

# Catalog SOP: Wrong Brand Name in Stores Manager

10/09/2024 12:19 pm CDT



**Who is this for:** For Amazon sellers who have added the wrong brand name in their store and need to have it removed.

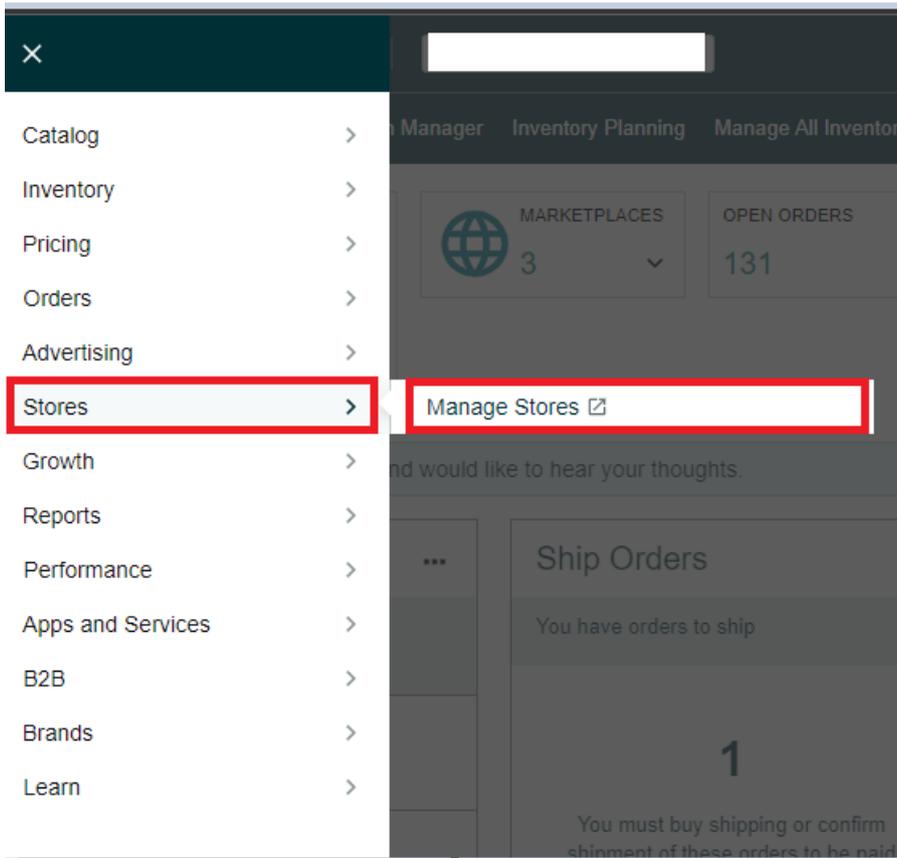


**Objective:** To provide a step-by-step guide for Amazon sellers who need to remove a brand name from their Store Manager.

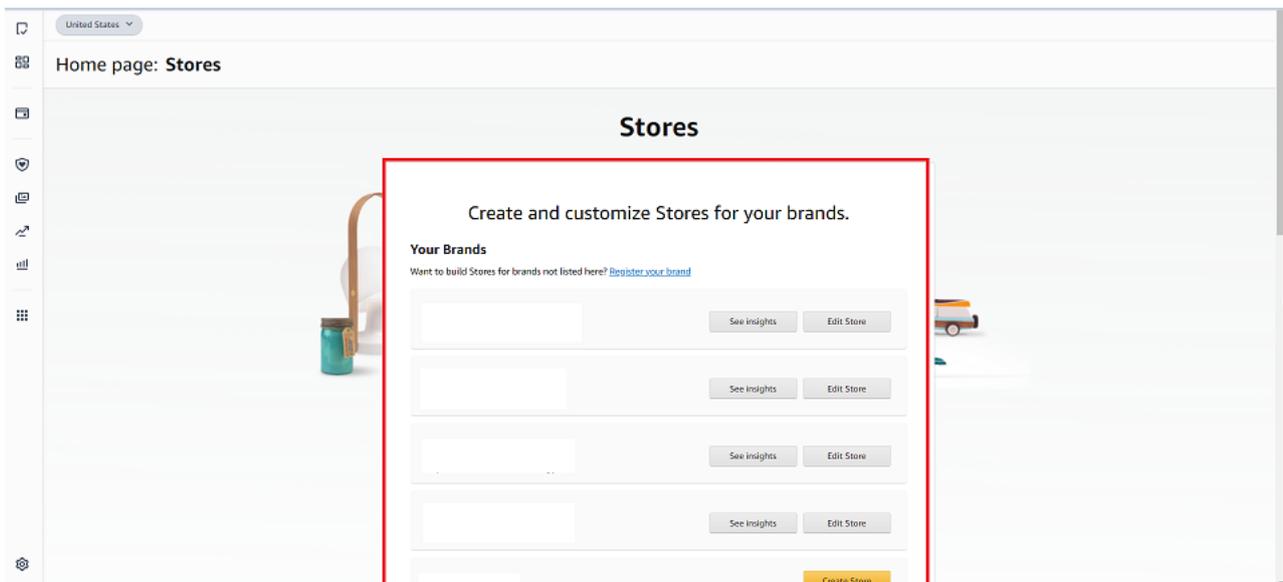
## Check and verify brands in the store:

