

Amazon Brand Protection



It's all about the customer

Everything we do is with the customer in mind. And we work hard to earn and keep their trust

That's where Amazon Brand Protection comes in.



The Impact of Brand Protection



Since its launch in 2017, Brand Registry has **500,000+ brands enrolled** worldwide

More than **18,000 brands enrolled** in Project Zero

More than **15,000 brands enrolled** in Transparency

Prevented over 6 million attempts to create selling accounts, stopping bad actors before they published a single product for sale.

Fewer than 0.01% of all products sold on Amazon received a counterfeit complaint from customers.

Brand protection at Amazon





amazon brand registry

amazon brand registry

Launched in 2017, Brand Registry counts **more than 500,000 brands enrolled worldwide.**

Amazon Brand Registry helps you **protect your intellectual property** and create an **accurate and trusted experience** for customers on Amazon.



Proactive

Our verification processes prevented over 6 million attempts to create selling accounts, stopping bad actors before they published a single product for sale.



Effective

On average, enrolled brands report a 99% reduction in suspected infringements since Brand Registry launched.



Dedicated

Our global team of investigators is available 24 hours a day, 7 days a week to respond to potential infringements

Get started at <https://brandservices.amazon.co.uk/>

Why Amazon Brand Registry?

1 Accurate brand representation

Brand Registry gives you greater influence over your brand's product listings on Amazon. Use the Brand Registry Support page to request changes on your product detail pages.

2 Powerful search tools

Search for content with our Report a Violation tool using images, keywords, or a list of ASINs. Report suspected violations through a simple, guided workflow.

3 Proactive brand protection

Our automated protections use information about your brand to proactively remove suspected infringing or inaccurate content. The more information you provide, the better Brand Registry can help you protect and improve your brand experience.





Report a Violation

Report a Violation

A brand identifies an intellectual property infringement and decides to report it.

The Report a Violation tool allows intellectual property rights owners and their agents to notify Amazon of **potential intellectual property rights infringements**.

The **Help** section within Brand Registry provides instruction on how to submit an accurate and complete report of potential violation.

Report a violation [Learn how to best use this tool](#)

Additional Information

What best describes your issue?

- ☒ The physical product or its packaging includes unauthorized copyrighted content or images without being pirated
- ☐ The image is used without authorization on the product detail page. ?
- ☐ The text is used without authorization on the product detail page. ?
- ☐ The product or its packaging is pirated (wholesale copying of the copyrighted product or packaging)

Brand name: ?

Please provide one of the following:

- ☒ Copyright registration number
- ☐ Link to copyrighted work
- ☐ Description of copyrighted work

What is the registration number?

Please provide more information to help us understand your issue

2995

Contact information

The contact information that you provide below will be shared with the party that you are reporting.

Contact name	<input type="text"/>
Contact email	<input type="text"/>

By clicking Submit:

- I have a good faith belief that the content(s) described above violate(s) my rights described above or those held by the rights owner, and that the use of such content is unauthorized.
- I declare, under penalty of perjury, that the information contained in this notification is correct and accurate and that I am the owner or agent of the owner of the intellectual property.

☐ If this report is accepted, share the contact details of all sellers with the rights owner of the reported intellectual property. ?

Note: Contact details are shared approximately 20 days after a report is accepted.

[Back](#) [Submit](#)



amazon IP Accelerator

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Amazon IP Accelerator **helps businesses obtain intellectual property (IP) rights** quicker and brand protection in Amazon's stores.

- Work with trusted intellectual property law firms at competitive rates
- Get faster access to brand protection

"We're very excited that Amazon has a list of legal firms that can advise us on trade mark issues. As a small company with limited budgets, we have struggled to find counsel for trade mark specific questions. Having the peace of mind that Amazon has vetted these firms and negotiated pricing for us lets us focus on what matters – building our brand."

INDIGO  PAISLEY

Get started at <https://brandservices.amazon.co.uk/ipaccelerator>



Automated Brand Protections

Automated Brand Protections

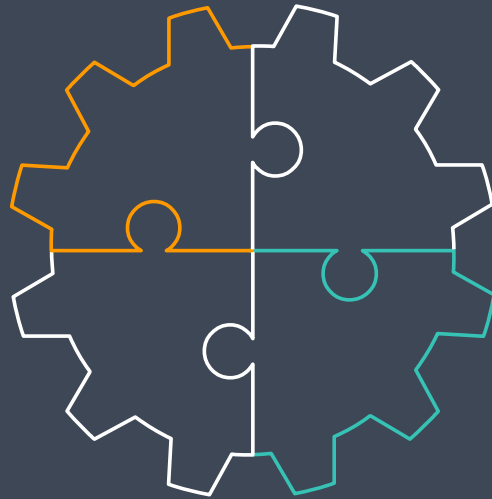
Our automated protections use information about your brand to **proactively remove suspected infringing or inaccurate content**. The more information you provide, the better Brand Registry can help you protect and improve your brand experience.

