

In the video we are going to talk about Amazon Brand Registry. We will cover what it is, how to effectively use it, how to enroll brands into brand registry, and tips for how to manage some of its quirks.

What is Amazon Brand Registry?

First and foremost, you should read Amazon's official page on Brand Registry located here at

<https://services.amazon.com/brand-registry.html>

That link is below this page. You can also easily find it on Google by searching Amazon Brand Registry. It should be your first result.

But in Summary, Brand Registry is a new system that allows brand owners and/or agents of their brand they have assigned, access to special tools and features that give more control over a brands products and listings on Amazon.

Brand Registry now has its own user interface and have a separate login to Seller Central.

Brand Registry has went through several iterations and changes over the last year. This video is covering brand registry as it is now, but be aware that it may change again in the future. Also be aware that in typical Amazon fashion, this brand registry system has quirks or features that are unclear and confusing. We will do our best to make those areas more clear.

The primary features within Brand Registry are:

- Ability to make instant changes to Amazon Listings that fall under the brand
- Ability to lock down a listing from being changed by non-authorized parties
- Ability to provide Enhanced Brand Content (EBC) into a brands listing
- Ability to report sellers for trademark infringement, intellectual property infringement, as well as counterfeiting.

What are the benefits to Brand Owners to be brand registered?

It is pretty clear, it gives brand owners more control over what appears in their listings. It provides the

ability to unlock EBC, so listings can be made beautiful and better than ever before.

And for the first time it gives brand owners the ability to report, remove or restrict sellers from selling their products on Amazon. A huge pain point that you can now help guide them to solve.

Let's talk a little more about that feature

Disclaimer: This video does not contain legal advice. These are observations from our shared experience and research as Amazon sellers. When in doubt, seek advice from a legal professional.

Amazon includes inside the Brand Registry Console a tool to report sellers for trademark infringement, intellectual property infringement, as well as counterfeiting.

It is here that a brand owner can report a seller and effectively have them suspended as a seller from a listing or make them provide invoices to prove they made an authentic purchase. These suspensions can also be revoked by the brand owner at any time after evidence has been sufficiently provided.

CAUTION: To protect yourself from legal liability, we do not recommend you ever report these violations yourself as an agent of the brand. These reports should be made by the brand owner themselves using Brand Registry 2.0

The brand should also be made aware that the sellers reported, while unlikely, could take up or threaten legal action in response to being reported, citing the 1st sale doctrine as their defense. We recommend that prior to anyone using this tool, legal counsel is consulted.

Brand Registry Requirements

A list of requirements to enroll a brand into brand registry are as follows:

- The brand name must have an active registered trademark
- Images of the brands logo, products and packaging must be provided. The packaging must be branded.
- A list of countries where the brand's products are manufactured and distributed
- A website for the brand

Verification & Approval

Once you have submitted a Brand Registry application, if all the information you provided checks out based on the Amazon Brand Registry agent that reviewed your application, you will be moved to the next step in the process, which is to verify your application with the brand owner themselves.

Amazon will email a verification code to the contact person registered for the trademark on the USPTO.gov website. You will need to gather that verification within 30 days and submit it to Amazon to finalize the approval process.

Most often, the attorney that filed for the trademark on behalf of the brand is the person listed as the contact on the USPTO.gov website.

This process is the same whether it is you or the brand owner are attempting to register.

I know that was a lot to take in, so let's look at an example of how to gather all this information.

Navigate to USPTO.gov and click the Trademarks heading.

First you will want to do a TESS search to find the serial number for the Trademark. You will need this number for the application anyway, and we can use it to figure out who the contact of record is for the Trademark.

You will do a basic word search and just type the name of the brand in. Copy the serial number for the trademark.

Back out to TSDR search and search that serial number.

The name of the contact of record is located under the Attorney section

Enrollment Information

There is no seller central account required to complete the brand registry application.

Anyone can register any trademarked brand and gain access to the Brand Registry login area, so as long that they are able to provide the verification code that is sent to the trademark contact of record.

The first person the registers a brand will be designated an administrator role for the brand. There can be multiple administrators to our knowledge. Administrators can assign roles or add new agents be

following the instructions designated inside the Brand Registry Area pictured here.

Be aware, there is a hidden not pictures here called Catalog Manager. Catalog managers are able to to Enhanced Brand Content and make instant changes to listings.

