may raise an issue is not listed, and if all products are integrated, please delete or edit the product in [Draft] status from Manage Products &gt; View/Edit Products and then [Request sales].</p>
6	<p>The product was directly purchased from the brand's head office (authorized dealer). What documents do I need to submit?</p>	<p>Please provide a supply agreement or invoice that verifies your transaction with the brand's head office.</p>
7	<p>The product was not directly purchased from the brand's head office (authorized dealer). What documents do I need to submit?</p>	<p>Please provide supporting documents to verify each transaction along the distribution routes.</p> <ul style="list-style-type: none"> <li>• For example, if the product is distributed from the brand's head office to Seller A to Seller B and to you, please submit three supporting documents. <ul style="list-style-type: none"> <li>① Transaction statement between the brand's head office and Seller A</li> <li>② Transaction statement between Seller A and Seller B</li> <li>③ Transaction statement between Seller A and you</li> </ul> </li> <li>※ Transaction statement: Transaction invoice, tax invoice, purchase order, delivery confirmation receipt, purchase receipt, etc. (Select 1)</li> </ul> <p>If it is an imported product, an import declaration certificate should be submitted along with a transaction statement.</p>
8	<p>I listed a product, but the product status is 'Under Review'. What does this mean?</p>	<p>Coupang requests the seller to verify the distribution routes for specific branded products before approving product listing in order to prevent damage to customers and to protect the brands.</p> <p>Please check the email from <a href="mailto:Sellergating@compang.com">Sellergating@compang.com</a> that you received, and submit the documents to verify the distribution routes by brand.</p>

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I would like to receive the notification email again on the product with the 'Under Review' status.

1. First, please check the spam/junk folder of your representative email to make sure that you received an email from [Sellergating@compang.com](mailto:Sellergating@compang.com).  
\* Replying directly to the email from the review team is the fastest way to get your product reviewed.

2. If you would like to receive an email regarding the distribution routes verification again, please request via phone call (ARS: 02-3671-5119).

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I don't plan to sell branded products, and I don't intend to verify distribution routes for all my products.

What should I do if I don't want to receive an email regarding the brand review?

You can register as a seller rejecting the verification of distribution routes of branded products, in which case your products will be automatically rejected without any further instructions until you request to undo your review rejection.

You can't reject the review for only some products of a particular brand, and all products subject to review will be rejected at registration in the future.

1. How to reject the review: You can request for the status of a "Seller Rejecting the Review" by dialing ARS (02-3671-5119) and pressing 3.

2. How to undo the review rejection: If you do not wish to reject the review, please dial ARS (02-3671-5119) and press 4. Your request can only be made by phone (not by email).

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My account was suspended for repeated violations.

I want to lift the suspension.

Whether the account suspension can be lifted or not depends on the reason it was suspended.

However, if you were informed that your account was "permanently suspended," the suspension cannot be lifted as the appeal process is closed.

1. If your account was suspended as IPR infringement reports were repeatedly filed, please appeal to prove that all reported products did not infringe any intellectual property rights. If you fail to appeal, we may review to lift the suspension when you submit a remediation plan after one month period from the date that the account suspension was notified.

However, please note that if an additional IPR infringement report is filed, you should prove that the reported product did not infringe on IPRs to lift the account suspension.

2. If your account was suspended after Coupang's monitoring team repeatedly detected that your products were counterfeits suspected of infringing on trademark, it will be permanently suspended for [Reason: Intellectual property infringement - repeat violations], and cannot be lifted.

#	问题	回复
1	我想销售模仿知名品牌设计的保税产品。将其标为“复制品 (replica) ”或“仿制品 (imitation) ”并销售可以吗？	<p>禁止销售模仿特定品牌的设计/商标/Logo 制造的商品，因其可能误导顾客，令顾客混淆为该特定品牌商品，并可能侵犯第三方知识产权等权利。</p> <p>即使商品名称中标明了“复制品”或“仿制品”，也可能因实物商品（实际销售的商品）本身含有侵权成分而被停售。</p> <p>在销售非品牌方直接生产的“兼容产品”时，请记住以下几点。</p> <ol style="list-style-type: none"> <li>1. 使用特定品牌名、Logo 等制造的侵犯知识的产品不得销售。</li> <li>2. 当使用特定品牌名进一步描述所销售的商品时，请在商品名中注明是“兼容”产品。 商品详情页中请删除特定品牌的标志。</li> </ol>
2	我想销售与特定品牌兼容的配件（车载配件、电子设备配件等），可以吗？	<p>未经许可，您不得使用与实际销售的商品没有直接关联的特定品牌名称（或类似名称）。 使用他人的品牌名或 Logo 可能会侵犯商标权等知识产权，因此请修改显示商品名、详情页、搜索词标签、商品提供声明等。</p>
3	虽然我销售的是非品牌产品，但我想用一个著名的品牌名来广告宣传，可以吗？	<p>申诉文件不会用于其原始目的以外的其他目的。 但请务必在提交前删除必填项之外的个人信息和价格相关信息。 未删除的提交信息视为卖家自愿提供（但即使在这种情况下，该信息也不会用于原始目的以外的其他目的）。</p> <p>此外，提交虚假文件可能承担民事和刑事责任，根据我们的条款，您的帐户也可能被停用，所有注册商品也可能被停售。 如出现知识产权问题，部分文件可能会合法提交给权利人，卖家被视为已同意提交该文件。</p>
4	必须提交的申诉文件里面包括商业机密信息和个人信息我担心重要信息会泄露。	<p>无论商品如何注册，都适用相同的知识产权政策。因此，对于侵权举报或监控中发现的产品，需要进行申诉。</p> <p>请在首次 API 对接（集成解决方案注册）前采取措施，避免有问题的商品注册。如果所有商品都已注册，请在 Wing&gt;商品管理&gt;商品查询/修改中修改/删除处于[临时保存]状态的商品，再[申请销售]。</p>
5	我是通过 API 对接（集成解决方案）注册了大量商品。当商品或账户被暂停时，我需要申诉吗？	<p>请提交能够确认品牌总部与您之间交易详情的产品供货合同或发票。</p>
6	我的商品是直接来自品牌总部（官方经销商）购买的。我需要提交什么文件？	

