

Introduction to IP Accelerator

Obtain IP Rights and Brand Protection
more quickly with IP Accelerator

Training Content

After reading this guide you know

- **WHAT** IP Accelerator is
- What the **BENEFITS** of the programme are
- What the **PROCESS** looks like
- **HOW** you can get started, and
- The answers to frequently asked questions (FAQs)

WHAT is IP Accelerator?

If you don't have a registered trademark yet, IP Accelerator can help you obtain intellectual property (IP) rights and brand protection in Amazon's stores more quickly. IP Accelerator connects businesses with a curated network of trusted IP law firms which provide high-quality trademark registration services at competitive rates.

WHAT BENEFITS do you get from using IP Accelerator?

FASTER ACCESS TO BRAND PROTECTION AND -TOOLS

Amazon provides businesses using IP Accelerator with **access to brand protections and brand building features** in Amazon's stores, to better protect and grow their brand months, or even years, before their trademark registration officially issues. You will be able take advantage of powerful tools such as **A+ content** for your product detail pages, **Brand Stores**, **Sponsored Brands** campaigns and the **Brand Analytics** Dashboard. If you want to find out more about Amazon's brand tools, you can find more information in our [Seller University](#).

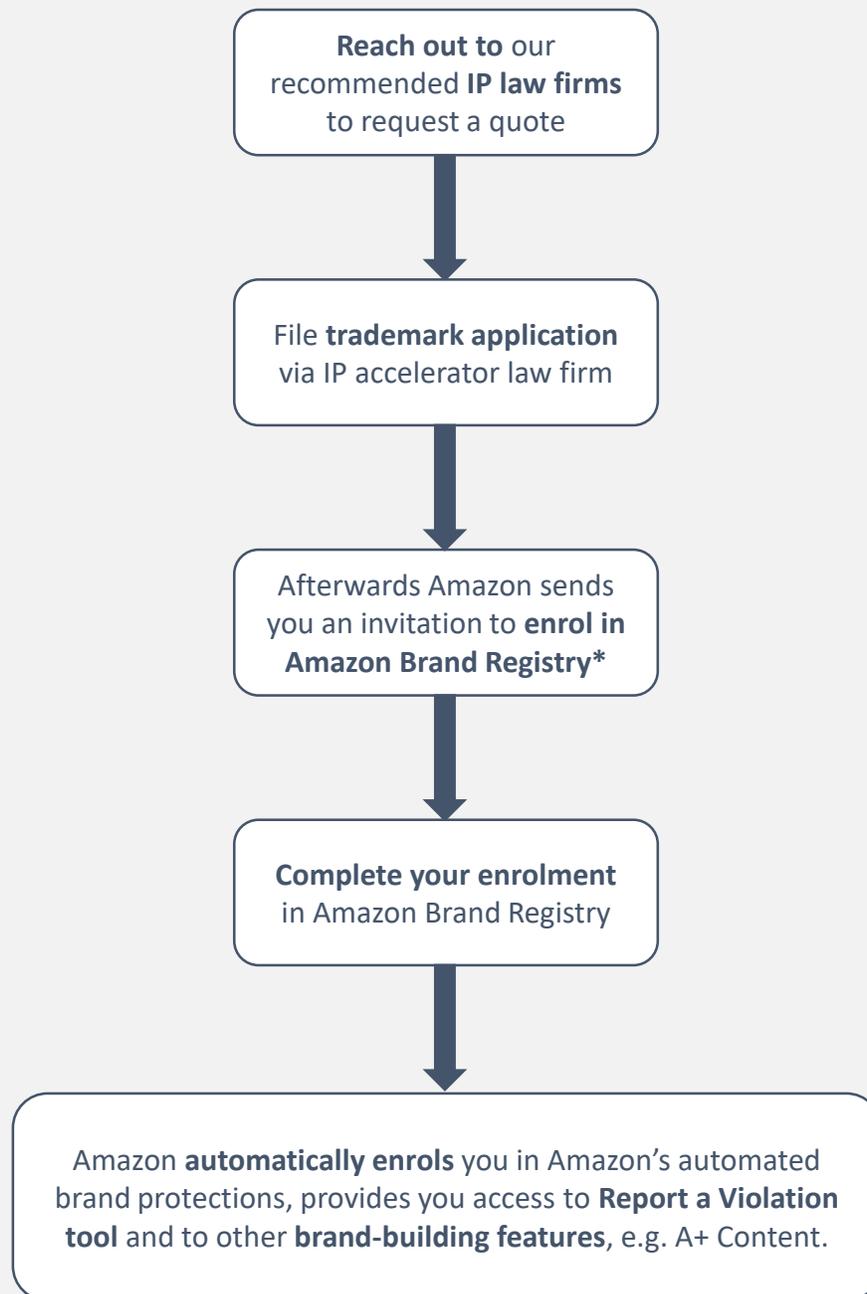
PROACTIVE BRAND PROTECTION

Amazon will use information that you provide about your brand to implement protections that attempt to proactively identify and remove potentially bad listings that could harm your brand and our customers.

POWERFUL SEARCH AND REPORT TOOLS

You will have access to the **Report a Violation tool** that provides text- and image-based searching capabilities and simplifies the process of reporting potential infringement (e.g. common law trademark infringement) with multiple features designed specifically for brands.

