

# Brand Registry

## Guide for Sellers



### Helping Build and Protect Your Brand

Enrolling in Amazon Brand Registry unlocks a suite of tools designed to help you build and protect your brand, creating a better experience for customers.



### How to Protect Your Brand

**(1) Accurate listings:** Better manage your brand's product listings so that customers see accurate information.

**(2) Proactive brand protection:** Our automated protections use information about your brand to proactively remove suspected infringing or inaccurate content. The more information you provide, the better Brand Registry can help you protect and improve your brand experience.

**(3) Report violations:** Our powerful search tools let you find and report suspected violations with a simple, guided process.

### Tools to Build Your Brand

<b>A+ Content</b>	A+ Content helps businesses showcase their brand story and product features using rich text and images on the Amazon detail page to help drive conversion, and potentially increase traffic and sales.
<b>Sponsored Brands</b>	Grow your brand awareness with ads that feature your logo, a custom headline, and up to three of your products.
<b>Amazon Stores</b>	Promote your brand and products for free with your own multi-page Store on Amazon.
<b>Amazon Brand Analytics</b>	Make informed and strategic decisions with powerful data. Learn more about customers, including search terms and more customer behaviour data reports, which can help you to make smarter, faster business decisions.
<b>Basic Video Package</b>	Enrich the product descriptions of branded ASINs by including a unique brand story. Videos can contain product details and brand information.



# Get Started in Three Steps

## (1) Review eligibility requirements

Brands must have a pending or registered and active text or image-based trademark.

## (2) Sign into Amazon Brand Registry

Brand Registry applications must be submitted by the trademark owner. If you are an authorised agent, please have the trademark owner enrol the brand first, and add your account as an additional user. If you meet the eligibility requirements, sign in using your existing Seller Central credentials. Using the same username and password will enable access to Brand Registry features and benefits that are linked to Seller services.

## (3) Enrol your brand

Once you sign in, you will need to enrol your brand(s).

**To enrol a brand, you will need to provide the following information:**

- Your brand name that has an active registered trademark; the active registered trademark for your brand must appear on your products or packaging
- The trademark registration number provided by the relevant Intellectual Property office. We currently only accept trademarks that have been issued by government trademark offices for Amazon Australia Brand Registry; United States, Brazil, Canada, Mexico, Australia, India, Japan, France, Germany, Italy, Turkey, Singapore, Spain, Netherlands, Saudi Arabia, Sweden, Poland, Egypt, the United Kingdom, the European Union and the United Arab Emirates. Please note that we do not accept application numbers.
- A list of product categories (e.g. apparel, sporting goods, electronics) in which your brand should be listed.



After you submit this information, we will verify that you are the Rights Owner of the trademark and reach out to a contact that meets our requirements. This person will receive a verification code. You will need to send this code back to Amazon to complete the enrolment process.

Once we have verified the provided information, you will get access to the full suite of Amazon Brand Registry's benefits and features that help you protect your brand.

# Enrol your Brand

## Step by Step

1

Your Brands > [Enroll a new brand](#)

### Your Brands

Registered brands

1 ⓘ

[Enroll a new brand](#)

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You will have to fill in details about their word or design mark, the trademark number and registered country, as well as your brand characteristics. You can enrol as many brands as you have, as long as you have a valid trademark registration for each brand.

- Enter the name that appears on your products and on the product detail pages. The Brand name is case sensitive and has to strictly match the registered name under the official trademark office.
- Ensure you select the correct government trademark office (e.g. IP Australia). If your brand is pending registration with the trademark office, we cannot process your application.
- Please enter the trademark number and trademark type that is identical to what is listed on the trademark office records, e.g. [IP Australia Trademark Search](#)
- Upload product images of your brand affixed to your product packaging or product unit. If your registered trademark is a logo, you will also be required to upload the logo as it appears on the official trademark office records.

### Enroll a brand

Brand Information      Selling account Information      Distribution information

#### Brand Information

The following information will help us identify your brand and get you started in Brand Registry.

What is your brand name?

Please enter your trademark name. This includes the preferred form of capitalization for your brand name

Select a trademark office

Please enter the trademark number

Examples: 1234567 and 123456

What is the current status of your trademark?

To learn more about trademark status, visit the [Brand Registry FAQs](#).

- Registered
- Pending  
The following statuses are acceptable for trademarks pending registration: Indexing Approved, Accepted – Awaiting Advertisement/Accepted, Under Examination, and Under Examination Extension Fees Required

Select the trademark type

- Word Mark
- Design Mark

#### Product Information

Please provide a URL to your brand's official website. Providing your URL will help us better identify your brand (optional)

If you sell your products on other e-commerce sites, provide the URL to your storefront on those sites (optional)

[Add more](#)

#### Product images

Provide at least one image of your product or packaging that clearly shows your brand's name, logo or other distinguishing mark permanently affixed to the product. The images should show the product you sell or intend to sell on Amazon and shouldn't be computer generated.

File types accepted are .jpg, .png and .gif. File size should not exceed 5MB

Upload

or drag here to upload

Previous

Cancel

Next



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- Enter information about your selling account and seller profile, and submit your application. Information provided here will help us determine the features and tools you will get access to depending on your relationship to the approved brand.
- Ensure you have selected 'Seller' when filling in your information in the 'Seller and Vendor account information' section.
- Once submitted, please give the team at least 14 days to review your application and get back to you with a response.



### Tell us more about

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

Each product sold on Amazon uses a unique identifier such as [UPCs](#), [EANs](#), [ISBNs](#) or [GTINs](#) to connect it to a brand. You can still list products that do not have UPCs, EANs, ISBNs or GTINs by submitting a [GTIN Exemption Request](#). **Please note:** Brand Registry does not grant GTIN exemption and you will only be able to list products after you are approved through the GTIN Exemption process.

Yes  No

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

Why is this important

#### Seller and Vendor account information

Why is this important

#### Does your brand have an existing Seller or Vendor relationship with Amazon?

- Seller  
 Vendor  
 Both  
 No, my brand does not have an existing Seller or Vendor relationship with Amazon

#### Manufacturing and licensing information

Why is this important

#### Does your brand manufacture products?

- Yes  
 No

#### Does your brand license trademarks to others who manufacture products associated with your intellectual property?

- Yes  
 No

#### Where are your brand's products manufactured?

Select country/re...

Add country/region

#### Where are your brand's products distributed?

Select country/re...

Add country/region

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Submit application

For more information, please visit the [Seller Central help page on Amazon brand registry](#).

