

Brand Registry SOP: Brand Registry Enrollment

03/17/2025 8:17 am CDT



Who is this for? Trademark owners who want to enroll their trademarks in the Amazon Brand Registry Program.



Objective: This document provides step-by-step guidance on the correct process of enrolling your brand on Amazon.

Media Learning:

1. Access www.brandregistry.amazon.com
2. Click on either of the two: **Enroll a new brand** or **Manage / Enroll a brand**.
3. A page like shown below will open and all you need to do is click on **Enroll your brand**.
4. Insert all the information required. You will find a guide below the next image.
 - **What is your brand name?**

This should be the **WORD MARK** indicated in the trademark registration website

- **Select a Trademark Office**

Select the trademark office where you have registered your trademark.

- **Enter the registration or a serial number**

This is found on the trademark receipt.

⚠ **Important note:** *Be mindful of any separation between the words.*

- **URL to the brand's official website**

This information is not mandatory and it can be left blank.

However, it is recommended to fill it in, because it will increase the odds of your request being accepted.

- **URL to the storefront of other e-commerce sites**

This information is also optional. If you have this information, fill it in. However, if you are not sure, this field should be left blank.

- **Product Images**

⚠ **This is the most important information.**

Images should be real-life photographs (not edited professional photos) showcasing the permanently affixed branding (not a sticker with a logo).

Images of the product or packaging, which shows branding on either. The images can show the product and packaging when either held in hand or placed on a table. The branding must be permanently affixed.

Provide as many as you can and make sure that none of them exceeds 5MG.

Sample:

Enroll your brand



Brand information

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

i Once you start an application, you have 3 days to submit before it automatically expires. [Learn more](#)

What is your brand name?

xxxxx

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

Enter the registration or serial number

[Redacted]

✓ **Verified**

Verify

Examples: 9876543 and 12345678

Product information

Product images

Upload one or more images of your product or product packaging that clearly shows your trademark name **permanently affixed** to the item.

The images must show the product that you want to protect through Brand Registry. Do not upload images that are computer generated.

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



Upload

or drag here to upload

Previous

Cancel

Next

When all is filled out, click Next.

This will lead you to the following page :

- **Are you a seller or a vendor for the brand you're enrolling in?**

Choose the appropriate selling relation.

- **Categories that best describe the brand**

You will need to choose the correct option from the dropdown list. You may refer to the "**GOODS AND SERVICES**" section on the trademark registration website to verify the scope of service of the trademark/brand.

△ Important note: It is important to mark all relevant categories (it could be more than one category).

- Top-selling ASINs for each product category where your brand is sold

Add all ASINs relevant to the brand or best-sellers.

△ Important note: Make sure that the brand information in the product detail page on Amazon matches **fully and correctly** the brand name you are enrolling in. In some cases, the listing title can state one brand (the one you are enrolling in, while in the Vital info, there is a completely different brand name).

Once finished filling out all the information you may click the button Next.

□

Clicking on Next will lead you to the following page:

Confirm whether you sell to distributors and confirm your Licensee information.

□

Once done, you may click **Submit**.

If all is done correctly, you will be informed that the application has been submitted successfully.

The next phase is Amazon's review of the application.

Should you visit the Brand Support Case Log under the Support tab in brandregistry.amazon.com, you will observe that the ticket was created automatically.

□

Details of the ticket :

How long will it take Amazon to respond? Usually within 24 hours.

Amazon will normally reach out to contact emails for the brand, providing the verification code. If you do not have access to these emails, you may reach out to them and request the verification code that was sent to them.

Then, you will proceed to provide the verification code to Amazon, as shown in the example below.

□

Once this code is provided and verified, Amazon will be informing you that your request has been approved.

Please, see the example below:

□

You are now ready to enroll your brand in the Amazon Brand registry!
