



amazon Registry Application User Guide

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Amazon Brand Registry Application Guide



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Registry Application

Welcome to the Amazon Brand Registry Application Guide!

This resource is for brands with a pending or registered trademark who are ready to enrol in Brand Registry. In this guide we provide instructions and images to help you complete your Brand Registry application.

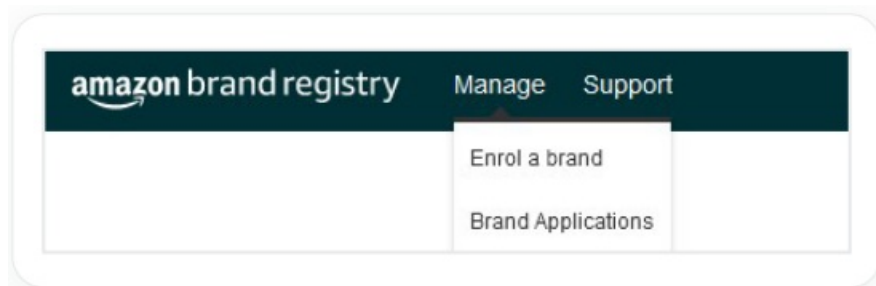
Please note that before starting this process, you will need to log in to your Brand Registry account. If you have a Vendor Central or Seller Central account, log in using those credentials. If you do not have an account, visit Amazon Brand Registry, scroll to the bottom of the page, and click on “Enrol now.”

Note: This guide covers the standard enrolment process. Your application may be subject to enhanced verification procedures that require additional information.

Enrol your brand

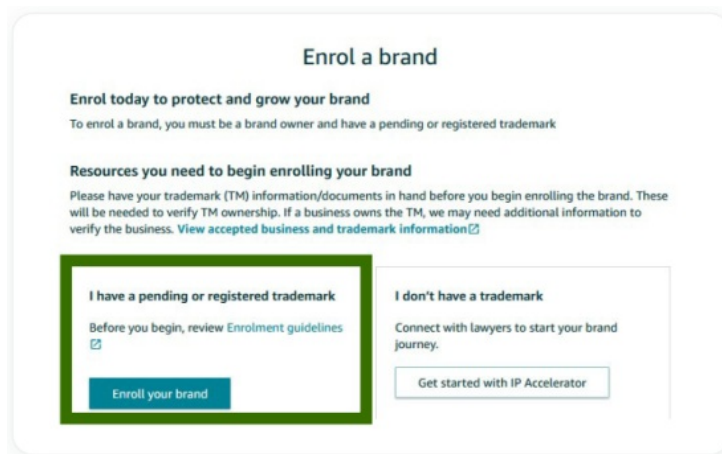
Access your Brand Registry account and click on ‘Enrol a brand.’

1.1 Once you have logged in to your [Brand Registry account](#) thover over the ‘Manage’ tab and click on ‘Enrol a brand’



1.2 Select ‘I have a pending or registered trademark’ to start your application process

If you do not have a pending or registered trademark, Amazon IP Accelerator can help. [IP Accelerator](#) provides access to our network of trusted law firms who offer high-quality services at competitive rates and faster access to Brand Registry.



Fill out your brand information

For this section, it is critical that all the information you provide is an exact match with the details you provided when you registered your trademark. For more information regarding trademark details, please see [Enrolment guidelines for accepted trademark offices](#).

2.1a What is your brand name?

Please make sure to follow capitalisation, spaces, and special characters used in your trademark application to ensure an exact match of the brand name. For example, if you register your brand name as ‘Amazon Echo’ with a trademark office but you type ‘AmazonEcho’ or ‘Amazon-Echo’ during the brand enrolment process, your application will not be approved.

