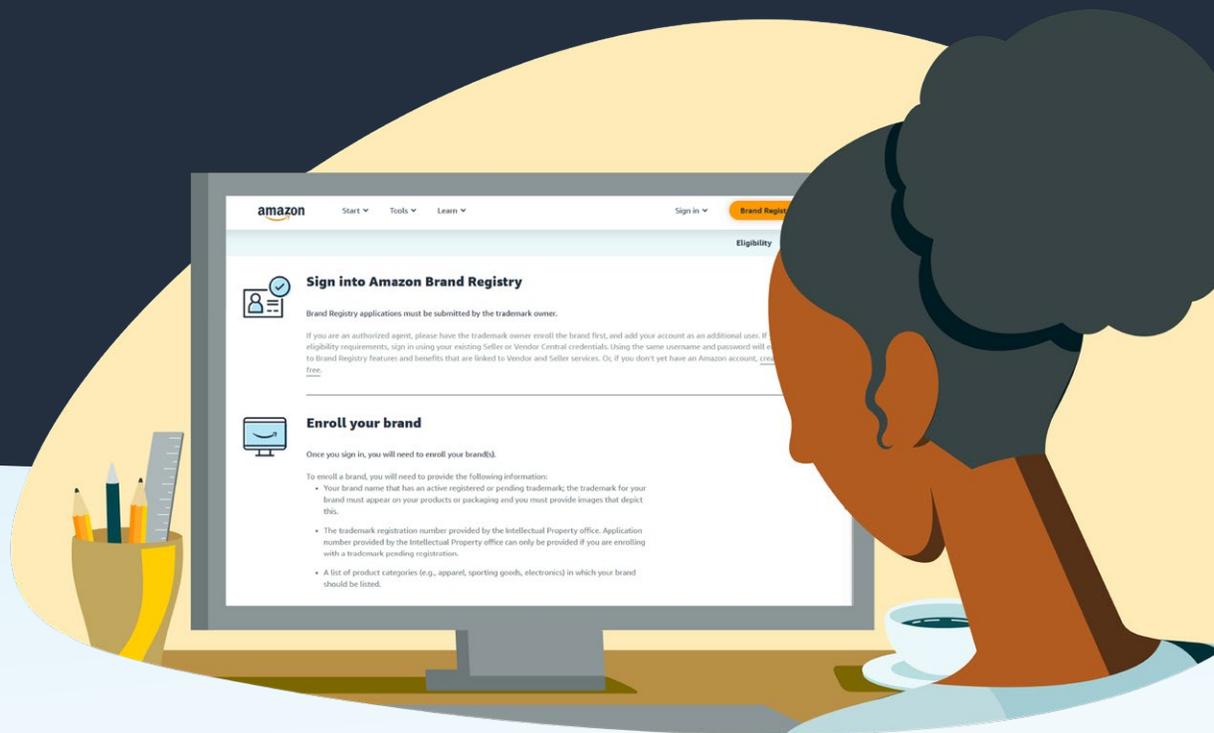




Amazon Brand Registry Application Guide



Welcome to the Amazon Brand Registry Application Guide!

This resource is for brands with a pending or registered trademark who are ready to enroll in Brand Registry. In this guide we provide instructions and images to help you complete your Brand Registry application.

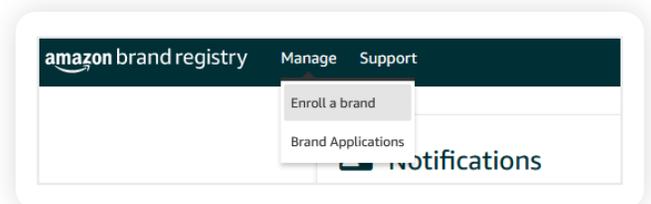
Please note that before starting this process, you will need to log in to your Brand Registry account. If you have a Vendor Central or Seller Central account, log in using those credentials. If you do not have an account, visit [Amazon Brand Registry](#), scroll to the bottom of the page, and click on “Enroll now.”

Note: This guide covers the standard enrollment process. Your application may be subject to enhanced verification procedures that require additional information.

