

Brand Protection SOP: Remove Unauthorized Sellers (Hijackers)

03/17/2025 8:17 am CDT



Who is this for? This Catalog SOP for removing unauthorized sellers (hijackers) is designed for brand owners or their authorized representatives who have registered their brand with Amazon's Brand Registry and are responsible for protecting their brand's intellectual property rights on the platform.



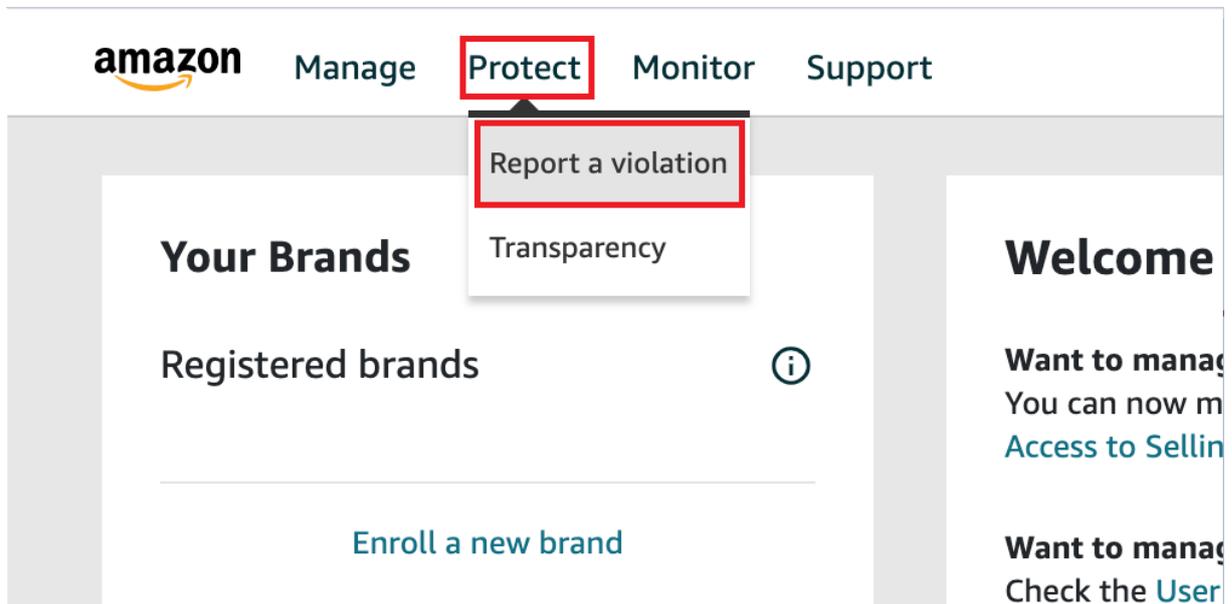
Objective: To effectively identify and report unauthorized sellers (hijackers) of a specific product on Amazon, in order to protect the brand's intellectual property rights and ensure customer trust.

Please note the following important information:

- You must provide the exact ASIN and seller name to report.
- Reporting of hijackers needs to be done through your main Seller Central account. DO NOT USE OTHER ACCESS TO REPORT HIJACKERS.
- The retraction process has been very complicated on Amazon recently. Please note that you might not be able to retract a complaint after it is submitted.

Please follow the step-by-step guide below:

- Browse the brand registry console: <https://brandregistry.amazon.com/>
- Go to Protect > Report a violation



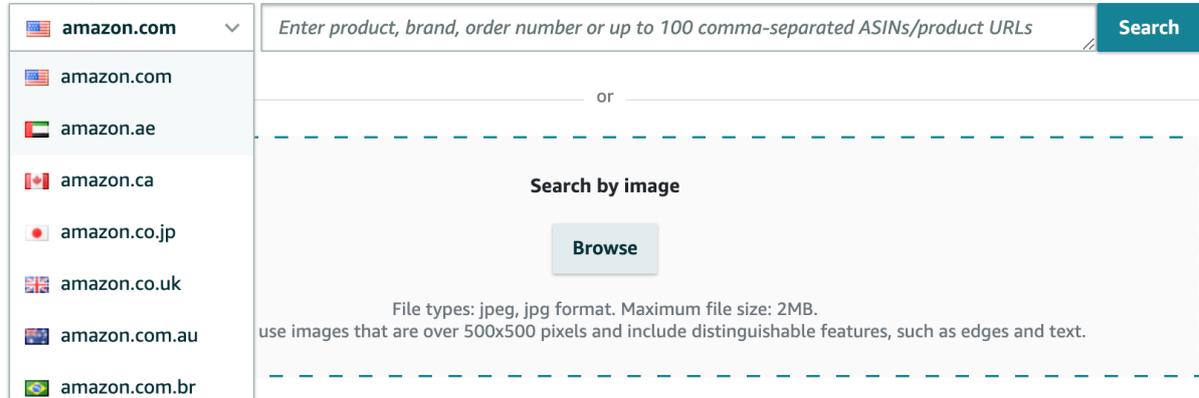
- Select the correct marketplace and enter ASIN:

