

Intellectual Property Protection Report

Published June 2026

Reporting period: June 2025 - May 2026



Table of Contents

Introduction

01

Robust Proactive Controls

02

Efficient Notice and Takedown

03

Stakeholder Engagement and Collaboration

04

Empowering and Protecting Consumers

Introduction

Since our inception in September 2022, Temu has been dedicated to connecting global consumers with a diverse selection of products. We aim to enable consumers to discover and purchase authentic, safe, and trustworthy products on our platform across a wide range of sellers.

Intellectual property protection remains a foundational pillar of Temu's marketplace governance and is continuously strengthened as the platform scales across global markets.

Our intellectual property protection efforts focus on four key areas: 1) Robust Proactive Controls; 2) Efficient Notice and Takedown; 3) Stakeholder Engagement and Collaboration; and 4) Empowering and Protecting Consumers.

Building on this foundation, the following highlights summarize the key achievements and continued progress of Temu's IP Protection Program during the reporting period:

1. Scaling Proactive Enforcement Capabilities

Over the reporting period, we continued to expand our automated enforcement infrastructure through enhancements in systems, operational processes, and collaborative enforcement mechanisms. Globally, proactive removals now exceed complaint-based takedowns by 331 times, representing more than 60% increase compared with the previous reporting period, demonstrating a significant expansion in our proactive enforcement capabilities.

2. Expanding Brand Collaboration Network

In parallel, we expanded direct brand collaboration to over 3,000 brands to further enhance a structured IP protection network that enables earlier identification, integration, and removal of potentially infringing content, while enhancing coordinated efforts to protect and enforce brand owners' intellectual property.

3. Launch of SME Supporting Initiative

To address the specific challenges faced by emerging brands, independent creators, and smaller businesses, we launched a special operation to support over 500 small and medium-sized enterprises, providing dedicated enforcement channels, streamlined takedown processes, and integration of SME IP assets into automated monitoring for continuous protection.

4. Strengthening Industry Engagement

We engaged with more than 130 leading industry associations in the IP protection community, almost doubling the scale of our industry engagement compared with the previous reporting period, to exchange insights, share best practices, and advance collective efforts to protect intellectual property. Our efforts included participating in global forums and sustaining technical exchange within premier organizations such as the International AntiCounterfeiting Coalition (IACC), International Trademark Association (INTA), Union des Fabricants (UNIFAB), Anti-Counterfeiting Group (ACG), Institute for the Protection of Italian Manufacturers (INDICAM), and REACT.

5. Enhancing Consumer Awareness and Education

To help consumers make informed and responsible purchasing choices, we have implemented a global "Say No to Counterfeit" consumer awareness campaign. Searches containing counterfeit-related terms such as "fake", "dupe" and "counterfeit" are blocked across the platform, with more than 80,000 such searches intercepted daily, with users receiving educational messages that promote awareness of counterfeit risks and encourage responsible purchasing behavior.

This report summarizes the progress, system enhancements, and collaborative initiatives undertaken during the reporting period. While we are encouraged by the results achieved to date, we recognize that intellectual property protection requires continuous innovation and close cooperation across the broader ecosystem.

We remain committed to investing in proactive prevention capabilities, deepening collaboration with rights holders and industry partners, and empowering consumers to make informed purchasing decisions. Through these efforts, we aim to further strengthen platform integrity and contribute to a more trustworthy digital marketplace.

We invite you to read our latest Intellectual Property Protection Report, where you will find more detailed updates on these areas of focus and the progress we have made during the reporting period.

Trust and Safety Team, Temu

Robust Proactive Controls

Spotlight

Cleanliness Rate Performance

99.97%

Temu achieved a 99.97% cleanliness rate across listings involving alleged counterfeiting and unfair trademark use, as assessed by REACT, an independent third-party organization. This assessment provides valuable insights into marketplace cleanliness and enforcement effectiveness, helping us better understand our current performance and identify opportunities for further improvement.

The assessment is based on a risk-based sampling methodology covering over 100 leading global brands across approximately seven high-risk product categories, selected from publicly recognized industry rankings such as Interbrand, Forbes, and Statista.

Data source: REACT Cleanliness Report, H1 2026

Temu operates a comprehensive proactive monitoring and enforcement system that integrates automated algorithms with specialized manual review to identify, prevent, and remove potentially infringing products. This framework applies across the entire seller and product lifecycle including seller vetting, seller education, pre-listing and post-listing verification, and continuous monitoring.



We appreciate Temu’s collaborative and proactive efforts and look forward to continuing our work together to safeguard Warner Bros. Discovery’s intellectual property across the platform.”

– Warner Bros. Discovery

331 : 1

Proactive removals exceeded complaint-based removals by a ratio of 331:1 during the reporting period, representing more than 60% year-on-year growth.

| Seller Vetting

40%+

More than 40% of applications were rejected during our onboarding due diligence for failing to meet Temu’s strict verification requirements.

Preventing bad actors from entering the platform is foundational to maintaining platform integrity. Temu has established a rigorous seller onboarding and verification framework designed to assess the legitimacy, credibility, and compliance of prospective sellers before they are permitted to operate on the platform.

As part of the onboarding process, seller information is verified against authoritative third-party data sources to confirm the accuracy of key business credentials, including company registration details, legal representative information, and operational status. Applications that fail to meet these verification requirements are not approved to join the platform.



| Ongoing Monitoring and Enforcement

16,000+

Temu continued its efforts against repeat offenders and bad actors. During the reporting period, over 16,000 stores were terminated for repeated IP violations from the platform.

Seller oversight continues beyond onboarding. Temu conducts ongoing reviews of seller information, compliance records, and intellectual property documentation to help ensure that account information remains accurate, valid, and up to date throughout a seller's lifecycle on the platform.

