

Brand Registry SOP: Letter of Authorization - Creating Listings for Non-Brand Registered Accounts

10/08/2024 1:41 pm CDT



Who is this for? Intended for Amazon sellers that are non-brand registered.



Objective: This document serves as a guide on how to submit a Letter of Authorization and successfully list a product without a registered brand account.

Overview: When creating listings with a brand name that you are not brand registered for, you need to secure a Letter of Authorization from the brand owner. This letter should state that you have been granted permission to sell these products.

Reminder: *The admin should personally do this since the application to sell under someone else's brand should come from the admin email of the Seller Central account.*

Log in to [Seller Central](#) and go to [User Permissions](#) to see which email account has admin privileges. The admin is the user who does not have a "Delete" button next to "Manage Permissions."

The following information should be included in the Letter of Authorization:

At least one (1) letter from Cotier Brand authorising you to create new listings for their products

Document must meet the following requirements:

- Is dated on or after 31-Mar-2022 (within 180 days of the current date)
- Includes your name and address
- Includes the name and address of Cotier Brand

Drop files here

or

Select files

File types: pdf, docx, png, gif, jpg: Maximum file size 10 MB

Optional Comments

Provide your contact information

E-mail addresses Best e-mail to contact you for questions

Use comma to separate addresses

Optional Phone Best number to call you for questions

Here is a sample of the Letter of Authorization:

Letter of Authorization



Example LLC
102 Example St.
City, State
US

The undersigned Example, LLC, duly represented by confirms that the Amazon Seller account "Name of Seller Central Account," merchant token ID: is authorized to create product listings under "Example, LLC" "Example Brand Name" products.

The brand name authorization provided for: Example Brand.

Authorized Amazon seller account.
Seller Central Name:
Merchant token ID:
Email Address:

Date:
Signed by:

Once the application is approved, we can now create listings with the brand name like how we normally do.

How to Submit the Letter of Authorization

1. Go to Inventory > Add a Product

The screenshot shows the Amazon Seller Central dashboard. The 'Inventory' tab is selected in the top navigation bar. A dropdown menu is open under 'Inventory', with 'Add a Product' highlighted. The dashboard includes various widgets such as 'Restock Inventory', 'Campaign Ending', 'Lending', 'Add More Products', 'Sponsored Display', 'Videos May Grow Sales', 'List Globally', 'Amazon Business', and 'Improve Your Cash'.

2. Search for the item you want to sell.

The screenshot shows the 'Find your products in Amazon's catalog' search page. The search bar contains the word 'Coffin'. Below the search bar, there are three options: 'I'm adding a product not sold on Amazon', 'I'm uploading a file to add multiple products', and 'I want to learn how to list products'. The page features a large graphic of a yellow and orange box with a blue ribbon and a black arrow.

3. In the search results, click the Show Limitations link next to the item. Click the Apply to Sell button to begin the application process.

Find your products in Amazon's catalog

Colter



Displaying 1-10 of 1,000 results



UPC:
EAN:

Offers: 1 Used & New

New

Apply to sell

Hide limitations ^

- New condition: You need approval to list in this brand.
- Refurbished condition: You cannot list the product in this condition.



Sales rank: 3,107
Offers: 3 Used & New

Show variations v



UPC:
EAN:

Offers: 2 Used & New

Select a condition

Sell this product

Show limitations v