Brand Registry SOP: Errors while Enrolling for Amazon Brand Registry

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> **ℹ️ Who is this for:** For individuals who are enrolling for Amazon Brand Registry and may encounter errors during the enrollment process. For individuals who have already enrolled but are experiencing issues with their brand record or need to add their Seller Central or Vendor Central account as a user to their Brand Registry account.

> **✅ Objective:** To provide guidance on how to handle errors that may occur while enrolling for Amazon Brand Registry.

Below are the requirements for enrolling in the Brand Registry program:

- An active registered trademark for your brand that appears on your products or packaging.

- The ability to verify yourself as the rights owner or authorized agent for the trademark.

- An Amazon account can either be an existing Amazon account (credentials associated with Vendor Central or Seller Central) or a new one created for free.

There are some errors you may encounter while enrolling in the Brand Registry program:

- If you receive an error message stating "Due to your current account status, you are not eligible to enroll a new brand in Amazon Brand Registry at this time." or any error related to your account status, your account status is not normal. To fix it, contact the team mentioned in the error message.

- If you receive an error message on the "Tell Us About Your Business" page or "Reset Default View" page during account creation, wait for 15 minutes before trying again. If the error persists, contact the Seller Support team if you are a seller, or contact support through http://www.amazon-brand-registry.com/eng/contact_us if you are not a seller.

- If you receive the Reference 140 Error, it means your account status is not normal or the other accounts linked to your ID are not in normal status. Contact Seller Support to address the issue before reapplying.

- If you receive an error message stating "You indicated you are a new customer, but an account already exists with the email abc@xyz.com", there is an existing account associated with the email address you are using to create a new Brand Registry account. Use your Seller Central or Vendor Central account credentials when creating your Brand Registry account to ensure those accounts are properly connected.

- If you are already enrolled in Brand Registry but receive a disclaimer stating "If you are planning on creating a Seller Central account with the credentials you used to log in, please create that account first...", it means you need to create a Seller or Vendor account first. If you already have one, create a new Brand Registry account while logged in to your Seller Central/Vendor Central account, or use the email you used to create your Brand Registry account to complete your brand enrollment. After enrollment, contact Brand Registry Support to add your Seller Central or Vendor Central account as a user to your Brand Registry account.

- If you are unable to apply for Brand Registry or you are already enrolled but there is no brand record and the system asks you to enroll in a new brand, it is a catch-all error message for any unexpected problem that arose while creating the application. Wait for 15 minutes before trying again or contact the Amazon Brand Registry team to resolve the issue.

- If you receive an error message on the "Intellectual Property" page stating "The trademark registration number you entered is in the incorrect format...", you may be trying to add the serial number of the trademark instead of the registration number. Ensure you are entering the correct trademark registration number and selecting the correct trademark office. Also, if your trademark was recently approved, it may take up to 48 hours for the change to be reflected on the site.

Rejection Appeal Steps :

- Go to Brand Applications Dashboard

- Check the rejected application and click on Appeal

- Read carefully the "Appeal Submission Form

- Select the applicable options

- Upload required documents in PDF varying per rejection reason

- Submit the appeal and wait for the Result email.