

Amazon Brand Registry Registration User Guide

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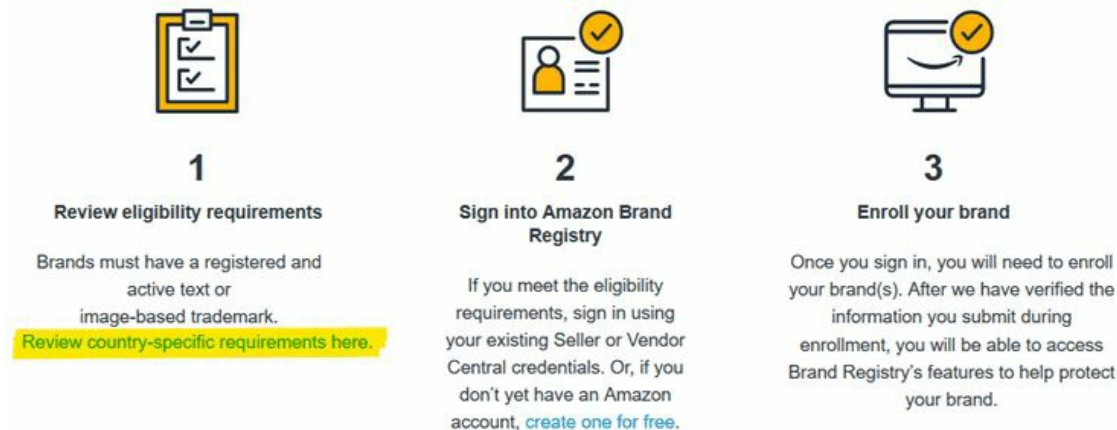
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Amazon Brand Registry Registration User Guide

Get started in three steps

Ready to enroll in Amazon Brand Registry? You'll need to complete the following steps:



Amazon provides sellers with a full range of brand-building and protection tools. Follow our step-by-step guide to learn how to enrol on Amazon Brand Registry.

How to register the brand on Amazon?



Trademark registration

When conducting cross-border e-commerce sales, it is necessary to register a trademark in the target sales locale first. Generally speaking, trademark registration is divided into 4 steps:

Note!

Since trademark registration requires an Amazon Brand registry, sellers need to know in advance:

Which country or region to apply for a trademark

- Currently, Amazon's Brand registry accepts trademarks from the following countries or regions, including:



- The country and region of the trademark application should correspond to the place of sale, to ensure that after the Amazon Brand registry, it has the authority to use more and more comprehensive brand functions.
- For example: If you are selling on Amazon America, it is recommended that you use trademarks with the US Trademark Office to apply.

What kind of trademark to apply for

Currently, Amazon's Brand registry only accepts "text-based trademarks" or "image-based trademarks: consists of words, letters or numbers", sellers need to pay special attention to the type of trademark they apply for when registering a trademark. Click [here](#) to view the points to note for trademark registration in different countries.



The latest process of Amazon Brand registry also accepts applications for pending trademarks (Pending Trademark) to help sellers enjoy brand tools and protection features in advance!



Where to apply:

You can easily apply through the relevant trademark service provider, or directly search the relevant trademark registration service provider in the "Applications and Services" menu bar of the Seller Central > click "Explore Service".

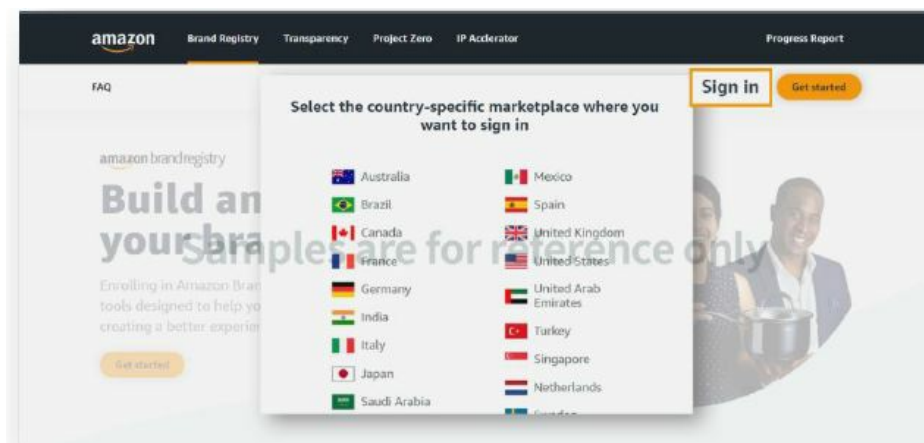
 <p>Trademark registration in U.S. The trademark acceptance receipt will be issued within 1 working day after submission of the application, and the certificate will be issued in 8 months</p>	 <p>Trademark registration in UK The trademark acceptance receipt will be issued within 3 working days after submission of the application and the certificate will be issued in 4 months</p>
 <p>Trademark registration in EU The trademark acceptance receipt will be issued within 1 working day after submission of the application, and the certificate will be issued in 4 months</p>	 <p>Trademark registration in Australia The trademark acceptance receipt will be issued within 5 working days after submission of the application, and the certificate will be issued 8 months</p>
 <p>Trademark registration in Japan The trademark acceptance receipt will be issued within 5 working days after submission of the application, and the certificate will be issued in 8 months</p>	

