

I modified Brand in item spec and synced to eBay, why is the old Brand still there?

QQIDQQ: 1124 | QQ: QQ | QQQQ: Mon, Jan 12, 2026 5:26 AM

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1. I modified Brand in item spec and synced to eBay, why is the old Brand still there?

The listing may include ePID, EAN, UPC , or Manufacturer Part Number . These numbers come with product data in the eBay backend. Once these numbers are used, eBay will display the fixed item spec from the eBay database , and manually modifying items such as Brand will be ineffective.

If you want to modify or delete brand information, you need to remove the associated ePID, EAN, UPC, or Manufacturer Part Number . However, you cannot clear it directly. You can change it to "Does not apply" or manually enter an invalid number, such as 123456789. After syncing with eBay , the number containing eBay product data will be removed, and the relevant product information can then be modified.

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