



Amazon Brand Registry 101

Amazon Brand Registry offers a list of significant advantages for Brand Owners

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What is Amazon Brand Registry?

In May 2017, Amazon launched a new and improved brand registry designed to help brand owners protect their brands and create an optimized experience for their customers by giving them access to exclusive tools to protect their brands, report violations, create marketing content and generate reports.

Today, Brand Registry is implementing a powerful suite of tools and features for verified brand owners to not only protect intellectual property, but also **strengthen their brand presence on Amazon and grow their business.**

Why is it important?

According to Amazon, more than 130,000 brands worldwide are registered in the Brand Registry and, on average, they find and report 99% fewer suspected infringements than before the launch of the Brand registry.

Better brand representation

Registering your brand in the Amazon Brand Registry gives you more control over the Amazon product pages that sell and use your brand name, so customers are more likely to see the correct information associated with your brand.

Violation Reporting

The Amazon Brand Register allows you to search through Amazon for products that may be the subject of a violation of your brand in order to report them. For this, Amazon allows you to perform a global search by submitting ASINs or the image of products.

Proactive brand protection

The more you inform the Amazon Trademark Registry team about your brand and its intellectual property, the more Amazon can help you protect your brand

Brand Awareness

Build and develop your brand on Amazon by leveraging tools such as Enhanced Brand Content (EBC Content), Amazon Stores, Amazon Ads Sponsored Brands format, and your brand dashboard.

Amazon Brand Registry: Eligibility and Registration

To find out if you meet the eligibility criteria to register your brand (s) in the Amazon Brand Registry, visit: <https://brandservices.amazon.fr/eligibility>

Step 1: Examine the eligibility criteria

- An active registered trademark (text-based mark or image-based mark with words, letters, or numbers) in each country where you want to enroll. That's right, a trademark must be in each country, not just one for all.
- That trademark issued in the United States, Brazil, Canada, Mexico, Australia, India, Japan, France, Germany, Italy, Spain, the United Kingdom, the European Union, and/or the United Arab Emirates
- If your trademark is issued by the World Intellectual Property Organization (WIPO), submit the number registered by your country's IPO office instead.

Step 2: Registration in the Brand Register

If you meet the eligibility criteria, the next step is to register with the Trademark Register. If you have not yet created an account on Brand Registry, you can do so by [clicking on this link](#). To register a trademark, you will need to provide the following information:

- Your brand name
- The registered trademark number (INPI number for France) and the associated country
- A list of product categories (e.g. clothing, sporting goods, electronic devices) in which your brand should be listed
- The list of countries where your brand products are produced and distributed



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