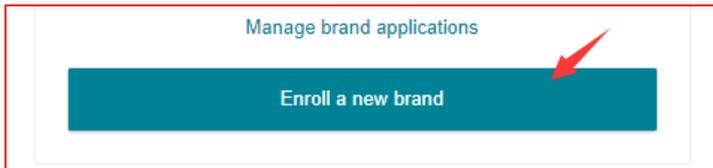
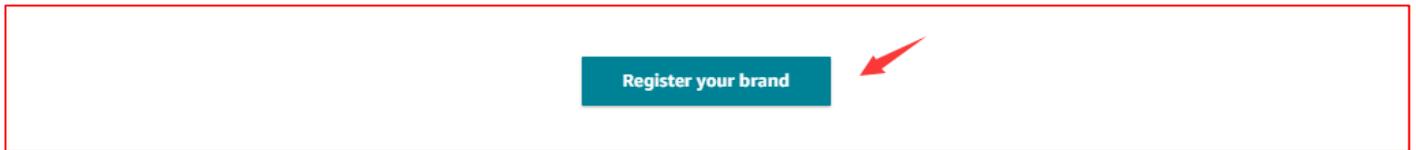
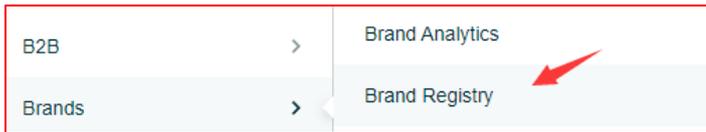


**Step 1,** Click <https://brandregistry.amazon.com/brand/enrollment> or follow the guidance below:



## Enroll your brand

Enroll today to protect and grow your brand

To enroll a brand, you must be a brand owner and have a pending or registered trademark

Resources you need to begin enrolling your brand

Please have your trademark (TM) information/documents in hand before you begin enrolling the brand. These will be needed to verify TM ownership. If a business owns the TM, we may need additional information to verify the business. [View accepted business and trademark information](#)

I have a pending or registered trademark

Before you begin, review [Enrollment guidelines](#)

[Enroll your brand](#)

I don't have a trademark

Connect with legal attorneys to start your brand journey.

[Get started with IP Accelerator](#)

# Enroll your brand



## Brand information

The information that you provide will help us identify your brand so that we can better protect it.

You can set it in any form due to your preference: "Abc", "ABC", "abc" or "abC". Your storefront will show the same form as you enter here.

What is your brand name?

**Trademark Name**

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

Select the trademark office associated with your brand

United States - United States Patent and Trademark Office - USPTO **Select "USPTO"** ▾

Enter the registration or serial number

**The registration # or serial # of the trademark.**

Examples: 9876543 and 12345678

## 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 ▾ **Select due to your reality.**

## Product information

If your brand sells products on Amazon, enter 1-3 of your top-selling ASINs for each product category in the store where the items are sold

Amazon.com ▾  **Optional**

An Amazon Standard Identification Number (ASIN) is a unique 10-character code that identifies items in our catalog.

Enter the URL to your brand's official website. (optional)

**Optional**

If your brand is sold on other e-commerce platforms, enter the URLs of those websites (optional)

**Optional**

If your brand is sold on other e-commerce platforms, enter the URLs of those websites (optional)

Add more

### Product images

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 Amazon does not consider a mock-up or digitally altered image of the product or product packaging as valid proof of intellectual property ownership. Some examples of a mock-up or digitally altered image are, the image is photoshopped or the brand name/logo are photoshopped. Therefore, any product image provided during Brand Registry enrollment 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. Post enrollment 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 program.

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.

Ensure also 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 since they can be easily added or removed after production.

Certain products such as furniture, jewelry, 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, like 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.

Accepted file types are .jpg, .png, and .gif File sizes can't exceed 5MB

Upload

or drag here to upload

Upload product images.  
(The trademark name must be affixed  
to the product or packing.)

Previous

Cancel

Next

# Enroll your brand



## Selling account information **Select due to your reality.**

The following information will help us better understand your relation to the brand, Salas.

### 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.

### Which selling accounts manage your brand's products?

Please select all the selling accounts that manage the brand's products. [Learn more about selling accounts and merchant token.](#)



[Redacted]



[Redacted]



[Redacted]



[Redacted]



[Redacted]



[Redacted]

**I do not see my selling account**

You can add your selling account on the [Access to Selling Benefits](#) page after your application is approved.

**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.

Previous

Cancel

Next



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

- Yes, I own the trademark. **Select due to your reality.**
- 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.

**Upload a copy of proof of trademark ownership.**

Accepted document(s) can be trademark's registration certificate, filing receipt, filing notice, filing certificate and e-filing of trademark.

Acceptable file types are .jpg, .png, .pdf, .doc, .docx, .xls, .xlsx and .csv File size should not exceed 10MB

Upload

or drag here to upload

Upload the proof of ownership if you select the 1st; upload the "Authorization Letter" if you select the 2nd.

