

第二章：天猫国际招商标准

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天猫国际介绍：为了满足中国消费者不断提升的消费品味和消费能力，天猫国际定位中国高端消费者群，面向全球招募最纯粹海外商家。入驻商家必须具备中国大陆以外资质的公司实体，拥有海外注册商标，具备海外零售资质，并且在国外有良好的信誉和经营状况。

一、商家入驻要求：

天猫国际商家入驻至少需要满足以下要求：

1、基本条件

- 1) 拥有海外公司实体；
- 2) 是品牌方/拥有品牌授权/提供从品牌方开始完整链路的商品进货凭证（具体详见店铺类型资质要求）。

2、优先录取条件

- 1) 海外知名实体卖场或者 B2C 网站；
- 2) 未进入中国市场的海外知名品牌。

二、申请入驻基本资质文件

- 1、申请入驻公司成立证明文件；
- 2、申请入驻公司税务登记证或者最近一期纳税证明文件；
- 3、申请入驻公司授权代表人及店铺联系人身份证件；
- 4、入驻公司海外银行账户开户证明或者对账单；
- 5、其他天猫国际要求提供的基础文件或资料。

三、店铺类型及所需资质文件

1、卖场型旗舰店：

拥有服务类商标的海外线上或线下零售商开设的卖场旗舰店

- 1) 海外注册满 1 年以上的 35 类目商标原件；
- 2) 当地知名实体零售店或者 B2C 网站，需提供实体店照片或者网站；
- 3) 如果申请入驻公司为品牌授权方，需要提供商标权利人出具给入驻公司的独占授权，且只限一级授权。

2、品牌旗舰店：

经营一个自有品牌商品的品牌旗舰店；

经营多个自有品牌商品且各品牌归同一实际控制人的品牌旗舰店；

1) 海外注册满 1 年以上的品牌商标 (R) 原件，并且该品牌在海外有零售经营；

2) 如果申请入驻公司为品牌授权方，需要提供商标所有人出具给入驻公司的独占授权，且只限一级授权；

3) 注：优先邀请在海淘热销的品牌；如果该品牌在天猫（ ）已经开店，需提供品牌方确认文件。

3、专营店：

经营多个他人品牌商品的店铺；

既经营他人品牌商品又经营自有品牌商品的店铺；

经营多个他人品牌且跨招商大类的店铺；

1) 就所售商品提供品牌方销售授权，或者从品牌方开始完整链路的商品进货凭证；

2) 店铺跨类目经营的，需遵循以下相近类目经营规则：

序号	类目 1	类目 2	类目 3	类目 4
1	母婴	保健品	食品	

2	服饰	鞋类箱 包	珠宝配 饰	运动户 外
3	家装家具家 纺	居家日 用		
4	化妆品	洗护个 护		
5	3C 数码	家用电 器		

3) 优先邀请经营以下类目的商家：

母婴用 品	玩具	童装 童鞋	粮油 米面/ 调味品	零食/ 坚果/ 特产	居 家百 货
厨房用 具/生活 电器	3C 数 码及配 件	服饰 箱包 鞋类	户外 运动		

天猫国际保留对于某些品牌要求其专营店提供品牌一级授权的权利；

从2014年12月1日开始，所有专营店申请的经营品牌，需要提供品牌方销售授权，
或者从品牌方开始完整链路的商品进货凭证。

四、商品及服务的要求：

商品：加入天猫国际正品保障计划，原产于或销售于海外的产品，通过国际物流经中国
海外正规入关；

商品页面：商品信息采用中文描述，国际公制度量单位，配备中文旺旺客服；

物流服务：120小时内完成发货，可以个人包裹直接递送，也可从中国保税区到大陆
消费者手中，物流信息需可追踪；

售后服务：必须在中国大陆设置退货点；

天猫国际规则见链接：[//rule.tmall.hk/gseller/rule/index.htm](http://rule.tmall.hk/gseller/rule/index.htm)