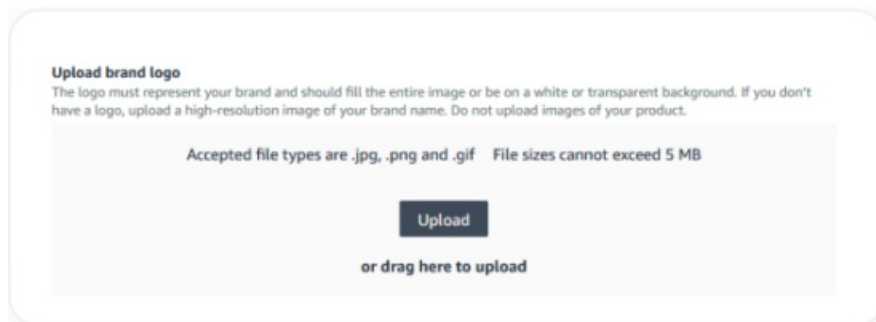


What is your brand name?

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

2.1b Upload your brand logo

The logo must represent your brand and should fill the entire image or be on a white or transparent background. If you don't have a logo, upload a high-resolution image of your brand name. Do not upload images of your product.



Upload brand logo
The logo must represent your brand and should fill the entire image or be on a white or transparent background. If you don't have a logo, upload a high-resolution image of your brand name. Do not upload images of your product.

Accepted file types are .jpg, .png and .gif File sizes cannot exceed 5 MB

or drag here to upload

2.2 Select the trademark office associated with your brand

Select the trademark office from the dropdown menu where you registered your trademark. If you pick an incorrect trademark office, your Brand Registry application will not be approved.



Select the trademark office associated with your brand

Australia - Intellectual Property Australia - IPA

2.3 Enter the registration or serial number

The number you enter into the "registration or serial number" field must be an exact match to the number provided on your trademark certificate or your trademark application. For more information regarding trademark details, please see [Enrolment guidelines for accepted trademark offices](#).

Brand Registry has the ability to automatically validate registration and serial numbers for specific trademark offices. If your trademark office has this capability, you will see a "Verify" button that you will need to click.



Enter the trademark number

Examples: 1234567 and 123456

However, for offices such as Intellectual Property Australia (IPA), Instituto Mexicano de la Propiedad Industrial (IMPI) or United Arab Emirates (UAEME), the "Verify" button will not be displayed and you will see the following: In case you are using a trademark from the World Intellectual Property Organization (WIPO), please make sure to enter the local number provided by the national office where the trademark is registered. For more information regarding trademark details, please see [Enrolment guidelines for accepted trademark offices](#).

The trademark for your brand must be in the form of a text-based mark (word mark) or an image-based mark with words, letters, or numbers (design mark).

Select the status of your trademark

Learn more about your [trademark's status and type](#).

☒ Registered

☐ Pending
The following status is acceptable for trademarks pending registration: Pending

Select the trademark type

☐ Word mark

☒ Design mark

2.4 Additional questions about trademark ownership

After adding the trademark details, you will be asked “Do you own the Trademark of the brand for which you are submitting the application?”

Do you own the Trademark of the brand for which you are submitting the application?

☐ Yes, I own the trademark.

☐ No, I do not own the trademark but I have authorization from the trademark owner to represent and manage the brand.

☐ No, I do not own the trademark but I have a licensee agreement/contract with the trademark owner to represent and manage the brand.

Pick one of the three possible choices:

- a) Yes, I own the trademark: Choose this option if you are the owner of the trademark and do not require any external approval for its use.
- b) I do not own the trademark, but have an authorisation letter: Choose this option if you do not own the trademark but have a letter from the owner, stating that you are allowed to use and or register the brand on Brand Registry.
- c) I do not own the trademark, but have a licensee agreement: Choose this option if you do not own the trademark but have a legal contract with the owner for the use and registration of the trademark on Brand Registry. This is a formal document that might include the start and end date of the agreement and other contractual elements agreed between the trademark owner and yourself or your company. Select the option that best suits your situation. Depending on how you answer, you will be asked to submit a copy of proof of trademark ownership: either a copy of the authorisation letter from the trademark owner of the brand or the proof of licensing arrangement/contract with the trademark owner.

If you are not the brand owner, we strongly recommend having the brand owner enrol the brand and then add you as an authorised user.

Fill out your selling account information

In this section you will be asked to provide information to help us understand your relationship to the brand so that we can connect your selling account. Although some of the fields listed here are optional, more information allows us to apply additional automated protections for your brand and products.

