

Onboarding Process FAQ

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Business Name

- Business name needs to match EIN document, spelled exactly

Primary contact Name

- please spell out your middle name exactly as in ID !
- Primary contact could be legal person/beneficiary/ executive/ >25% stakeholder

Proof of Relationship between Primary Contact and Company example

(happen when you use primary contact instead of legal person/beneficiary on the EIN doc to manage TEMU, you upload primary contact's ID , we will need legal document to show the relationship between the primary contact and the company)

- STATEMENT OF INFORMATION CORPORATION: The document must include the fields: company name, company address, main contact.
- STATEMENT OF CHANGE to Add an Attachment issued by the state government: The document must include the fields: company name, company address, main contact.
- Articles of Organization with state seal or Secretary of State's signature: The document must include the fields: company name, company address, main contact.

- CERTIFICATE OF INCORPORATION or Certificate of Formation with state seal or Secretary of State's signature: The document must include the fields: company name, company address, main contact.
- LICENSE CERTIFICATE with state seal or Secretary of State's signature: The document must include the fields: company name, company address, main contact.
- If the company is registered through a third-party agent, provide the CERTIFICATE OF INCUMBENCY issued by the agent and a payment screenshot for the company's delegation of services to the agent. The document must include the fields: company name, main contact, agent name, agent address.
- *BOIR (Beneficial Ownership Information Report)
- IRS documents

Billing Information (proof of physical address)

- Photograph of Original Paper Bill: (utility bill such as water/electricity, phone bill, etc.; bank or credit card statement/account statement from an overseas third-party payment institution).
- Bank or credit card statements/account statements from an overseas third-party payment institution can be electronic.
- Title on the Bill: Must be the company name or the main contact's name.
- Address on the Bill: Must be real, valid, and match the provided business address.
- Issuance/Print Date of the Bill: Must be within the last 180 days.
- **W9 can't be used as Physical address proof**

ID upload

- ID needs can't be faxed or photo copy, needs to be physical photo
- ID needs to match the owner / legal person/beneficiary that shows on EIN document
- **Or** if you choose to use primary contact, then we need additional proof of relationship (see 3.)

Photo Validation

- If you decide to take a photo instead of facial scanning, make sure on the paper the date is the day you UPLOAD the photo
- Entity Name needs to match exactly as the EIN (including such as LLC / LTD)

Store Name Rules

- No brand or trademark information: The store name cannot contain any brand names or registered trademarks to avoid infringement issues until your brand registration completed or you choose to use "official store" (see 9.)
- No category information: The store name should not directly describe product categories, such as "Electronics Store."
- No national flags or emblems: The store name cannot include national flags, emblems, or similar symbols.

- No sensitive content: The store name should not contain sensitive content related to sex, violence, religion, etc.
- No references to Pinduoduo or TEMU: The store name should not mention Pinduoduo, TEMU, or similar platforms.
- Avoid terms like "store," "official," "flagship," These words should not be included in the store name, we offer official store validation process (see 9)
- No references to other e-commerce platforms or websites: The store name should not include the names of other e-commerce platforms or websites.

Brand Registration & Official Store

Map	Material description
Is the trademark owner, and the trademark owner is the company	Need to fill in the company name, company registration telephone
Is the trademark owner, and the trademark owner is an individual	The name of the trademark owner is required
Has the authorization of the trademark owner, and the trademark owner is the company	Need to fill in the company name, company registration telephone number, and provide the trademark owner's authorization certificate. The certificate of authorization shall include the following contents: trademark name, registration number, authorizer, authorized sales scope, authorized period of validity and authorized person's seal (non-natural person) or signature (natural person, no seal or typed signature)
Has the authorization of the trademark owner, and the trademark owner is an individual	Please fill in the name of the trademark owner and provide the certificate of authorization from the trademark owner. Authorization certificate requirements are the same as above

- Validity date can be filled as the date 10 years from your registration date (e.g., 7/1/2024 , then 7/1/2034)
- <https://tmsearch.uspto.gov/search/search-results> download PDF version of your trademark
- You can't use your store name with your brand name until your trademark registration completed
- You are able to use "official store" in your store name once you complete "official store" registration, and we will need authorization letter signed directly from the brand (Appendix 1)

Brand Logo upload rules

- The logo cannot be a solid color pattern: The logo should not be a simple solid color design; it should have some variety and design elements.
- No portraits of people: The logo should not contain images of people to avoid privacy and copyright issues.
- No religious symbols: Avoid using religious symbols to prevent controversy or discomfort.
- No Chinese characters: The logo should not contain Chinese characters.
- No national flags or emblems: The logo should not use national flags, emblems, or other official symbols.
- No references to Pinduoduo or TEMU: The logo should not mention Pinduoduo, TEMU, or related information.
- Avoid terms like "store," "official," "flagship," "shine," "sunshine": These words should not be included in the logo.
- No references to other e-commerce platforms or websites: The logo should not contain information related to other e-commerce platforms or websites.

Bank Account

- Bank Account needs to be the same entity as the business
- Bank account checking or saving

Business information update

- You will be able to update your business information (e.g., email, phone, type) in seller profile

Penalty

- Over 7 days for order fulfillment: \$5 per order
- Out of stock cancellations: \$5 per order
- Other things to avoid:
 - Do not directly harass customers.
 - Do not send false tracking information or empty packages.
 - Do not privately request additional payments from customers—this could lead to more severe penalties, including the possibility of store closure.
 - If there are issues with shipping or logistics:
 - If any problems are found, appeal to the platform immediately; they will review it together.
 - For cases involving empty packages, you should contact the specific logistics carrier for inquiries.

Bulk Upload

Please visit your seller account ([this link](#)) for bulk upload process

Appendix

1. Flagship Store Authorization Letter Example

Trademark Authorization Letter

This is to certify that _____ (the Licensor), as the legitimate holder of the _____ brand (Trademark Registration Certificate Number/Application Number: _____), hereby authorizes _____ (the Licensee) to open one _____ brand flagship store on the TEMU platform.

Authorization Period: From MM-DD-YYYY to MM-DD-YYYY

We promise not to open another XXX brand flagship store on the TEMU platform or authorize any other company to open a _____ brand flagship store on the TEMU platform during the aforementioned period.

We reserve the right to revoke the above authorization at any time during the authorization period, with a 30-day written notice to the platform.

Licensor Signature: