

# Brand Registry SOP: How To Update Brand Name

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**Who is this for?** This is for Amazon sellers who need to update and register a brand in Amazon's Brand Registry.



**Objective:** To outline the steps required to update and register a brand in Amazon's Brand Registry. This SOP includes instructions on preparing and creating the feed file and resolving errors that may arise during the process.

## Requirements:

### Current Brand is not Registered in Brand Registry (ex. Generic)

- Real-world image with the target brand and UPC visible **OR**
- Manufacturer website with the target brand and UPC visible

### The current Brand is owned by another seller and is registered in Amazon Brand Registry

- Real-world image with the target brand and UPC visible
- GS1 certificate

### The current brand is owned by you and registered in Amazon Brand Registry (Rebrand)

- Images on the website must not display the wrong/current brand
- Real-world image (not mandatory) but may be asked anytime by Amazon
- Brand Access

### Trademark registration websites samples:

- <https://www.uspto.gov/>
- <https://www.ic.gc.ca/app/opic-cipo/trdmrks/srch/home?lang=eng>
- <https://www.ic.gc.ca/app/opic-cipo/trdmrks/srch/accueil?lang=fra>
- <https://trademarks.ipo.gov.uk/ipo-tmcase>
- <https://trademarks.ipo.gov.uk/ipo-tmtext>

## Pre-requisites

- Check if the email you are using has access to the brand
- Remove the ASIN from the parentage if the listing is part of a variation
- Upload a feed file to contribute/push the target brand in the backend.

## Proper Steps in Preparing/Creating the Feed File

1. Download the Category Listings Report and save a copy in your personal folder.

Catalog → Inventory Reports → Category Listings Report

## Inventory Reports

You can use your inventory reports to see a snapshot of your items. [Learn more](#)

### Request an Inventory Report

**Select Report Type:** Category Listings Report

Download a Category Listings Report for a list of items belonging to a particular category. This report can be uploaded as an Inventory File. [Learn more](#)

**Select Category:** All

**Select Report Format:**  Excel  Text

**Listings Created After:**

**Select Status Filter:** All

 Category Listing Report is in BETA. Please note that the report and its features may be changed or removed at any time.

[Request Report](#)

Check Report Status & Download						10
Report Type	Batch ID	Date & Time Requested	Date & Time Completed	Report Status	Download	
Category Listings Report (All)	<a href="#">[Batch ID]</a>	9/21/2022 01:18:03 GMT+0800 (Taipei Standard Time)	9/21/2022 01:18:27 GMT+0800 (Taipei Standard Time)	Ready	<a href="#">Download</a>	
Category Listings Report (All)	<a href="#">[Batch ID]</a>	9/20/2022 02:25:44 GMT+0800 (Taipei Standard Time)	9/20/2022 02:26:08 GMT+0800 (Taipei Standard Time)	Ready	<a href="#">Download</a>	

2. Filter the report and remove non-related ASINS/listings. If the ASIN in question contains several SKUs, **include all SKUs of the ASIN** on the file.
3. Make sure to use the **ASIN as the Product ID** on the file instead of the UPC/EAN.
4. Provide all required information on the file. You will know if the details are required if an empty tab is highlighted in red.
5. Make sure that the **Target Brand Name** is the one added to the template.
6. **ALWAYS** review each ASIN if there is a sale price assigned and supply the information on the file including the start and end date.
7. For FBM SKUs, **ALWAYS** review if there is handling time supplied in the backend and manually add it to the feed file.
8. In the template, look for the "Update Delete" tab and select **UPDATE/Full Update** from the dropdown.
9. When the file is ready, save it and upload it through **Inventory → Add Products via Upload → Upload your inventory file**
10. Once the upload is completed, review the processing report if there are any errors.
  - No Error - means that the brand was updated successfully
  - With error - Analyze what was the error about and correct them. Upload the file with the corrected value until there's no error detected or until the only error left is the brand value.

Error on the brand value means that we weren't able to push the update through the flat file. In this case, proceed with case creation to have Amazon update the value.

**Help > Get Support > Selling on Amazon > Or, browse for your issue in the menu (*this is a clickable phrase*) > Products, Listings, or Inventory > Fix a product page**

## Get Support

**Customer or Non-FBA Orders** ▶

**Products, Listings, or Inventory** ▼

- Merge duplicate or split product pages.
- Fix a product page**
- Change a product's category
- Listing Not Active
- Climate Pledge Friendly
- Incorrect listing variation
- Add a missing image model B...

### Request a product detail page change

**Change title, brand, image, and other product details.**

Enter an ASIN

Fix detail page

Change attributes or category for multiple ASINs using [Add a Product Tool](#)

Cancel and restart

Template:

Greetings,

Our ASIN XXXX is currently associated with the wrong brand. We have tried to update the value by uploading a full update file (Batch Id 12345) however, our contribution is stuck in the backend.

Please push the changes for this ASIN.

**Correct Brand Name: XXXX**

### Possible Workarounds:

1. Combine current brand & target Brand
2. Upload a full update file leaving the brand name tab empty
3. Quick Delete-Relist
4. Delete the ASIN for 24 hours
5. Upload the file through the winning contributor's login. (This is applicable when Amazon would say that the brand is claimed by another brand user/representative. If the brand has multiple users, confirm from Amazon the email alias of the winning contributor.)

**Repeat the whole process until the brand name is changed!**

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