## Manufacturing and Distribution information

The following information will help us identify protective features for which your brand Spetime may qualify

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)

**Select due to your reality.**

- 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.

**Upload proof of arrangement between your brand and the third-party manufacturer.**

Acceptable file types are .jpg, .png, .pdf, .doc, .docx, .xls, .xlsx and .csv File size should not exceed 10MB

Upload

or drag here to upload

Upload a "Goods Purchase Contract" or something like that.

**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).**

Acceptable file types are .jpg, .png, .pdf, .doc, .docx, .xls, .xlsx and .csv File size should not exceed 10MB

Upload

or drag here to upload

Upload a "Commercial Invoice" or something like that.

## Enroll your brand



### Manufacturing and distribution information

The following information will help us identify protective features for which your brand Salas may qualify

#### Distribution information

Does your brand sell to distributors?

Yes  No **Select "No"**

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

Select a country **Optional**

#### Licensee information

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

Yes  No **Select "No"**



## Thank you!

You have successfully submitted your Brand Registry application.

We have also sent you an email that includes next steps.



**Step 2, Move to your Amazon Help Center → Case Log( <https://sellercentral.amazon.com/cu/case-lobby> ), and find the relevant “Case”:**

# Get Help

 You may be asked follow-up questions about your issue before connecting to an associate.

[Go to Case Log](#) | [Get help with a new issue](#)

**→ If your submissions are qualified, Amazon will send an email including a "verification code" to the email address set in the USPTO system by the trademark representative.**

Hello from Amazon Brand Registry Support,

You are listed as the contact for the registered trademark for [REDACTED].

Please confirm the information below to validate the identity of the individual seeking to enroll [REDACTED] in Amazon Brand Registry, who provided the following details:

Trademark Registration Number: [REDACTED] Trademark Registration Office: USPTO

We are unable to give you the applicant's name, but we asked them to contact you. To give the applicant approval to enroll [REDACTED] in Brand Registry, provide them with the verification code listed below. If you do not want to grant access, do not provide the code. After the brand is enrolled with the correct Rights Owner, they can enroll additional users with limited or customized roles.

Verification code: [REDACTED]

Please confirm once the verification code has been shared with the applicant by replying to this email within the next 30 days. To be accepted, the confirmation must be sent from the same email address that received the verification code. If you have not confirmed within the allotted timeframe, the individual's request to enroll the brand in Brand Registry will be rejected.

Brand Registry helps Rights Owners protect registered trademarks on Amazon and create a more accurate and trusted experience for customers. As the gatekeeper for [REDACTED], your role is very important. Enrollment in Brand Registry gives Rights Owners access to powerful tools including proprietary text and image search in addition to increased authority over product listings that have your brand name. For more details, see <https://brandregistry.amazon.com/>.

Thank you for selling with Amazon,

The trademark representative will receive an email including the “Verification Code” sent by the Amazon team.

Gabriel M.  
Amazon.com Seller Support

=====

MORE WAYS TO GET HELP:

Visit our Seller Forums for help from other sellers: <http://sellercentral.amazon.com/forums>

Browse all Seller Help topics: <http://sellercentral.amazon.com/gp/help>

For more information about Amazon Brand Registry please visit <https://services.amazon.com/brand-registry.html>

**Step 3, You will need to reply to the "Case" with the above-mentioned "verification code".**

**Amazon**  
Hello from Amazon Brand Registry Support,

Case ID: [REDACTED]  
Brand Name: [REDACTED]

Thank you for your interest in Amazon Brand Registry. We have provided a verification code to the public contact listed on the agency website where the trademark for [REDACTED] is registered. The information available from the agency follows.

Trademark Correspondent Email address: [REDACTED]@qq.com; [REDACTED]@qq.com

To receive the verification code, contact the Trademark Correspondent. Additionally, the Trademark Correspondent is required to confirm with Brand Registry once they have shared the code with you.

The verification code, along with confirmation from the Trademark Correspondent, will verify that you are approved to enroll [REDACTED] in Brand Registry.

Reply to this case in your Case Log within 30 days providing the verification code and case ID for this application. Once the Trademark Correspondent confirms they have shared the verification code, you will then receive an email to confirm your approval for Brand Registry.

The case ID for your application is: [REDACTED]

If you did not apply for Brand Registry, contact us through [www.amazon-brand-registry.com/contact\\_us](http://www.amazon-brand-registry.com/contact_us) immediately. For any other questions, reply in the Case Log.

Best regards,

You'll need to reply to the CASE by entering the “Verification Code” shared by the trademark representative.

Gabriel M.  
Amazon Brand Registry Support

To contact us again about this issue, please access your case using the link shown below (Brand Registry account login required):  
[https://brandregistry.amazon.com/gp/case-dashboard/view-case.html?caseID=\[REDACTED\]](https://brandregistry.amazon.com/gp/case-dashboard/view-case.html?caseID=[REDACTED])

Please note: this e-mail was sent from a notification-only address that cannot accept incoming e-mail. Please do not reply to this message.

^ See less

**Step 4, The Amazon team will approve your brand registry if no mistakes occur.**