

AMAZON BRAND REGISTRY

Cheat Sheet by Trademark Angel

To start Amazon Brand Registry enrollment, go to <https://brandservices.amazon.com/> to apply. You will be asked a series of questions.

Have the following handy:

Trademark Registration number (provided to you when we reported registration. It can also be seen in the registration certificate)

Your website address

Your UPCs, EANs, ISBNs or GTINs

Your logo

Step 1: Brand Eligibility

See screenshot below.

Answer “yes” to question “Do your products and packaging have a permanently affixed brand name and logo”.

If you don’t have your brand/logo permanently affixed to your products or packaging, you may not be able to enroll.

Put “no” to question “Do you intend to enroll more than 10 brands in the Brand Registry”.

Enter trademark name or literal element of your logo. If your mark is a logo and has some text in it, you can enter it as: TEXT Logo.



Brand eligibility

Do your products and packaging have a permanently affixed brand name and logo?

Yes No

Do you intend to enroll more than 10 brands in the Brand Registry?

Yes No

Brand name to be registered

Name that appears on your products and on product detail pages. Brand name is case sensitive.

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Step 2: Intellectual property

See screenshots below (one for word marks; one for logos).

Brands that are eligible for registration are WORD marks and logos that consist of words and design elements. If you have just design element logo without any words, it will not be accepted in the Brand Registry.

Insert your trademark registration number and select the country where your trademark is registered.

Make sure that you follow the image requirements for every image that upload. You image should be 5 mb or less. If your trademark is a logo, upload your logo.

For a word mark:



Intellectual Property

Please provide your trademark for YOUR TRADEMARK

Amazon ✓ (word mark)	amazon ✓ (design mark)	 ✗
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Acceptable trademark types

- Word marks and design trademarks that contain words, letters or numbers
- Mark name must match brand name as reflected on your Brand Registry application

To request a design mark, please select design mark in the drop down and attach an image of the design mark below.

Trademark type
Word mark (text) ▾

Mark name
YOUR TRADEMARK

Trademark #
UK00003305966

Trademark office
United Kingdom - Intellectual Property Office UK ▾

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For a logo:

Intellectual Property

Please provide your trademark for YOUR TRADEMARK



Acceptable trademark types

- Word marks and design trademarks that contain words, letters or numbers
- Mark name must match brand name as reflected on your Brand Registry application

To request a design mark, please select design mark in the drop down and attach an image of the design mark below.

Trademark type

Design mark (image) ▾

Mark name

YOUR TRADEMARK

Trademark

UK00003305966

Trademark office

United Kingdom - Intellectual Property Office UK ▾

Please provide a high-quality image of your design mark



5MB or less

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Step 3: Characteristics

See screenshot below.



Tell us more about YOUR TRADEMARK

Do your products have UPCs, ISBNs, EANs, or other GTINs?

Each product sold on Amazon uses a unique identifier such as [UPCs](#), [EANs](#), [ISBNs](#) or [GTINs](#) to connect it to a brand. You can still list products that do not have UPCs, EANs, ISBNs or GTINs by submitting a [GTIN Exemption Request](#). **Please note:** Brand Registry does not grant GTIN exemption and you will only be able to list products after you are approved through the GTIN Exemption process.

- Yes No

If you sell your products online, let us know where (optional)

[Why is this important](#) ▾

Seller and Vendor account information

[Why is this important](#) ▾

Does your brand have an existing Seller or Vendor relationship with Amazon?

- Seller
 Vendor
 Both
 No, my brand does not have an existing Seller or Vendor relationship with Amazon

Manufacturing and licensing information

[Why is this important](#) ▾

Does your brand manufacture products?

- Yes
 No

Does your brand license trademarks to others who manufacture products associated with your intellectual property?

- Yes
 No

Where are your brand's products manufactured?

Select country/region ▾	Add country/region +
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Where are your brand's products distributed?

Select country/region ▾	Add country/region +
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Submit application

Answer “yes” to question “Do your products have UPCs, ISBNs, EANs, or other GTINs?”

If you don’t have GTINS for your products, you will need to submit a GTIN Exemption request unless your products fall into a category that does not require GTINs.

Do your products have UPCs, ISBNs, EANs, or other GTINs?

Each product sold on Amazon uses a unique identifier such as [UPCs](#), [EANs](#), [ISBNs](#) or [GTINs](#) to connect it to a brand. You can still list products that do not have UPCs, EANs, ISBNs or GTINs by submitting a [GTIN Exemption Request](#).

Please note: Brand Registry does not grant GTIN exemption and you will only be able to list products after you are approved through the GTIN Exemption process.

Yes No



If you are Selling on Amazon and do not have GTINs for your products, you need to submit a [GTIN Exemption Request](#) unless your products fall into a [category that does not require GTINs](#). This will not affect your ability to join Brand Registry but will impact your ability to list products as a Seller.

Select category of your products (Amazon category).

Select the categories for your products

Musical Instruments ▾ Add category +

It's a good idea if you have a website even though it's optional. You need to enter the URL of the website you're selling products from outside of Amazon. If your website simply points to an Amazon listing, then do not include this URL (you can leave blank).

The website should showcase your products and clearly show your trademark on the products or packaging. You don't have to have a functioning "retail store" or "cart functionality".

You should also have social media presence.

If you sell your products online, let us know where (optional)

[Why is this important](#) ▾

Enter Seller and Vendor account information including email address

Seller and Vendor account information

[Why is this important](#) ▾

Does your brand have an existing Seller or Vendor relationship with Amazon?

- Seller
- Vendor
- Both
- No, my brand does not have an existing Seller or Vendor relationship with Amazon

Seller email address

Does your brand manufacture products. Answer “yes” or “no”. If you answer “yes”, you will also be asked additional questions if you sell to distributors and if those distributors sell on Amazon. If you will also be asked if you license your trademarks and if so, whether the licensees sell on Amazon.

Below screenshot shows if you select “yes” – manufacture and “yes” distribute and license.

Manufacturing and licensing information

[Why is this important](#) ▾

Does your brand manufacture products?

- Yes
- No

Does your brand sell to distributors?

- Yes
- No

Do your distributors sell on Amazon?

- Yes
- No

Does your brand license trademarks to others who manufacture products associated with your intellectual property?

- Yes
- No

Do your licensees sell on Amazon?

- Yes
- No

Below screenshot shows if you select “no” – don’t manufacture products. Then you are not asked any additional questions about distributorship but will still be asked questions about licensing.

Manufacturing and licensing information

[Why is this important](#) ▾

Does your brand manufacture products?

- Yes
- No

Does your brand license trademarks to others who manufacture products associated with your intellectual property?

- Yes
- No

Do your licensees sell on Amazon?

- Yes
- No

Below screenshot shows if you select “no” – don’t manufacture products and “no” – don’t license anything.

Manufacturing and licensing information

[Why is this important](#) ▾

Does your brand manufacture products?

- Yes
- No

Does your brand license trademarks to others who manufacture products associated with your intellectual property?

- Yes
- No

Lastly, specify in which country your products are manufactured and in what country you sell your products.

Where are your brand's products manufactured?

Where are your brand's products distributed?

★ *If everything is done right, we will get a code from Amazon Brand Registry. Most likely it will come to us as your agent. Once we get it, we will forward it to you. You don't need to ask us.*

Using this code you will be able to enroll.

If we don't get a code within 2 weeks, you will need to contact Amazon to see what the status is. Any problems – we will do our best to help. ★