It improves our machine learning approach which uses unique data brand by brand to automatically create custom rules and logic per brand.

Trademarked and
copyrighted terms



Images and logos



Brand product
categories



Manufacturing and
distribution locations



amazon projectZERO

amazon projectZERO

Launched in 2019, Project Zero counts **nearly 18,000 enrolled brands worldwide.**

Project Zero prevents the sale of counterfeits through self-service counterfeit removal, automated protections, and product serialization.

To be eligible for Project Zero, you must:



Have a brand enrolled in Amazon Brand Registry with a government-registered trade mark.



Be the trade mark owner



Have submitted reports of potential infringements with an acceptance rate of at least 90% in the last six months.

To check if you are eligible, sign in using your Brand Registry account credentials <https://brandservices.amazon.co.uk/>



amazon counterfeit crimes unit

Amazon Counterfeit Crimes Unit

The Counterfeit Crimes Unit (CCU) is a global team **dedicated to holding bad actors accountable** by building and referring cases to law enforcement, undertaking independent investigations or joint investigations with brands, and pursuing civil litigation against bad actors.

- ✓ Detects counterfeits globally
- ✓ Takes action against bad actors
- ✓ Disrupts counterfeit networks





 transparency



Transparency is a **product serialisation service** that helps identify individual units and **proactively prevent counterfeits from reaching customers.**

Launched in 2018, **Transparency counts over 15,000 brands**, from Fortune 500 companies to start-ups.

Transparency helps:



Proactively prevent counterfeits from reaching customers



Enhance your ability to engage with customers



Improve customer experience and identify supply chain defects

Get started at <https://brandservices.amazon.co.uk/transparency>

Impact of Counterfeit

The creation and sale of counterfeit products could potentially **affect your reputation, operations**, and bottom line, and **may negatively affect your brand** through possible:

- 1 Loss of sales
- 2 Poor customer experience
- 3 More customer service resources
- 4 Increased legal costs



Levels of protection

1

Identification at listing

Sellers must provide Transparency codes at listing. Without codes, they will not be allowed to create a listing. The brand owner can whitelist trusted resellers.

2

Transparency codes are verified before product shipment

Sellers working from their fulfillment centres have to submit each barcode for authentication at order download. For Fulfilled By Amazon sellers, Amazon will track their serial codes at outbound. Products without serial codes will not be shipped.

3

Customers can scan the Transparency codes

Transparency allows any customer to authenticate any Transparency-enabled product, regardless of where they purchased it (Amazon, other ecommerce sites, brick and mortar stores, etc.).

4

Global reach

Once you enroll a selected product in Transparency, you are protected in all the countries where Transparency has launched. Sellers must provide us with Transparency codes which we will scan in our fulfillment centres

How does it work?



Enroll your
products in
Transparency



Choose the
products you
want to enroll
and apply
Transparency
codes to every
unit



Transparency
codes are scanned
to ensure only
authentic units
are shipped



Customers can use
their Transparency or
Amazon shopping app
to authenticate units,
regardless of where
they purchase



Transparency
app shows
detailed product
information

Key Features



Global
proactive
counterfeit
protection



Monthly reports
showing the number
of unsuccessful
listings and scans



Onboarding and
account manager
assigned to your
brand(s)



Transparency app
lets customers
scan and
authenticate their
purchases

Additional Features

1 Customer Engagement

Build on the app experience to further showcase and promote your brand.

2 Tamper-Evident Seals

Print and apply Transparency labels in the form of tamper-evident seals to protect product from being tampered with and resold.

3 Softlines

One or dual codes can be applied to packaging. Only charged for one code when issuing double.

4 In-Plant Printing (IPP)

Download label images directly from Transparency Portal and print them to labels using a thermal transfer printer.

5 Returns Analytics

Gather detailed insights on return reasons to spot supply chain trends quickly.



What brands are saying



"Amazon brand registry provides a powerful suite of features for us to help protect our brands. It also helps a lot when it comes to building and growing our business on Amazon "



"Our counterfeit issues on Amazon have been fully addressed through our adoption of the Amazon Project Zero product serialisation service. But if something crops up, it's nice to know we have a second layer of protection to get it taken care of quickly."



"Transparency was easy to implement. We have found no counterfeits on test buys post implementation of Transparency. Our product reviews have also improved and have had no mentions of suspected counterfeits."

Visit our website to learn more.