

Catalog SOP: Copyright Infringement

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Who is this for? This information is intended for account owners who want to learn how to address issues related to copyright infringement



Objective: The purpose of this Standard Operating Procedure (SOP) is to guide how to troubleshoot and reinstate listings that have been flagged for copyright infringement.

Copyright infringement is the use or production of copyright-protected **material** without the permission of the copyright holder. These materials are but not limited to **pictures, logos, design, models, music, and video** that are owned by registered Trademarks (™)

How to Reinstate a Listing from Copyright Infringement?

Note: You can file cases if you only see “Edit” as the actions needed in Account Health or if you don’t see the ASIN from the Account Health dashboard. If not, please see the Plan of Action (PoA) at the end of this file.

Scenario 1. Licensing Agreement or Letter of Authorization (LoA).

The first thing you need to ask the seller or the point of contact is if the seller is licensed or authorized to sell and use the copyrighted materials. If they are, ask for a licensing agreement or LoA from the copyright owner.

Remember: LoAs should have the brand owner's logo on the letterhead.

Filing a case for copyright infringement reinstatement:

- Go to Help > Get help and resources > Browse down and click "My issue is not listed"> Put the template in the "describe your issue" box > Products, Listings, or Inventory > Inventory file upload issue
- Email: Use the seller’s email address by going to the Settings and then Notification Preferences

Greetings,

ASIN B0xxxxxxx was yanked because it was classified/falsely classified to have violated the copyright infringement of Amazon..

We want to appeal that we are authorized to sell all of the copyright properties of (the brand). I have attached the [(A) licensing agreement/(B) letter of authorization (LoA)] as proof that we can sell any (the brand) copyright properties of our own volition.

Please reinstate the listing. Send this to the internal team for further review and reinstatement.

- Monitor the case and dispute if it gets denied.

Scenario 2: No LoA or Licensing Agreement but Seller Wants to Keep the Copyright.

Some sellers will insist on retaining the copyright properties. It will be tough to reinstate such a listing but you can

ask for an **Invoice** from the manufacturer as proof that the seller is allowed to sell the products. This *may* work if the copyright is located on **the label**.

Filing a case for copyright infringement reinstatement:

Greetings,

ASIN B0xxxxxxx was yanked because it was classified/falsely classified to have violated the copyright infringement of Amazon..

We want to appeal that we are authorized to sell ASIN B0xx. Attached is the invoice from our manufacturer.

Please reinstate the listing. Send this to the internal team for further review and reinstatement.

Removal of Copyright Properties

1. Identify the infringed copyright and ™ properties.
2. Remove them from **the title, product description, bullet points, search terms, product images, A+ content, and alt text keywords.** (*Document what copyright property you have removed and where you have removed them*)
3. File a case.

Greetings,

ASIN B0xxxxxxx was yanked because it was classified/falsely classified to have violated the copyright infringement of Amazon..

We have removed all of the copyright properties of (the brand).

(Enumerate the copyright and ™ properties you have removed and where you removed them)

Please reinstate the listing. Send this to the internal team for further review and reinstatement.

An example of PoA of Copyright Infringement if “Appeal” is available in Account Health.

Remember: Please tweak the PoA, I have attached an example here and it will vary depending on the actions you have taken.

Root Cause:

1. ASIN B07Z11111W's detail page has been removed due to Copyright Infringement because of the presence of "brand" action figures in the product images & Trademark (TM) misuse of "brand " in its product images and product description.

Actions Taken:

1. I have read and understood the "Intellectual Property for Rights Owners" article (https://sellercentral.amazon.com/help/hub/reference/U5SQCEKADDAQRLZ?ref=ss_ahd_pp_intel_prop).
2. I have removed all of the "brand" claims from the title, description, images, and other attributes (batch ID:

65070019053). All of the copyright properties of "brand" have been removed from the product images (eg. "brand" mini action figures).

3. I have also checked and removed all "brand" trademark logo and copyright properties (eg. "brand" mini action figures) from the following A+ content:

- A+ for B07Z11111W

4. We have identified our ASIN B07Z11111W as a "Minifigure Display Case".

Preventive Measures:

1. I will read the "Intellectual Property for Rights Owners" article every month for me to be reminded of this policy.

2. I will be meeting with my Copyright staff every other week to review the article with them and this PoA to prevent any TM and copyright infringements.

3. We will have a segment in the meeting reviewing and training to use the Trademark Electronic Search System (TESS) (https://tmsearch.uspto.gov/bin/gate.exe?f=login&p_lang=english&p_d=trmk)

4. We will keep the ASIN B07Z11111W as a general display case for any miniature figurines and miniature action figures without infringing on any intellectual properties.