Trademark registration takes time, and the duration is different in different countries, please prepare in advance!

Step-by-step guide on Brand Registry enrollment

Step 1

Go to the official website of Amazon Brand Registry. Click “Login” in the upper right corner and select the corresponding site of the country/region where you want to register. For example, if you want to register a brand on the US site, select “United States” here. Click here to start registration.



Step 2

Log in with your selling account

To help you quickly obtain the related functions of brand building and protection after registering with the Amazon Brand Registry, please log in with your existing Seller Central credentials. If you haven't opened a store yet, it is recommended to apply for Amazon Brand Registry after opening a store.

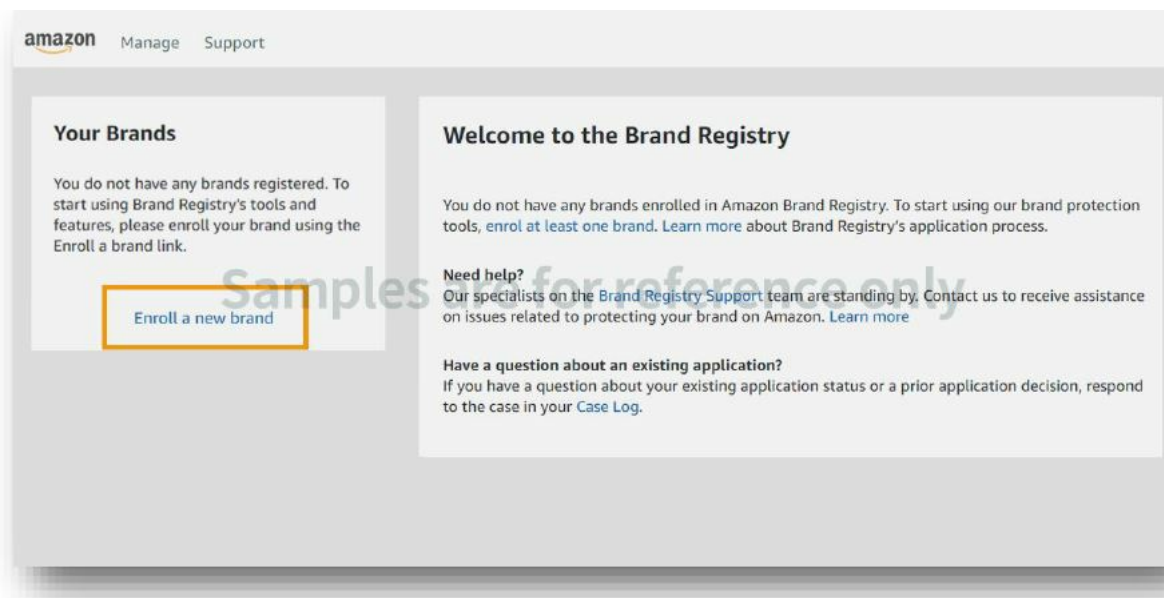
Note: If you want to apply for Amazon Brand registry in different country sites, you need to log in with the seller account on the corresponding site.