五、资费标准：

保证金：150,000 人民币

年费：按照不同经营类目分5000美金和10000美金两档，跨类目经营按照经营类目
对应年费最高的一档收取；

实时划扣技术服务费：详细参看《天猫国际资费》

第二章：

天猫国际资费标准 Tmall International Fee
Standards

保证金与资费组成：

Breakdown of Deposit and Fees:

1、保证金

1、Security Deposit

天猫国际经营必须交纳保证金，保证金主要用于保证商家按照天猫国际的规范进行经营，并且在商家有违规行为时根据《天猫国际商户服务协议》及相关规则规定用于向天猫国际及消费者支付违约金。保证金为 150,000 人民币。

Merchants that operate on Tmall International must pay a security deposit.

The security deposit is used to ensure that Merchants operate in accordance with the rules set down by Tmall International, and to ensure that Merchants pay damages to Tmall International and customers in accordance with the

“Tmall International Business Services Agreement” and other related rules and regulations when Merchants commit any violations. The security deposit is RMB 150,000.

保证金不足额时，经天猫国际催缴后未在十五天内缴纳或补足的，给予店铺监管，直至足额缴纳为止。

Where the security deposit has not been fully paid, if within fifteen (15) days of Tmall International issuing a reminder for payment, the security deposit remains unpaid or the balance has not been paid, Store Supervision will be imposed on the Merchant until the security deposit has been paid in full.

2、技术服务费年费

2、Annual Technical Service Fee

商家在天猫国际经营必须交纳年费。年费金额以一级类目为参照，分为 5 千美金或 1 万美金两档，各一级类目对应的年费标准详见《天猫国际 2015 年度各类目技术服务费年费一览表》。

Merchants that operate on Tmall International must pay an annual fee. The annual fee amount will take reference to A-level categories, and is divided into two price rates: USD 5,000 or USD 10,000. Please refer to the 2015 Tmall International Technical Service Fee Breakdown for Different Categories for the corresponding annual rates and standards for different A-level categories.

3、实时划扣技术服务费

3、Real-Time Deduction of Technical Service Fee

商家在天猫国际经营需要按照其销售额（包含运费）的一定百分比（简称“费率”）
 交纳技术服务费。天猫国际各类目技术服务费费率标准详见《天猫国际 2015 年度各
 类目技术服务费年费一览表》。

Merchants that operate on Tmall International must pay a technical service
 fee in accordance with a certain percentage (referred to “rate”) of its sales
 (including delivery costs). Please refer “2015 Tmall International Technical
 Service Fee Breakdown for Different Categories” for Tmall International’s
 different rates and standards for technical service fee of different categories of
 goods.

《天猫国际 2015 年度各类目技术服务费年费一览表》
 《2015 Tmall International Technical Service Fee Breakdown for Different Categories 》

妆品(含美 容工具)	彩妆/香水/美发 /工具	4%					5,000
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Cosmetics (including beauty tools)	Make-up / Perfume / Hair care / Tools						
	美发护发/假发 Hair care / Wigs	4%					5,000
	美容护肤/美体/ 精油 Skincare / Body care / Essential Oils	4%					5,000
经营大类 Business Category	一级类目 A-level categories	技术服务 费率 Technical service fee rate	二级类目 B - level categories	技术服务 费率 Technical service fee rate	三级类目 C - level categories	技术服务 费率 Technical service fee rate	技术服务 费年费 (美金) Annual technical service fee rate

							(in USD)
经营大类 Business Category	一级类目 A-level categories	技术服务 费率 Technical service fee rate	二级类目 B - level categories	技术服务 费率 Technical service fee rate	三级类目 C - level categories	技术服务 费率 Technical service fee rate	技术服务 年费 (美金) Annual technical service fee rate (in USD)
居家日用 Home and Everyday Items	居家日用/婚庆/ 创意礼品 Home and everyday items / Wedding / Creative Gifts	5%	节日/派对庆典用 品 Festivals / Party celebration supplies				10,000
			保暖贴/怀炉/保暖 用 Thermal stickers / Body Warmers / Warming				10,000

			purposes				
			钟 Clocks				10,000
			竹炭包/竹酢/竹醋 液 Charcoal bags / Bamboo health / Vinegar				10,000
			创意礼品 Creative Gifts				10,000
			防护用品 Protective equipment				10,000
			鞋用品 Shoes supplies				10,000
			美体/减肥/塑型/				10,000

