

Removing Intellectual Property Infringements from Temu

Temu is one of the fastest-growing e-commerce platforms in the world, but with rapid growth comes new risks. Temu's low-cost, high-volume model has made it a magnet for counterfeiters who copy, undercut, and cash in on the success of legitimate brands. If you find counterfeit versions of your products, or detect intellectual property theft, you need to act swiftly and strategically.

Why Marketplace Protection Matters

Protecting your IP by taking down infringements safeguards:

- **Your Revenue:** Lost sales directly hurt your business.
- **Your Reputation:** Low-quality counterfeits lead to negative reviews and lasting brand damage.
- **Your Customers:** Imitations often skip safety standards, putting your customers at risk.

Step 1: Gather Your Evidence

Before starting your report, you must collect all necessary documentation:

- **Infringing URLs:** The specific links to the listings you wish to report.
- **Screenshots:** Visual evidence of each listing (highly recommended).
- **Proof of Ownership:** Trademark certificates, patent numbers, or links to original images.
- **Comparison:** A short note explaining the infringement (e.g., "it uses our registered trademark" or "it copies our original product design").

Step 2: Access the Complaint Form

Go to the Temu IP Complaint Portal. You must be logged into a Temu account to submit a report.

- **Pro Tip:** If you report regularly, use Temu's Brand Registry Portal. It remembers your past submissions and saved evidence to accelerate future enforcement.

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Step 3: Categorise the Infringement

Choose the relevant section based on the type of IP you are protecting:

- Copyright: Select stolen images or original works and describe how the listing copies them.
- Trademark: Describe how your logo or brand is being misused (e.g., printed on a fake product).
- Patent/Design: Specify if it is a utility or design patent. Note: For registered designs on Temu, select "Patent."

Step 4: Identify Yourself and Submit

Complete the final administrative details to ensure the report is valid:

- Status: Choose "Rights Owner" if you own the IP, or "Agent" if submitting on behalf of the owner.
- Verification: Add your contact details; you will receive a verification code to confirm your identity.
- Declaration: Sign the electronic declaration and click 'Confirm'.

What Happens Next?

Temu will email you an update on the progress of your report. Be aware that sellers may issue a counter-notice to dispute the removal. If this happens, you must respond quickly with strong proof and additional evidence to ensure the infringing content remains offline. Properly documenting and protecting your rights is the best way to prevent future unauthorised use.

Contact Us

When counterfeit listings slip through the cracks, they can damage your revenue, reputation, and customer safety. In today's fast-paced e-commerce landscape, protecting your IP on platforms like Temu isn't optional; it's a critical necessity for maintaining your brand's unique identity.

SnapDragon combines AI-powered detection, expert enforcement, and global experience to keep counterfeits off the market and your genuine products where they belong – in customers' hands.

Talk to SnapDragon about how proactive brand protection can drive stronger, more sustainable growth.



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