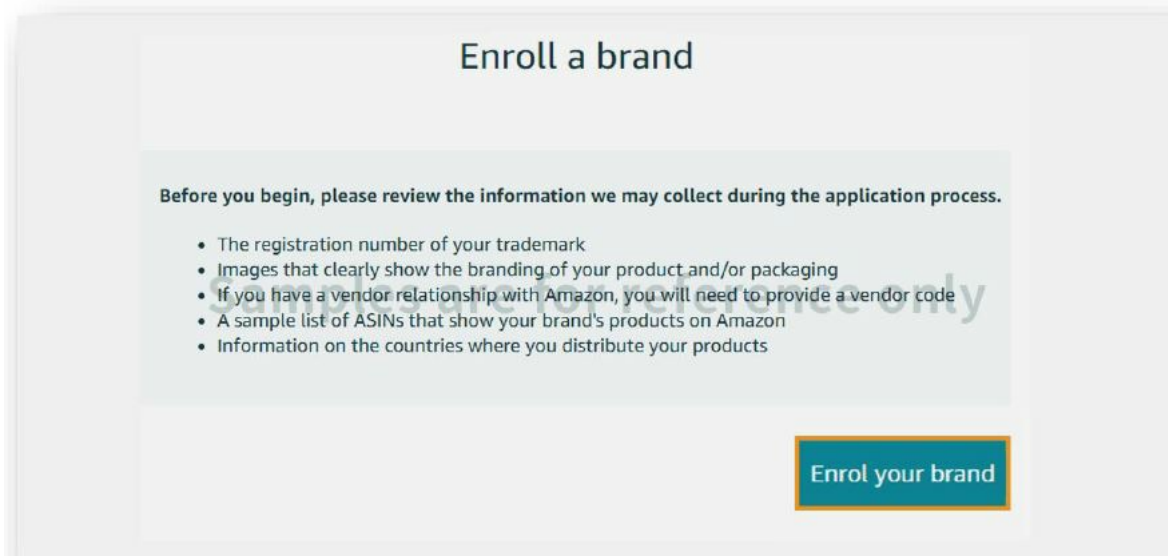
The image shows the Amazon Brand Registry Sign-In page. At the top, the 'amazon brand registry' logo is displayed. Below it is a 'Sign-In' box with a title 'Sign-In'. Inside the box, there is a field for 'Email or mobile phone number' and a 'Password' field. To the right of the password field is a link that says 'Forgot your password?'. Below these fields is a yellow 'Sign-In' button. Under the button, there is a line of text: 'By continuing, you agree to Amazon's Conditions of Use and Privacy Notice.' Below this is a checkbox labeled 'Keep me signed in. Details *'. At the bottom of the sign-in box, there is a link 'New to Amazon?' and a button 'Create your Amazon account'. At the very bottom of the page, outside the sign-in box, is the copyright notice: '© 1995-2021, Amazon.com, Inc. or its affiliates'.

Step 3

Start to enrol a new brand After the account is created, click “Enroll a new brand” on the left section, and you will see a list of materials that need to be prepared during the registration process. If ready, click “Register your brand”.



The image shows the Amazon Brand Registry 'Welcome to the Brand Registry' page. At the top left is the 'amazon' logo, followed by 'Manage' and 'Support' links. The page is divided into two main sections. On the left, under the heading 'Your Brands', it says 'You do not have any brands registered. To start using Brand Registry's tools and features, please enroll your brand using the Enroll a brand link.' Below this text is a yellow button labeled 'Enroll a new brand'. On the right, under the heading 'Welcome to the Brand Registry', it says 'You do not have any brands enrolled in Amazon Brand Registry. To start using our brand protection tools, enroll at least one brand. Learn more about Brand Registry's application process.' Below this is a section titled 'Need help?' which says '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. Learn more'. At the bottom of the right section, there is a section titled 'Have a question about an existing application?' which says 'If you have a question about your existing application status or a prior application decision, respond to the case in your Case Log.'



The image shows the Amazon Brand Registry 'Enroll a brand' page. At the top, the heading 'Enroll a brand' is centered. Below it, a light blue box contains the text 'Before you begin, please review the information we may collect during the application process.' followed by a bulleted list:

- The registration number of your trademark
- Images that clearly show the branding of your product and/or packaging
- If you have a vendor relationship with Amazon, you will need to provide a vendor code
- A sample list of ASINs that show your brand's products on Amazon
- Information on the countries where you distribute your products

 Below this list, at the bottom right of the page, is a yellow button labeled 'Enrol your brand'.