			增高用具 Body care / Weight loss / Plastic surgery/ Height-elevation tools				
	收纳整理/家庭 清洁/卫浴用品 Storage organization / Household cleaning / Toiletries	5%	收纳用具 Storage appliances				10,000
			整理用具 Organization equipment				10,000
			防尘用具 Dust-free equipment				10,000
			衣物洗/晒/护理用 具 Clothes washing				10,000

			/ Drying / Clothes care				
			家务/地板清洁用 具 Housework / floor cleaning equipment				10,000
			个人洗浴护理用具 Personal bath and care tools				10,000
			卫浴用具/卫浴配 件 Bathroom tools / Bathroom accessories				10,000
	洗护清洁剂/卫 生巾/纸/香薰 Detergents /	2.50%	洗发沐浴/个人清 洁 Shampoo and				10,000

	Sanitary napkins / Paper / Aromatherapy		Shower / Personal care products				
			家庭环境清洁剂 Family friendly detergents				10,000
			家私/皮具护理品 Furniture / Leather care products				10,000
			衣物清洁剂/护理 剂 Laundry detergents / Care agents				10,000
			室内除臭/芳香用 品 Indoor				10,000

			deodorant / Fragrance products				
			香薰用品 Aromatherapy supplies				10,000
			卫生巾/护垫/成人 尿 Sanitary napkins / Pads / Adult urinary products				10,000
			纸品/湿巾 Paper products / Wipes				10,000
			驱虫用品 Insect repellents				10,000
	厨房/餐饮用具 Kitchen /	5%					10,000

	Dining utensils							
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如中英文版本间存在任何歧义的，以中文版为准。

IN CASE OF ANY INCONSISTENCY BETWEEN THE TWO LANGUAGE VERSIONS,
THE CHINESE VERSION SHALL PREVAIL.

第三章： 用户服务协议 User Services Agreement

用户服务协议 User Services Agreement

发布时间：2014-08-12

本协议由您与天猫国际网站()的经营者(“公司”)共同缔结, 本协议具有合同效力。

This Agreement is made between you and the operator of the Tmall International website () (the “Company ”), and is an effective agreement.

一、协议内容及签署

1、 本协议内容包括协议正文及所有公司已经发布的或将来可能发布的各类规则(下称“有关规则”)。所有有关规则为本协议不可分割的组成部分, 与协议正文具有同等法律效力。除另行明确声明外, 任何公司及其关联公司就天猫国际网站提供的服务(下称“服务”)均受本协议约束。

Agreement Content and Execution

This Agreement includes the main text and all rules already or will be published by the Company (hereinafter referred to as the “Relevant Rules”). All Relevant Rules are an integral part of this Agreement and have the same legal effect as the main text of this Agreement. Except otherwise expressly

stated, any company and its affiliated companies who use the services provided by the Tmall International website (hereinafter referred to as "Services") will be bound by this Agreement.

2、您应当在使用服务之前认真阅读全部协议内容。如您对协议有任何疑问的，应向公司咨询。但无论您事实上是否在使用服务之前认真阅读了本协议内容，只要您使用服务，则本协议即对您产生约束，届时您不应以未阅读本协议的内容或者未获得公司对您询问的解答等理由，主张本协议无效，或要求撤销本协议。

You must carefully read the full content of this Agreement before using the Services. If you have any questions regarding the Agreement, you should consult the Company. However, regardless of whether you have actually read this Agreement carefully before using the Services, as long as you use the Services, you will be deemed to be bound by this Agreement. You may not use the reasons of not having read the Agreement or not having received answers to inquiries from the Company as a basis to invalidate or cancel the Agreement.

