



cymax group
TECHNOLOGIES

Amazon Registered Agent

Overview

- Brand Registered Agent Introduction
- Brand Registry roles and functions
- Advantages of Brand Registered Agent Access
- Registered Agent Access and Process

Brand Registered Agent

A third party who is authorized by the Rights Owner to report violations using Brand Registry tools.

Amazon Brand Registered Roles and function

When brands are brand registered with Amazon, only authorized accounts can change listings. Authorized accounts can include your employees or another account to which you have assigned a role, such as an authorized agency. There are currently three types of Amazon Brand Registry roles: Administrator, Rights Owner, and Registered Agent. Each comes with a different level of permissions.

- **Rights Owner:** An individual who is the trademark owner or their employee who is authorized to report violations. Users with this role have access to the Report a Violation tool and listing benefits.
- **Registered Agent:** A third party who is authorized by the Rights Owner to report violations using Brand Registry tools.
- **Administrator:** An individual who has permission to assign roles to user accounts.

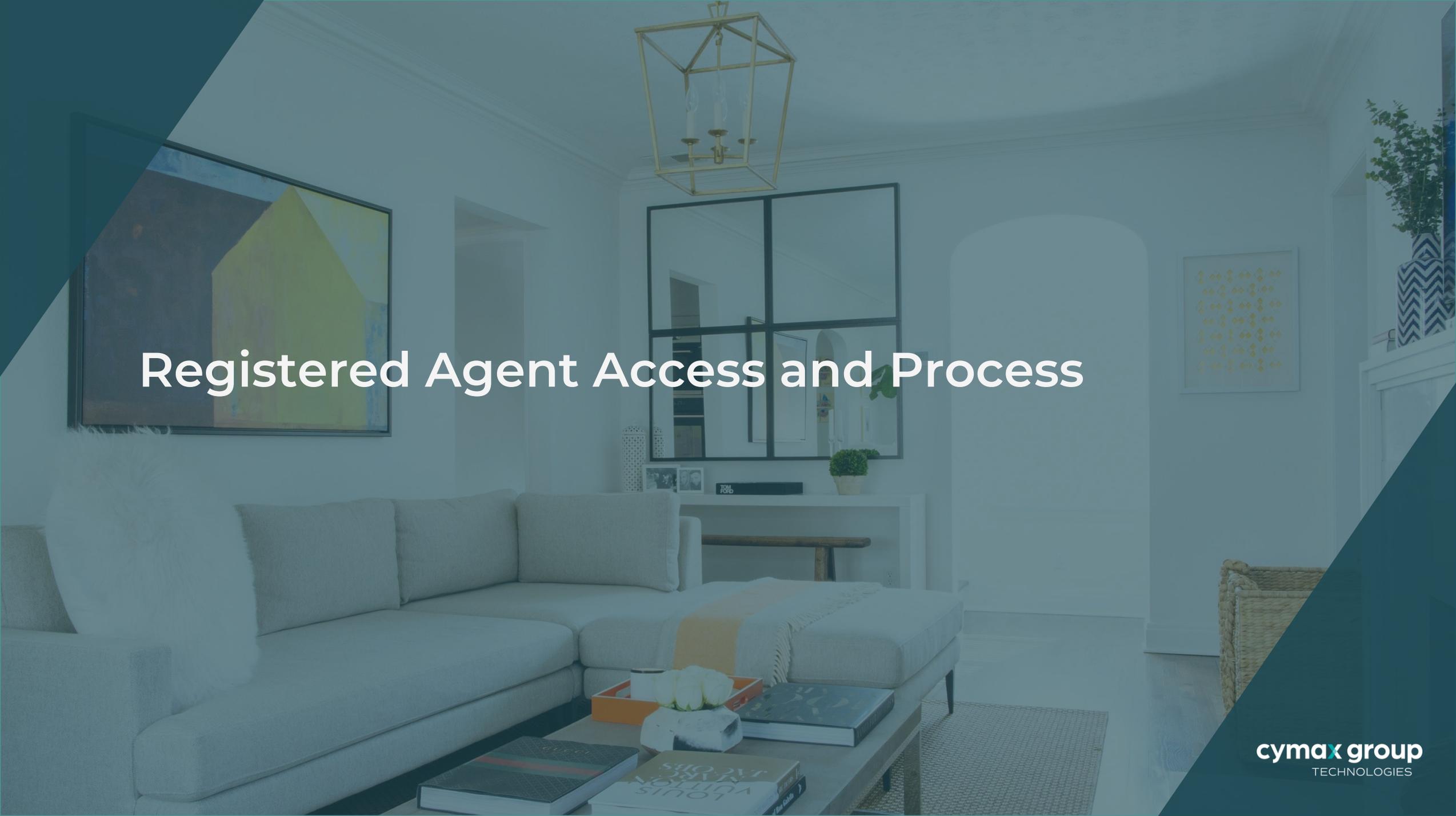




Advantage of Brand Registered Agent Access

Advantage of Brand Registered Agent Access

- Resellers and people with written permission from a brand owner or manufacturer to manage a product's detail page on Amazon
- It helps a us to have a control over their product listings
- It allow authorized sellers to create new products for the Registered Brand
- It helps us to enhances the brand content
- It helps maintain and update attributes.
- It helps to resolve product rejections quickly

A modern living room with a light-colored sofa, a coffee table with books, a large mirror, and a chandelier. The room is decorated with a large abstract painting, a white console table, and a wicker chair. The text "Registered Agent Access and Process" is overlaid in the center.

Registered Agent Access and Process

Brand Registered Agent

- Is your Brand registered under the Amazon Brand registry? If yes, please provide brand name as per trademark certificate and add Cymax as a registered agent through their brand registry page
- Please refer to this link on how to provide registered agent access from the brand registry

<https://sellercentral.amazon.com/help/hub/reference/GCF9UE9VGKGA2W5F>

Or refer to steps below

- **URL:** <https://brandregistry.amazon.com/>
- Go to Setting > User Permissions within Brand Registry. You will see all the users associated with your brands listed there.
 - To manage existing users: Click Manage next to each user to grant or remove roles from the user under the brands of your selection.
 - To add new users: Click Invite a user to your brand and fill in the required information, then click send an invitation. The new users will need to accept the invitation via email to be added
 - The email address login of the Brand Registry user account
 - The brand that the request pertains to
 - The specific role or roles you would like to assign to the user account
 - A vendor should send an invite to amazon@cymax.com

Support

Brand Registry > User Permissions > Invite a user to your brand

Invite a user to your brand

Enter the user's details. After they accept, you can modify their access and add them to additional brands at any time.

Email

Name

Language

English (United States) ▾

Brand

After this user accepts their invitation, you can extend their access to more brands through the "Manage" page.

Role

Administrator
An individual who has full permission to assign roles to user accounts

Rights Owner
An individual who is the rights owner or an employee of the rights owner who is authorized to report violations.

Registered Agent
A third party who is authorized by the rights owner to report violations

Cancel Send Invitation

Thank you!



Alka Nahare
Marketplace Coordinator

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