Monitoring continues after listing. Temu's systems regularly check the validity of submitted documentation and provide reminders ahead of expiration dates. Where documentation expires or can no longer be verified, the associated listings may be restricted or removed until updated materials are submitted and successfully reviewed.

Sellers are required to maintain valid business and intellectual property documentation and comply with applicable platform policies on an ongoing basis. Failure to do so may result in listing removals, suspension, or account termination.

| Seller Education

360,000+

As of May 2026, IP training courses available in the Seller Education Center have received over 360,000 views, reflecting strong seller engagement and increasing awareness of intellectual property compliance requirements across the platform.



When new sellers begin selling online, they may not always fully understand the complexities of intellectual property rights or international platform standards. To help these businesses navigate compliance and avoid inadvertent violations, Temu offers a comprehensive suite of IP compliance courses through the Seller Education Center. These training resources cover intellectual property fundamentals, brand vetting procedures, prohibited conduct, platform compliance policies, and best practices for lifecycle compliance.

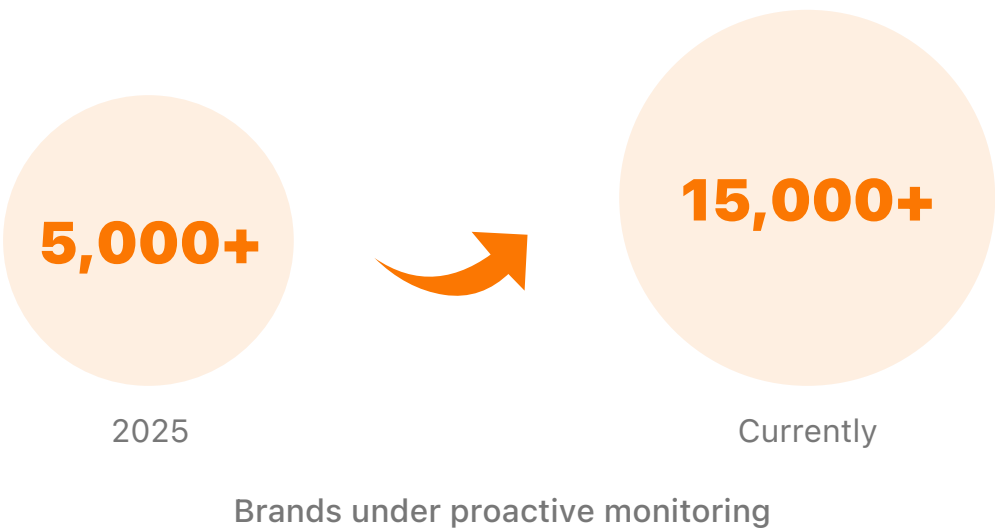
To stay relevant to daily business challenges, these training materials are continuously updated to reflect emerging industry trends and policy developments. Selected courses are also developed in collaboration with brand owners, incorporating practical insights to better align seller behavior with rights holder expectations.

| Proactive Detection and Prevention

47 million+ Images

9.5 million+ Keywords

Temu’s proprietary proactive monitoring database incorporates over 47 million images, a 9.4-fold increase compared with the previous reporting period, alongside over 9.5 million keywords, reflecting a significant expansion in detection coverage.



Temu employs a multi-layered detection framework that combines automated technologies with specialized human review during product listing stage. Operating across the product listing stage and through continuous monitoring, our systems screen listings using text and image recognition, logo detection, and optical character recognition (OCR) against a continuously updated repository of protected brand assets.



Temu's proactive outreach and collaborative approach to brand protection have been both effective and appreciated. Since partnering with their IP team, we've seen strong results from their monitoring efforts—particularly in the early identification and removal of infringing listings. The Temu team has been consistently responsive, professional, and clearly dedicated to safeguarding our brands. Their efforts have meaningfully supported our overall IP enforcement strategy.”

— Perry Ellis

| Product-Listing Stage

Before a product can be published on the platform, all product listings undergo automated screening for potential intellectual property risks. Listings are analyzed across titles, descriptions, images, and logos against Temu's proprietary detection systems. Potentially infringing listings are automatically blocked, while complex cases are escalated for manual review.

| Continuous Monitoring

Following publication, Temu continuously monitors active listings using the same detection technologies applied at the pre-listing stage. Potentially infringing products identified through automated systems, manual review, or enforcement intelligence are promptly investigated and addressed.

Specialized review teams validate automated outputs, assess complex cases, and provide feedback to improve detection models and enforcement rules.



This continuous monitoring framework enables timely intervention against potentially infringing listings, ensuring rapid enforcement action across the platform.



Our collaboration with Temu's Brand Protection Team has been both positive and highly effective. Together, we've made significant strides in ensuring counterfeit and infringing goods are swiftly identified and removed, contributing to protecting the integrity of our brands."

– Zach Toczynski, Sr. Director of Global Brand Protection, Levi Strauss & Co.

Addressing Dupes

The rise of “dupe” products presents an evolving challenge, where listings may not rely on direct trademark use but instead replicate the overall look and feel of a product.

To address this, Temu emphasizes image-based detection signals within its proactive monitoring system, supplemented by reference materials and insights provided by rights holders. This enables earlier identification of listings that may closely resemble existing products, even without explicit IP references, helping to efficiently address potential dupe-related risks.

By combining proactive monitoring with ongoing brand collaboration, Temu continuously adapts to emerging trends and patterns, enabling its enforcement process to efficiently identify and address potential dupe-related issues in a timely and consistent manner.



Efficient Notice and Takedown

< **24** Hours

The average IP complaint resolution time is less than 24 hours.

