

# Brand Registry SOP: Copying Brand Store to Another Marketplace

03/17/2025 8:28 am CDT



Who is this for? Individuals who want to copy their brand store from one marketplace to another.



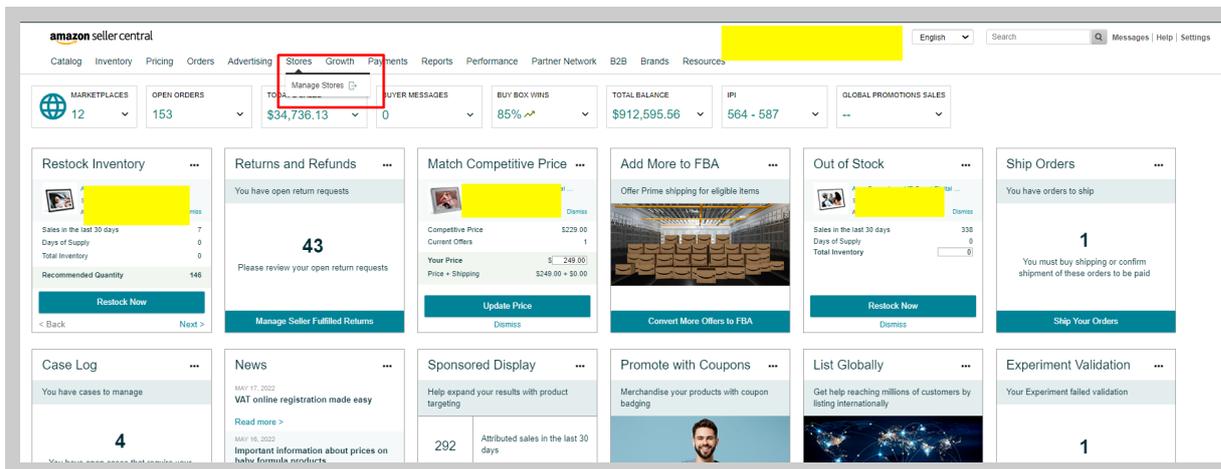
Objective: This document aims to guide sellers in creating stores in multiple marketplaces.

An Amazon Brand Store allows merchants to set up an online storefront for their brands for free. In this example, we are going to duplicate the brand store that's already built in the US marketplace to CA.

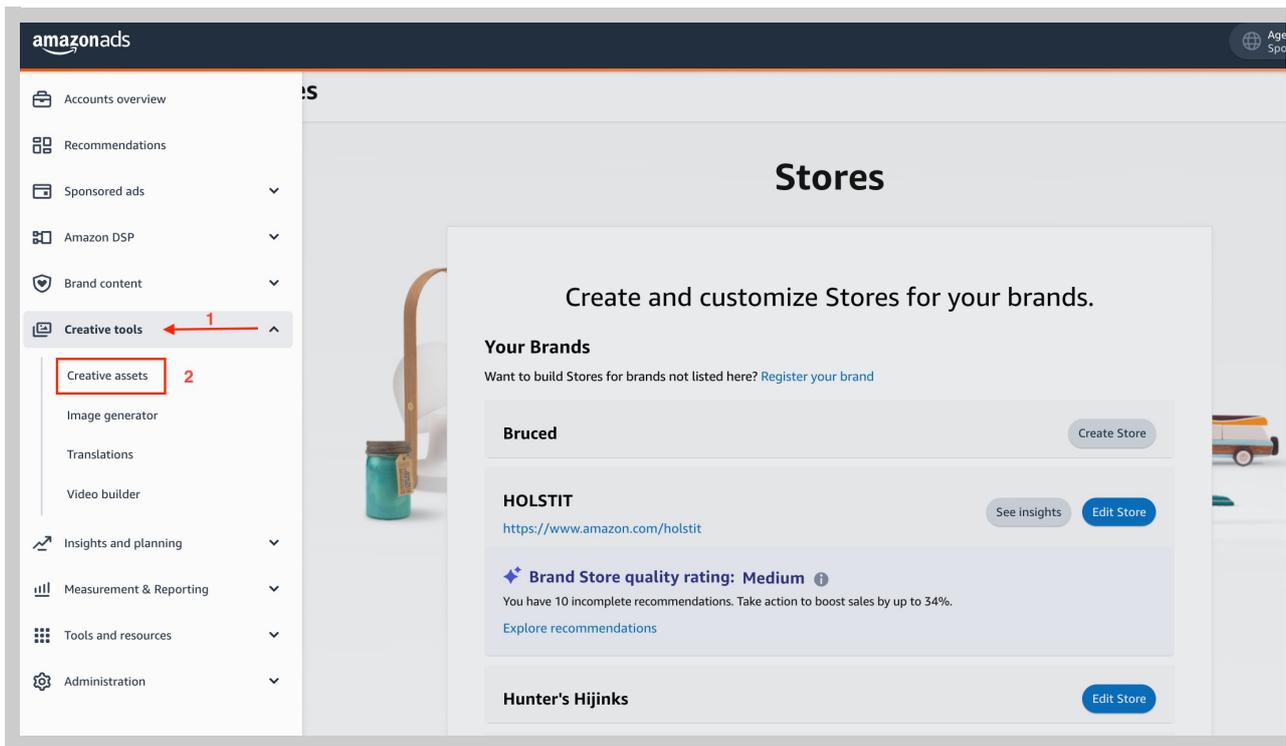
*\*Note: To create a brand store on Amazon, it is essential to either register your brand through Amazon Brand Registry or acquire brand rights if you are a registered reseller.*

