

Brand Building & Brand Protection

Everything you need to know about building a successful brand from the ground up



Amazon Branding Roadmap

Learn how to build Amazon brand and access applicable brand tools.



Introduction to advertising brands

Understand how brand owners use Sponsored Brands and Sponsored Display with other brand owner tools, like Stores, A+ Content, and Sponsored Products.



Introduction to Brand Analytics

Learn how Brand Analytics reports help brands enrolled in Amazon Brand Registry better understand their customers, products, and overall performance in the Amazon store.



Prevention of Brand Infringement

Learn how to use Report a Violation tool and Project Zero when you identify a Brand infringement or counterfeit sales.

Note: Transparency is currently available in the United States, Canada, Germany, France, Italy, Spain, the United Kingdom, Japan, Australia, and India



Obtain IP rights with IP Accelerator

Learn how the Amazon IP Accelerator program can help you get connected with trademark law professionals and brand-specific features for growing and protecting your brand.

