

Comprehensive Guide to amazon Brand Registry



Amazon Brand Registry is a program that offers significant benefits to all Amazon sellers by providing a platform to register their brands. Whether you are an FBA seller, FBM seller, a large corporation, or a small private label business, it is highly recommended that you consider registering with the Amazon Brand Registry program.

While it is possible to sell on Amazon without enrolling in this program, participating in it can be immensely advantageous in demonstrating the authenticity and ownership of the products you sell. Upon approval of your application by Amazon, your product will be associated with your specific account, enhancing the security and credibility of your business on the platform.

It is important to note that this program is completely free. However, Amazon has implemented significant enhancements to the Brand Registry program with the May 2017 update. These improvements have made enrolling in the program even more compelling. Here are several compelling reasons why you should seriously consider enrolling:

1. Trademark Protection: Amazon Brand Registry assists you in safeguarding your registered trademarks, thereby creating an authentic and enjoyable shopping experience for customers.

2. Access to Valuable Tools: Enrolling in the Amazon Brand Registry program grants you access to a range of valuable tools. These include proprietary text and image search capabilities, as well as predictive automation. The predictive automation functionality relies on your reports of suspected intellectual property rights violations, providing you with greater control and authority over product listings associated with your company name.

In summary, the Brand Registry program offered by Amazon significantly facilitates the identification and reporting of companies attempting to infringe on or counterfeit your products. By enrolling in this program, you gain a powerful tool to safeguard your brand and maintain control over your listings on the platform.



Amazon Brand Registry Requirements

The Amazon Brand Registry Program has undergone a significant change, necessitating the possession of a trademark for participation and access to its benefits. As such, the initial requirement entails completing a trademark application if you have not already obtained one. Subsequently, you will be required to await the processing of your trademark before joining the program.

To enroll a brand in the Amazon Brand Registry program, the following information is imperative:

1. A registered company name accompanied by an active trademark.
2. A Government Registered Principal Trademark Registration or Serial Number. For USPTO marks, the Mark Drawing Type must correspond to one of the following options, with the text aligned with the brand name: a. "1 – TYPESET WORD(S)/LETTER(S)/NUMBER(S)." b. "3 – AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S), LETTER(S)/NUMBER(S)." c. "4 – STANDARD CHARACTER MARK." d. "5 – WORDS, LETTERS, OR NUMBERS IN A STYLIZED FORM."
3. Images portraying the company's logo.
4. Images displaying the trademarked branding on products and packaging. In cases where the product lacks branding, proper labeling on the packaging is mandatory. Inclusion of the brand in a list of relevant product categories (e.g., apparel, sporting goods, electronics).
5. Inclusion of the brand in a list of relevant product categories (e.g., apparel, sporting goods, electronics).
6. A comprehensive listing of the countries where the company's products are both manufactured and distributed.



What are the Amazon Brand Registry Benefits?

More than 130,000 companies worldwide have embraced the Amazon Brand Registry system, leading to a substantial reduction of 99% in reported infringements compared to pre-implementation statistics, as per the Amazon platform.

The Amazon Brand Registry offers a range of advantageous features, with the most significant ones outlined below:

a. Enhanced brand representation

With Amazon Brand Registry, you gain greater control over product pages on the platform that feature your brand name. This enables a more accurate depiction of your brand, ensuring that customers receive the correct and complete information about your products.

b. Robust search and reporting tools

Amazon's marketplaces provide specialized tools designed to facilitate the identification of infringement cases for all registered brands:

- **Global search:** Simultaneously search for specific content across multiple Amazon stores on a single screen, eliminating the need for extensive navigation.

Image search: Utilize image-based searches to identify Amazon product listings that correspond to your items or logos.

- **Bulk ASIN search:** Conduct efficient searches by inputting a list of item URLs or ASINs in bulk, enabling prompt identification and reporting of potentially infringing content. This feature also facilitates an enlarged view of image thumbnails, simplifying the process of identifying infringers.
- **Sort list view:** Arrange item ratings in a list view format to enhance visibility and popularity.