## Access the Creative Assets

- Login to SC
- Hover over **Stores**, then click **Manage Stores**.

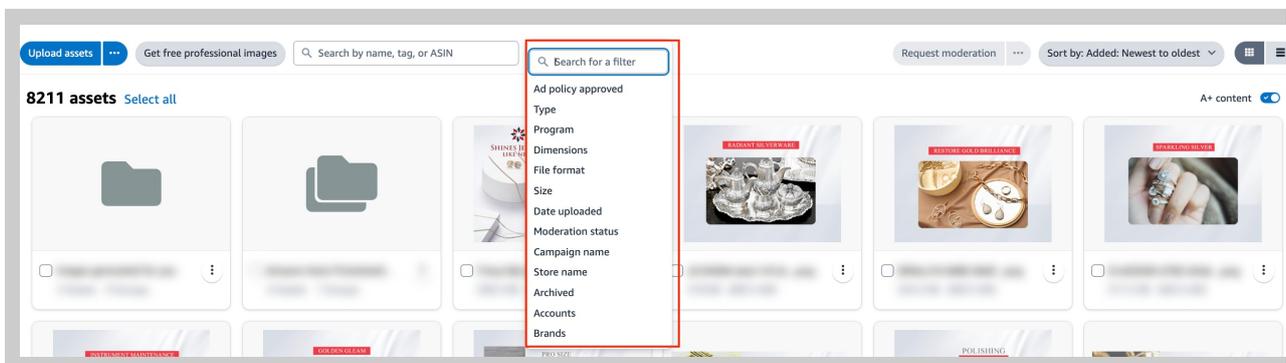


- On the left sidebar, click the **Creatives** button, then select **Creative Assets**.



\*Note: The Creative Assets stores all image assets utilized for the brand. By retrieving assets from this source, we can reuse them with the same high quality, as opposed to downloading them from the live brand store and risking a decrease in quality.