1. Go to Seller Central, navigate to "Stores," and then select "Manage Stores."

The screenshot shows the Amazon Seller Central interface. The top navigation bar includes links for Business Reports, Campaign Manager, Inventory Planning, Manage All Inventory, A-to-z Guarantee Claims, and Account. The main content area features a 'TODAY'S SALES' widget with a line graph showing sales from Mar 24 to Mar 30. The y-axis ranges from 0 to 4K. The 'MARKETPLACES' widget shows 3 active marketplaces. The 'OPEN ORDERS' and 'BUYER MESSAGES' widgets are currently empty. A notification banner at the bottom states: 'We've updated the experience and would like to hear your thoughts.'



2. Check if the brands listed are the ones you own. If the listed brands are correct, no action is needed. However, if an incorrect brand name appears in the store, follow the next steps.



### 3. File a Case to Amazon

- To file a case, use the seller's central primary email address and contact Amazon Support. Report the unexpected brand on the brand store that was not owned by you and request that it be removed. Ensure to

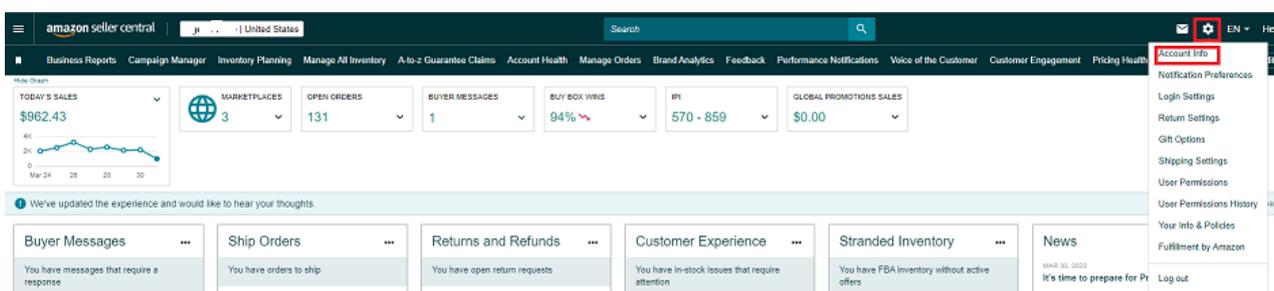
provide the **MERCHANT TOKEN** and request that the case be escalated to the **brand registry**.