Enroll your brand

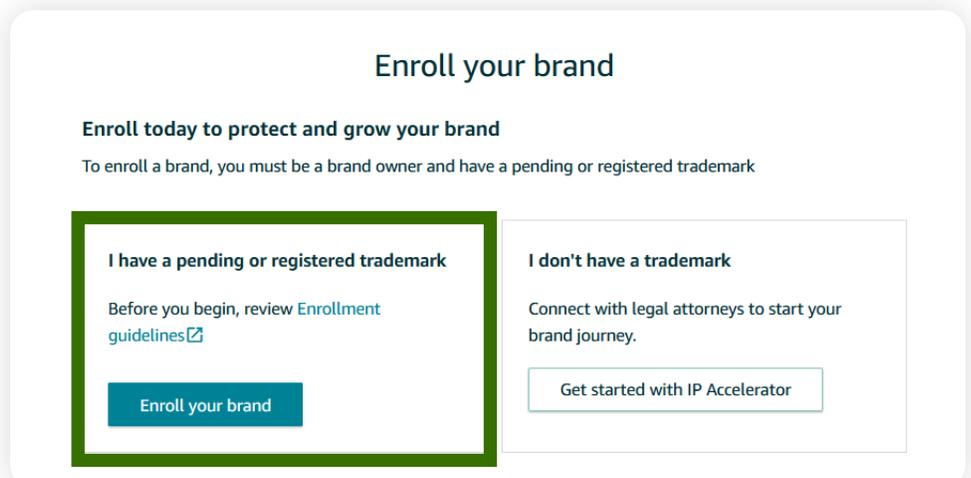
1 Access your Brand Registry account and click “Enroll a brand.”

1.1 Once you have logged into your [Brand Registry account](#), hover over the “Manage” tab and click on “Enroll a brand”



1.2 Select “I have a pending or registered trademark” to start your application process

If you do not have a pending or registered trademark, Amazon IP Accelerator can help. IP Accelerator provides access to our network of trusted law firms who offer high-quality services at competitive rates and faster access to Brand Registry.



2 Fill out your brand information

For this section, it is critical that all the information you provide is an exact match with the details you provided when you registered your trademark. For more information regarding trademark details, please see [Enrollment guidelines for accepted trademark offices](#).

2.1 What is your brand name?

Please make sure to follow capitalization, spaces, and special characters used in your trademark application to ensure an exact match of the brand name. For example, if you register your brand name as “Amazon Echo” with a trademark office but you type “AmazonEcho” or “Amazon-Echo,” during the brand enrollment process, your application will not be approved.

What is your brand name?

Please enter your trademark name. This includes the preferred form of capitalization for your brand name

2.2 Select a trademark office

Select the trademark office from the dropdown menu where you registered your trademark. If you pick an incorrect trademark office, your Brand Registry application will not be approved.

Select a trademark office

United States - United States Patent and Trademark Office - USPTO

2.3 Enter the registration or serial number

The number you enter into the “registration or serial number” field must be an exact match to the number provided on your trademark certificate or your trademark application. For more information regarding trademark details, please see [Enrollment guidelines for accepted trademark offices](#).

Brand Registry has the ability to automatically validate registration and serial numbers for specific trademark offices. If your trademark office has this capability, you will see a “Verify” button that you will need to click.

Please enter the registration or serial number

Verify

Examples: 9876543 and 12345678

However, for offices such as Intellectual Property Australia (IPA), Instituto Mexicano de la Propiedad Industrial (IMPI) or United Arab Emirates (UAEME), the "Verify" button will not be displayed and you will see the following:

In case you are using a trademark from the World Intellectual Property Organization (WIPO), please make sure to enter the local number provided by the national office where the trademark is registered. For more information regarding trademark details, please see [Enrollment guidelines for accepted trademark offices](#).

Select the status of your trademark

Learn more about your [trademark's status and type](#).

- Registered
- Pending
The following status is acceptable for trademarks pending registration: Pending

Select the trademark type

- Word mark
- Design mark

2.4 Additional questions about trademark ownership

After adding the trademark details, you will be asked "*Do you own the Trademark of the brand for which you are submitting the application?*"

Do you own the Trademark of the brand for which you are submitting the application?

- Yes, I own the trademark.
- No, I do not own the trademark but I have authorization from the trademark owner to represent and manage the brand.
- No, I do not own the trademark but I have a licensee agreement/contract with the trademark owner to represent and manage the brand.

Pick one of the three possible choices:

- a) **Yes, I own the trademark:** Check this box if you are the owner of the trademark and do not require any external approval for its use.
- b) **I do not own the trademark, but have an authorization letter:** Check this box if you do not own the trademark but have a letter from the owner, stating that you are allowed to use and or register the brand on Brand Registry.
- c) **I do not own the trademark, but have a licensee agreement:** Check this box if you do not own the trademark but have a legal contract with the owner for the use and registration of the trademark on Brand Registry. This is a formal document that might include the start and end date of the agreement and other contractual elements agreed between the trademark owner and yourself or your company.

