Useful links

- Portal to Amazon Brand Protection: https://brandservices.amazon.com/
  - IP Accelerator: https://brandservices.amazon.com/ipaccelerator
  - CCU: https://brandservices.amazon.com/counterfeitcrimesunit
  - Project Zero: https://brandservices.amazon.com/projectzero
- Video Guide - Manage Brand Registry roles & selling benefits: https://www.youtube.com/watch?v=meklsZKHpAM
- Video Guide - Report an IP violation: https://www.youtube.com/watch?v=L9HQhxPXNwQ
  - Enrollment guidelines for all accepted trademark offices: https://brandregistry.amazon.com/help/hub/reference/GHUDSVJLN4U9WY8Z
- Report non-IP / marketplace policy violations: https://brandregistry.amazon.com/cu/contact-us
- Submission history: https://brandregistry.amazon.com/brand/submission-history#
Amazon Brand Protection

- Amazon Brand Registry
- Automated brand protections
- Report a Violation
- Amazon IP Accelerator
- Amazon Counterfeit Crimes Unit
- Amazon Project Zero
- Transparency
Notice of Infringement Types

What constitutes a violation in Amazon stores
IP infringements

1. Trademark infringement
   • Active or Pending Trademarks associated with your account in Amazon Brand Registry
   • Trademarks enforceable in the jurisdiction of the store selected

2. Patent infringement
   • Patents enforceable in the jurisdiction of the store selected
   • Unexpired patents
   • Utility patent notices require a court order or International Trade Commission order in order for us to remove content

3. Copyright infringement
   • Either a copyright registration or a written description of the copyrighted material sufficient to identify the work
Non-IP infringements

1. Product not as described
2. Incorrect Variation
3. Product Review Violation
4. Other marketplace policy violations
What Brand Registry does not enforce for rights owners

You should not report the following concerns on Brand registry, as these notices will not be accepted.

1. “Unauthorized Distribution”
   If a third party is distributing your products without permission, please contact them directly.

2. Grey Market / Parallel Imports
   In the U.S., typically Brands cannot prevent the advertising, sale, or importation of products intended to be sold outside of the US.
The User Journey to Report a Violation

1. Enroll your trademark on Brand Registry
2. Assign IP protection roles
3. Search for infringing content
4. Report an infringement
5. Keep track of your past submissions
6. Possible steps in case of rejection
(1) How To Enroll?

**Sign in to Brand Registry**
Visit [brandregistry.amazon.com](http://brandregistry.amazon.com) and sign in using existing Seller or Vendor Central credentials. Or, if the brand doesn’t have an Amazon account, create one for free.

**Enroll your brand**
After we verify the information submitted during enrollment, the brand be able to access Amazon Brand Registry’s features to help protect the brand.
(1) Enroll your Trademark in Brand Registry

The application must be submitted by trademark owner and the trademark text must match the brand name on the application. During enrollment, you must provide:

- The brand name that has an active or pending registered trademark.
- The associated government-registered trademark number.
- The type of trademark (Word or Design)
- List of product categories (e.g., apparel, sporting goods, electronics) in which your brand should be listed.
- A list of countries where the brand’s products are manufactured and distributed.
(1) Required Trademark Fields

- **Mark:** AMAZON
- **US Serial Number:** 86266233
- **US Registration Number:** 5142135
- **Register:** Principal
- **Mark Type:** Service Mark
- **TMS Common Status Description:** LIV/REGISTRATION/Issued and Active
- **Status:** Registered. The registration date is used to determine when post-registration maintenance documents are due.
- **Publication Date:** Apr. 14, 2010
- **Notice of Allowance Date:** Jun. 09, 2015

**Mark Information**
- **Mark Literal Elements:** AMAZON
- **Standard Character Claim:** No
- **Mark Drawing Type:** 3 - AN ILLUSTRATION DRAWING WHICH INCLUDES WORD(S) LETTER(S)/NUMBER(S)
- **Description of Mark:** The mark consists of the outline of a stylized pushcart shopping cart, above the cart is the term "AMAZON" with a curved arrow stretching below the first letter "A" to the "Z".
- **Color(s) Claimed:** Color is not claimed as a feature of the mark.
(1) Trademark Enrollment Help Pages

You have to enroll your Trademark on Brand Registry in all the marketplaces where you want to protect your brand.

Find the resources on local enrollment guidelines on Seller Central.

