

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>
- Brand Registry HELP - <https://brandregistry.amazon.com/help/hub/reference/202130410>
 - Enrollment guidelines for all accepted trademark offices: <https://brandregistry.amazon.com/help/hub/reference/GHUDSVJLN4U9WY8Z>
- Report IP violations: https://brandregistry.amazon.com/brand/report-a-violation?ref=brnav_to_rav
- Report non-IP / marketplace policy violations: <https://brandregistry.amazon.com/cu/contact-us>
- Submission history: <https://brandregistry.amazon.com/brand/submission-history#/>
- APEX (Amazon Patent Evaluation Express): https://brandregistry.amazon.com/help/hub/reference/GEALWAHER4GDYZXV?ref=brnav_to_helpcenter&

Amazon Brand Protection





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

Brand Registry Support

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

Open cases 99+
Report an Intellectual Property (IP) violation 
Report a marketplace policy violation 
Product not as described
Incorrect variation
Product review violation
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”

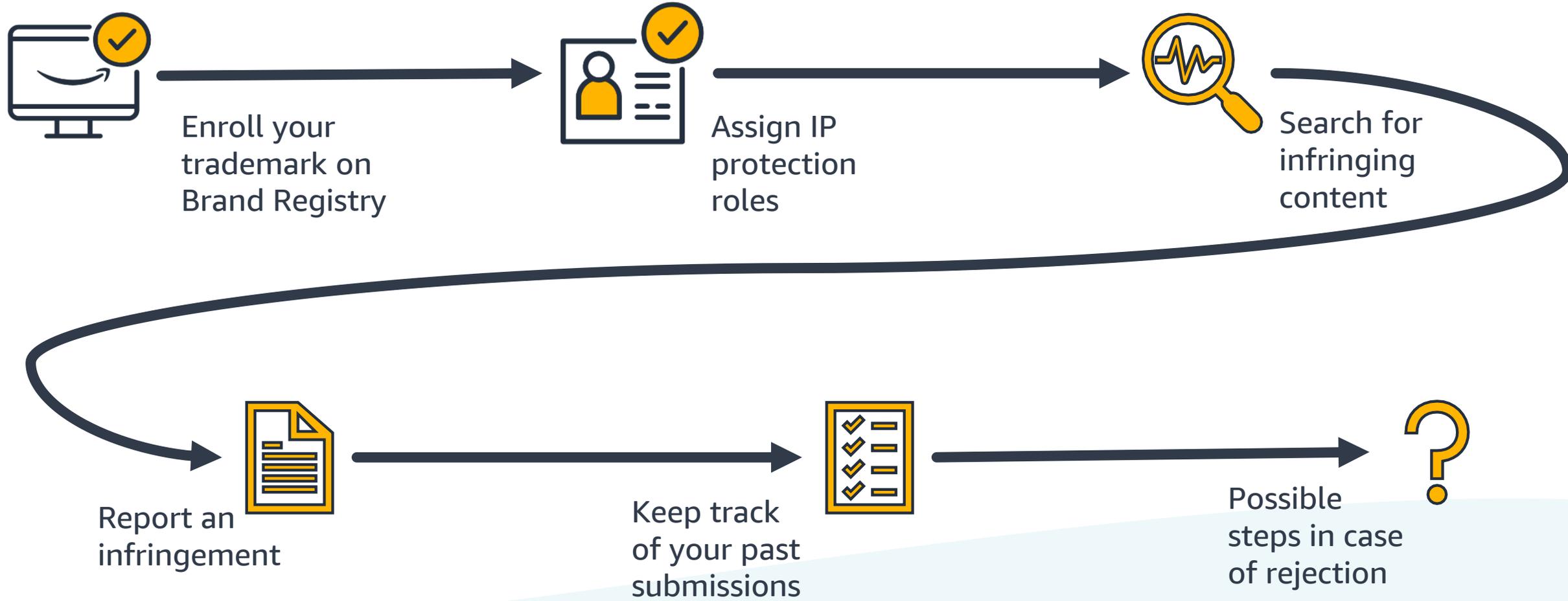
If a third party is distributing your products without permission, please contact them directly.

