

Guidelines for Appealing Duplicate Names of Online Stores



When merchants register or modify the name of an Online Store and are prompted that the store name is already in use, if they believe they have the right to use the name, they can file an appeal with elink.

Please provide the following materials to shenhe@xiaoe-tech.com We will verify the information after receiving your materials:

I. Information of the rights holder

1. Materials proving the legal status of the rights holder, such as the name, contact information, address, business license (for organizations), ID card (for individuals), and relevant authorization certificates of the rights holder.
2. If the rights holder authorizes someone else to file the complaint on their behalf, they also need to provide a power of attorney, as well as materials proving the legal status of the agent, including the name, contact information, address, business license (for organizations), ID card (for individuals), and relevant certificates of the agent's position (such as a company authorization letter or introduction letter proving the agent's position and the company's authorization for the agent to handle the relevant complaint matters).

II. Ownership proof materials

Such as trademark registration certificates, business licenses and other organizational entity proof materials, computer software copyrights, publication signatures and other materials. The materials must contain information consistent with the 'name of the store being complained about' (for example, the company name in the business license is the same as the name of the store being complained about).

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