Temu provides a comprehensive notice and takedown system designed to enable rights holders to efficiently report and address potential intellectual property infringements across the platform. To facilitate this process, Temu operates two dedicated, streamlined IP reporting portals: the IP Portal and the Brand Registry Portal, which streamline submissions, improve transparency, and facilitate efficient case management for rights holders.

Supported by dedicated review teams and continuously improved based on stakeholder feedback, this infrastructure ensures we respond rapidly to address their concerns.

| Expanding the Brand Registry Portal

The Brand Registry Portal enables registered rights holders to securely store intellectual property information and submit enforcement requests without repeatedly providing supporting documentation. Through a centralized interface, rights holders can manage enforcement actions, monitor complaint status, and streamline repeat submissions.

During the reporting period, Temu expanded the Brand Registry Portal to support Geographical Indications (GI), strengthening protection for origin-based products and enabling rights holders to better safeguard region-specific intellectual property rights on the platform.

Stakeholder Engagement and Collaboration

| Brand Guardian Initiative

Recognizing that some rights holders face more complex intellectual property portfolios or unique enforcement challenges, Temu launched the Brand Guardian Initiative in April 2024 to provide tailored, one-on-one support. Participating brands work directly with Temu to catalog and validate their IP assets, and these profiles are seamlessly incorporated into Temu's proactive monitoring technologies, significantly enhancing the precision and effectiveness of automated infringement detection at the source.

Beyond technological integration, Temu hosts structured, recurring sessions with brands to share comprehensive enforcement data related to their IP. These collaborative reviews allow both parties to analyze emerging risk indicators, discuss trend patterns, and continuously refine enforcement workflows based on real-world marketplace feedback.

“

Temu has consistently fostered a collaborative partnership to proactively support and protect the HDMI® brand. Their commitment to IP enforcement and responsive handling of trademark concerns has strengthened our efforts against online infringement and counterfeit listings. We value Temu's dedication to fostering a trusted e-commerce environment for consumers and rights holders and look forward to continuing our productive relationship to uphold brand integrity and consumer confidence.”

– HDMI Licensing Administrator, Inc.

3,000+

Temu works directly with over 3,000 brands, including approximately 500 SMEs, providing dedicated support to address intellectual property concerns and strengthen brand protection efforts. This represents a significant increase from the previous reporting period.

Brand Guardian Story

▶▶ Protecting World Cup 2026 Integrity ◀◀

Global sporting events, such as major football tournaments, generate a surge in demand for merchandise, which can create heightened risks for unauthorized or counterfeit products. In preparation for the World Cup 2026, Temu proactively established a dedicated intellectual property task force to safeguard event-related assets.

Well ahead of the event, Temu established a dedicated intellectual property task force and opened direct communication channels with the official tournament organizers' brand protection teams to align on enforcement priorities. To ensure a comprehensive protection scope, the task force worked systematically to safeguard not only official event logos but also the distinct intellectual property of participating national teams, including federation crests, unique kit designs, and associated apparel. This structured collaboration enabled the team to identify and address potential issues with high operational efficiency.



Spotlight

▶▶ From Whack-a-Mole to Proactive Prevention: The Smiley Company ◀◀

The battle against online infringement has historically been an exhausting game of whack-a-mole for iconic lifestyle brands like The Smiley Company, which traditionally had to scout out infringements and file takedown requests after the potential infringing listings appear. However, when Smiley integrated its intellectual property assets directly into Temu's Brand Guardian Initiative, the rules of the game fundamentally changed.

By uploading its vast registry of trademark assets and distinct visual identifiers into Temu's proactive database, Smiley enabled the platform to proactively intercept and block unauthorized listings before they could even go live.

The Smiley Company stated, "Protecting our licensees is a priority, and working directly with Temu has proven to be particularly effective. A trusted marketplace not only helps safeguard our intellectual property but also creates the right conditions to develop new partnerships."

Spotlight

▶▶ Protecting the Originality of Creative Games: The Op Games ◀◀

For tabletop publishing powerhouse The Op Games (Usaopoly), safeguarding intellectual property across licensed titles like Monopoly and Codenames is a standard operational priority.

The Op Games and Temu have cooperated together to protect the originality of the Games. The Op Games joined Temu's Brand Guardian Initiative and embedded brand assets such as trademarks and product images into our proactive monitoring system to safeguard its IP assets.



"The Op Games values Temu's IP protection team for their role in safeguarding our brand through proactive enforcement," said Brian Greenwald, VP of Marketing of The Op Games. "We've seen a significant reduction in infringing listings, and the team is consistently responsive to our needs."

SME Supporting Initiative

While global brands possess extensive legal networks, SMEs often face severe resource constraints when defending their intellectual property online. To bridge this gap, Temu operates a dedicated support program that effectively levels the playing field. Instead of navigating standard corporate channels, participating SMEs gain access to a prioritized direct dialogue for critical concerns, alongside an expedited takedown process designed to minimize documentation barriers. Crucially, once an SME's assets are validated, they are integrated into Temu's baseline automated scanning to ensure continuous, long-term protection.

Following a successful pilot partnership with the UK Greeting Card Association (GCA), which represents a vibrant community of creative SMEs and independent designers and whose insights and collaboration helped shape this initiative, Temu is now actively expanding the framework to extend similar support to a broader global network of smaller brand owners.

SME Story

▶▶ Protecting Small U.S. Businesses Against Counterfeits: Eye Candy Pigments ◀◀

Based in Florida, Eye Candy Pigments is a small supplier of color powders used in woodworking, cosmetics, and other specialized industries. Operating with a small staff, the company found it difficult to fight against



potential counterfeit listings on its own across various online marketplaces. To ease this enforcement burden, the business joined Temu's Brand Guardian Initiative. By embedding Eye Candy's trademarks, product images, and specific keywords directly into Temu's proactive database, the platform shifted the monitoring responsibility off the small business, allowing the system to catch altered listings before they could reach customers.