7	<p>我的商品不是直接从品牌总部（官方经销商）购买的。我需要提交什么文件？</p>	<p>请按照分销渠道提交能够证明交易先后顺序的证明文件。</p> <ul style="list-style-type: none"> <li>• 例：如果分销渠道为[品牌总部-卖家 A-卖家 B-您]，提交 3 份文件 <ul style="list-style-type: none"> <li>① 品牌总部 - 卖家 A 之间的交易明细</li> <li>② 卖家 A - 卖家 B 之间的交易明细</li> <li>③ 卖家 B - 您之间的交易明细</li> </ul> </li> <li>※</li> </ul> <p>交易明细：交易明细单、税务发票、订单、发货确认单、购买收据等（择一）</p> <p>对于进口产品，请同时提交交易明细和进口报关证明。</p>
8	<p>我注册了商品，但其状态为“审核中”。这是什么意思？</p>	<p>对于部分品牌商品，为防止对顾客造成损害并保护品牌，我们暂停了商品注册并要求提交申诉。</p> <p>请在您的主邮箱中查看 <a href="mailto:Sellergating@compang.com">Sellergating@compang.com</a> 发送的邮件，并提交每个相应品牌的外销渠道证明文件</p>
9	<p>我想再次收到有关“审核中”状态的商品通知。</p>	<ol style="list-style-type: none"> <li>1. 首先，请检查您的主邮箱的垃圾邮件/垃圾箱中是否有来自 <a href="mailto:Sellergating@compang.com">Sellergating@compang.com</a> 发来的邮件。</li> </ol> <p>* 直接回复审核组发来的邮件是最快进行审核的方式。</p> <ol style="list-style-type: none"> <li>2. 如您想再次收到有关品牌外销渠道审核的邮件，请联系 ARS (02-3671-5119) 。</li> </ol>
10	<p>我不打算销售品牌商品，也不打算申诉任一商品的外销渠道。我不想收到品牌审核邮件，该怎么办？</p>	<p>您可以注册为拒绝审核品牌外销渠道的卖家，这样，审核对象商品将自动处于[拒审]状态，不会向您另行通知，直至您申请取消该操作。</p> <p>只有特定品牌的部分商品可能不会拒审，其它所有审核对象商品都将被拒审。</p> <ol style="list-style-type: none"> <li>1. 如何申请自动拒审卖家：拨打 ARS (02-3671-5119) +3 申请或回复审核组发送的“按品牌申诉的邮件”</li> <li>2. 如何撤销自动拒审卖家：拨打 ARS (02-3671-5119) +4 申请，撤销申请只能通过 ARS 进行（无法通过邮件申请）</li> </ol>
11	<p>我的销售帐户因屡次违规而已被停用。我想恢复我的帐户。</p>	<p>恢复与否取决于您的帐户被停用的原因。</p> <p>但如果您被通知帐户已“永久停用”，则说明申诉流程已结束且无法恢复。</p> <ol style="list-style-type: none"> <li>1. 若因权利人多次“举报知识产权侵权”而导致账号被停，请申诉证明所举报的所有产品均未侵犯知识产权。如无法申诉，您可提交收到帐户暂停通知之日起一个月后的改进计划，之后我司将审核并考虑恢复您的帐户。但如又出现“举报”的情况，则只有在完成对举报产品的申诉后才能恢复。</li> <li>2. 如您的帐户被我司监控团队多次发现涉嫌侵犯商标权（假货）“而被暂停【原因：侵犯知识产权-多次违规】，您的帐户将被永久停用并无法恢复。</li> </ol>