The Catalog Manager Role is assigned the same way as the other roles pictured here

Finally, lets walk through how to fill out the forms to enroll a brand

Brand eligibility

Does your brand have a government-approved trademark consisting of words, letters, or numbers? US trademarks must be a standard character mark and in the principal register.

Yes No

Trademark Registration or Serial Number TEST	Registered with United States - United States Patent and Trademark Office
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Do your products and packaging have a permanently affixed brand name and logo?

Yes No

Do you intend to enroll more than 10 brands in the Brand Registry?

Yes No

Brand name to be registered
TEST

Name that appears on your products and on product detail pages. Brand name is case sensitive.

Next



Help us identify this brand

Upload product images

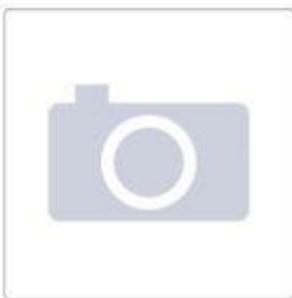


Image requirements:

- Upload up to 10 files 1.5 MB or less.
- Image must show the product with visible branding

Upload packaging images

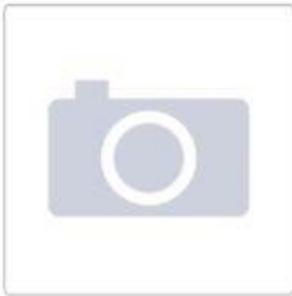


Image requirements:

- Upload up to 10 files 1.5 MB or less.
- Image must show the product with visible branding

Upload logo images

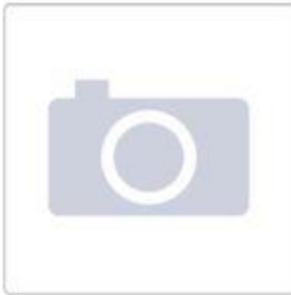


Image requirements:

- Brand logo image must only show the logo itself, not a photo of a logo printed on a product box

Your online presence

These fields are optional, but leaving them blank may prevent a brand from being approved.

Brand website

Brand social media page



Tell us more about TEST

Do your products have UPCs, ISBNs, EANs, or other GTINs?

Do you need UPCs, EANs, or GTINs to sell on Amazon? ▾

- Yes No

Select the categories for your products

Select a category ... ▾

Add category +

If you sell your products online, let us know where (optional)

Why is this important ▾

Where do you manufacture your brand's products?

Select country ▾

Add country +

Where do you distribute your brand's products?

Select country ▾

Add country +

Back

Submit application

As we mentioned, the only products that will be linked are those that have the trademark brand name exactly matched to the one you input into the field on the form. That also has to match the name listed

on the trademark.

OK, so once Brand Registered (OR an Agent), you need to make sure all of your products for that brand are properly *linked* to the Brand. This can be checked by adding the column on your Manage Inventory page to view the "UPC/EAN." Once a product is properly linked, that field will change from the current identifier (ASIN or UPC, whatever is popping up initially) into a long strand of numbers and letters. This is the GCID Amazon assigns to the product once linked to brand registry.

So, how to link?

You need to figure out for THAT brand, what is the key attribute for your products? In many cases, you'll have to go into the back end and update not ONLY that key attribute (UPC, for example) but also the Brand Name, the Manufacturer Name, and the correct Category on the "More Details" side.

If you're lucky, that's all there is to it.

If you don't get a generated GCID with those steps, you'll need to send in a Case to the Brand Registry team to look into what your key attribute is for the brand (in one of mine, it was some weird Catalog number).

Maybe one last thing,

I understand there is a lot going on here. But using the contact us in the Brand Registry login area can be very helpful for resolving problems or figuring out what it is you need to do to make something happen.

Your Brands

Registered
brands

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[Enroll a new brand](#)

Welcome to the Brand Registry

Want to report a case of potential infringement?

Use the [Report a violation](#) tool to search for and report items that may be infringing on your copyrights or registered trademarks.

Need help?

Our specialists on the Brand Registry Support team are standing by. [Contact us](#) to receive assistance on issues related to protecting your brand on Amazon.

Have a question about an existing application?

If you have a question about your existing application status or a prior application decision, respond to the case in your [Case Log](#).

How are we doing?[Leave feedback](#)