"Temu's ability to quickly take down counterfeit products has allowed us to keep stronger control over my brand and give my customers confidence in what they're buying," said Jeff Bergmann, owner of Eye Candy Pigments.

SME Story

▶▶ Protecting Independent Comic and Game ◀◀ Creators: Explosm Entertainment

For Explosm, the independent Texas studio behind the hit webcomic Cyanide & Happiness and the card game Joking Hazard, policing counterfeit merchandise across multiple e-commerce platforms was a severe strain on their limited resources. To address this, Temu's IP protection team proactively reached out to Explosm to invite them into its Brand Guardian Initiative. By integrating more of Explosm's product portfolio into Temu's proprietary monitoring system and expanding automated keyword alerts, the platform shifted the enforcement burden away from the studio's small staff.

"We didn't have the manpower to search for fakes every day, file reports, and follow up on them," said Rebecca Humphreys, a representative of the studio. "Temu made the often difficult and time-consuming task of reporting infringing product listings a thing of the past." Humphreys added that the partnership has "saved staff time that would otherwise be spent reporting infringing listings. This allows us to better benefit from the work our team has put into building the brand."



| Industry Collaboration

130+

Temu engaged with more than 130 leading industry associations in the IP protection community, nearly double the previous reporting period, to exchange insights, share best practices, and advance collective efforts to protect intellectual property.

Temu actively participates in leading international intellectual property forums and industry organizations to exchange best practices, contribute to online enforcement discussions, and strengthen collective efforts against counterfeiting and other forms of IP infringement. Beyond industry participation, Temu works closely with associations and rights-holder organizations to advance practical enforcement measures and develop solutions to emerging challenges.

As a member of the International Trademark Association (INTA), Temu contributes to the work of the Anti-Counterfeiting Committee, Legislative and Regulatory Committee, and In-House Practitioners Committee. Over the last year, Temu participated in the INTA Leadership Meeting and Annual Meeting, where representatives served as panelists and workshop moderators on topics including digital enforcement, anti-counterfeiting strategies, and the impact of artificial intelligence on intellectual property protection.

“

"The International Trademark Association (INTA) recognizes Temu's constructive and cooperative approach to addressing counterfeiting through active participation in industry-led initiatives and collaboration with relevant stakeholders in the anticounterfeiting battle. Temu's engagement in INTA's programs reflects a meaningful commitment to intellectual property protection, consumer confidence, and the promotion of responsible practices within the global digital marketplace. Such collaboration marks a positive contribution toward fostering a more secure and transparent e-commerce environment for both rights holders and consumers. We encourage Temu to continue advancing its commitment to anti-counterfeiting measures, with the objective of fostering greater consumer trust and ensuring a safe, transparent, and reliable marketplace."

– The International Trademark Association (INTA)



Temu also strengthened its engagement with the International AntiCounterfeiting Coalition (IACC) by becoming a member and also through its active participation in the Marketplace Advisory Council (MAC) and several associated working groups. At the IACC Annual Conference, Temu shared insights on emerging online enforcement challenges and evolving consumer trends, including the growing phenomenon of “dupe culture” and its implications for brand protection.



The IACC is pleased to continue strengthening its collaboration with Temu through the company's membership in the IACC, participation in the Marketplace Advisory Council, support of the IACC Annual Conference, and the launch of the IACC-Temu Program for our members. By working together, we are creating new opportunities for rights holders to engage directly with marketplace partners, address intellectual property concerns more efficiently, and advance our shared commitment to combating counterfeiting and protecting consumers.”

– Bob Barchiesi, President, IACC

As a member of the Intellectual Property Owners Association (IPO), Temu supports the work of both the Anti-Counterfeiting and Anti-Piracy Committee and the U.S. Trademark Law and Litigation Committee. During the reporting period, Temu hosted a webinar on its IP Protection Program and participated in the IPO Annual Conference to exchange perspectives with brand owners and IP practitioners.

Temu maintains close engagement with the French Association Union des Fabricants (UNIFAB) and its member brands through regular dialogue, joint workshops, and participation in their annual forum. Insights gathered through these engagements have directly informed enhancements to Temu’s protection tools and reporting processes. Temu also regularly participates in UNIFAB Customer Service Days, during which Temu teams visit UNIFAB premises to meet directly with brand owners and discuss ongoing IP protection topics.

Temu continued its collaboration with the Automotive Anti-counterfeiting Council (A2C2) through participation in industry symposiums and discussions with automotive brands, manufacturers, and safety organizations. These exchanges focused on the risks posed by counterfeit automotive parts and contributed to the



expansion of Temu's automotive-focused consumer education initiatives and keyword monitoring programs designed to identify potential counterfeit activity.



The Automotive Anti-Counterfeiting Council is pleased that Temu has implemented a policy banning the sale of airbags and airbag components on its marketplace. This decision strengthens consumer safety by helping ensure that hazardous and counterfeit airbags are not distributed through the Temu marketplace."

– A2C2

Temu also maintained ongoing engagement with REACT on intellectual property enforcement and monitoring effectiveness. During the reporting period, REACT conducted an independent assessment of platform cleanliness across Temu's sites, providing valuable third-party feedback that supports the continuous improvement of Temu's protection programs.



REACT sincerely appreciates the progress Temu has made in strengthening its brand protection efforts and values the proactive and cooperative approach taken in addressing intellectual property enforcement matters. The collaboration to date has been very constructive, and REACT values the shared commitment to continuous improvement."