3、您承诺接受并遵守本协议及所有有关规则的约定。如果您不同意本协议或任何有关规则的约定，您应立即停止注册/激活程序或停止使用服务。

You undertake to accept and comply with this Agreement and all Relevant Rules. If you do not agree with this Agreement or any of the Relevant Rules,

you must immediately cease the registration / activation process or cease use of the Services.

4、公司有权根据需要不时地制订、修改本协议及/或任何有关规则，并以网站公示的方式进行公告，不再单独通知您。变更后的协议和有关规则一经在网站公布后，立即自动生效。如您不同意相关变更，应当立即停止使用服务。您继续使用服务的，即表示您接受经修订的协议和有关规则。

The Company has the right to amend this Agreement and/or any Relevant Rules at any time according to its needs. The amended and restated terms will be posted at the official website, and you will not be notified individually. The amended and restated Agreement and/or Relevant Rules will automatically take effect once it is posted at the website. If you do not agree with the changes, you must cease use of the Services immediately. Your continued use of the Services shall be deemed as your acceptance of the amended Agreement and/or Relevant Rules.

二、注册与账户 (2). Registration and Accounts

1、注册者资格 Eligibility of the Registrant

您确认，在以公司允许的方式实际使用服务时，您应当是年满 18 岁并具备完全民事行为能力能力和完全民事行为能力能力的自然人、法人或其他组织。若您不具备前述主体资格，

则您及您的监护人应承担因此而导致的一切后果，且公司有权注销或永久冻结您的账户，并向您索偿。

By using the Services in a manner allowed by the Company, you acknowledge that you are a natural person of at least 18 years of age who has full legal capacity, a legal person, or other organization. If you do not meet these eligibility requirements, you and your guardian must bear all resulting consequences, and the Company has the right to cancel or permanently freeze your account, and make claims against you.

2、注册和账户

Registration and Account

a) 在您第一次进入天猫国际网站时按页面提示而阅读并同意本协议的条文后，或您以其他公司允许的方式实际使用服务时，您即受本协议及所有有关规则的约束。

From your first use of the Tmall International website, clicking on the page tips, and have read and agreed to the provisions of this Agreement, or when you use the Services via other methods allowed by other companies, you will be bound to the terms of this Agreement and all Relevant Rules.

b) 您了解并同意，为方便您在天猫国际网站购买商品及使用服务，您将使用您的淘宝网用户名及密码或其他任何天猫国际网站同意并提供的用户名及密码登陆天猫国际网站。同时，你可以使用你的淘宝网用户名及密码登陆阿里巴巴集团旗下的以下网站：

包括淘宝网()、天猫平台()、天猫国际网站
()、一淘网()、聚划算平台()、阿
里妈妈平台()、阿里巴巴中国站()
()、阿里云网站()、云 OS 网站()

以及后续可能开通的其他网站/服务（以下合称“阿里网站”），无需重新注册。您同意淘宝网的“我的淘宝”能查看您在天猫国际网站购买的商品以及相应信息。

You understand and agree that, for your convenience in purchasing goods and using the Services of the Tmall International website, you will use your Taobao username and password or any other usernames and passwords agreed and provided by the Tmall International website to login to the Tmall International website. You can also use your Taobao username and password to login to the following Alibaba Group websites without the need to register a new account: Taobao Marketplace (), Tmall.com platform (), Tmall International website (), eTao platform (), Juhuasuan platform (), Alimama platform (), Alibaba China () / (), AliCloud platform (), YunOS (), and other websites / services that may be available in the future (hereinafter collectively referred to as“~~Ali~~ Websites”) that. You agree that can access and view goods you purchased and other related information on the Tmall International website at the Taobao Marketplace website under “My Taobao ”.

c) 除非有法律规定或司法裁定，或者符合公司公布的条件，否则您的登录名和密码不得以任何方式转让、赠与或继承，并且转让、赠与或继承需提供公司要求的合格的文件材料并根据公司制定的操作流程办理。

Unless there are legal provisions or judicial decisions, or in compliance with the Company ' s conditions, otherwise your login name and password may not be transferred, gifted or inherited by any means. Transfers, gifts or inheritances may only be processed after providing necessary documents as requested by the Company, and will be handled in accordance with the Company ' s operating procedures.

