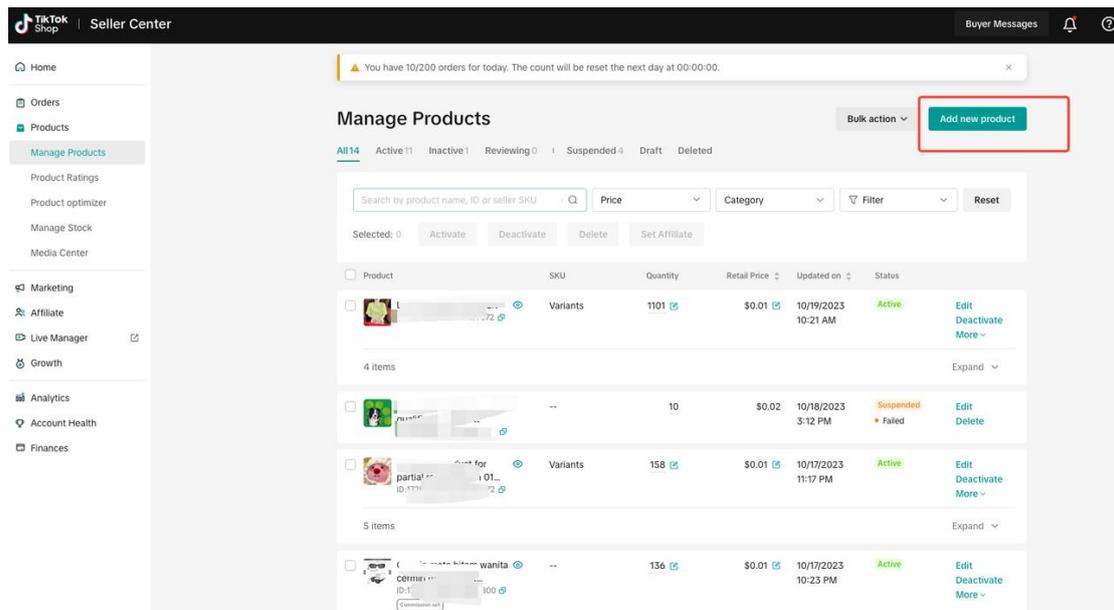


# 美区 TikTok 店铺教程—3.上架产品

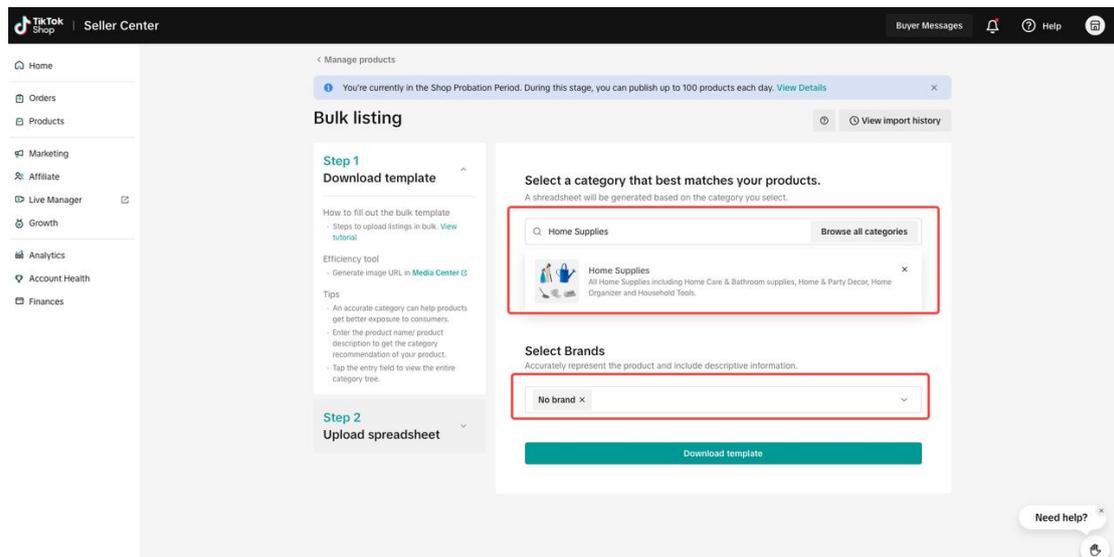
## 上架商品

### 1. 上传单个商品



### 2. 批量上传商品

选择你需要上品的类目，如有品牌请选择相应品牌，点击 **download template**：



将需要上传的商品填写在表格内，（不要删除表格内任何行或列的内容）：

Category	Brand	Product Name	Product Description	Package Weight(B)	Package Length(inch)	Package Width(inch)	Package Height(inch)	Delivery options
<b>Mandatory</b> Select the category that matches the product from the drop-down list.	<b>Optional</b> Select the brand that matches the product from the drop-down list. If no brand is selected, it will be left empty and considered to have no brand.	<b>Mandatory</b> Product name must be less than 255 characters. Enter the title of your product. If there are multiple SKUs, keep the titles consistent.	<b>Mandatory</b> Provide a detailed description of the product, such as product specifications, materials, box content and so on. A structured and informative product description can help customers make purchase decisions. It's recommended to provide 3-5 selling points and each one can be described within 250 characters and several images, like feel, usage and benefits, etc. Make it easier to read by good use of segmentation, bolding, numbering, etc.	<b>Mandatory</b> The weight of the package, not the product itself. The weight will be used to calculate the shipping fee.	<b>Mandatory</b> Make sure the parcel dimensions are accurate as they will be used to calculate the shipping fee and shipping method.	<b>Mandatory</b>	<b>Mandatory</b>	<b>Optional</b> The delivery options for this product are the same as the delivery options for the shop.
Women's Evening Dress	Women's Evening Dress	Women's Evening Dress, Laxury, One-shoulder	100% Cotton, 40% Polyester					

点击 Upload spreadsheet,上传表格即可:

**Bulk listing**

**Step 1 Download template**

**Download successful**

Fill in the template and then upload it to import products. Step-by-step tutorial for uploading products in bulk: [View](#)

[Upload spreadsheet](#) [Download more](#)

## 品牌认证

商家上架完商品后务必进行品牌认证，以防跟卖行为。

## 1. 在哪里添加品牌认证?

- My Account -> Account Settings -> Brands -> Add Brand Authorization
  - 第一步: 选择授权类型