– REACT

Additional collaboration took place with organizations such as the Anti-counterfeiting Group (ACG), including support for its annual event to reinforce ongoing dialogue with stakeholders. Temu also collaborated with INDICAM, notably by supporting the Italian National Anti-counterfeiting Week policy dialogue and its annual event, where discussions focused on online enforcement, emerging infringement trends, and broader efforts to combat illicit trade in global markets.





ACG appreciates the positive approaches to engagement with the Temu team and their open and constructive collaboration in addressing counterfeiting. Continued partnership, open dialogue and the sharing of information will be key in developing best practice to tackle the complex challenges in this area. We will be looking forward to working even more closely with Temu's teams to help drive more far-reaching progress."

– Phil Lewis, Director General, ACG



INDICAM is delighted to welcome Temu as a supporter of its 2026 Annual Forum. This partnership builds on the collaboration initiated in 2024 and highlights Temu's strong commitment to contributing actively to the global fight against counterfeiting."

– Juna Shehu, INDICAM Director

Building on these aforementioned collaborations, Temu engaged with a broad range of industry associations and stakeholder organizations across Europe, North America, and Asia to exchange best practices, share platform experiences, and foster cooperation on intellectual property protection. These engagements included organizations representing sectors such as fashion, beauty, geographical indications, manufacturing, consumer goods, sports, creative industries, and intellectual property policy, including the Transnational Alliance to Combat Illicit Trade (TRACIT), the Asociación Nacional para la Defensa de la Marca (ANDEMA), the Finnish Anti-Counterfeiting Group (FACG), the Fédération des Entreprises de la Beauté (FEBEA), the French Federation of Industrial and Artisanal Geographical Indications (FFIGIA), the Swiss Anti-Counterfeiting Group (SACG), the Federation of the European Sporting Goods Industry (FESI), the North American National Anti-Counterfeiting Association (NANAC), STOP PIRACY, the Swiss Federal Institute of Intellectual Property (IPI), MARQUES, Korea Intellectual Property Protection Agency (KOIPA), UNIFAB Tokyo, the Content Overseas Distribution Association (CODA), and the International Intellectual Property Protection Forum (IIPPF).





Since beginning our collaboration with Temu in 2025, we have appreciated the open and constructive dialogue established between us. Temu has actively engaged with FACG and its members through information sharing and educational webinars focused on intellectual property protection tools and practices. We look forward to continuing our collaboration and working together to combat illicit trade.”

– Tuomas Kannas, Chair of the board, FACG

| Engagement with Public Authorities and International Organizations

Temu also engages with public authorities and international organizations to exchange perspectives on emerging intellectual property challenges, online enforcement trends, and best practices for protecting consumers and rights holders. During the reporting period, Temu participated in workshops, conferences, and stakeholder dialogues involving organizations such as the UK Intellectual Property Office (UKIPO), the World Intellectual Property Organization (WIPO), the European Union Agency for Law Enforcement Cooperation (Europol), the European Anti-Fraud Office (OLAF), and the World Customs Organization (WCO).



Strong partnerships between industry, government and law enforcement are a key building block of collective effective efforts to address counterfeiting and piracy.”

– UK Intellectual Property Office (UKIPO)

Empowering and Protecting Consumers

Consumer participation is a key component of intellectual property protection. In addition to platform-led enforcement and dedicated IP reporting portals, Temu equips users with tools to flag potential risks and make informed purchasing decisions. Through the in-product reporting function ("Report this item"), users can easily report suspected infringing listings, which are reviewed by dedicated teams and acted upon as appropriate. Temu also promotes consumer awareness to help users better understand the risks associated with counterfeit products.

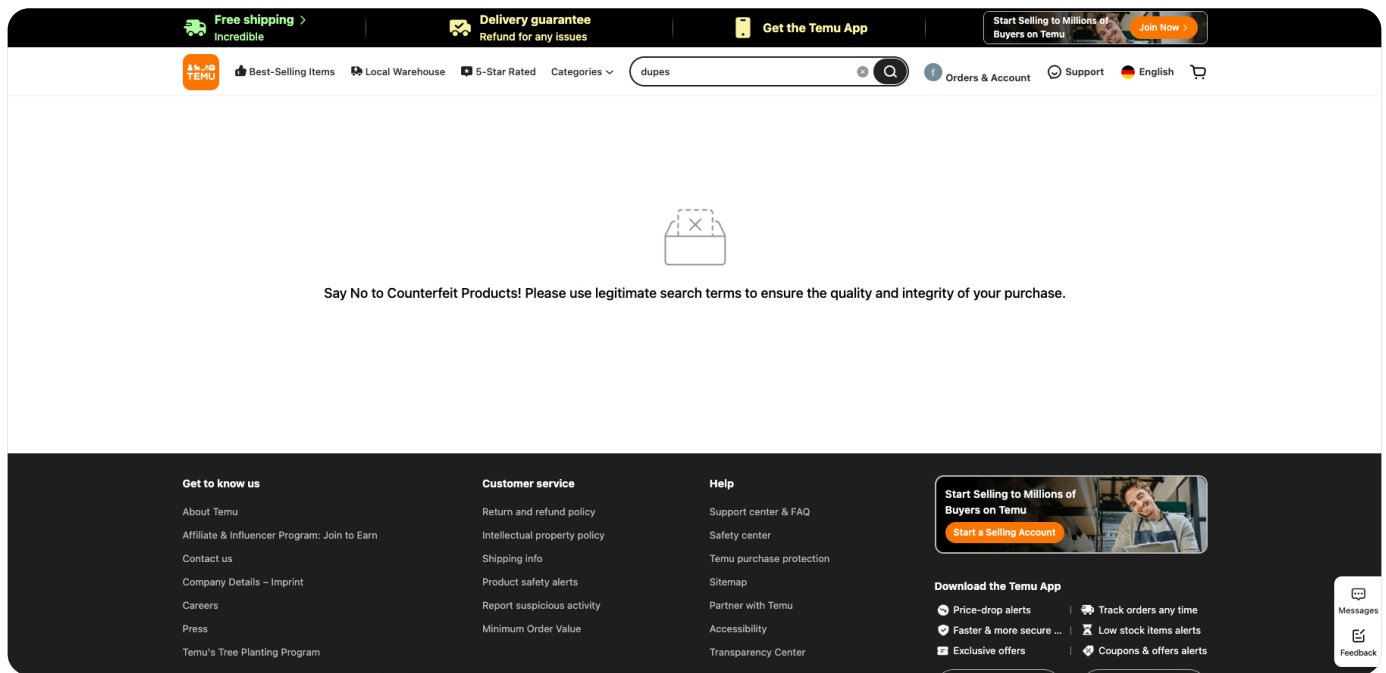
| Consumer Awareness Campaign, "Say No to Counterfeit"

