

# Brand Registry SOP: Unenroll Brand from Brand Registry

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**Who is this for :** This process is for individuals with admin permissions for a specific brand name in the Amazon Brand Registry Program, who need to completely unenroll and remove the brand.



**Objective:** To efficiently and effectively unenroll a brand from the Amazon Brand Registry Program, ensuring that all associated user permissions are removed and the brand is no longer visible in the Store Tab.

**Note:** You need to have admin permissions for that specific brand name first of all.

## Here are some steps that you can take to unenroll Brand from Brand Registry

1. Go to brand registry user permissions: <https://brandregistry.amazon.com/brg/user-permissions>

The screenshot shows the Amazon Brand Registry interface. The top navigation bar includes 'amazon brand registry', 'Manage', 'Protect', 'Monitor', 'Support', 'English', 'Help', and 'Settings'. The main content area is divided into two sections: 'Protect and monitor' and 'Brand Support'. The 'Protect and monitor' section has filters for 'All brands', 'All stores', and '7 days'. It displays a table for 'Notices of infringement' with columns for 'Status' and 'ASIN count'. The 'Brand Support' section has a 'Quick links' menu with items like 'Enroll a brand', 'Manage intellectual property', 'Access to Selling Benefits', and 'Report a violation'. The 'User Permissions' link in the 'Brand Support' sidebar is highlighted with a red box.

2. Filter out to the specific brand name you are working on:

Brand Registry > User Permissions

### User Permissions

From this page you can assign Administrator, Rights Owner, and Registered Agent Roles. These roles allow access to protection tools and administrative controls. Administrator gives ability to assign and remove roles. These roles authorize users to protect Intellectual Property only and do not grant access to brand-exclusive selling benefits.

The screenshot shows the 'User Permissions' page. It has tabs for 'Overview' and 'Requests'. Below the tabs is a search bar and a dropdown menu for 'Brands', which is highlighted with a red box. There is also a 'Roles' dropdown menu and an 'Invite a user to your brand' button. Below this is a table with columns for 'Name', 'Email', 'Brand(s)', and 'Role(s)'. The table contains two rows of user data.

Name	Email	Brand(s)	Role(s)
>		1 of 4	Administrator, Rights Owner
> Steven Pope		4 of 4	Administrator, Rights Owner

3. Remove all other user permissions for that specific brand name except your own:

#### 4. Click Manage next to the email address:

Brand Registry > User Permissions

### User Permissions

From this page you can assign Administrator, Rights Owner, and Registered Agent Roles. These roles allow access to protection tools and administrative controls. Administrator gives ability to assign and remove roles. These roles authorize users to protect Intellectual Property only and do not grant access to brand-exclusive selling benefits.

Overview		Requests	
Name	Email	Brand(s)	Role(s)
>		1 of 4	Administrator, Rights Owner
> Steven Pope		4 of 4	Administrator, Rights Owner

<b>Administrator</b> Has full permission to assign roles to user accounts	<b>Rights Owner</b> An employee internal to the brand who is authorized to report violations	<b>Registered Agent</b> A third party who is authorized by the rights owner to report violations
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

#### 5. Remove all checks for that specific brand name:

6. Scroll down and click Update:

<input type="checkbox"/>	<input type="checkbox"/>

7. Once you remove other users from the brand name, click Manage Permissions next to our email address. Remove the brand name from our email address as well. You will receive an error message at the top of the page.

8. Click "Click Here" (If you don't want to grant permissions to a new Admin)

**⚠** You cannot remove Administrator or Rights Owner permissions from your own user account on the selected brand(s) because each brand must have a minimum of one Administrator and Rights Owner. If you would like to grant permissions to a new Admin or Rights Owner, [click here](#). Once access is granted, you can remove the Admin or Rights Owner who should no longer be associated with the brand provided there is atleast one Admin or Rights owner on the brand. If you do not want to grant permissions to a new Admin or Rights Owner, [click here](#) In such as event, all existing users will be removed from the brand until such a time as the Brand is claimed by a valid Rights Owner for the Brand.

9. click "Confirm Changes"

**Confirm permission changes?** ×

Are you sure to remove all existing users from the brand until such a time as the Brand is claimed by a valid Rights Owner for the Brand?

10. Once you have removed all users, the brand will be partially enrolled in Amazon. Create a case in the SC account.

**Use the template below as a starting point, and adjust it to fit your specific scenario:**

"Greetings,

We have partially removed the brand (Enter brand name) from the brand registry by removing all users including our permission. Hence, there are no expected brand users of "Brand Name" at the moment.

This trademark will be discontinued soon therefore, we have to remove it from the brand registry.

Please completely unenroll the brand from your system. "

**Note:** If you receive confirmation that they have removed/unenrolled the brand, review the store tab. The brand should no longer appear in the Store Tab if they did remove the brand from BR.

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