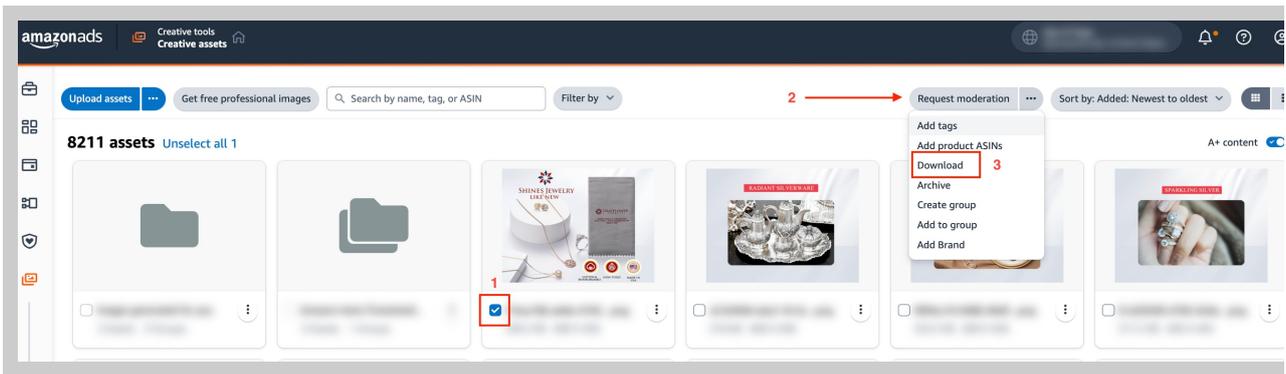
- Once it appears, you can now find the assets. You can use filters to sort out what type of assets you want to download or specific store assets you want to get.



You can download them one by one or in bulk.

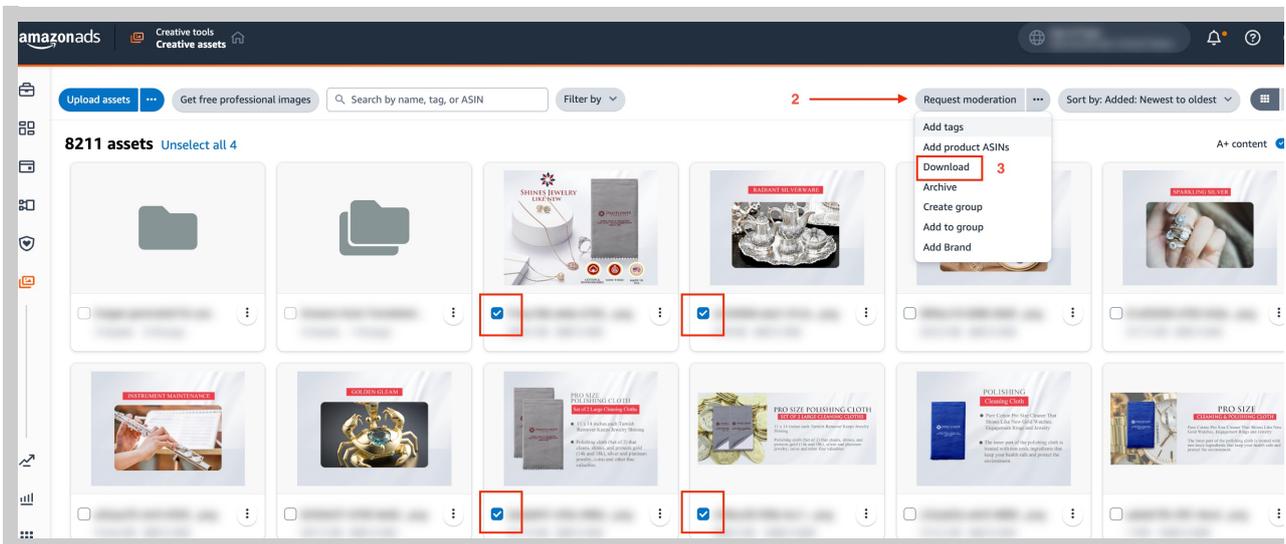
### One by one option :

1. Select the Image you need and tick the box below it.
2. Click the dropdown menu beside "Request Moderation" on the upper right corner
3. Click on "Download"

