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TECHNOLOGIES

Brand Registration & Trademark



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Brand Registry Introduction

Brand Registry

Amazon Brand Registry is a global service that helps you protect your brand's intellectual property (IP). When you enroll in Brand Registry, you unlock a suite of tools that allows you to more easily manage your brand's product listings so that customers see accurate information. Moreover, it uses automation to proactively remove suspected infringing or inaccurate content. You can also find, and report suspected violations using a simple, guided process.

Beyond copyright protection, Amazon Brand Registry offers brand owners an opportunity to augment their presence through sponsored listings and optimized content. You can build your brand and create better customer experiences using several premium features.

Reference: <https://sellercentral.amazon.com/help/hub/reference/G202130410>





Brand Registration Requirements

Amazon Brand Registry requirements

To be eligible for Brand Registry, your brand must have one of the following:

- An active registered trademark in each country where you wish to enroll.
- A pending trademark application that is filed through Amazon IP Accelerator.
- A trademark that is pending registration in a subset of accepted trademark offices.

The trademark must either be a text-based mark (word mark) or an image-based mark (design mark). Additionally, the trademark text must match the brand name that you provide in your Brand Registry application. If your trademark is an image-based mark with words, letters, or numbers, you must upload a copy of the image exactly as it appears in your trademark record.

Country-specific Amazon Brand Registry requirements are listed on Amazon's Brand Services website under 'Eligibility' in the [FAQ section](#).

Reference: <https://sellercentral.amazon.com/help/hub/reference/G202130410>

<https://brandservices.amazon.com/brandregistry/faq>

Country-specific Amazon Brand Registry requirements

United States

- Trademark organization: [United States Patent and Trademark Office \(USPTO\)](#)
- Statuses: Live registration issued and active in the principal register or live application in the principal register. Brand Registry is also accepting brands that have a trademark pending registration.
- Text-based marks: 1 - Typeset Word(s)/ Letter(s)/ Number(s); 4 - Standard Character Mark
- Image-based marks: 3 - An Illustration Drawing which includes Word(s)/Letter(s)/ Number(s); 5 - Words, Letters, or Numbers in a Stylized Form

Canada

- Trademark organization: [Canadian Intellectual Property Office \(CIPO\)](#)
- Statuses: Trademark must be registered or pending. Brand Registry is also accepting brands that have a trademark pending registration.
- Text-based marks: Word Mark
- Image-based marks: Design Mark



Benefits of Brand Registry

The main benefits of Amazon Brand Registry

Over 500,000 businesses are protected with the Brand Registry program, all of which are privy to a plethora of benefits unique to registered companies, stores, and vendors.

Infringement protection benefits

- Proprietary text & image search that accurately lists copycat and hijacker listings
- Reporting tools working in synergy with Amazon's Counterfeit Crimes Unit
- Automated protection relies on provided information to actively remove suspected inaccurate and infringing content

Brand building features

- Optimized content drives improved sales and augmented traffic
- Increased brand name awareness in sponsored listings
- Free multi-page store for better promotion
- Brand Analytics provides access to customer behavior reports and searched keywords

Build and Protect Your Brand

Brand registry:

Enrolling in Amazon Brand Registry unlocks a suite of tools designed to help you build and protect your brand, creating a better experience for customers.

<https://brandservices.amazon.com/>

Build your brand

A+ Content

A+ Content helps businesses showcase their brand story and product features using rich text and images on the Amazon detail page to help drive conversion, and potentially increase traffic and sales.

Sponsored Brands

Grow your brand awareness with ads that feature your logo, a custom headline, and up to three of your products.

Amazon Stores

Promote your brand and products with your own multi-page Store on Amazon for free.

Amazon Brand Analytics

Make informed and strategic decisions with powerful data. **Learn more** about customers, including search terms and more customer behavior data reports, which can help you to make smarter, faster business decisions.

Protect your brand

Accurate listings

Better manage your brand's product listings so that customers see accurate information.

Proactive brand protection

Our automated protections use information about your brand to proactively remove suspected infringing or inaccurate content. The more information you provide, the better Brand Registry can help you protect and improve your brand experience.

Report violations

Our powerful search tools let you find and report suspected violations with a simple, guided process.



Process of Brand Registry Application

How to apply for Brand Registry?

Only trademark owners are eligible to apply to Amazon Brand Registry. Obviously, authorized agents can do so in their stead, but to do so, the agent needs to be enrolled by the owner of the trademark.

Login to seller account

The first step on the Brand Registry program application is to sign in with existing Seller/Vendor credentials (basic Amazon account). Brand owners that still don't have one can create a free Amazon Seller account.

Submit trademark details

The second step revolves around the enrollment process. Brand owners need to provide the brand name with the registered trademark. Brand owners with pending trademarks can still enroll if they meet all other country-specific eligibilities. Additional required information is the number (registration or serial) assigned by IPO of selected states and a list of categories in which products will be listed (if eligible).

Use your trademark

Upon providing this information, all brand owners will be obliged to use this trademark on their products and packaging actively.

Reference: <https://brandservices.amazon.com/brandregistry/eligibility>

[Brand Registry Portal](#)

Thank you!



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