Brand Registry: Amazon Brand Registry - Project Zero

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> ℹ️ **Who is this for?** This SOP (Standard Operating Procedure) is intended for brand owners who want to protect their brand against counterfeit products.

> ✅ **Objectives**: This SOP (Standard Operating Procedure) is intended to provide more details about the Project Zero program and guide right owners on the appropriate use of the Self-Service Counterfeit Removal Tool.

The Self-Service Counterfeit Removal Tool is a feature provided by Amazon for the sole purpose of removing listings of counterfeit products. It should not be used to remove listings for goods that may violate Amazon's selling policies or infringe on intellectual property rights, except for cases of counterfeiting. Additionally, the tool does not apply to claims against trade dress or product configuration. If you have a registered trademark protecting the shape or design of a product and believe it is being infringed, you should report those items through the Report a Violation tool. When using the Self-Service Counterfeit Removal Tool, the seller will receive a notice of the complaint filed against their listing, and Amazon will audit the removals to ensure that only counterfeit items are removed. If the removals are inaccurate, the user risks losing access to the tool.

Definition of Counterfeits

Counterfeiting is a type of trademark infringement where a registered trademark or one that is similar is reproduced unlawfully, implying that the product is genuine. This includes the use of a registered trademark on the product, packaging, or product detail page. Products that look similar to a trademarked product but are not advertised as such are not considered counterfeits.

Accessing the Tool

Only rights owners have access to the Project Zero features.

Using the Self-Service Counterfeit Removal Tool

To use the Self-Service Counterfeit Removal Tool, log in to your Brand Registry account at https://brandregistry.amazon.com/. Click on Protect/Project Zero, select the marketplace on the left, and enter the product, brand, order number, or up to 100 comma-separated ASINs/product URLs. You may also search for ASINs by image. Once the ASINs are found, select the offer you wish to report and click "Next" on the right. If you have multiple registered trademarks, ensure that you choose the correct trademark registration number for the item you are removing. Amazon does not enforce against trademarks registered with the supplemental registrar through any submission channel. It is recommended that you conduct a test buy and share the associated order ID when possible.

Removing ASIN vs. Offer

With the Self-Service Counterfeit Removal Tool, you can remove an entire ASIN or specific offers on an ASIN. However, only remove an entire ASIN if the product is a counterfeit. If there are legitimate offers listed against an

ASIN, only remove the specific offers from sellers known to be selling counterfeit goods. Removing an entire ASIN when there are legitimate and counterfeit offers listed will be considered a misuse of the tool.

Submission History

You can track the status of removed listings using the Self-Service Counterfeit Removal Tool in your Submission History. It is recommended to regularly review the Submission History to ensure the accuracy of removals.

Reinstated Listings

If an offer you removed has been reinstated, do not use the Self-Service Counterfeit Removal Tool to remove the listing again, even if you believe it was reinstated in error. Instead, use the "escalate previously submitted issue" contact type within the support.

Retractions

If you have removed a listing in error, file a notice of retraction using the 'Retract a complaint' link in Submission History.

Other Forms of Intellectual Property Infringement

The Self-Service Counterfeit Removal Tool is for removing counterfeit listings only. For other forms of intellectual property infringement, continue to use the Report a Violation tool to report such listings. Notices submitted for other forms of infringement will not result in automatic removal but will go through the standard investigation process. Removing non-counterfeit items with the Self-Service Counterfeit Removal Tool will be considered an abuse of the feature, even if the listings otherwise infringe on intellectual property or violate Amazon.