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) How To Enroll?

Sign in to Brand Registry

Visit 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.

 amazon brand registry

Sign in

Email (phone for mobile accounts)

john.doe@me.com

Password

[Forgot your password?](#)

Sign in

Keep me signed in. [Details](#) ▾

————— New to Amazon? —————

Create your Amazon account

(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

STATUS DOCUMENTS MAINTENANCE ? Download Print Preview

Generated on: This page was generated by TSDR on 2022-07-07 19:00:49 EDT

Mark: AMAZON



US Serial Number: 86266233 Application Filing Date: Apr. 29, 2014

US Registration Number: 5142135 Registration Date: Feb. 14, 2017

Register: Principal

Mark Type: Service Mark

TM5 Common Status Descriptor:  LIVE/REGISTRATION/Issued and Active

The trademark application has been registered with the Office.

Status: Registered. The registration date is used to determine when post-registration maintenance documents are due.

Status Date: Feb. 14, 2017

Publication Date: Apr. 14, 2015 Notice of Allowance Date: Jun. 09, 2015

▼ Mark Information Collapse All

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 outline of a stylized partial 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.

[Seller Central Help](#) > [Amazon Brand Registry](#) > [Enrollment guidelines for all accepted trademark offices](#)

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.

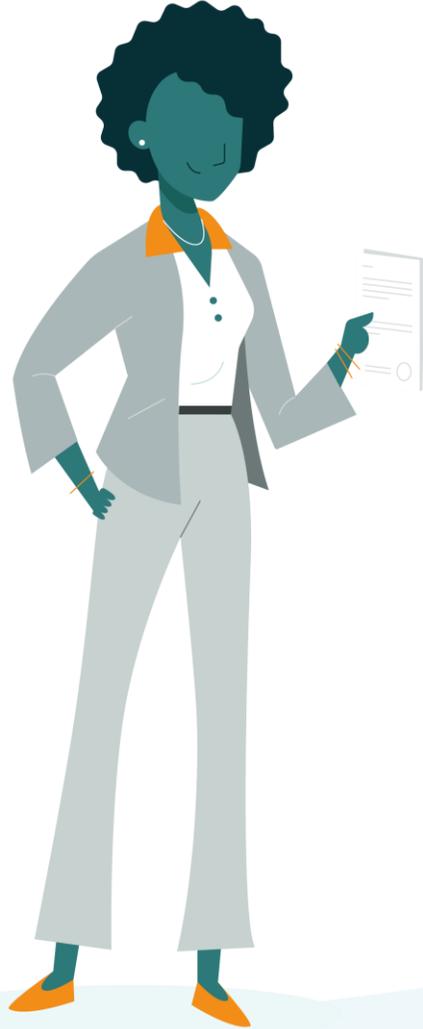
Enrollment guidelines for all accepted trademark offices

- [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

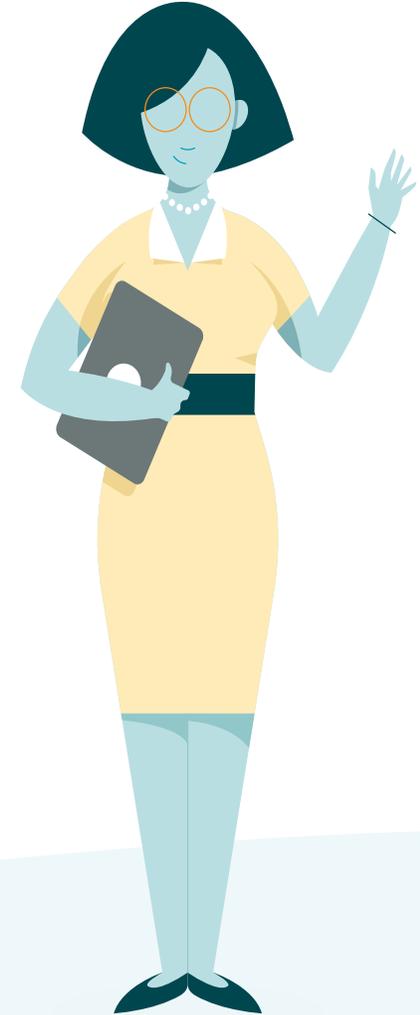
An employee internal to the brand who is authorized to report violations



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.

