

Brand Registry: SOP: Brand Registry Roles

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Who is this for: For brand owners, administrators, or authorized employees who are enrolled in Amazon Brand Registry and want to assign or remove roles for a user account associated with their brand.



Objective: To provide instructions on the roles available in Amazon Brand Registry and how to assign or remove roles for a user account associated with a brand.

Amazon Brand Registry assigns the roles of Rights Owner and Administrator to a brand once it is enrolled. These roles allow users to manage the brand and assign different levels of access to Brand Registry tools.

There are three roles that can be assigned to user accounts associated with a brand:

- **Rights Owner:** This role is given to an individual who is the trademark owner or an authorized employee. Users with this role have access to the Report a Violation tool and listing benefits.
- **Registered Agent:** This role is given to a third party who is authorized by the Rights Owner to report violations using Brand Registry tools.
- **Administrator:** This role is given to an individual who has permission to assign roles to user accounts.

Only Administrator can assign roles. The person who submitted the brand application is automatically assigned these roles.

To assign a new role, the individual must create a Brand Registry user account and accept the terms. If the user already has a Seller or Vendor account with Amazon, they can use the same credentials to create a Brand Registry user account. The Administrator of the brand can add users the brand through the "Invite a user to your brand" page . This page can be accessed through the path below:

Settings→User Permission→ Invite a user to your brand

Brand Registry Manage Protect Monitor Support English Help Settings

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

Search Brands Roles Invite a user to your brand

Invite a user to your brand

Enter the user's details. After they accept, you can modify their access and add them to additional brands at any time.

Email

Name

Language

Brand

After this user accepts their invitation, you can extend their access to more brands through the "Manage" page.

Marketplace

Which brand registry domain will this user sign in to? (This will grant access to more than just this marketplace)

Role

Following roles authorize users to protect Intellectual Property only and do not grant access to brand-exclusive selling benefits. For selling benefits, please use the [Access Selling Benefits](#) page to assign your own selling account or contact [Brand Registry Support](#) to invite another seller to your brand.

Administrator
An individual who has full permission to assign roles to user accounts

Rights Owner
An individual who is the rights owner or an employee of the rights owner who is authorized to report violations.

Registered Agent
A third party who is authorized by the rights owner to report violations

Cancel

Send Invitation

The Administrator of the brand can remove a user from a brand and adjust roles of existing brand users. Roles can be removed and adjusted through Settings→User Permissions→Manage (email of the specific user which needs adjustment)

Overview		Requests	
<input type="text" value="Search"/>		<input type="text" value="Brands"/>	<input type="text" value="Roles"/>
Invite a user to your brand			
Name	Email	Brand(s)	Role(s)
[Redacted]	[Redacted]	1 of 42	Administrator, Rights Owner
		[Redacted]	Administrator
			Rights Owner

An individual individual may only be assigned up to two roles and be associated with multiple brands in their Brand Registry user account. There is no limit to how many user accounts can be associated with a brand.