Combating counterfeiting starts at the point of consumer intent. To prohibit the sale of counterfeit products on Temu and help consumers make informed and responsible purchasing choices, Temu has implemented a proactive global consumer awareness feature across all operating markets.

When users input counterfeit-related terms, such as "fake," "dupe", and "counterfeit", across different languages, these searches return no results, and educational messages are displayed to discourage the purchase of counterfeit goods. As of May 2026, more than 80,000 prompts are triggered daily, helping users distinguish between genuine and counterfeit products.

The following message will display to users:

"Say No to Counterfeit Products! Please use legitimate search terms to ensure the quality and integrity of your purchase."



Raising Consumer Awareness with Leading IP Organizations

As part of this commitment, Temu helps educate consumers about the risks and harms associated with counterfeit goods by connecting them with awareness campaigns led by intellectual property organizations.

This approach reinforces Temu's efforts to promote consumer awareness and support the broader fight against counterfeiting.

France: This initiative began in October 2025 with the display of a link to UNIFAB's consumer awareness campaign. Since its launch, more than one million searches have been blocked.

United States: In December 2025, Temu prohibited the sale of counterfeit airbags and airbag components on its marketplace – a move recognized by the Automotive Anti-Counterfeiting Council (A2C2) as strengthening consumer safety.

Switzerland: In May 2026, Temu introduced an in-search educational message directing Swiss shoppers to learn more about the harmful effects of counterfeits through a link to STOP PIRACY.



STOP PIRACY welcomes Temu's decision to ban searches for counterfeit products and to include a link to our association on the Swiss marketplace. This initiative strengthens consumer protection and safety by helping ensure that counterfeit goods are prevented from being distributed on Temu."

– STOP PIRACY

Data at a Glance

99.97%

Cleanliness rate across listings involving alleged counterfeiting and unfair trademark use, as independently assessed by REACT.

15,000+

Brands: Temu's proactive monitoring database incorporates 15,000+ brands.

47 million+

Images: Temu's proactive monitoring database incorporates more than 47 million images.

9.5 million+

Keywords: Temu's proactive monitoring database incorporates over 9.5 million keywords.

331 : 1

Proactive removals exceeded complaint-based removals by a ratio of 331:1 during the reporting period.

40%+

Seller applications rejected during strict onboarding due diligence.

< 24 Hours

Average resolution time for intellectual property complaints.

3,000+

Temu directly collaborating with 3,000+ brands on intellectual property protection.

80,000+

Daily educational prompts delivered through Temu's "Say No to Counterfeit" Campaign.

Quotes from Brands



"We've been very pleased with the Temu Brand Collaboration Team and how they have supported us in our IP defense efforts. They guided us through the process of uploading our trademarks and copyrights and have been helpful with defending our original work."

– Kevin Consolo, Co-Founder, FTI Brands

"Temu has proactively reached out to us and quickly addressed infringing listings. There were many violating listings and they took them down within 48 hours of us first bringing it to their attention. They took down every single one and it's now over a month later and there have been zero violators. We are very impressed with their level of customer service to protect our brands. We value their commitment to IP protection and look forward to continued collaboration."

– PN Medical

"Our collaboration with Temu has exceeded all expectations in intellectual property protection. The platform's proactive monitoring, rapid response times, and innovative protection programs set new standards in e-commerce. Temu's consistent open communication with rights holders and their availability for strategic discussions represent best-in-class practices. Their ongoing commitment to intellectual property protection and brand safety makes Temu a trusted and reliable e-commerce platform for conducting business."

– Global Brother SRL

"Since joining Temu's proactive monitoring program we have observed a clear decline in infringements and cleaner results on the platform. Temu's IP team's responsive, data-driven, and collaborative approach has been instrumental to Maersk, strengthening our IP protection."

– Simone Frattasi, Head of Global IP, Maersk



“We especially appreciate Temu’s swift response to a critical issue, which directly contributed to our sales team securing a major deal in the sportswear industry by demonstrating successful enforcement actions.”

– Chrystelle Foulon, Global Head of IP and Brand Protection, The Smiley Company Brand Protection Team

“As a brand owner, I have witnessed progressive improvements in Temu's IP protection over the past few months. Temu's quick responses have effectively resolved our concerns, and they are remarkably improving their portal features based on my feedback, making our submission process much more efficient. We would also like to highlight Temu's proactive efforts to identify and remove infringing listings, and their commitment to fostering a collaborative relationship has been invaluable.”

– Michael Benarde, Co-Founder & President, Nightcap

“Stampin' Up! is pleased to acknowledge Temu's proactive IP monitoring initiatives and decisive measures taken against repeat IP infringers and online marketplace listings of counterfeit products. Temu has implemented protective measures across its platforms to reinforce the protection of Stampin' Up!'s IP rights. We look forward to further cooperation with Temu and its use of enhanced IP enforcement mechanisms.”