Invite a user to your brand

Enter the user's details. After they accept, you can modify their access and add them to additional brands at any time.

Email

Name

Language

American English ▼

Brand

After this user accepts their invitation, you can extend their access to more brands through the "Manage" page.

Marketplace

Which brand registry domain will this user sign in to? (This will grant access to more than just this marketplace)

Amazon.com ▼

Role

Administrator
An individual who has full permission to assign roles to user accounts

Rights Owner
An individual who is the rights owner or an employee of the rights owner who is authorized to report violations.

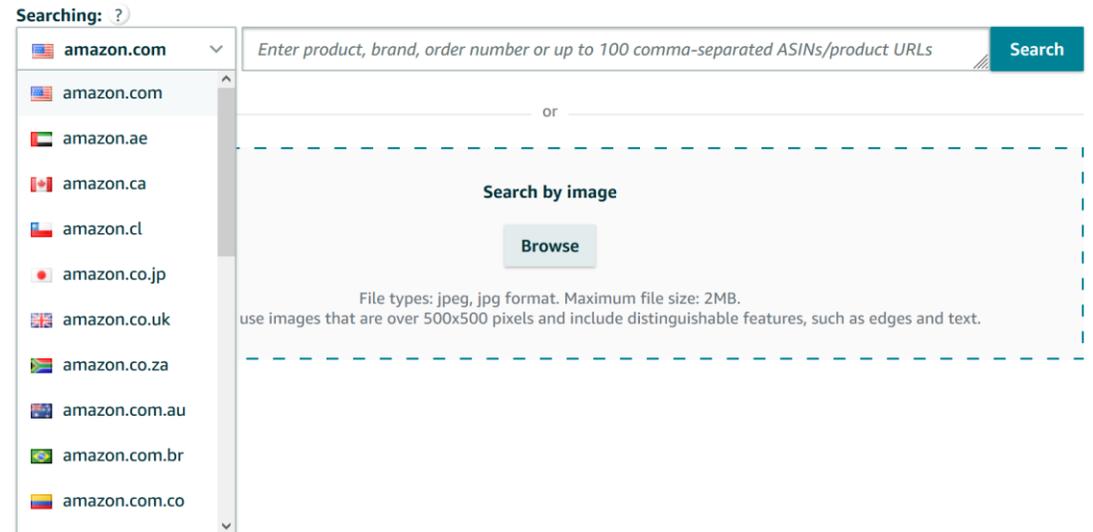
Registered Agent
A third party who is authorized by the rights owner to report violations

(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

The screenshot shows the top section of an Amazon product page for an Echo Dot (4th generation). The product title is "Echo Dot (4. Generation) | Smarter Lautsprecher mit Alexa | Anthrazit" by Amazon. The ASIN is B084DWG2VQ. The product has a 5-star rating with 121,220 reviews. A "Show all images (9)" link is present. Below this, there is a large main image of the Echo Dot and a row of smaller thumbnail images. A "Show offers (1)" link is also visible. At the bottom, there is a table of offers.

ASIN

Pictures

Offers

Sold by	Condition	Ships from	Price
<input checked="" type="checkbox"/> Amazon.de	New	--	€55.99 + €0.00

(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

Submission history [Learn more](#)

This page captures a history of all the reports you have submitted via the Report a Violation tool in the past six months. Reports or cases submitted through other channels will not be shown here.

^ Hide report summary

Submission summary

All brands All stores

Date range **7 days** 30 days 6 months

Your search did not match any results
Please check the selected date range, brand name, and Amazon store (i.e. Amazon.com, Amazon.de, Amazon.co.uk). Make sure the correct brand and Amazon store are selected using the drop-down menus in the top-left corner.