#### 4. Escalation and Follow-Up

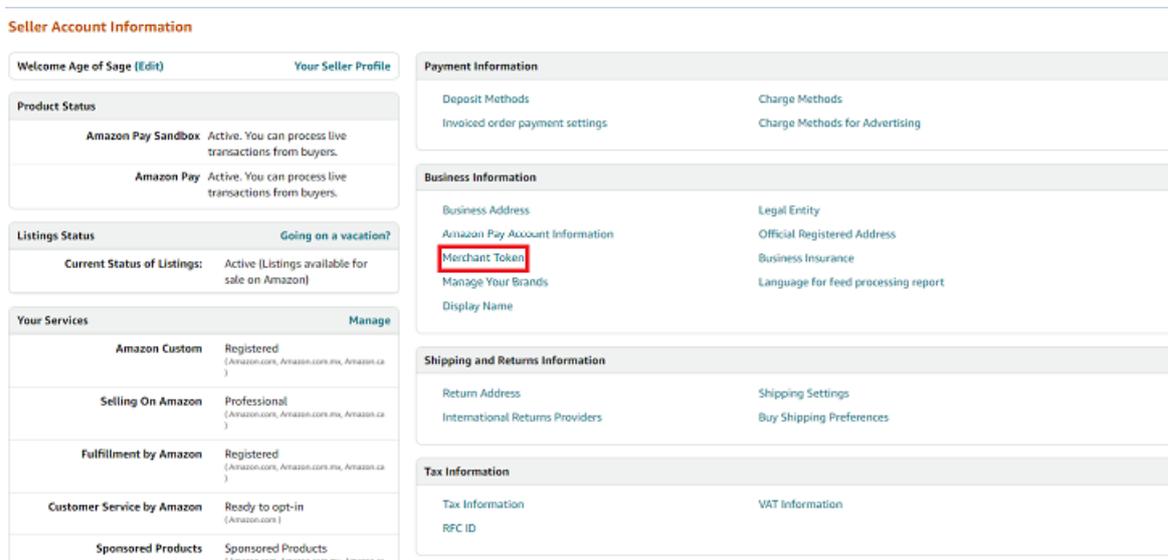
- There may be several back-and-forth messages between you and Amazon Support. Remain firm on the reason for the request and reiterate that the brand should be removed as it is not owned by you. As of the moment, only Amazon can resolve this issue.

### Where to Find Merchant ID and Administrator Email:

1. To locate the Merchant ID and Administrator email, go to "Settings" and select "Account Info."

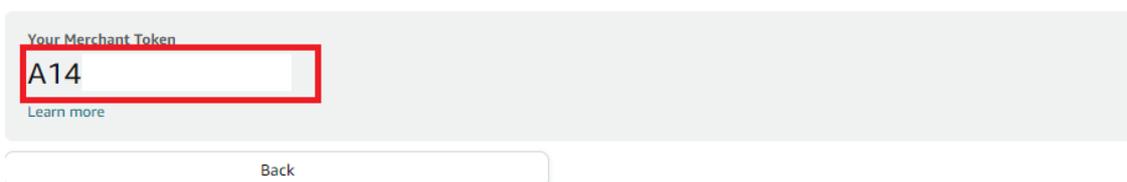


2. Click "Merchant Token" to find the Merchant ID

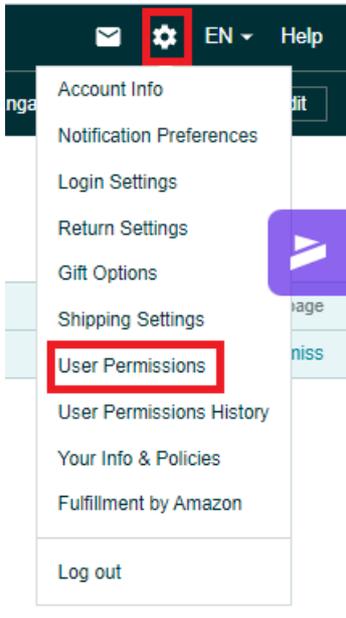


### Merchant Token

[Account Info](#)



3. Next, navigate to the gear button and hover your mouse over it.



4. Click on "User Permission" from the dropdown menu that appears.

5. On the User Permission page, you will find your Administrator email address listed.

## User Permissions Rate this page

User Permissions History

Use the Permissions Manager to grant access rights to other users. [Learn more](#)

Amazon takes the security of your account seriously. Invite only people or businesses that you trust to access your business information.

### Current Users

Search

Search

Name	Email Address	
N J	w. com	<a href="#">Manage Permissions</a> <a href="#">Delete</a>
St .e	sy com	<a href="#">Manage Permissions</a> <a href="#">Delete</a>