



Amazon Brand Registry Program

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If you sell on Amazon or want to sell on Amazon, you should take advantage of Amazon's revised Brand Registry program. The Brand Registry program is a powerful tool to keep others from listing items on Amazon using your brand. The Amazon Brand Registry program is currently free for all Amazon sellers and provides another mechanism for protecting your valuable intellectual property. What makes the Amazon Brand Registry helpful is that it engages Amazon in policing your brand.

From Amazon: "Amazon Brand Registry helps you protect your registered trademarks on Amazon and create an accurate and trusted experience for customers. Your enrollment in the Amazon Brand Registry provides access to powerful tools including proprietary text and image search, predictive automation based on your reports of suspected intellectual property rights violations, and increased authority over product listings with your brand name."

Note: Amazon has revised its Brand Registry program. If you enrolled in Amazon's old Brand Registry program (prior to April 30, 2017) then you do need to re-enroll.

Everything you need to register your brand with Amazon:

1. An Active Registered Trademark - You will need the Government Registered Principal Trademark Registration or Serial Number.
2. A Working Website - This doesn't have to be an extensive website, but something live and online where your brand is identified in some way.
3. An Official Email Address - Amazon likes it even more if you have an email address attached to your website. This is not required but an example would be howard@brownwinick.com as it is tied to www.brownwinick.com.
4. Product/Packaging Images - At least one image showing your brand is necessary. Amazon may ask for pictures of the actual product and the packaging if you sell a product which is packaged.
5. A Key Attribute/Unique Identifier - Most sellers on Amazon use a UPC code. Amazon offers several suggestions and you may use any of the following:
 - UPC
 - EAN
 - JAN
 - Manufacturer Part Number
 - Model Number

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- Catalog Number
 - Style Number
6. A Completed Application - The application process is something you can complete on your own or something we can help you complete. Amazon's brand registry page is where you would want to start (<https://services.amazon.com/brand-registry.html>).

If you apply on your own, make sure to list your brand name exactly as it appears on your product. Additionally, Amazon Brand Registry is not a substitute for Trademark protection. Amazon Brand Registry is just another tool, which can be used exclusively on Amazon, to help protect your mark. Protecting trademarks, products, and other intellectual property is complex, thus feel free to contact [Niq Howard](#) at howard@brownwinick.com if you have questions about protecting your intellectual property or the Amazon Brand Registry program.

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