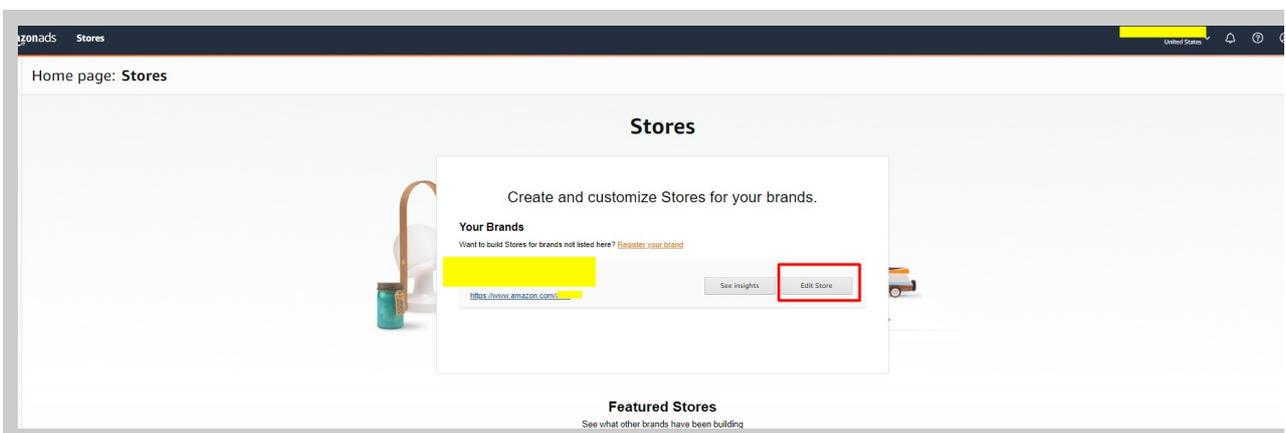


## Bulk option :

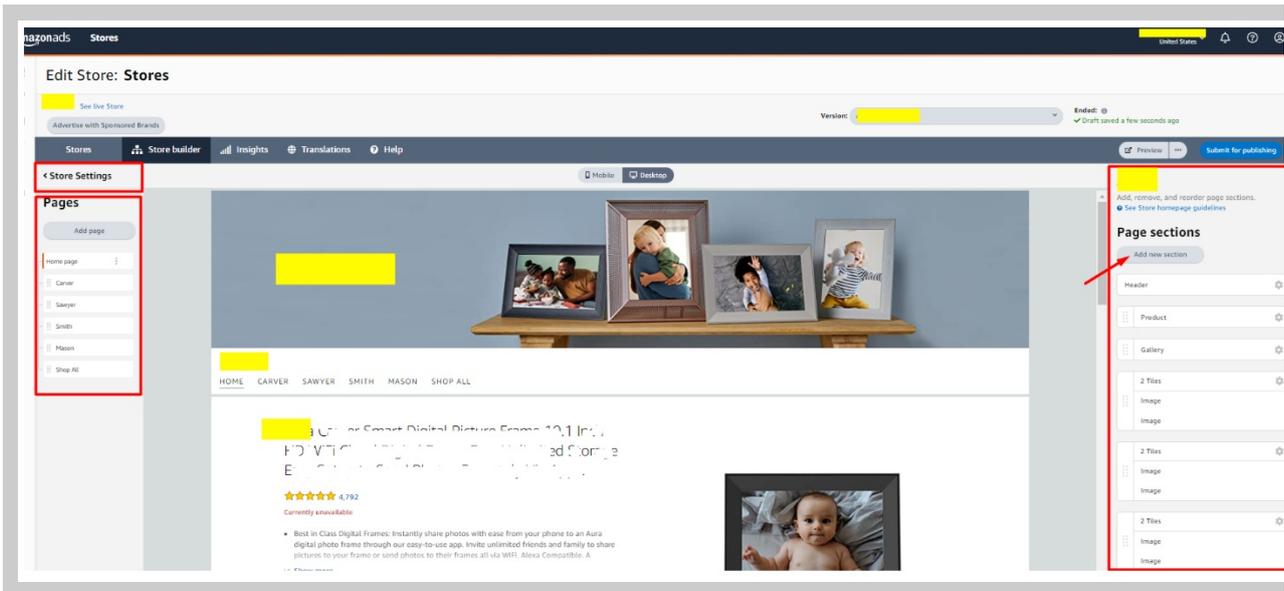
1. Tick the boxes of the images you need.
2. Click the dropdown on the Request Moderation.
3. Click Download.