Once your search is complete, Amazon Brand Registry provides a guided and user-friendly workflow to report any potential infringements, which will be evaluated and addressed by the Amazon platform.

c. Proactive brand protection measures

In addition to Amazon's standard proactive protection tools for its clients, the Brand Registry employs the information provided by sellers about their brands to implement supplementary proactive safeguards. These measures aid in the identification and removal of potentially harmful product listings. By furnishing the Brand Registry support members with comprehensive details about your company and intellectual property, you enhance Amazon's ability to protect your business. Examples of these proactive measures include:

- Detecting listings that are not associated with your company but improperly utilize your trademarked terms in their product descriptions, titles, and detail pages.

Identifying images that feature your logo but do not display the name of your Amazon storefront.

- Flagging sellers who ship goods from countries where you do not manufacture or distribute your branded products.

- Monitoring product listings created using your brand name, even if you have not yet released the complete catalog of your products on the platform.

d. Brand-building benefits

Leverage Amazon's tools and features such as Stores, Enhanced Brand Content, Brand Dashboard, and Sponsored Brands to cultivate and expand your Amazon business. These resources empower you to enhance your brand's presence and engage with customers effectively.



What is the Amazon Brand Registry Cost?

Currently, there are no additional charges associated with the Amazon Brand Registry. However, it is important to note that registering a trademark is a prerequisite for applying to the Brand Registry on Amazon.

Typically, the fees for trademark registration can vary, ranging from \$225 to \$400. The specific costs depend on the chosen category of protection you seek to acquire.

How Is a Trademark Obtained for Brand Registry?

Obtaining a trademark for brand registry might appear intimidating, but there are multiple avenues available to secure your trademark.

One option is to obtain your trademark through the official government service, the US Patent and Trademark Office (USPTO). However, if you are unfamiliar with legal terminology and procedures, you might consider engaging the services of a local lawyer or utilizing online platforms. Trademarkia and LegalZoom are two online services that cater to individuals applying for trademarks.

If you are keen on participating in the Amazon Brand Registry program, it is advisable to initiate the trademark application process at the earliest opportunity. It is important to note that the entire application and approval procedure can take anywhere from six months to a year to complete. The duration of the trademark approval process is contingent upon the number of pending registrations within the USPTO system. You can access the USPTO system for further information [here](#).

How to Register Your Brand with Amazon's Brand Registry

The Amazon Brand Registry serves as a valuable tool for establishing ownership of the products you sell. Once your business registration application is approved by the marketplace, your products will be linked to your account, providing enhanced security against hackers. This added protection is particularly beneficial for sellers seeking to mitigate the risks posed by hijackers and counterfeit products, safeguarding their reputation.

It is important to note that brand registration is specifically intended for manufacturers, brand owners, and authorized distributors with written permission from the brand owner to sell specific items on Amazon. Traders who do not fall into one of these three categories are not eligible for brand registration.

Additionally, there are two specific categories that Amazon prohibits from being registered:

- DVDs, Videos, Music, and Books.
- Products falling under the categories of sports collectibles and entertainment.

If your product meets Amazon's requirements, it is highly recommended to register it as soon as possible. To facilitate a smooth registration process, below is a checklist of the key steps involved in registering your brand with Amazon:



a

Functional Website

Maintain an active website that is live and hosted. It does not need to be elaborate, but should display your company name and product images.

b

Custom Email Address

Use a custom email address associated with your website's domain to communicate with Amazon. This enhances credibility and professionalism.

c

Packaging Images and Products

Provide clear pictures of your brand and product packaging. Professional photography may be beneficial if you do not already possess suitable images.

d

Customized Brand Identity/Key Attribute




Sellers on Amazon must provide a unique identifier or key attribute for their products, such as a UPC, manufacturer part number, or catalog number. Choose a stable identifier that will remain consistent over time.

e

Completed Application

Visit the Amazon Brand Registry page and fill out the required fields in the application. Enter the business name exactly as indicated on the product label, excluding the product title.