– STAMPIN' UP!

“We were pleasantly surprised when Temu reached out to invite us to enroll in their brand protection program. Since enrolling we have seen a reduction in infringing listings. Their team is easily accessible, they work with us to tailor our brand protection needs and have shared helpful enforcement data. Overall, Temu has demonstrated a proactive and effective approach in supporting our brand protection efforts.”

– 5.11 Tactical

“We have been pleased and impressed by Temu's Brand Protection Team. Once engaged, they rapidly took down infringements we reported, making the process easy and efficient. They incorporated our brand assets and systematically took down infringements. The Temu team has done an excellent job; we wish every platform policed their platform as effectively. Thank you.”

– Talus Corp



“Our collaboration with Temu's Brand Protection Team has been both effective and refreshing. In a landscape where not every platform prioritizes the needs of licensors and IP owners, we truly appreciate Temu's proactive and transparent approach. Their team has been instrumental in quickly identifying and removing unauthorized products, and we are grateful for their commitment to protecting the integrity of our brand.”

– Sydney Wilson, Director of Licensing, Bruce Lee Enterprises

“Temu has demonstrated a strong commitment to engaging directly with brand owners, including Specialized, to safeguard against counterfeit listings and protect the well-being of cyclists all over the world.

Through consistent communication, swift enforcement actions, and robust preventative measures, Temu has maintained an impressively clean platform—free from unauthorized or infringing Specialized products.

We appreciate Temu's ongoing collaboration and look forward to continuing our partnership in ensuring authenticity and consumer trust.”

– Specialized

“We greatly value our close collaboration with Temu on intellectual property protection and enforcement. The team has shown a strong commitment to brand integrity. We've also seen tangible results from proactive enforcement along with tailored support that aligns with our evolving needs. This collaboration has been instrumental in strengthening the online protection of the EFC clubs' brands.”

– European Football Clubs (EFC)

“Temu's dedicated approach to brand protection has been truly outstanding. From the initial outreach to the ongoing proactive monitoring, their brand protection team has demonstrated a clear commitment to safeguarding my brand. The ability to quickly remove counterfeit products has helped me maintain strong control over my brand. I truly value this partnership and look forward to deepening our collaboration through effective enforcement strategies.”

– Eye Candy

“We have been impressed by the efforts of Temu’s Brand Protection team to ensure the IP protection of Franklin Sports. All issues have been addressed in a timely manner. We appreciate your proactive approach and the excellent results, as the number of potentially infringing listings has decreased since the beginning of our cooperation.

The variety of methods proposed to ensure the protection of Franklin Sports' trademarks and copyrights has been very helpful. We also received essential guidance and all necessary explanations throughout the entire process, which we greatly appreciate. We look forward to further collaboration with the Temu Brand Protection team, as it has proven to be very beneficial, both for our brand and Temu’s customers.”

– Franklin Sports

Temuは当社のブランド保護においてとても積極的にサポートをしてくださり、とても感謝しています。アパレル関連の模倣品が多い弊社では以前は侵害品やAIで生成された画像での商品、公式では販売していない商品などが多く販売されていました。そのような状況の中、Temuよりご連絡をいただき、数年前よりご担当者の方と協力し日々情報のアップデートを行いながらブランド保護を行い、四半期に1度の定例では侵害品の状況など相互確認を行っております。今後も継続的な取り組みを続けていきたいです。

– HUMAN MADE Inc.

“We (Bio-Oil) have found Temu to be both proactive and collaborative in safeguarding our intellectual property rights across the platform.”

– Bio-Oil

“We value Temu’s proactive engagement in supporting Ravensburger’s IP protection after contacting Temu due to detected infringements. The proactive monitoring program has so far satisfied our expectations in safeguarding our trademarks and the copyrights of our products.”

– Ravensburger

“At APM Monaco, we place the highest value on integrity. We truly appreciate Temu's proactive measures to IP protection and their efforts to ensure that our intellectual property remains secure from infringement.”

– Ring Cheng, Global Legal Director, APM Monaco



“We greatly value Temu’s collaborative approach and commitment to protecting intellectual property rights. Since beginning our partnership in 2024, Temu has actively supported The Lumistella Company in strengthening brand protection through initiatives such as the Brand Guardian program and the expansion of their database to include more than 260 images, 60 keywords, and 52 trademarks. These efforts have enhanced proactive monitoring and enforcement to safeguard our intellectual property.

The launch of the Test Purchase Initiative in 2025 further demonstrated Temu’s dedication by enabling the identification of counterfeits, blocking of infringing sales, and suspension of sellers within just four business days. Temu’s responsiveness, openness to collaboration, and innovative enforcement measures have been instrumental in reducing infringing activity on their platform. We value this partnership and look forward to continuing to build upon these efforts in the future.”

– Tina Huckleberry, Director, Online Brand Protection, The Lumistella Company

“We were surprised when Temu got in touch with us to tackle the problem of counterfeit products on their platform - Not being sure what to expect from the service, our hopes weren't high given the number of products imitating our own brand/s. But the team have been super helpful at removing all the counterfeit listings and saved us lots of time reporting them! That aside, the team are lovely to talk to and very responsive and informative with their communications. Thanks!”

– Explosm LLC

“Temu's Brand Guardian Initiative sets a new benchmark for IP protection in global e-commerce. Providing a proactive, technology-driven approach, Temu has minimised the workload of our brand, enabling us to focus more on commercial activities. The dedicated IP contact is efficient and transparent with communication. We appreciate the partnership and look forward to continuing our collaboration.”