Select the option that best suits your situation. Depending on how you answer, you will be asked to submit a copy of proof of trademark ownership: either a copy of the authorization letter from the trademark owner of the brand or the proof of licensing arrangement/contract with the trademark owner.

If you are not the brand owner, we strongly recommend having the brand owner enroll the brand and then add you as an authorized user.

3 Fill out your selling account information

In this section you will be asked to provide information to help us understand your relationship to the brand so that we can connect your selling account. Although some of the fields listed here are optional, more information allows us to apply additional automated protections for your brand and products.

3.1 Business relationship with Amazon

Pick one of the three possible choices:

Are you a seller or a vendor for the brand you're enrolling?
To access [selling benefits](#), select all options that apply to your business relationship with Amazon

Seller
I use Amazon Seller Central to sell my products directly to customers.

Vendor
I use Amazon Vendor Central to sell my products to Amazon as a third party.

Neither
I do not have a business relationship with Amazon Seller Central or Amazon Vendor Central.

- a) **Sellers:** Check this box if you have a Seller Central account and you sell products directly to customers. This includes fulfilling orders by yourself or using the Fulfillment by Amazon (FBA) program.
- b) **Vendors:** Check this box if you have a Vendor Central account and you sell your products to Amazon as a third party. If you select this option, you will be asked for the 5-character vendor code associated with your account.
- c) **Neither:** Check this box if you want to register your brand without connecting your Seller or Vendor Central account.

*** Please note: if you do not have a Selling Account, certain benefits such as A+ Content, Amazon Brand Analytics, and Store creation will not be available. If you want to create a Selling Account to take advantage of these benefits, please visit: [Become an Amazon Seller](#).*

3.2 Categories you are planning to sell your products in

Please select at least one category to advance in the application process. Only pick the product categories that apply to the products you sell so that your brand can be correctly identified.

Select the product categories that represent your brand

Select a category

3.3 Top-selling ASINs

This is an optional field. If you already sell products under your brand name, you can add the ASINs here. If you already have ASINs under a different brand, do not add them here otherwise the application will be denied. While the marketplace field defaults to Amazon.com, you can click on the dropdown menu to see more marketplaces.

If your brand sells products on Amazon, enter 1-3 of your top-selling ASINs for each product category in the store where the items are sold

Amazon.com ex: B0792KTHKJ

An Amazon Standard Identification Number (ASIN) is a unique 10-character code that identifies items in our catalog.

3.4 Brand website

This is an optional field. If you have an existing website for your brand, you can fill out the URL here. The website must include the exact brand name you are registering in Brand Registry. Sites that do not relate to the brand, sites under construction or sites allocated by website providers such as myshopify, tumblr, etc., are not acceptable. The website you enter must be live and you must be the owner of the site.

Enter the URL to your brand's official website. (optional)

3.5 Other e-commerce sites

This is an optional field. If you sell your products on other e-commerce sites, you may add the links to those e-commerce sites or to your Amazon storefront. Incorrect sites or products not related to the brand are not acceptable.

If your brand is sold on other e-commerce platforms, enter the URLs of those websites (optional)

3.6 Product information - product images

Submitting at least one image of your product or product packaging is a requirement for Brand Registry enrollment. There are three main requirements for these images:

- 1) **The image must be an actual photo of the product you are planning to sell under your brand.** Note that Amazon does not consider a mock-up or digitally altered image of the product or product packaging (e.g., the brand name or logo photoshopped on the product or packaging) as valid proof of intellectual property ownership. Therefore, any product image provided during Brand Registry enrollment must be an unaltered, genuine image of the product or its packaging. If an application is submitted with a mock-up or digitally altered image, the brand may be subjected to additional scrutiny during enrollment, and in some cases removal from the program.
- 2) **The image must clearly display your brand name.** Before uploading your image, ensure that it is not blurry. The brand name on the product must be easily readable and match the exact trademark name on your application.
- 3) **The image must show that your brand name is permanently affixed to the product and or product packaging.** Permanently affixed brand names are typically added during production and can be printed, sewn, laser-etched, or engraved onto items. Stickers, labels, hung tags, or stamps are not considered permanently affixed since they can be easily added or removed after production. Certain products such as furniture, jewelry, soft toys, wigs, and handmade items, might not have permanently affixed brand names. In these cases, the product's packaging must have a brand name that is permanently affixed. Other products, like phone cases or clothing, can have branding included as part of the products themselves.

Please see [product image requirements](#) for more details.

Enroll your brand

Brand information
Business information
Manufacturing and distribution information

Brand information

The information that you provide will help us identify your brand so that we can better protect it.