3.1 Categories to describe your brand

Please select at least one category to advance in the application process. Only pick the product categories that apply to the products you sell so that your brand can be correctly identified.

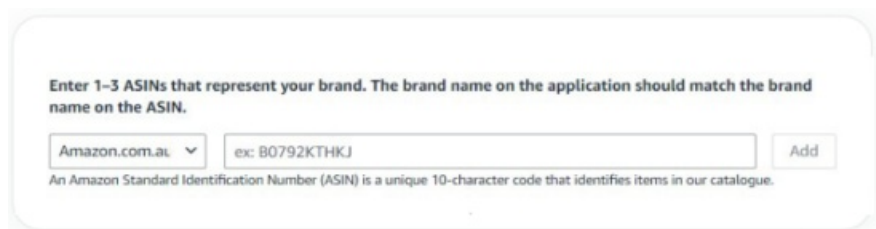
Categories to describe your brand

If your brand is not sold on Amazon, select the categories from the list below that best describe your brand.

Select a category ▼

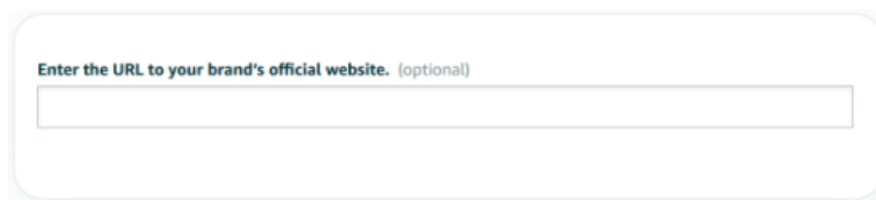
3.2 ASINs of your brand

This is an optional field. If you already sell products under your brand name, you can add the ASINs here. If you already have ASINs under a different brand, do not add them here otherwise the application will be denied. While the store field defaults to [Amazon.com](https://www.amazon.com), you can click on the dropdown menu to see more stores.

A screenshot of a web form section titled "Enter 1-3 ASINs that represent your brand. The brand name on the application should match the brand name on the ASIN." Below the title is a dropdown menu with "Amazon.com.au" selected, followed by a text input field containing "ex: B0792KTHKJ". To the right of the input field is an "Add" button. Below the input field is a small note: "An Amazon Standard Identification Number (ASIN) is a unique 10-character code that identifies items in our catalogue."

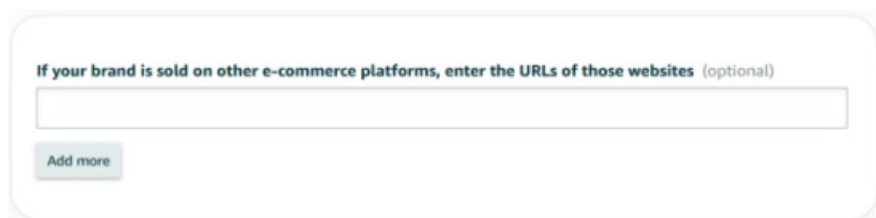
3.3 Brand website

This is an optional field. If you have an existing website for your brand, you can fill out the URL here. The website must include the exact brand name you are registering in Brand Registry. Sites that do not relate to the brand, sites under construction or sites allocated by website providers such as myshopify, tumblr, etc., are not acceptable. The website you enter must be live and you must be the owner of the site.

A screenshot of a web form section titled "Enter the URL to your brand's official website. (optional)". Below the title is a single-line text input field.

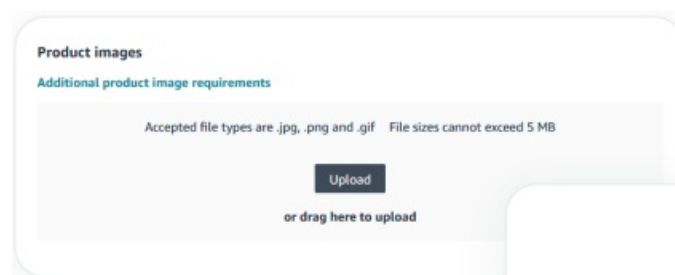
3.4 Other e-commerce sites

This is an optional field. If you sell your products on other e-commerce sites, you may add the links to those e-commerce sites or to your Amazon storefront. Incorrect sites or products not related to the brand are not acceptable.