Step 4

Provide brand information and apply for the Amazon Brand registry . In the form below, fill in and submit the brand name, trademark office, trademark number, product and other information:

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 registration or serial number

- The brand name submitted here must be exactly the same as the Mark Name registered by the local trademark office;
- The brand name will be used to create Amazon listing.

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

Trademark status

For the pending trademarks applied for with different trademark offices, the steps here are slightly different, so please make sure that in the question of "choose a trademark office", choose the correct one according to your trademark.

Brand Information

The following information will help us identify your brand.

What is your brand name?

Please enter your trademark name. This includes the prefix and suffix.

Select a trademark office

USA - United States Patent and Trademark Office

▼

If you are applying with a registered trademark, please enter the registration number. If you are applying with a pending trademark, please enter the application number.

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: Awaiting Examination, Under Examination, Appeal of Refusal Pending, Published for Opposition, and Opposition Pending

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](#)

- If R trademark is adopted: Please fill in your Trademark Registration# accurately here. Please note that it must be completely consistent with the registration information of the local trademark office;
- If Pending Trademark is adopted: When filling in the trademark application number, you do not need to inform Amazon brand registry of the application status of trademark in this step.

- If R trademark is adopted: Select "registered";
- If Pending Trademark is adopted: select pending.

Trademark type

If your trademark is image-based, you also need to upload an image of the trademark.

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 confirm that you have selected the correct trademark office

If you have a trademark registered with a national registrar (e.g. UK), please select the relevant national office (e.g. UK IPO). If your trademark is registered with E Union Intellectual Property office, please select that office.

The uploaded image trademark needs to be exactly the same as the image you have provided when submitting the filing application at the trademark office.

Please enter the trademark number

What is the current status of your trademark?

To learn more about trademark status, visit the Brand Registry FAQs

Select the trademark type

☐ Word Mark

☒ Design Mark

Please provide a high-quality image of your design mark. The image should be an exact match to the design mark image on the trademark record and should not be used to upload the trademark certificate

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

Upload

or drag here to upload

Previous

Cancel

Next

Logo image

The uploaded product image must display brand information on the product or packaging and the brand logo must be a permanent logo.

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 registration or serial number

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 sites (optional)

As for the uploaded product image, brand information must be displayed on the product or packaging, and the brand logo must be a permanent logo.

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

Step 5

Provide selling account information Click to select "Seller", and select "All seller accounts that sell the brand you are applying for".

Enroll a brand

Brand Information

Selling account Information

Distribution information

Selling account Information

The following information will help us understand your connection to the brand test1111 you're enrolling

Are you a seller or a vendor for the brand you're enrolling?

☒ Seller

A Seller sells their products directly to their customers, delivering orders on their own or by using Fulfilment by Amazon. Your Seller information is required for any and all markets where you sell your brand's products

☒ Vendor

A Vendor sells their products to Amazon to act as a third party, storing and fulfilling orders through Amazon fulfilment centres

Please provide the categories which best describe your brand

If your brand is not sold on Amazon, please select the product categories that are applicable for your brand from the list below.

Select a category

Please provide top-selling ASINs for each product category where your brand is sold

If your brand's products are sold on Amazon, please provide the top-selling ASINs for each product category where your brand is sold.

Amazon.com

An ASIN is a unique identifier for each product on Amazon.

Previous

Which selling accounts represent your brand? (optional)

Please select all the selling accounts that manage the brand's products [Learn more about selling accounts, and merchant tokens.](#)

☐ Select all

☐ Amazon.com

☐ Amazon.co.uk

☐ Amazon.de

No selling accounts selected

If the selling account you wish to connect is not listed, you will have an application that will be reviewed once your application has been approved.

Click to select "seller" and select all seller accounts that sell the brand you apply for.

After successful brand registry at Amazon, the selected seller account will obtain the permissions of branding tool.

Choose your brand type

Enroll a brand

Brand Information

Selling account Information

Distribution information

Selling account Information

The following information will help us understand your connection to the brand test1111 you're enrolling

Are you a seller or a vendor for the brand you're enrolling?