Enrollment guidelines for all accepted trademark offices

To be eligible for Amazon Brand Registry, your brand must have an active registered trademark in each country where you wish to enroll or have a pending trademark application filed through Amazon IP Accelerator. Brand Registry is also accepting brands that have a trademark pending registration in a subset of trademark offices. Go to the country-specific enrollment guidelines which will provide trademark details for your Brand Registry application.

Enrollment guidelines for all accepted trademark offices

- Enrollment guideline for French trademarks
- Enrollment guideline for Australian trademarks
- Enrollment guideline for Brazilian Trademarks
- Enrollment guideline for Kingdom of Saudi Arabia trademarks
- Enrollment guideline for United Arab Emirates trademarks
- Enrollment guideline for Dutch trademarks
- Enrollment guideline for Canadian trademarks
- Enrollment guideline for German trademarks
- Enrollment guideline for Egyptian trademarks
- Enrollment guideline for Mexican trademarks
- Enrollment guideline for EU trademarks
- Enrollment guideline for Singapore trademarks
- Enrollment guideline for United Kingdom trademarks
- Enrollment guideline for Indian trademarks
- Enrollment guideline for Spanish trademarks
- Enrollment guideline for Swedish trademarks
- Enrollment guideline for Polish trademarks
- Enrollment guideline for Turkish trademarks
- Enrollment guideline for Italian trademarks
- Enrollment guideline for United States trademarks
- Enrollment guideline for Japanese trademarks
(2) Assign Brand Protection Roles

Rights Owners
An employee internal to the brand who is authorized to report violations

Registered Agents
Third-Party can report violations if they are registered agents.
They do not need to be affiliated sellers to report violations.
(2) How to add Brand Protection Roles

An administrator has to send the invitation to an email address associated with a Brand Registry account.

Navigate to: Brand Registry > Settings > User Permissions

Select the specific roles and brands for which you want to give permissions.
(3) Search for infringing content

Log into your account on Brand registry, go to the “Protect” tab and select “Report a violation”.

Select a marketplace.

Run a text-based search, a customer order search or an image-based search.
(4) Select the appropriate level of report
(4) Select the appropriate level of report

- **Report the entire ASIN if...**
you want to report the product entirely, including all sellers. If accepted, the product will be completely removed from the marketplace, and no seller will be able to list an offer on it.

- **Report an offer if...**
You suspect one specific seller or multiple sellers of IP infringements.

- **Report an image if...**
You suspect one specific image or multiple images of IP infringement.
(5) Keep track of your notices in Submission History

Submission history provides a log of your reports submitted via the Report a Violation tool in the past 6 months, and associated status.

It includes details such as:
- Complaint ID
- Infringement type
- Status
(5) Retract or escalate notices in Submission History

If you want to **retract a notice**:

- If the notice was submitted in Brand Registry, go to “Submission history” > “Open Details” > “Retract a complaint”

- If the notice was submitted through the Public Notice Form, go to the Notice Retraction form [https://www.amazon.com/report/infringement/retract](https://www.amazon.com/report/infringement/retract)
(6) Possible steps if your notice is rejected

If your notice is not accepted, you will receive a written email communication.

• Check if you applied the tips mentioned in this presentation.

• Escalate on Brand Registry.
  Avoid duplicate submissions.

• High acceptance rate (90% and above in the last 6 months) helps unlock access to Project Zero.
What to check before submitting a Notice of Infringement
Best practices – general

1. Report **ONE type of infringement** in the appropriate form. Reference **ONE Trademark, Patent, or Copyright** in your notice. Support notice with relevant IP proof. **Use concise and specific wording** detailing only the type of infringement reported.

2. Select the **appropriate level** among ASIN, Offer, and Image Report.

3. Make sure that your **patents and trademarks have not expired and are enforceable in the marketplace** where you report an infringement.

Best practices – general

5. When reporting a trademark infringement with a word mark, you have to match the class of goods of your Word Mark with the class of goods of the reported ASIN, unless selecting a logo mark that appears on the product or in the ASIN.

6. When reporting an offer and providing a test buy AND unexpired Patents/Trademarks applicable in the targeted marketplace. Raise the notice after delivery date of the purchased item and no later than 180 days after ordering the item.

7. Make sure that the infringing content is present on the reported ASIN and matches your IP (Trademark, Copyright, Patent)
Best practices – copyrights

For copyright notices, make sure to:

1. Add a URL or link to the exact matching copyrighted asset

2. Add a concise description of the infringement

3. Specify you are the owner of the copyrighted asset
Best practices – avoid reporting non-infringements

1. Compatible usage of trademarks is fair.

2. In the US, exclusive distribution and parallel import are not considered infringements.