A screenshot of a web form section titled "If your brand is sold on other e-commerce platforms, enter the URLs of those websites (optional)". Below the title is a single-line text input field. Below the input field is a button labeled "Add more".

3.5 Product information – product images

Submitting at least one photo of your product or product packaging is a requirement for Brand Registry enrolment. There are three main requirements for these images:

A screenshot of a web form section titled "Product images". Below the title is a sub-header "Additional product image requirements". Below this is a light gray box containing the text "Accepted file types are .jpg, .png and .gif File sizes cannot exceed 5 MB". Below the box is a dark gray "Upload" button. Below the button is the text "or drag here to upload".

1. The image must be an actual photo of the product that you are planning to sell under your brand. Note that Amazon does not consider a mock-up or digitally altered image of the product or product packaging (e.g. the brand name or logo digitally edited onto the product or packaging using photo manipulation software) as valid proof of intellectual property ownership. Therefore, any product image provided during Brand Registry

enrolment must be an unaltered, genuine image of the product or its packaging. If an application is submitted with a mock-up or digitally altered image, the brand may be subjected to additional scrutiny during enrolment, and in some cases removal from the programme.

2. The image must clearly display your brand name. Before uploading your image, ensure that it is not blurry. The brand name on the product must be easily readable and match the exact trademark name on your application.
3. The image must show that your brand name is permanently affixed to the product and/or product packaging. Permanently affixed brand names are typically added during production and can be printed, sewn, laser-etched or engraved onto items. Stickers, labels, hung tags or stamps are not considered permanently affixed since they can be easily added or removed after production. Certain products such as furniture, jewellery, soft toys, wigs and handmade items might not have permanently affixed brand names. In these cases, the product's packaging must have a brand name that is permanently affixed. Other products, such as phone cases or clothing, can have branding included as part of the products themselves.

Product images

Additional product image requirements

We ask that you submit at least one image of your product or product packaging as part of the application. The submitted pictures will be used solely for the purpose of reviewing your application, and customers will not have access to them.

You can use your phone's camera to capture clear pictures of your product or its packaging. Please note that Amazon does not consider a mock-up or digitally altered image of the product or product packaging to be valid proof of intellectual property ownership. Some examples of a mock-up or digitally altered image are if the image is Photoshopped or the brand name/logo are Photoshopped. Therefore, any product image provided during Brand Registry enrolment must be an unaltered, genuine image of the product or its packaging. If an application is submitted with a mock-up or digitally altered image, it will be rejected. After enrolment in Brand Registry, if the image is found to be altered, the brand may be subjected to additional scrutiny and, in some cases, removal from the programme.

Before uploading your image, ensure that it is not blurry and clearly displays your brand's name. The brand name on the product must be easily readable and match the exact trademark name on your application.

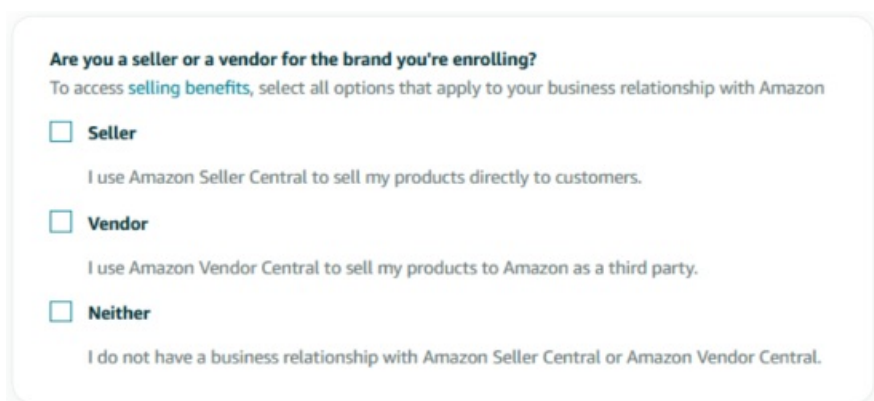
Also, ensure that the brand name is permanently affixed to the product. Permanently affixed brand names are typically added during production and can be printed, sewn, laser-etched or engraved onto items. Stickers, labels, hung tags or stamps are not considered permanently affixed because they can be easily added or removed after production.

