

SellerLabs

**GETTING
STARTED WITH
AMAZON
BRAND
REGISTRY**

What is Amazon Brand Registry?

While there is no cookie-cutter method to [build a credible brand](#) and protect it, selling on Amazon offers brand owners a score of robust programs and services, all clustered under the Amazon Brand Registry umbrella. [Amazon Brand Registry](#) has evolved a couple of times since it first launched in 2015. Preserving the key focus on trademark protection, it has expanded its functionality to offer instrumental tools to solidify your brand identity and deliver a gold standard of customer experience. So, let's clarify the basics before moving forward with the simple guide on enrollment.

Amazon's Brand Registry program is an official Amazon program where approved brand owners (or their registered agents) are on file with Amazon as trademarked brands. Being on file unlocks a preferred tier of Amazon services (protections and benefits) not available to unregistered brands or resellers. The Amazon Brand Registry membership doesn't imply any fees. However, some related services are not free.

Additional Tools and Programs That the Enrolled Seller Can Access:

- [A+ Content, also known as Enhanced Brand Content](#), allows Amazon Sellers to customize their listings.
- **Amazon Stores Builder** helps to create and maintain a dedicated page that's customized and structured to show off all your products together on one storefront.
- **Sponsored Brands** Ads open access to advanced marketing and advertising tools for brand owners.
- **Amazon Live Creator** is used to live chat with potential customers to answer any questions.
- **Amazon Vine Program** invites the most trusted customers on Amazon to leave reviews on the products and therefore attract new shoppers by presenting honest and unbiased feedback.

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Apply For the Amazon Brand Registry in 3 Simple Steps

1. Create a Brand Registry Account

[Once you have an active Amazon Seller Central or Vendor Central account](#), you can go to the official [Brand Registry Portal](#) to sign up. You will be able to enroll your brand after your Brand registry account verification is completed.

2. Enroll Your Brand

Fill in the field with the details of the products like country of origin, manufacturing details, GTINs, UPCs, or EANs, and click «Submit application».

3. Verification from Amazon

It usually takes from 2 to 10 days for Amazon to validate all the information and activate your brand registry account. Amazon sends a special code to the registered trademark office, which is then forwarded to the online seller. After filling in the code, you'll have your Brand Registry account activated within 1-2 working days.

How do I know that my brand has been verified?

1. A Unique Identifier appears on your product.
2. You have access to A+ Content.
3. Visit your Case log in to your Amazon Brand Registry account to know the status of your application.

Eligibility Requirements

- An active registered trademark (text-based mark or image-based mark with words, letters, or numbers) or a pending trademark application number in each country where you want to enroll.

Please note: Each Amazon marketplace has its country-specific eligibility requirements. For example, if you want to sell your product on Amazon.co.uk (The UK), then you have to file for the registered trademark in the United Kingdom. [Applying for the registered trademark in European countries](#) implies having a credible lawyer or agency in your corner to help you with VAT calculations.

- A country-specific trademark registration number depending on the country of the Amazon marketplace you are going to tap in: the United States, Brazil, Canada, Mexico, Australia, India, Japan, France, Germany, Italy, Spain, the United Kingdom, the European Union, and/or the United Arab Emirates, or other countries from the list below.
- Brand's logo and images for products or packaging.
- A list of product categories where the brand should be listed.

A Quick Overview of Amazon Brand Registry Benefits

Contribution to Brand Protection

As Amazon combats counterfeit products, it emphasizes protection as Brand Registry's leading asset. However, don't expect that Brand Registry will gate your product or brand and solve all problems with hijackers.

Unfortunately, this program can't kick other sellers off your product listing just because you don't want them to sell your product. Amazon Brand Registry will only get involved in a case of evidenced copyright and trademark infringement.

[Brand Registry is also the gateway to the brand protection programs like Project Zero and Transparency.](#) However, it does not automatically enroll you in those programs, which are separate and may carry fees for certain services.

A Significant Conversions Bump

Getting positive reviews is one of the most challenging goals of mastering a new product listing. Once brand-registered, you can join the [Amazon Vine program](#) which allows Amazon to give your products to credible buyers and [get a review on Amazon](#) in exchange.

By using the Virtual Bundles tool you can combine up to 5 FBA products together and sell them as one product, which is another way to attract potential customers and convert them into active ones.

Amazon Brand owners can also access [the A+ Content page](#), which is undeservedly overlooked by Amazon Sellers.



The biggest mistake we see when working with clients is not having A+ Content at all. It's a great resource for brands to be able to tell their brand story within the Amazon marketplace. There are easy-to-use templates available, so there's no excuse to not have A+ Content on your listings».

Julia Kleiber, a Senior Account Executive on the SLMS

Solidification of Brand Loyalty

Whatever marketing strategy you choose to boost the brand-loyal purchases, you need a reliable data source feeding you timely information on your customers' activity.

Thus, a robust [Brand Analytics tool](#) within the Brand Registry program is a go-to solution providing brand owners with the customers' search terms and purchase data.

Better Discoverability

Sponsored Brand Ads can help your products show at the top of search results, charging you only once a customer clicks on your ad.

One more tool under the Brand Registry umbrella, [Amazon Posts](#) allows Amazon sellers to showcase a brand's refined content in a manner closely resembling social media posts.

The Final Word on Getting Started with Brand Registry

Amazon prioritizes brand owners over resellers as it tackles counterfeiters, hijackers, and other bad actors who diminish the integrity of the marketplace. So if you're a brand owner with a trademark, there is no reason not to apply for [Amazon Brand Registry with its myriad advantages in the form of Amazon Brand protection, marketing, and analytics benefits](#).

How Seller Labs Can Help You Protect Your Products

While you are considering the pros & cons of having a registered patent or trademark, you still have some options to contribute to your [Amazon trademark and brand protection](#). By optimizing your Amazon listings, nailing profitable keywords for your product titles, and keeping a sharp eye on your competitors you can hinder the risks of your products being hijacked. This is where a robust software solution with a robust Keyword Research Tool and extended Analytics Dashboard can make your life less complicated. Reach out to us and we will be glad to help you protect your products with Seller Labs PRO.

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