- Once done exporting the assets you can open the brand store that you'll duplicate so that you'll know the store setting/pattern/tile/pages/sub-pages.
- Click the **Edit Store**.



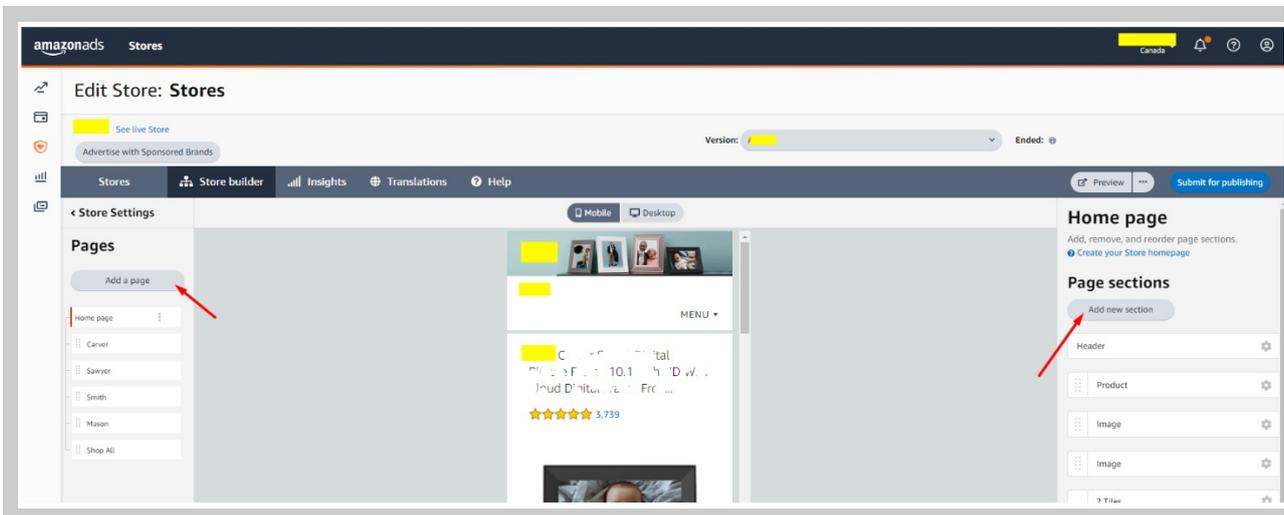
Once you access the store you can now see the dashboard where you can edit the store and its pages.



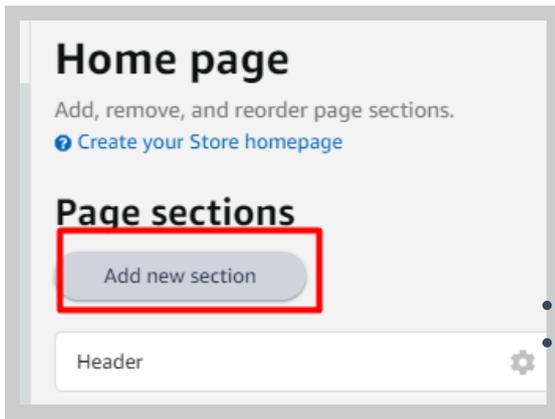
## Copy the Brand store for another Marketplace

In this part, you're going to copy the brand store from another marketplace using image assets and duplicating the format/pattern/store settings.

1. Open the marketplace where you'll duplicate the brand store.
2. Do the same process on how to open the store.
3. Once open, you can now create or modify the store. Including the store settings/pages/sub-pages/sections/tile



4. If you want to add a page just click "Add a page"
5. Then the settings will appear, such as:
  - The page title(required)
  - Page meta (required)
  - For the template, just duplicate the format from the brand store you're duplicating.
  - Then click Create a page.
6. You can also create a sub-page just click the page you created then click "Add page" so it will create a sub-page under that.
7. Inside the page and sub-page it has a section, that's where you can add images and products using tiles.



- From there you can choose what tile type you want.
- Just copy what's the format or tile on the brand store you're duplicating.

*\*Note: Don't leave the tile empty. Make sure it contains an image or product because if not, your brand store will be rejected.*

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