Certain products, such as furniture, jewellery, soft toys, wigs and handmade items, might not have permanently affixed brand names. In these cases, the product's packaging must have a brand name that is permanently affixed. Other products, such as phone cases or clothing, can have branding included as part of the products themselves.

Do not upload images of your brand's logo, trademark certificate or anything else that does not showcase your product or its packaging in this section, as doing so may result in rejection of your application.

3.6 Business relationship with Amazon

Pick one of the three possible choices:



Are you a seller or a vendor for the brand you're enrolling?
To access [selling benefits](#), select all options that apply to your business relationship with Amazon

☐ **Seller**
I use Amazon Seller Central to sell my products directly to customers.

☐ **Vendor**
I use Amazon Vendor Central to sell my products to Amazon as a third party.

☐ **Neither**
I do not have a business relationship with Amazon Seller Central or Amazon Vendor Central.

- a) **Sellers:** Check this box if you have a Seller Central account and you sell products directly to customers. This includes fulfilling orders by yourself or using the Fulfilment by Amazon (FBA) programme.
- b) **Vendors:** Check this box if you have a Vendor Central account and you sell your products to Amazon as a third party. If you select this option, you will be asked for the 5-character vendor code associated with your account.
- c) **Neither:** Check this box if you want to register your brand without connecting your Seller or Vendor Central account.
- ** Please note: if you do not have a Selling Account, certain benefits such as A+ Content, Amazon Brand Analytics, and Store creation will not be available. If you want to create a Selling Account to take advantage of these benefits, please visit: [Become an Amazon Seller](#).

Provide manufacturing and distribution information

4.1 General information

Provide this information so that we can enable proactive protections if your brand is eligible. You are required to select one of the two options.

Which of the statements best describe the current manufacturing set-up for your brand that is being enrolled?
(This is required so that we can guide you to upload the right documents which would aid our verification process)

☐ I have my own manufacturing set-up which manufactures majority or all of the products under my brand.

☐ I have an agreement, contract or relationship with a third-party manufacturer which manufactures majority or all of the products under my brand.

- a) If you select the first option, you will have the opportunity to upload a copy of a document that qualifies you as a manufacturer. Providing this documentation is optional.
- b) If you select the second option, you will be asked to upload a proof of arrangement between your brand and the third-party manufacturer. Providing this documentation is required.
- For either option selected, you will be asked to 'Upload a copy of any recent sourcing/ manufacturing/supply invoices (1 or more published in the last 6 months which includes one or more of the brand's product names. Please ensure to hide any sensitive data (Example: pricing details))'.

Upload a copy of any recent sourcing/manufacturing/supply invoice (1 or more) published in the last 6 months which includes one or more of the brand's product names. Please ensure to hide any sensitive data (Example: pricing details).

4.2 Distribution information

In this section we ask questions about distribution information so that we can enable proactive protections if your brand is eligible.

Does your brand sell to distributors?

☒ Yes ☐ No

Do your distributors sell on Amazon?

☒ Yes ☐ No

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

Select a country ▼

4.3 Licensee information

In this section we ask questions about licensing information so that we can implement the appropriate protections for your brand.

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

☒ Yes ☐ No

Does this licensee sell on Amazon?

☒ Yes ☐ No

Once you have answered these final questions, you can click on the 'Submit' button to submit your Brand Registry application.

[Previous](#) [Cancel](#) [Submit](#)

What happens next?

5.1 After submitting your application

After you submit your application, you will see the image pictured to the right confirming that the application was created successfully and it is under review. At this point, the Brand Registry Support team will start the evaluation process and communicate with you via the enrolment case that was created.

