



Brand Ungating Template

If you are gated on an item, you have two options to become ungated:

1) Submit 3 invoices from the manufacturer that must comply to the following:

- Invoices must be dated in the past 180 days or reflect the delivery or purchase of listed products in the past 180 days.
- Invoices must contain the names of the products purchased
- Documents must contain your name and contact information for your business (eg address phone number, email or website)
- Documents must contain the issuer's name, address, phone number and email address or website

2) Submit the Letter of Authorization (LOA) from the manufacturer that must comply with the following:

- The LOA must be Legible (I am honestly not sure why they mention this, presumably they don't want hand written LOA's)
- Dated within the last 90 Days
- Includes the manufacturer name and contact information
- Includes your legal business name or the name which corresponds to your Account Information page in Seller Central
- Includes your Physical Address
- Must be in English

If you are denied, re-check EVERYTHING and submit your document(s) again.

If you are denied a second time, open a case and state the following:

"Thank you for your thorough review of our Brand Application. We understand the importance of these verification steps, and the necessity to keep out bad actors. With that in mind, we want to make sure that we are submitting the necessary information to make this review process as easy as possible for the Brand Ungating team.

Fortunately, we are in direct contact with the brand owner, and can get ANYTHING that you need to make this process easier. Similarly, we will use this to get the correct information for you going forward with future ungating requests.

Thank you for your help."

About 20% of the time you'll receive a helpful response where they'll tell you EXACTLY what you're missing. However, if their response isn't helpful, submit your application and include this:

"Please have a member of the US Based Leadership Team review based on the legitimacy of our [invoices/Letter of Authorization]. Our Letter of Authorization contains the following (Legible, Dated in past 90 days, Includes Manufacturer Information, Includes our Legal Business Name, Includes our Physical Address and is in English) - which are the guidelines for approval."

If you are denied without review by the US Based Leadership Team, you should open the case, and say the following:

"Please escalate to review by the US Based Leadership team based on the legitimacy of our [Invoices/Letter of Authorization].

We appreciate your thorough review of our request for Ungating for [Insert Brand Name]. We are approved vendors of this brand, and they are well aware that we sell products on the Amazon platform. Please re-review our information, and let us know what is missing, such that we can expedite this process and get you the information that you need.

Our current Letter of Authorization contains the following elements which are required for approval:

- Legible
- Dated in the Past 90 Days
- Includes the manufacturer name and contact information
- Includes our legal business name which corresponds with our Account Information page in Seller Central.
- Includes our Physical Address
- Is in English

Thank you for your thorough review. Our goal is to be in full compliance with all Amazon standards, and we have tried to represent this with the information presented.

Thanks again,

[Your Name]

[Your Title]"

Rinse and repeat the process. If you get denied several times without review from the US Based Leadership team, you can send a message to jeff@amazon.com asking that the process be reviewed.