Please select all options that apply to your selling relationship with Amazon

☒ Seller

A Seller sells their products directly to their customers, delivering orders on their own or by using Fulfilment by Amazon. Your Seller information is required for any and all markets where you sell your brand's products

☒ Vendor

A Vendor sells their products to Amazon to act as a third party, storing and fulfilling orders through Amazon fulfilment centres

Please provide the categories which best describe your brand

If your brand is not sold on Amazon, please select the product categories that are applicable for your brand from the list below.

Select a category

pet

Kitchen supplies

Electrical

Apparel

Previous

Cancel

Next

Step 6

Provide distribution information Please choose according to the specific situation of your brand:

Enroll a brand

Brand Information Selling account Information Distribution information

Distribution information

The following information will help us identify protective features for which your brand test1111 may qualify

Distribution information

Does your brand sell to distributors?

Where are your brand's products distributed? (optional)

Select a country ▼

Licensee information

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

Previous

Cancel

Submit

Step 7

After submission, wait for approvals. After the above key steps are completed, follow the instructions on the page, submit the information and verification code, and wait for the review of the Amazon Brand Registry.

- Make sure to enter the verification code within 30 days after receiving the verification code email;
- After submission, look out for email notifications from brand-registry-support@amazon.com.

Things to Note for Amazon Brand Registration

When registering the Amazon brand registry please check the following carefully to help increase your pass rate:

- Does your brand have an R mark or Pending Trademark in the country of application for registration
- Ensure that the type of trademark is correctly entered (word mark/ design mark etc.)
- Upload the trademark image exactly as it appears in the local trademark office records.
- Ensure that the contact information for the trademark is up to date and valid in all public information.
- Make sure you return the verification code within 30 days of receiving the verification code email.
- Ensure that the contact information for the trademark is up to date and valid in all public information.

How to extend brand trademark access to other Amazon Stores?

You may enjoy brand-building tools (e.g. A+ Content and Stores) across all Amazon Stores with one registered trademark.

Country / region	specific eligibility requirements
U.S	<ul style="list-style-type: none"> • Trademark Organization: United States Patent and Trademark Office (USPTO) • law: The trademark must be issued for the current valid registration and be registered in the main registry • Text-based trademarks: 1-Typeset text/letters/numbers 4-Standard character trademark • Image-based trademarks: 3-Schematic drawing containing text, letters/numbers 5-Stylized words, letters or numbers
Canada	<ul style="list-style-type: none"> • Trademark Organization: Canadian Intellectual Property Office (CIPO) • law: Trademark must be registered • Text-based trademarks: Wordmark • Image-based trademarks: Design trademark
Mexico	<ul style="list-style-type: none"> • Trademark Organization: Marcas Instituto Mexicano de Propiedad Industrial (IMPI) • law: Trademark must be registered • Text-based trademarks: Nominativa • Image-based trademarks: Mixta; Nominativa + Innominada o Diseño; Innominada o Diseño
Brazil	<ul style="list-style-type: none"> • Trademark Organization: Instituto Nacional da Propriedade Industrial (INPI) • law: Trademark must be registered • Text-based trademarks: Nominativa • Image-based trademarks: Mista contendo elementos nominativos

Country / region	specific eligibility requirements
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Germany	<ul style="list-style-type: none"> • Trademark Organization: European Union Intellectual Property Office (EUIPO); Deutsches Patent und Markenamt (DPMA) • law: Trademark must be registered • Text-based trademarks: Word mark (EUIPO); Wortmarke (DPMA) • Image-based trademarks: Graphic mark; Graphic mark containing text elements (EUIPO); Wort-Bildmarke (DPMA)
France	<ul style="list-style-type: none"> • Trademark Organization: European Union Intellectual Property Office (EUIPO); Institut national de la propriété industrielle (INPI) • law: Trademark must be registered • Text-based trademarks: Word mark (EUIPO); Marque verbale (INPI) • Image-based trademarks: Graphic trademark; graphic trademark containing text elements (EUIPO); Marque figurative (INPI)
Italy	<ul style="list-style-type: none"> • Trademark Organization: European Union Intellectual Property Office (EUIPO); Ufficio Italiano Brevetti e Marchi (UIBM) • law: Trademark must be registered • Text-based trademarks: Word mark (EUIPO); Marchio verbali (UIBM) • Image-based trademarks: Graphic trademarks; graphic trademarks containing text elements (EUIPO); Marchio figurativi (UIBM); Marchio figurativi a colori (UIBM)
Spain	<ul style="list-style-type: none"> • Trademark Organization: European Union Intellectual Property Office (EUIPO); Oficina Española de Patentes y Marcas (OEPM) • law: Trademark must be registered • Text-based trademarks: Word mark (EUIPO); Marca denominativa (OEPM) • Image-based trademarks: Graphic mark; Graphic mark containing text elements (EUIPO); Mixta-Denominativo con gráfico (OEPM)