What is the **PROCESS?**



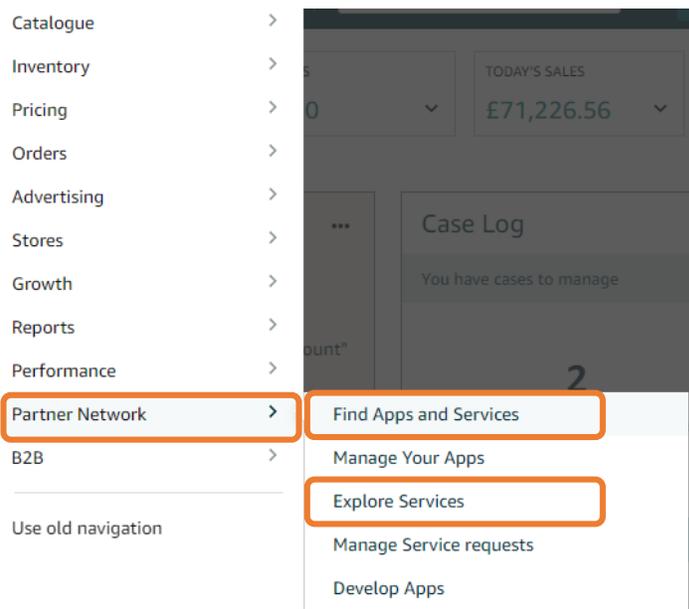
***What do I do if my law firm submitted a trademark application, but I haven't been invited to enrol to Brand Registry?**

If your law firm has confirmed that they provided your trademark application serial number to Amazon and you haven't received an invitation to enrol, please contact us [here](#).

HOW can I get started?

You can click [here](#), or in Seller Central hover over Partner Network tab and then click on 'Find Apps and Services' or 'Explore Services'. In our **Service Provider Network** you can discover Amazon-approved third-party apps and services all in one place. Look for 'IP Accelerator' to see which service providers are participating in this programme.

You can directly contact the service providers to receive a quote by clicking on 'Contact provider for quote'.



Service Provider Network [Become a provider](#) | [How It Works](#)

0 TOTAL REQUESTS [View all](#) | 0 ACTIVE REQUESTS [View active](#) | 0 COMPLETED REQUESTS [View completed](#)

Where are you located?ⁱ | Where do you want to sell?ⁱ | What service do you need help with?

Service Provider Network > IP Accelerator in United Kingdom

IP Accelerator in United Kingdom

IP Accelerator services can help you research potential brand names and file trademark applications to protect your brand.

We found 2 providers

Sort By: **Popularity** Rating

Refine providers

Service Type

Copyright (2)

Trademark (2)

Local Providers

Show local providers in United Kingdom (2)

Provider Location

United Kingdom (2)

Provider Language

English (2)

French (2)

stobbs Strategic Asset Management

Stobbs IP

LOCAL PROVIDER

More than 100 requests received | **★★★★★** 58Reviews

Specialities: Brand and Trademark protection and enforcement (from cease and desist letters to High Court litigati...

Your UK & European Intellectual Property Firm

cleveland scott york Intellectual Property

Offices in London, Munich, Perthshire & the Thames Valley

Cleveland Scott York

LOCAL PROVIDER

More than 100 requests received | **★★★★★** 25Reviews

Specialities: Brand clearance, protection and enforcement are core to what we do, but we also advise clients on re...

FAQs

Do I have to pay Amazon to use Amazon IP Accelerator?

No. IP Accelerator is a free programme. Amazon does not charge a fee to connect you with law firms. When you select a firm, you work with and pay the law firm directly.

What are the pre-negotiated rates from the law firms participating in IP Accelerator?

Amazon has pre-negotiated rates for the services below covering a single brand for a single class of goods or services. Additional fees will apply for other services including searching for multiple brands and filing for additional types of intellectual property (e.g. design patents).

Maximum service fees

A high-level brand search of EUIPO records for relevant pending applications or registrations.	250 EUR
A combined high-level brand search of EUIPO and UK IPO Records for relevant pending applications or registrations.	400 EUR (350 GBP)
A comprehensive search of EUIPO Records for relevant pending applications or registrations.	1000 EUR
A comprehensive search of EUIPO and UK IPO for relevant pending applications or registrations.	1150 EUR (1030 GBP)
Filing an EU trademark application.	450 EUR
Filing a UK trademark application.	200 GBP (220 EUR)
Filing combo EU & UK trademark applications	500 EUR (450 GBP)

Is Amazon IP Accelerator available globally?

The programme is available to brands worldwide. Law firms currently in IP Accelerator are based in the United States, Canada, Mexico, Europe, Australia, India, Brazil, Singapore, and Japan, and focus on filing trademark applications in the United States Patent and Trademark Office (USPTO), Canadian Intellectual Property Office (CIPO), Marcas Instituto Mexicano de Propiedad Industrial (IMPI), UK Intellectual Property Office (UK IPO), European Union Intellectual Property Office (EUIPO), Japan Patent Office (JPO), Intellectual Property Office of Singapore, (IPoS), IP Australia (IPA), and Instituto Nacional da Propriedade Industrial (INPI-BR). They can serve clients in several languages including English, French, German, Japanese, Korean, Mandarin, Spanish, Hindi, Gujarati, Italian and Portuguese.

Can I use IP Accelerator for services that are not trademark-related?

Yes. Amazon has pre-negotiated rates for filing trademark applications, but you may also engage law firms participating in IP Accelerator for other IP-related services such as filing design patent applications, copyright applications or developing holistic brand protection strategies. The services and fees for these services are to be determined between you and the law firm.