✓ You have successfully submitted your Brand Registry application.

What's next?

Your application is under review. We may reach out to you requesting more information. View the status of your application by visiting the Manage Applications page below.

[Manage your Applications](#) [Enroll another brand](#) [Done](#)

After your application is reviewed, you may receive the following message:

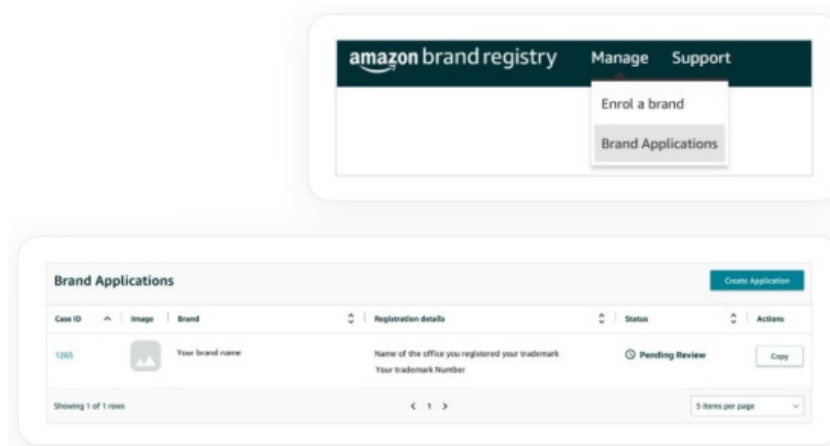
'We've provided a verification code to the public contact listed on the agency website where the trademark for your brand is registered. To receive the verification code, contact the trademark correspondent.'

Please note that 'public contact' and 'trademark correspondent' are terms that refer to the representative on your trademark record which may be your attorney, the company owner, or anyone else that has been designated by the trademark office.

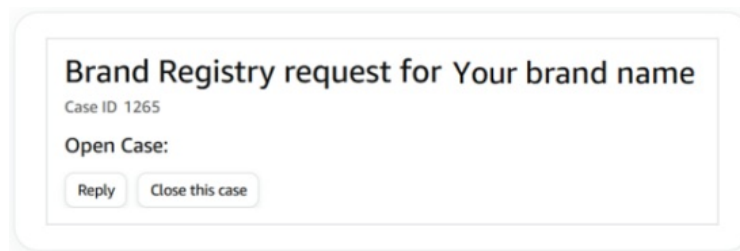
Upon receipt of this message, you must reach out to the trademark correspondent to request the verification code that was provided by Amazon. Note that you have 10 days to submit this code in your Brand Registry application case log, by logging in to your Brand Registry account, hovering over the 'Manage' tab, and clicking on 'Brand Applications.' If you do not provide the code within 10 days, your case will be automatically closed, the verification code will no longer be valid, and you will have to submit a new application.

5.2 Locating your Brand Registry application case log

On the Brand Applications dashboard you will see a section that looks like the image pictured below:



Under 'Case ID' you will see the full case number where the application is being tracked. Click on it to open the case.



5.3 What happens after I provide the verification code?

After providing the correct verification code, your application will move into a final round of evaluation. At this point there is no further action required from you.

For answers to frequently asked questions, log in into your Brand Registry account, and visit our [Application FAQ](#).

5.4 Brand Registry Benefits

Once you are enrolled in Brand Registry your brand becomes eligible for exclusive programmes that help you build and protect your brand. You will also have access to the [Report a Violation](#) tool which allows you to search our catalogue with ease to look for potential trademark, copyright, patent, and design right violations. Should you find an infringement, simply use our advanced tools to report them. For additional information regarding brand benefits, please visit [this site](#).

Learn more about Brand Services We are excited to work with you to help you thrive on Amazon and to create a consistent and trusted experience for customers every time they shop on Amazon!



amazon brand registry

Documents / Resources

	amazon Registry Application [pdf] User Guide Registry Application, Registry, Application
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References

- [a . Spend less. Smile more.](#)
- [User Manual](#)

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