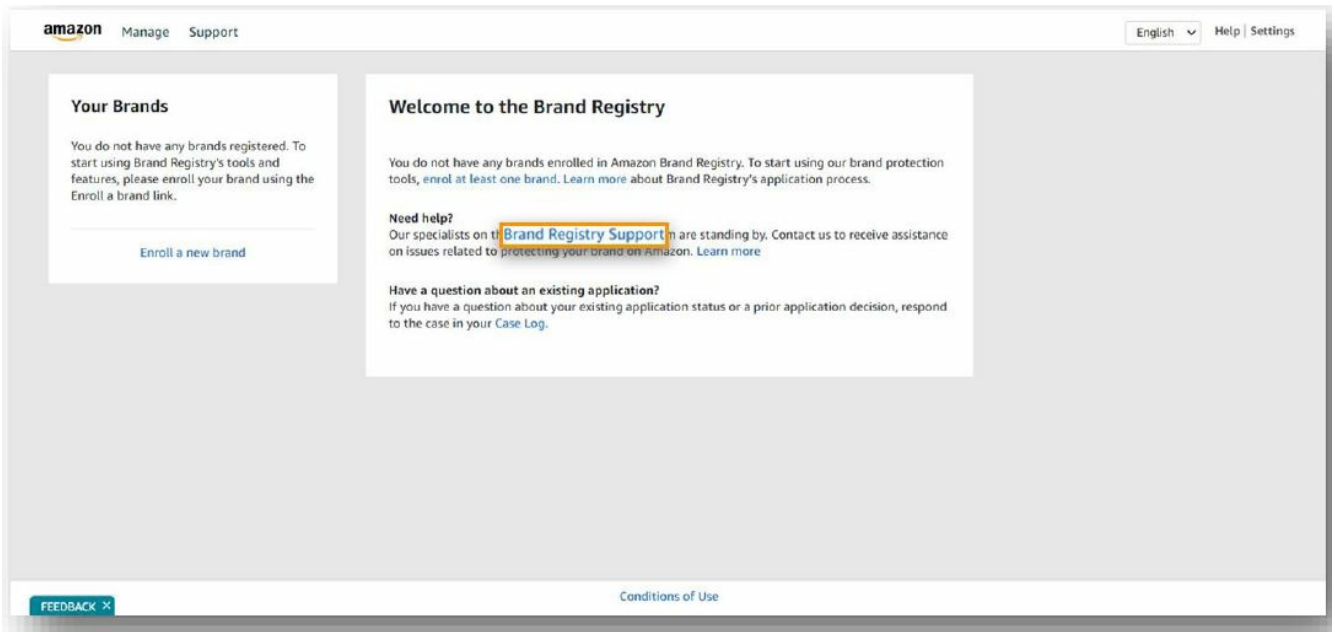
Country / region	specific eligibility requirements
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United Arab Emirates	<ul style="list-style-type: none"> • Trademark Organization: Trademark Department, Ministry of Economy, United Arab Emirates • law: The trademark must be issued for the current valid registration and be registered in the main registry • Text-based trademarks: Wordmark • Image-based trademarks: Design mark; design mark containing text elements; stylized word mark <p>Note</p> <p>Amazon currently only accepts United Arab Emirates trademarks in which the text in the trademark is expressed in standard English characters</p>
Japan	<ul style="list-style-type: none"> • Trademark Organization: Japan Patent Office • law: Trademark must be registered • Text-based trademarks: Word mark (word mark) • Image-based trademarks: Graphic trademarks containing text elements; stylized characters/combinations (combined with trademarks)
India	<ul style="list-style-type: none"> • Trademark Organization: Indian Patent, Designs and Trademark Office • law: Trademark must be registered • Text-based trademarks: Wordmark • Image-based trademarks: Pattern/combination
Australia	<ul style="list-style-type: none"> • Trademark Organization: Intellectual Property Australia • law: Trademark must be registered • Text-based trademarks: Wordmark • Image-based trademarks: Pattern; text; decorative pattern
Turkey	<ul style="list-style-type: none"> • Trademark Organization: Turkish Patent Office • law: Trademark must be registered • Text-based trademarks: Wordmark • Image-based trademarks: Pattern/combination