By following these steps, you can initiate the brand registration process on Amazon and increase the security and credibility of your products.

 Brand eligibility
 Identification
 Characteristics

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 **Registered with**

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

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

[Next](#)

The next step is to upload the pictures of your products and packaging (or a second packaging image for traders dealing with Beauty, Groceries and Health products).

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

Next, you need to add specific information related to your business.
Pick the relevant category under which your product would be registered.
Choose the unique identifier or critical attribute you want to use to identify the product



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 +

How to Know If Your Application Process Was Successful?

Once you have initiated the registration process with the Amazon Brand Registry program, you can easily check the status of your company's acceptance using the following methods:

Unique Identifier: Check the goods for a unique identifier such as a UPC or EAN. If you can see a unique identifier on your products, it indicates that your Amazon Brand Registry process was successful. In cases where you are the only seller of a particular item, Amazon assigns Global Catalogue identifiers. However, if you see an ASIN (Amazon Standard Identification Number) on the goods, it means that your company is still awaiting approval. Keep an eye on these identifiers to track the progress of your registration.



Enhanced Brand Content (EBC): If your request for Enhanced Brand Content is denied, it signifies that your branding has not been authorized by Amazon for various reasons. In such cases, you can make efforts to improve and enhance your business profile to make it more engaging and appealing. Monitor any progress in the approval of your branding.

Contact Amazon Brand Registration Help: If you are eager to know the status of your brand's approval, the best approach is to reach out to Amazon's Service Center. Contact their customer care representatives who can provide you with prompt information regarding the registration status of your company.

By utilizing these methods, you can stay informed about the acceptance status of your brand on the Amazon platform.

Other Methods to Enhance Your Brand

In addition to the Amazon Brand Registry, there are other methods that merchants on Amazon can implement to enhance and protect their brand. Consider the following approaches:

a. Consistency:

Maintaining consistency in your product listings creates a professional image and helps customers identify and avoid counterfeit listings. You can achieve consistency through:

- **Branding:** Use distinctive color schemes and logos that are consistently applied across your listings.
- **Product Images:** Ensure consistent backgrounds, lighting, and in-context product photos.
- **Writing Style:** Adopt a specific style, format, and tone in all of your Amazon listings.

b. Customer Experience: Providing a positive customer experience increases customer loyalty and reduces the likelihood of customers encountering fake listings elsewhere. Enhance the customer experience by:

Customer Care:

Respond promptly and effectively to complaints and queries from customers.

- **Fast Shipping:** Offer fast delivery options, such as two-day shipping through in-house fulfillment, SFP (Seller Fulfilled Prime) fulfillment service, or FBA (Fulfillment by Amazon).
- **Amazon Prime:** Participate in Amazon Prime to provide customers with Prime benefits, including exclusive discounts and free shipping.

C. Multi-channel Selling: Relying solely on Amazon for selling and protecting your brand leaves you vulnerable to improper brand usage on other sales channels. Embrace multi-channel online commerce to establish a brand presence across multiple platforms, such as Walmart and eBay. This ensures a consistent brand experience for customers, regardless of where they make their purchases.

By implementing these strategies alongside the Amazon Brand Registry, you can strengthen your brand presence, improve customer satisfaction, and safeguard your business across various sales channels.

Conclusion

Amazon brand registration offers significant benefits for your company, enabling it to thrive and establish a strong presence. It is crucial to protect your business by promptly registering it through the Amazon Brand Registry. Failure to register your products exposes you to the risk of hijackers taking over your listings and potentially damaging your brand's reputation. By registering your brand, you can proactively safeguard your products and maintain control over your listings on Amazon.

Furthermore, brand registration opens up opportunities for sellers, including the potential invitation to join the [Vendor Central program](#). This program provides additional advantages and can further enhance your business's growth and success on the Amazon platform.

In summary, registering your brand through the Amazon Brand Registry is a vital step for sellers who want to protect their products and maximize their potential on Amazon. Take the necessary measures to secure your brand's presence and enjoy the benefits that come with brand registration.