ⓘ Once you start an application, you have 3 days to submit before it automatically expires. [Learn more](#)

What is your brand name?

Please enter your trademark name. This includes the preferred form of capitalization for your brand name

Select the trademark office associated with your brand

Enter the registration or serial number
 Verify

Examples: 9876543 and 12345678

Categories to describe your brand
If your brand is not sold on Amazon, select the categories from the list below that best describe your brand.

Product information

If your brand sells products on Amazon, enter 1-3 of your top-selling ASINs for each product category in the store where the items are sold

Add

An Amazon Standard Identification Number (ASIN) is a unique 10-character code that identifies items in our catalog.

Enter the URL to your brand's official website. (optional)

If your brand is sold on other e-commerce platforms, enter the URLs of those websites (optional)

Add more

Product images

Additional product image requirements

Accepted file types are .jpg, .png, and .gif File sizes can't exceed 5MB

Upload

or drag here to upload

✕

Product images

Additional product image requirements

We ask that you submit at least one image of your product or product packaging as part of the application. The submitted pictures will be used solely for the purpose of reviewing your application, and customers will not have access to them.

You can use your phone's camera to capture clear pictures of your product or its packaging. Please note Amazon does not consider a mock-up or digitally altered image of the product or product packaging as valid proof of intellectual property ownership. Some examples of a mock-up or digitally altered image are, the image is photoshopped or the brand name/logo are photoshopped. Therefore, any product image provided during Brand Registry enrollment must be an unaltered, genuine image of the product or its packaging. If an application is submitted with a mock-up or digitally altered image, it will be rejected. Post enrollment in Brand Registry, if the image is found to be altered, the brand may be subjected to additional scrutiny and in some cases removal from the program.

Before uploading your image, ensure that it is not blurry and clearly displays your brand's name. The brand name on the product must be easily readable and match the exact trademark name on your application.

Ensure also that the brand name is permanently affixed to the product. Permanently affixed brand names are typically added during production and can be printed, sewn, laser-etched, or engraved onto items. Stickers, labels, hung tags, or stamps are not considered permanently affixed since they can be easily added or removed after production.

Certain products such as furniture, jewelry, soft toys, wigs, and handmade items, might not have permanently affixed brand names. In these cases, the product's packaging must have a brand name that is permanently affixed. Other products, like phone cases or clothing, can have branding included as part of the products themselves.

Do not upload images of your brand's logo, trademark certificate, or anything else that does not showcase your product or its packaging in this section, as doing so may result in rejection of your application.

4 Provide manufacturing and distribution information

4.1 General information

Provide this information so that we can enable proactive protections if your brand is eligible. You are required to select one of the two options below:

Which of the statements best describe the current manufacturing set-up for your brand that is being enrolled? (This is required so that we can guide you to upload the right documents which would aid our verification process)

- I have my own manufacturing set-up which manufactures majority or all of the products under my brand.
- I have an agreement, contract or relationship with a third-party manufacturer which manufactures majority or all of the products under my brand.

- a) If you select the first option, you will have the opportunity to upload a copy of a document that qualifies you as a manufacturer. Providing this documentation is optional.
- b) If you select the second option, you will be asked to upload a proof of arrangement between your brand and the third-party manufacturer. Providing this documentation is required.

For either option selected, you will be asked to "upload a copy of any recent sourcing/manufacturing/supply invoices (1 or more) published in the last 6 months which includes one or more of the brand's product names. Please ensure to hide any sensitive data (Example: pricing details)".

Upload a copy of any recent sourcing/manufacturing/supply invoice (1 or more) published in the last 6 months which includes one or more of the brand's product names. Please ensure to hide any sensitive data (Example: pricing details).

4.2 Distribution information

In this section we ask questions about distribution information so that we can enable proactive protections if your brand is eligible.

Does your brand sell to distributors?

Yes No

Do your distributors sell on Amazon?

Yes No

Where are your brand's products distributed? (optional)

Select a country

4.3 Licensee information

In this section we ask questions about licensing information so that we can implement the appropriate protections for your brand.

Does your brand license trademarks to others who manufacture products associated with your intellectual property?

Yes No

Does this licensee sell on Amazon?

