

amazon
Brand Registry
APPLICATION PROCESS



The future is in my hands.
It's totally up to me.

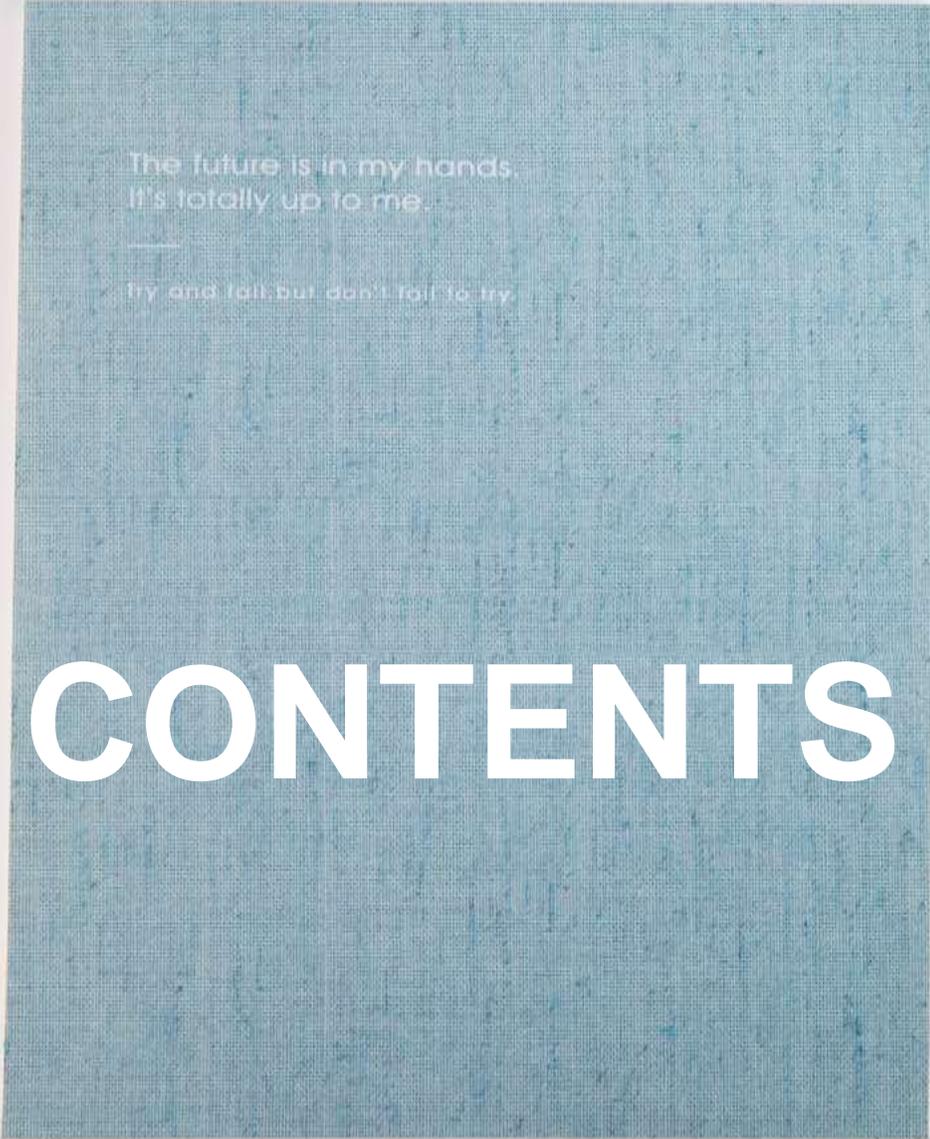
—
Try and fail, but don't fail to try.

**AMAZON BRAND
REGISTRY**

The future is in my hands.
It's totally up to me.

—
Try and fail, but don't fail to try.





The future is in my hands.
It's totally up to me.

try and fail, but don't fail to try.

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01

BRAND REGISTRY



What?