3、用户信息

User Information

a) 在使用服务时，您应不时更新您的用户资料，以使之真实、及时、完整和准确。如有合理理由怀疑您提供的资料错误、不实、过时或不完整的，公司有权向您发出询问及/或要求改正的通知，并有权直接做出删除相应资料的处理，直至中止、终止对您提供部分或全部服务。公司对此不承担任何责任，您将承担因此产生的任何直接或间接损失及不利后果。

When using the Services, you should update your user information from time to time in order to ensure it remains true, updated, complete and accurate. If there are reasonable grounds to doubt that the information you provided is

incorrect, false, outdated or incomplete, the Company has the right to make an inquiry and/or request changes, and also has the right to directly delete any corresponding information, until the suspension or termination of the Services (in full or in part) provided to you. The Company does not assume any responsibility in this respect, and you are liable for any resulting direct or indirect losses and adverse consequences.

b) 您应当准确填写并及时更新您提供的电子邮件地址、联系电话、联系地址、邮政编码等联系方式，以便公司或其他用户与您进行有效联系，因通过这些联系方式无法与您取得联系，导致您在使用服务过程中产生任何损失或增加费用的，应由您完全独自承担。您了解并同意，您有义务保持你提供的联系方式的有效性，如有变更或需要更新的，您应按公司的要求进行操作。

You must accurately fill in and update the contact information you provide to the Company such as email address, contact number, address, postal code etc., in order for the Company or other users to effectively contact you. If you cannot be contacted by such contact information, you are solely responsible for any resulting losses or costs incurred while using the Services. You understand and agree that you must maintain the validity of the contact information you provide, any changes or updates must be carried out in accordance with the Company ' s requirements.

4、账户安全

Account Safety

您须自行负责对您的登录名和密码保密，且须对您在该登录名和密码下发生的所有活动（包括但不限于信息披露、发布信息、网上点击同意或提交任何有关规则的协议、网上续签协议或购买服务等）承担责任。您同意：

You are solely responsible for the confidentiality of your login name and password, and all activities that occur under your login name and password (including, but not limited to, disclosure or release of information, clicking “agree” or “submit” to accept any Relevant Rules online, renewing agreements or purchasing services online etc.) You agree:

(a)如发现任何人未经授权使用您的登录名和密码，或发生违反您与公司的任何保密规定的任何其他情况，您会立即通知公司，并授权公司将该信息同步给阿里网站；及

to immediately inform the Company and authorize the Company provide such information to the Ali Websites in the event that you discover any unauthorized usage of your login name and password or any other situation that violates the confidentiality provisions between you and the Company; and

(b)确保您在每个上网时段结束时，以正确步骤离开网站/服务。公司不能也不会对因您未能遵守本款规定而发生的任何损失负责。您理解公司对您的请求采取行动需要合

理时间，公司对在采取行动前已经产生的后果（包括但不限于您的任何损失）不承担任何责任。

to correctly exit / log-out of the website / Services at the end of each online session. The Company cannot and will not take responsibility for any losses or damages that are incurred as a result of your failure to comply with this provision. You understand that a reasonable amount of time is required for the Company to take action in response to your request, and the Company will not assume any responsibility for any consequences incurred before any action is taken by the Company (including, but not limited to any losses incurred by you).

5、登录名注销

ancellation of Login Name

a) 如您连续三年未登录过天猫国际网站，您的登录名可能被注销，不能再登录天猫国际网站，所有服务被终止。

If you do not login to the Tmall International website for three (30 consecutive years, your login name may be cancelled. If your login name is cancelled, you will no longer be able to use it to login to the Tmall International website and all related Services will be terminated.

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