Yes No

Once you have answered these final questions, you can click on the "Submit" button to submit your Brand Registry application:

Previous

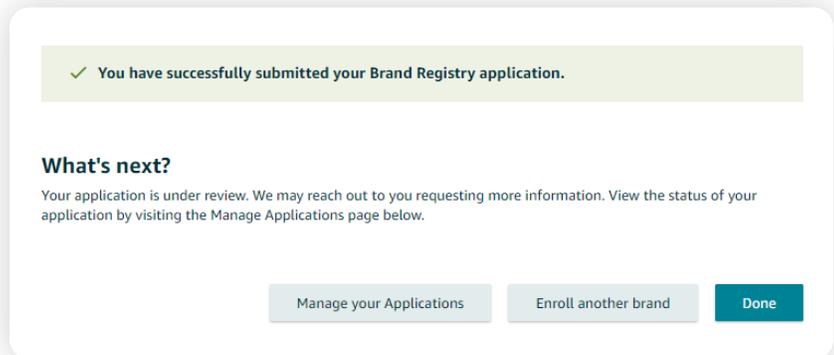
Cancel

Submit

5 What happens next?

5.1 After submitting your application

After you submit your application, you will see the image pictured to the right confirming that the application was created successfully and it is under review. At this point, the Brand Registry Support team will start the evaluation process and communicate with you via the enrollment case that was created.



After your application is reviewed, you may receive the following message:

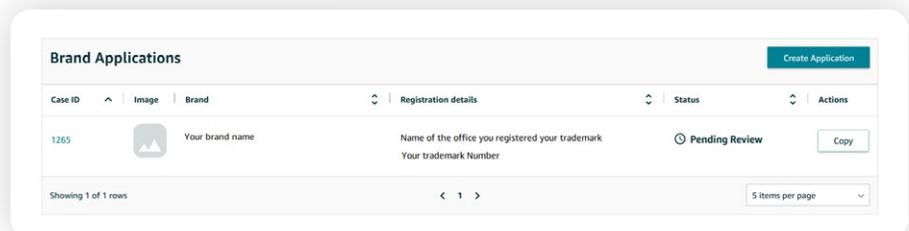
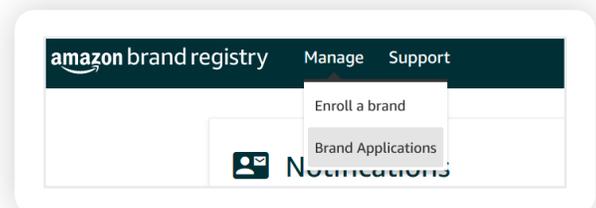
"We've provided a verification code to the public contact listed on the agency website where the trademark for your brand is registered. To receive the verification code, contact the trademark correspondent."

Please note that "public contact" and "trademark correspondent" are terms that refer to the representative on your trademark record which may be your attorney, the company owner, or anyone else that has been designated by the trademark office.

Upon receipt of this message, you **must** reach out to the trademark correspondent to request the verification code that was provided by Amazon. **Note that you have 10 days to submit this code in your Brand Registry application case log, by logging in to your Brand Registry account, hovering over the "Manage" tab, and clicking on "Brand Applications."** If you do not provide the code within 10 days, your case will be automatically closed, the verification code will no longer be valid, and you will have to submit a new application.

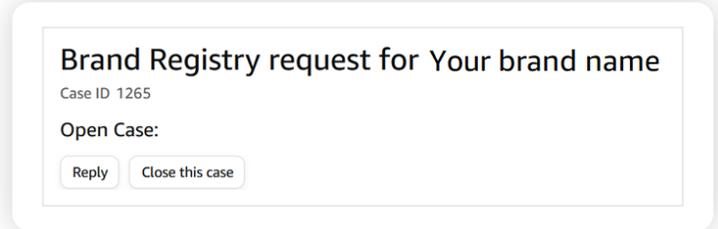
5.2 Locating your Brand Registry application case log

On the Brand Applications [dashboard](#) you will see a section that looks like the image pictured below:



Under “Case ID” you will see the full case number where the application is being tracked. Click on it to open the case.

Click on “Reply” and add the verification code provided by the trademark correspondent.



5.3 What happens after I provide the verification code?

After providing the correct verification code, your application will move into a final round of evaluation. At this point there is no further action required from you.

For answers to frequently asked questions, log in into your Brand Registry account, and visit our [Application FAQ](#).

5.4 Brand Registry Benefits

Once you are enrolled in Brand Registry your brand becomes eligible for exclusive programs that help you build and protect your brand. You will also have access to the [Report a Violation](#) tool which allows you to search our catalog with ease to look for potential trademark, copyright, patent, and design right violations. Should you find an infringement, simply use our advanced tools to report them. For additional information regarding Brand benefits, please visit [this site](#).

We are excited to work with you to help you thrive on Amazon and to create a consistent and trusted experience for customers every time they shop on Amazon!

[Learn more about Brand Services](#)