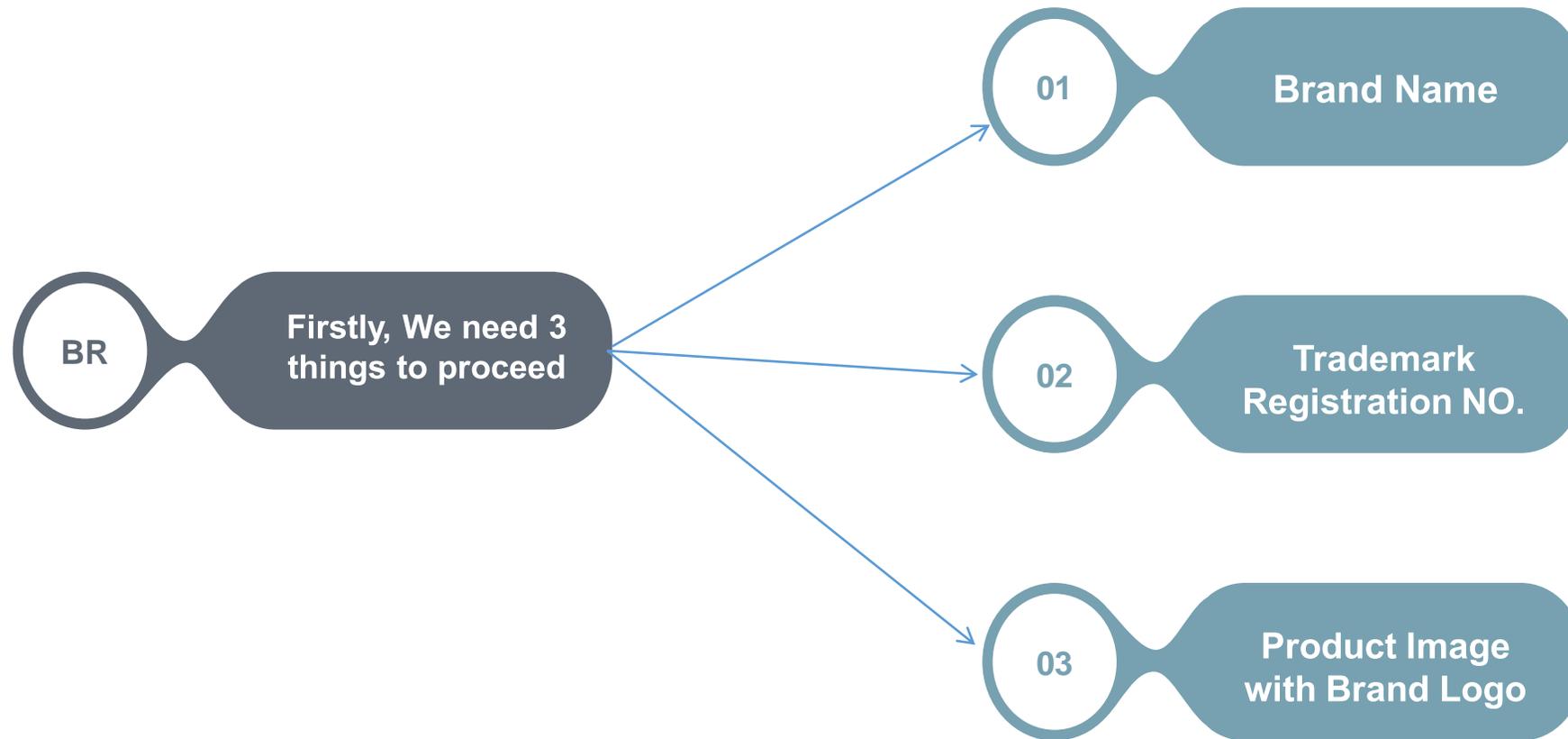
Amazon Brand Registry Program is designed for a brand owner to help enroll his/her brand with Amazon to access enhanced marketing features and have complete control over the brand.

Brand

Brand

Brand

FOR BRAND REGISTRY





For Brand Registry

Brand Name

Once you have a name and/or logo, ensure it is unique and that no other registered trademarks exist with the same name

Trademark Registration

(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.

Product Image with Brand Logo

For Trademark Registration

Application becomes public record

Your trademark application becomes public record once you submit it. Except for payment information, all personal information you submit to us, including your address and email address, will become part of a public record viewable on our website and other websites that index USPTO data, such as Google.