Report a violation [Learn how to best use this tool](#)

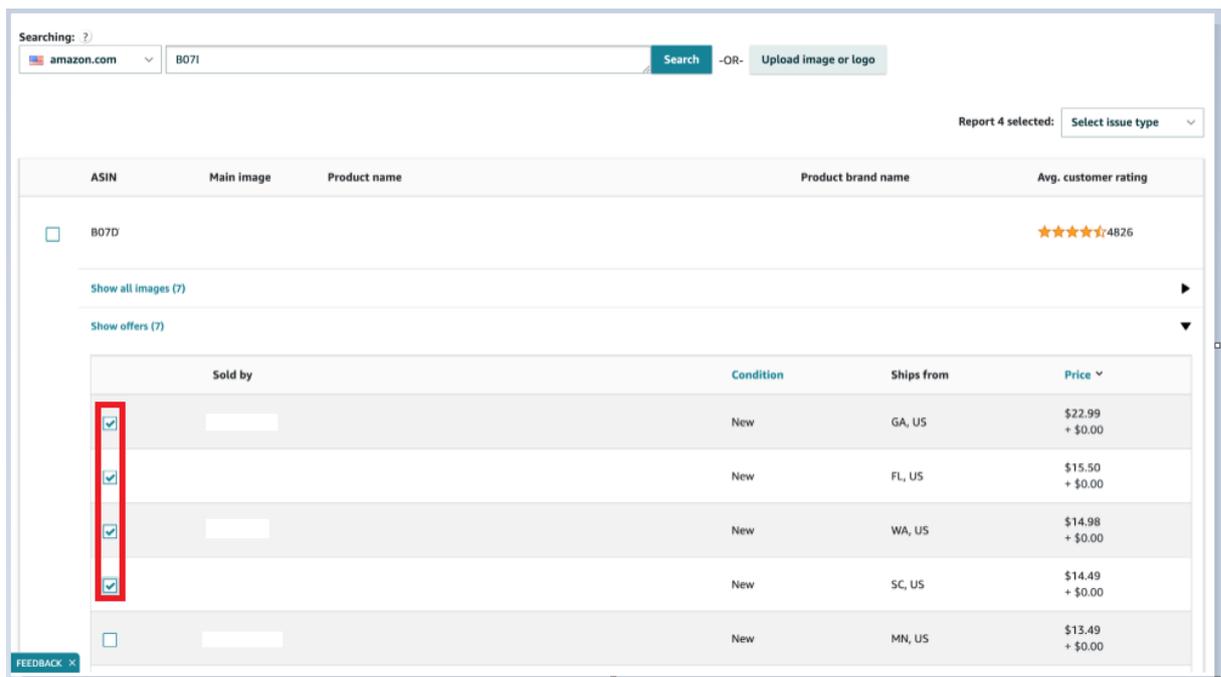
This form is intended for use by intellectual property rights owners and their agents to notify Amazon of alleged intellectual property infringement. To report other policy violations or forms of abuse, [contact us](#).

You can now view the history of your reported violations and their status on the [Submission history](#) page.

Searching: ?



- Select the hijackers on the list. **MAKE SURE YOU DO NOT SELECT YOUR OWN BRAND NAME.**
- Click on “Trademark infringement” under the “Select issue type” dropdown menu:



ASIN	Main image	Product name	Product brand name	Avg. customer rating
B07D				★★★★★4826
Show all images (7)				
Show offers (7)				
Sold by	Condition	Ships from	Price	
<input checked="" type="checkbox"/>	New	GA, US	\$22.99 + \$0.00	
<input checked="" type="checkbox"/>	New	FL, US	\$15.50 + \$0.00	
<input checked="" type="checkbox"/>	New	WA, US	\$14.98 + \$0.00	
<input checked="" type="checkbox"/>	New	SC, US	\$14.49 + \$0.00	
<input type="checkbox"/>	New	MN, US	\$13.49 + \$0.00	

- Select the “Product is counterfeit” option:

Searching: ?