Country / region	specific eligibility requirements
UK	<ul style="list-style-type: none"> • Trademark Organization: European Union Intellectual Property Office (EUIPO); United Kingdom Intellectual Property Office (UKIPO) • law: Trademark must be registered • Text-based trademarks: Wordmark • Image-based trademarks: Graphical trademark (EUIPO); Graphical trademark containing text elements (EUIPO); Graphical trademark (UKIPO)
Kingdom of Saudi Arabia	<ul style="list-style-type: none"> • Trademark Organization: Saudi Intellectual Property Office • law: Trademark must be registered • Text-based trademarks: Wordmark • Image-based trademarks: Design trademark, Text-based trademarks
Netherlands	<ul style="list-style-type: none"> • Trademark Organization: BOIP-Benelux Organization for Intellectual Property • law: Trademark must be registered • Text-based trademarks: Wordmark • Image-based trademarks: Design trademark
Sweden	<ul style="list-style-type: none"> • Trademark Organization: Swedish Patent and Registration Office-PRV • law: Trademark must be registered • Text-based trademarks: Wordmark • Image-based trademarks: Graphic trademark
Singapore	<ul style="list-style-type: none"> • Trademark Organization: Intellectual Property Office of Singapore • law: Trademark must be registered • Text-based trademarks: Wordmark • Image-based trademarks: Design trademark

However, you are unable to enjoy brand protection (e.g. Automated Brand Protection and Report a Violation) unless you own the local trademark in the country of sale. Therefore Amazon strongly recommends: that sellers start to apply for local trademarks as soon as they open their selling accounts.

1. Log in: <https://brandregistry.amazon.com>, click “Brand Registry Support”;



2. Select “Fix issues related to user roles” and indicate the target account to receive brand access.
3. “Hi, I would like to extend marketing feature access (A+ Content and Stores) to my XX selling account <XX MERCHANT TOKEN>
4. Find your respective selling account Merchant Token from Settings → Account Info

Brand Registry Support

What can we help you with? [Learn more](#)

Open cases 1	Please select a language from the drop-down
<div>Report an Intellectual Property (IP) violation</div>	<div>English</div>
<div>Report a marketplace policy violation</div>	
<div>Project Zero</div>	
<div>Retract a violation</div>	
<div>Listing issue</div>	
<div>Update your brand profile</div>	
<div>Fix issues related to user roles</div>	
<div>Add additional trademarks</div>	
<div>Technical issue</div>	
<div>Escalate previously submitted issue</div>	

Use this form if you sell the brand's products and would like to have access to benefits like Vine/Amazon Live.

Contact reason

Fix issues related to user roles

Please describe your issue *Required*

Enter the Email Address Login of the Seller Central user account you would like to add:

Enter the brand(s) that this request pertains to:

Contact method

Email

Additional information (optional)

+ add attachments

Your email Add CC

rav+prodUS1@amazon.com

Your number (optional, if you would like a callback)

(XXX) XXX-XXXX

Ext.

United States

Send

How to add new trademarks?

Sellers who have completed the Amazon Brand registry, do not need to go through the Brand Registry process again., You may directly add more trademarks to your brand. Click “Brand Registry Support”, select “Provide other trademarks”, and fill in the required information:

Brand Registry Support

What can we help you with? [Learn more](#)

Open cases 1

Report an Intellectual Property (IP) violation

Report a marketplace policy violation

Project Zero

Retract a violation

Listing issue

Update your brand profile

Fix issues related to user roles

Add additional trademarks

Technical issue

Please select a language from the drop-down list

English

Use the **Add additional trademarks** trademarks that you would like to add to your approved brands enrolled in the Amazon Brand Registry.

Amazon provides sellers with a full range of brand-building and protection tools. Follow our step-by-step guide to learn how to enrol on Amazon Brand Registry. Starting the Path for Branding on Amazon Operational Guide – Starting Amazon Brand Registry Copyright © 2021 Amazon. All rights reserved.

Download PDF: [Amazon Brand Registry Registration User Guide](#)

References

- [User Manual](#)