Determine what type of trademark you want to register

- The registered or applied-for trademark must be a word mark, such as “AMAZON,” or a design/logo.
- The brand registry trademark text must match the brand name on the application. For design marks, the seller must upload an image that exactly matches the trademark record.

For Trademark Registration

What you need to apply for a trademark.

In order to apply for a trademark you will need:

- A legal business, or you can register as an individual with an EIN code if you are just starting out and haven't registered an LLC or other business entity yet
- A logo or mark that you want to use
- A full legal name and address of the owner (seller)
- A copy of the product as an example. This shows how you are using your mark in commerce – this could be a picture of your product
- The date you first started using your logo or mark or shared it anywhere
- Which International Class you plan to use (or multiple classes – more on this later!)

For Trademark Registration

Steps:

1. Go to “<https://www.uspto.gov>”



The screenshot shows the USPTO website homepage. At the top left is the 'uspto' logo and 'UNITED STATES PATENT AND TRADEMARK OFFICE'. To the right are links for 'About Us', 'Jobs', 'Contact Us', and 'MyUSPTO', along with a search bar for 'uspto.gov'. A navigation bar below contains 'Patents', 'Trademarks', 'IP Policy', and 'Learning and Resources', with a 'Find It Fast' button. The main content area features a large image of three women in a meeting, with the headline 'Making maternity wear fashionable' and a sub-headline 'How the Frankfurt sisters used fashion to empower women in the workplace FULL STORY >'. To the right is a 'New to IP?' section with links for 'Patent basics', 'Trademark basics', 'Inventor & entrepreneur resources', 'Access our free services', 'Training and education events', and 'USPTO in your region'. At the bottom, there is a 'Latest news' section with a 'Remarks' button and a quote: '[T]here is a crucial need for a new era of'.

For Trademark Registration

Steps:

2. Go on Trademarks option and then select “APPLY ONLINE”

The screenshot shows the USPTO website interface. At the top left is the 'uspto' logo and 'UNITED STATES PATENT AND TRADEMARK OFFICE'. To the right are links for 'About Us', 'Jobs', 'Contact Us', and 'MyUSPTO'. A search bar contains 'Search uspto.gov'. Below the header is a navigation bar with 'Patents', 'Trademarks', 'IP Policy', and 'Learning and Resources'. The 'Trademarks' tab is selected and highlighted with a blue box. To the right of the navigation bar is a 'Find It Fast' button. The main content area is divided into four columns: 'Getting started', 'Application process', 'Maintaining a trademark registration', and 'Tools & links'. The 'Apply online' link in the 'Application process' column is highlighted with a blue box. The 'Tools & links' column contains links for 'Apply online (TEAS)', 'Check application status (TSDR)', 'Trademark fees', and 'Trademark Trial and Appeal Board'.

uspto UNITED STATES PATENT AND TRADEMARK OFFICE®

About Us | Jobs | Contact Us | MyUSPTO

Search uspto.gov

Patents **Trademarks** IP Policy Learning and Resources Find It Fast

Getting started

- ▶ Trademark basics
- ▶ Process overview
- ▶ Trademark FAQs
- ▶ Hiring a U.S.-licensed attorney
- ▶ Madrid Protocol & international protection
- ▶ Scam awareness

Application process

- ▶ Searching trademarks
- ▶ **Apply online**
- ▶ Disclosure of public information
- ▶ Checking application status & viewing documents
- ▶ Responding to Office actions
- ▶ Abandoned applications
- ▶ Ordering certified documents
- ▶ Trademark Trial and Appeal Board

Maintaining a trademark registration

- ▶ Keeping your registration alive
- ▶ Forms to file
- ▶ Checking registration status & viewing documents
- ▶ Enforcing your trademark rights/trademark litigation
- ▶ Transferring ownership

Tools & links

Apply online (TEAS)
File a trademark application and other documents online through TEAS.

Check application status (TSDR)
Check trademark application status and view all documents associated with an application/registration.