amazon.com B071 Search -OR- Upload image or logo

Report 4 selected: Select issue type

- Copyright infringement
- Patent infringement
- Trademark infringement**

ASIN	Main image	Product name	Product brand name	Avg.
<input type="checkbox"/> B071			I	
Show all images (7)				
Show offers (7)				
Sold by		Condition	Ships from	Price
<input checked="" type="checkbox"/>		New	GA, US	\$22.99 + \$0.00
<input checked="" type="checkbox"/>		New	FL, US	\$15.50 + \$0.00
<input checked="" type="checkbox"/>		New	WA, US	\$14.98 + \$0.00

Report a violation [Learn how to best use this tool](#)

Report summary

Issue type: Trademark infringement

Amazon store: amazon.com

Content type(s) selected

Offer(s): 4 on 1 ASIN(s)

i Amazon respects a manufacturer's right to enter into distribution agreements for its products. However, violations of such agreements do not constitute intellectual property infringement, and should not be reported through the Report a violation tool.

Additional Information

What best describes your issue? Why can't I select some of the options below?

- A product detail page is unlawfully using my trademark (e.g. in product title, product images, product description).
- A product or its packaging has my trademark on it.
- A product is counterfeit

Brand name: ?

You can report potential infringements for brands in which you have the rights owner or registered agent role. If you don't see your brand below, an administrator for the brand can update your role in [User Permissions](#).

Search brand name

- Select the brand name and trademark from the dropdown menus:

reported through the report a violation tool.

Additional Information

What best describes your issue? Why can't I select some of the opt

- A product detail page is unlawfully using my trademark (e.g. in
- A product or its packaging has my trademark on it.
- A product is counterfeit

Brand name: ?

You can report potential infringements for brands in which you have

Which of this brand's trademarks do you believe is being infringe

Please note that product detail pages containing items that look similar to account and those enforceable in the jurisdiction of the selected Arr

 Amazon respects a manufacturer's right to enter into distribution channels reported through the Report a violation tool.

Additional Information

What best describes your issue? Why can't I select some of the opt

- A product detail page is unlawfully using my trademark (e.g. in
- A product or its packaging has my trademark on it.
- A product is counterfeit

Brand name: ?

You can report potential infringements for brands in which you have

- Select "No" and proceed:

Additional Information

What best describes your issue? Why can't I select some of the options below?

- A product detail page is unlawfully using my trademark (e.g. in product title, product images, product description).
- A product or its packaging has my trademark on it.
- A product is counterfeit

Brand name: ?

You can report potential infringements for brands in which you have the rights owner or registered agent role. If you don't see your brand below, an administrator for the brand can update your role in [User Permissions](#).

Which of this brand's trademarks do you believe is being infringed?

Please note that product detail pages containing items that look similar to your trademarked product, but do not improperly use your trademark, are not counterfeit. Only registered trademarks added to your Brand Registry account and those enforceable in the jurisdiction of the selected Amazon store (e.g., USPTO for amazon.com) can be selected.

Have you bought the item and confirmed that it is a counterfeit (e.g., contains your trademark but is not authentic, or does not contain your trademark when the detail page indicates it should)?

- Yes
- No

- Enter the following message into the text box:

Please provide more information to help us understand your issue

We are the brand owner of this product. We are not allowing any 3rd party sales of this product and we do not provide this product to other sellers. Therefore, this offer is definitely counterfeit.

2803

Contact information

The contact information that you provide below will be shared with the party that you are reporting.

Contact name

“We are the brand owner of this product. We are not allowing any 3rd party sales of this product and we do not provide this product to other sellers. Therefore, this offer is definitely counterfeit.”

- Enter your contact information:

Contact information

The contact information that you provide below will be shared with the party that you are reporting.

Contact name

Contact email

By clicking Submit:

- I have a good faith belief that the content(s) described above violate(s) my rights described above or those held by the rights owner, and that the use of such content(s) is contrary to law.
- I declare, under penalty of perjury, that the information contained in this notification is correct and accurate and that I am the owner or agent of the owner of the rights described above.
- I understand that, if accepted, the information included in this report may be shared by Amazon with all the reported sellers, with the exception of any order ID number(s).

Note: Contact details of reported sellers for accepted reports of intellectual property violation are now available in Submission History. These are only available for rights owners and available within 20 days of the report being accepted.

Back

Submit

- Click "Submit"

By clicking Submit:

- I have a good faith belief that the content(s) described above vi
- I declare, under penalty of perjury, that the information contain
- I understand that, if accepted, the information included in this r

Note: Contact details of reported sellers for accepted reports of intell
accepted.

Back

Submit