Search:

Search by Complaint ID, Product Title or ASIN

Refine by

Brands

All brands

[See all brands](#)

Amazon store

All stores

[Show all stores](#)

Status

All status types

Under Review

Accepted

Partially accepted

Not accepted

Under additional review

Showing 1 - 4 of 4 [Retract a complaint](#)

Complaint ID	Report creation ^	Brand name	Infringement type	Submitter email	Status ?
7376295212 Open Details » ASINs (1)	29 Sept 2021, 01:50 am	Kindle	Trade mark: Parallel import	brandowner1@amazon.com	Not accepted
7365570002 Open Details » ASINs (1)	25 Sept 2021, 01:58 am	Kindle	Trade mark: Counterfeit	brandowner1@amazon.com	Not accepted
7211046232 Open Details » ASINs (2)	30 Jul 2021, 08:46 am	Kindle	Trade mark: Product detail page	brandowner1@amazon.com	Not accepted
7211033152 Open Details » ASINs (2)	30 Jul 2021, 08:45 am	Kindle	Trade mark: Product detail page	brandowner1@amazon.com	Not accepted

10 results per page

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(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>

amazon Manage Protect Monitor Support English Help Settings

Home > Monitor: Submission history > Complaint ID: 710 [REDACTED]

Complaint details ^{BETA}

Status: Under Review

Date submitted: Mar 28, 2022, 03:47 PM

Amazon store: amazon.com

Infringement type: Trademark: Counterfeit

Brand: [REDACTED]

Trademark: [REDACTED]

Contact name: [REDACTED]

Contact email: [REDACTED]

Submitter email: [REDACTED]

Submission type: Project Zero

[Retract a complaint](#) [Escalate a complaint](#)

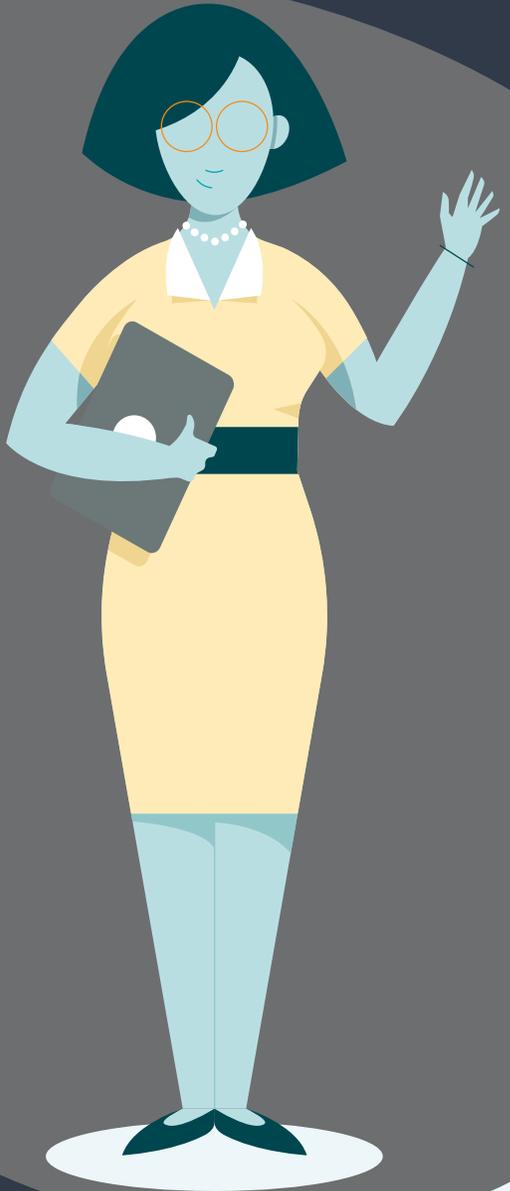
ASIN ↓	Product name ↑	Content reported ↑	Last status update ↑	Status ↑
B0 [REDACTED]	[REDACTED] Pencil	Complete ASIN - all offers	Mar 28, 2022, 03:47 PM	Under Review

Showing 1 - 1 of 1 < 1 > 10 results per page

(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.
- 4** Report non-IP infringements in the **“Marketplace policy violation”** forms.

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.**