Trademark fees
Trademark fees and payment

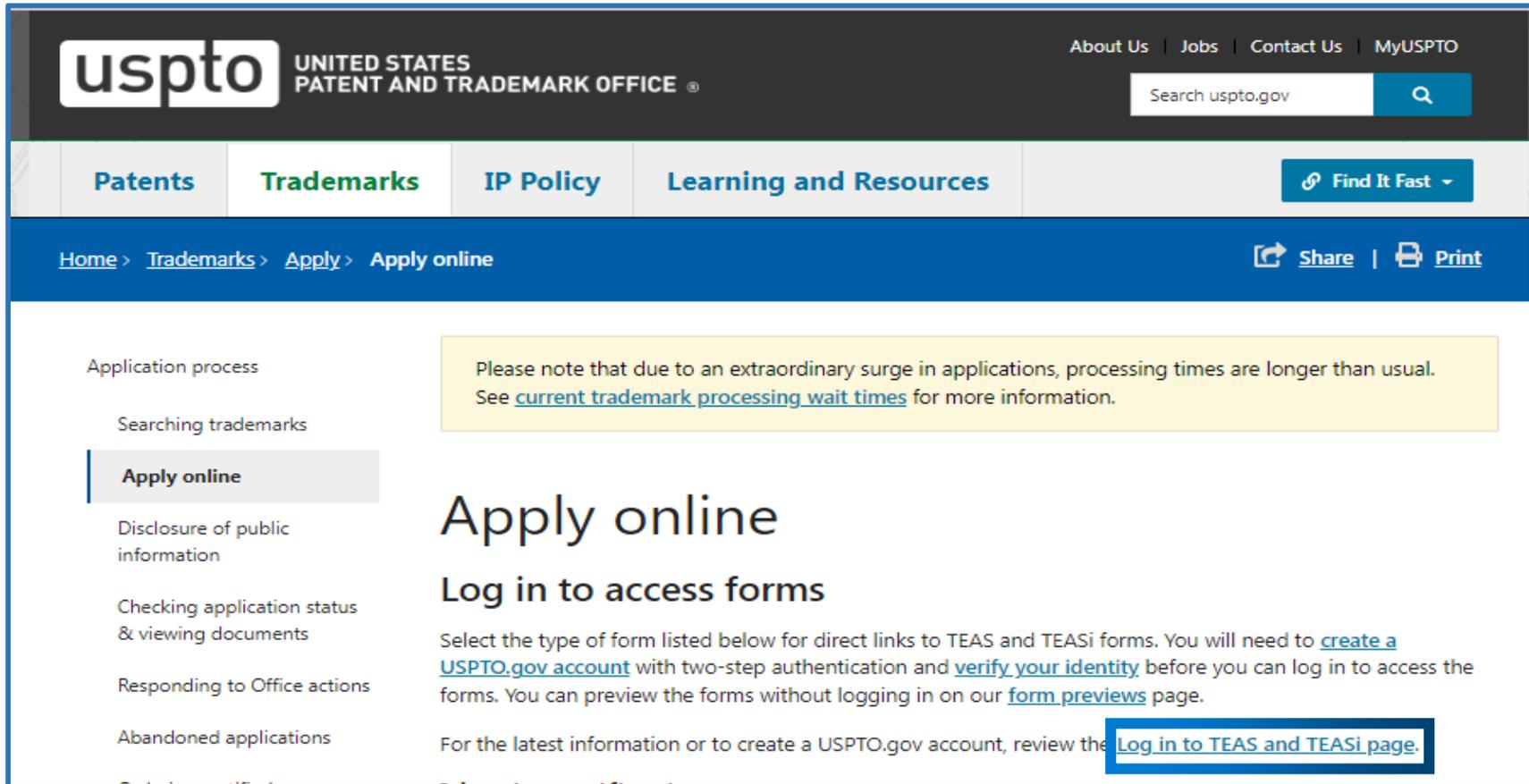
Trademark Trial and Appeal Board

More tools & links

For Trademark Registration

Steps:

3. LOGIN to TEAS and TEASI PAGE



The screenshot shows the USPTO website's 'Apply online' page for trademarks. The header includes the USPTO logo and navigation links for 'About Us', 'Jobs', 'Contact Us', and 'MyUSPTO'. A search bar is present with the text 'Search uspto.gov'. The main navigation menu includes 'Patents', 'Trademarks', 'IP Policy', and 'Learning and Resources'. The breadcrumb trail reads 'Home > Trademarks > Apply > Apply online'. A yellow warning box states: 'Please note that due to an extraordinary surge in applications, processing times are longer than usual. See [current trademark processing wait times](#) for more information.' The main heading is 'Apply online' with the sub-heading 'Log in to access forms'. The text below explains that users need to create a USPTO.gov account and verify their identity to access the forms. A link to 'Log in to TEAS and TEASI page' is highlighted with a blue box. The left sidebar lists various application process steps, with 'Apply online' selected.