    - Trademark Owner - 商标注册人和 TikTok Shop 注册人是同一个人或公司。  
所需文件: 商标证书
    - 1st Level Authorized Seller - TikTok Shop 注册人拥有商标注册人的授权书。  
所需文件: 一级授权书
    - 2nd Level Authorized Seller - TikTok Shop 注册人拥有一级授权卖家的授权书。  
所需文件: 一级授权书、二级授权书
  - 第二步: 填写信息
    - 请注意 Trademark 和 Brand 的不同, 以 Air Jordan 为例:
      - Trademark - AirJordan      Brand - Nike

如果证书上没有 Expiry date, 则自行计算:  $\text{Expiry date} = \text{Application/Registration date} + 10 \text{ years}$

e.g. 某商标 Registration Date: 2019/4/16 那么 Expiry date 则是 2029/4/16。

## 2. 申请被拒

自查所填 Trademark owner name 是否和商标证书上的一致, 着重检查是否有括号, 以及括号前后内容是否一致。

如果曾更改过商标名称或是更换过商标所有人, 请使用与 USPTO 网站上信息一致的最新的证书。若商标局没有下发最新的证书, 请去 USPTO 官网获取电子版。电子版案例↓

For assistance with TDR, visit [www.uscourts.gov](http://www.uscourts.gov) and include your serial number, the document you are looking for, and a screenshot of any error message you have received.

SEARCH DOCUMENTS **MARKINGS** Back to Search Print

Mark: 100118 Serial

US Serial Num  
 US Registration Num  
 Prod or TDR  
 Fee  
 Mark  
 US Commerce Public Data

Registration Filing Date  
 Registration Date  
 Current Mark Plus

Mark Information  
 Mark  
 Publication

Mark Level Num  
 Standard Character C  
 Mark Character T  
 Description of M  
 County ID  
 Name

**Goods and Services**  
 Item  
 The following Goods and Services are registered for protection by the proprietor:  
 - [Character C] [Standard Character C] [Mark Character T]  
 - [Description of M] [County ID] [Registration Filing Date] [Registration Date] [Current Mark Plus]  
 - [Name] [Address] [Mailing Address] [City] [State] [Zip]

**Basic Information (Case Level)**  
 International Class  
 Class Name  
 Brand  
 First Use  
 V & S Division  
 Use in Commerce

First Use  
 County ID  
 County ID  
 County ID  
 County ID  
 County ID  
 County ID  
 County ID

**Current Owner(s) Information**  
 Owner Num  
 Owner Name  
 Legal Entity Type  
 Ownership

**Attorney/Correspondence Information**  
 Attorney of Record  
 Attorney Name  
 Attorney Primary Email Address  
 Attorney Email Address

**Correspondent**  
 Correspondent  
 Correspondent Email Address

Domestic Requirements - Mail Forward  
 Correspondent