– Aquascutum

“Temu's Brand Engagement team has been highly professional and very responsive throughout our collaboration. Their proactive monitoring tools have proven effective in detecting and addressing our potential IP risks. To this day, this cooperation has fully met our expectations, and we are satisfied with the work done by Temu's Brand Guardian Initiative.”

– Osborne



“Working with the Temu IP Protection team has made a measurable difference in protecting our brands. Since partnering with their team, we’ve seen a dramatic reduction in counterfeit listings and stronger protection for our trademarks across their platform.

Their proactive approach, clear communication, and effective tools have given us confidence that our IP is being defended at the highest level.”

– NHS Inc

“Given our broad range of products and brands, it can be challenging to stay fully informed on all counterfeit and trademark infringement activities across the marketplace. The Temu Brand Protection Collaboration Program has been extremely helpful in enabling us to efficiently identify and address infringements within their global marketplace. The program has streamlined communication and strengthened our ability to protect our intellectual property.”

– Play Monster

“We really appreciate the Temu IP team’s support in protecting our brand. Their continued monitoring and consistent takedowns have made a real difference—we’ve seen a clear drop in violations since the proactive monitoring program began. As a growing brand, that kind of support means a lot and allows us to focus our time and energy on building the business.”

– Cap Creation LLC

“Temu’s Brand Guardian Initiative has played a proactive and collaborative role in protecting our intellectual property. We have seen a clear reduction in infringing content. We appreciate the protections implemented and the ongoing engagement from the Temu IP Protection Team.”

– Vault Editions

“Partnering with Temu’s Brand Protection has been greatly beneficial for our company’s advancement in IP enforcement and we have seen a notable decrease in infringing listings. The IP team is a pleasure to work with and goes to great lengths for our company’s needs. We are grateful to be working with Temu and highly recommend joining their Brand Protection Initiative.”

– USAopoly

“We appreciate Temu IP Protection team’s proactive engagement and responsiveness throughout our collaboration. The team has been accessible, supportive, and collaborative in handling IP-related matters and requests. We look forward to continuing the collaboration.”

– Convey S.r.l.

“We appreciate Temu’s proactive engagement and continued monitoring in support of Geberit’s brand protection efforts. The Temu IP Protection team has demonstrated strong responsiveness and a collaborative approach, and we have observed a clear and meaningful improvement in the protection of Geberit’s intellectual property on the platform.”

– Geberit

“At goPure, product safety, compliance, and consumer trust are at the core of our brand values. We appreciate Temu’s proactive collaboration in addressing copycat products and supporting stronger intellectual property protection efforts. Our partnership has helped foster a safer and more trustworthy online marketplace environment.”

– Stacy Raphael Stewart, General Counsel, GOPURE

“We were able to promptly establish direct communication with Temu through its dedicated intellectual property protection program. Throughout our collaboration, Temu has demonstrated a structured and proactive approach to IP infringement enforcement, supported by responsive communication and effective follow-up actions. We appreciate the constructive and efficient partnership established to help protect our brand and consumers.”

– Wera Werkzeuge GmbH

“Working with Temu’s brand protection team has been a productive experience. Their proactive collaboration in identifying infringing listings, combined with prompt responses to enforcement requests, has contributed to a measurable reduction in counterfeit exposure for several of our clients. Unlike platforms where engagement tends to be inconsistent, we hope this efficient and dynamic partnership will continue to develop over the long term.”

– Pellervo Digital

"As a trusted partner to more than 350 global brands, MarqVision is proud to collaborate with Temu under their Brand Guardian Initiative to drive meaningful intellectual property protection. Temu's Brand Protection Team has consistently demonstrated an exceptional commitment to proactive enforcement, responsive communication, and continuous platform improvement. We have made significant progress in swiftly identifying and removing counterfeit and infringing listings, which has delivered a notable decrease in infringement and a great marketplace experience for brands and consumers worldwide. We look forward to deepening this partnership and driving even greater results for the brands we represent."

– Global Head of Ecosystem & Platforms, Kaleigh Miller

"Crane Authentication has developed a positive and constructive working relationship with Temu. We recognise that intellectual property protection is a complex and evolving area, and we appreciate Temu's continued openness to engagement and responsiveness to infringement takedown requests. We have seen encouraging progress in the platform's approach, reflected in ongoing dialogue and steps to strengthen enforcement processes. We also acknowledge the development of initiatives such as the Brand Guardian programme, which is providing additional support to rights holders and contributing to improved monitoring and protection outcomes."

– Nadeesha Epasinghe, Head of External Affairs, Crane Authentication

"We've greatly valued the collaboration with Temu in supporting the protection of our trademarks through its proactive monitoring system. It has been particularly insightful to receive regular enforcement reports detailing proactive removals and related case examples. Temu's IP Protection team has been responsive, collaborative, and helpful throughout the process, and we look forward to continuing our work together with Temu."

– Newell Brands

"Sandisk appreciates Temu's support in intellectual property protection. Through close collaboration and participation in the Brand Guardian Initiative, we have been able to combat IP infringement and protect our consumers more effectively. The responsiveness, proactive monitoring, and regular communication from Temu reflect a strong brand protection framework. We also value Temu's transparency in sharing enforcement data, which enhances trust and provides insight into the impact of our joint efforts. We look forward to strengthening our collaboration and developing even more efficient brand protection solutions in the future."

– Hiu Kei Lim, Director & Senior Legal Counsel, Sandisk Technologies, Inc.



“The open engagement from Temu’s IP team and the proactive enforcement is by far the most positive experience from any e commerce platform we have had regarding IP infringement. Since registering our IP with the team their proactive monitoring system has effectively and quickly reduced counterfeit activity and IP infringement. We appreciate the team’s support and proactiveness and look forward to continuing this effective partnership.”

– Rather Outdoors