uspto UNITED STATES PATENT AND TRADEMARK OFFICE

About Us | Jobs | Contact Us | MyUSPTO

Search uspto.gov

Patents Trademarks IP Policy Learning and Resources Find It Fast

Home > Trademarks > Apply > Apply online Share | Print

Application process

Searching trademarks

Apply online

Disclosure of public information

Checking application status & viewing documents

Responding to Office actions

Abandoned applications

Please note that due to an extraordinary surge in applications, processing times are longer than usual. See [current trademark processing wait times](#) for more information.

Apply online

Log in to access forms

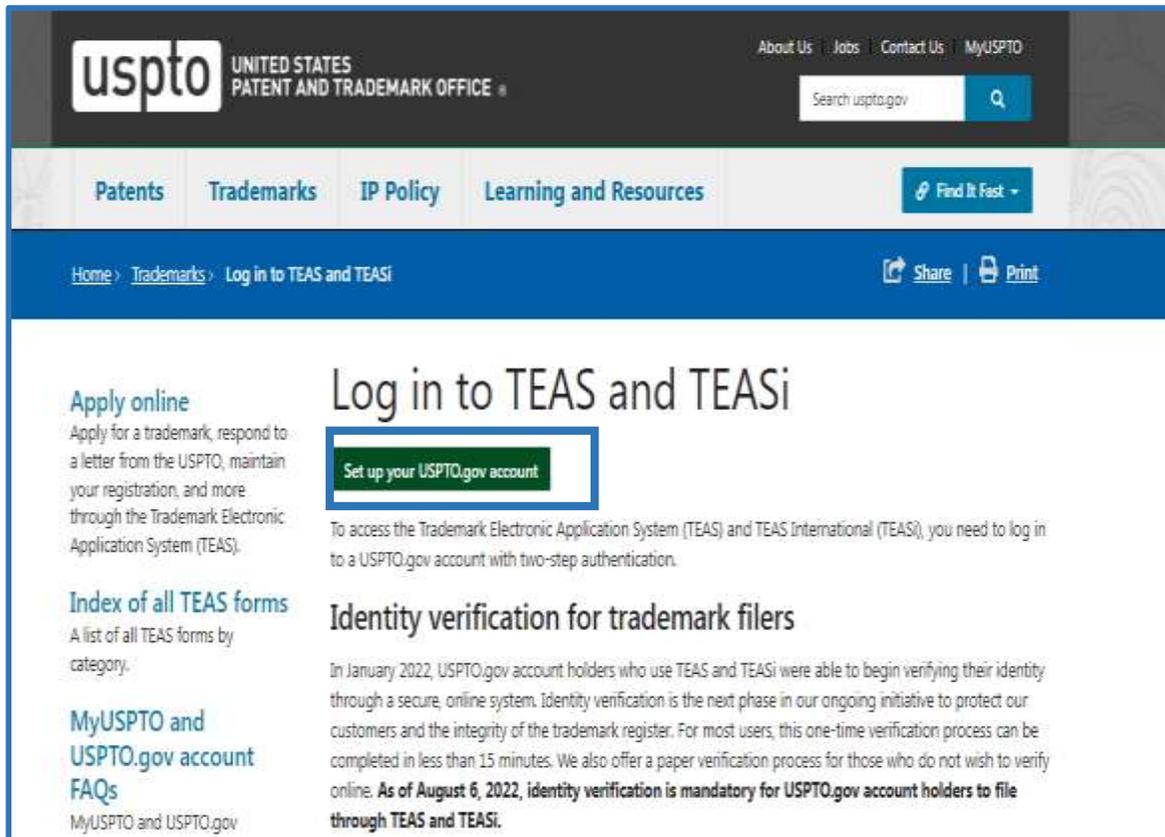
Select the type of form listed below for direct links to TEAS and TEASi forms. You will need to [create a USPTO.gov account](#) with two-step authentication and [verify your identity](#) before you can log in to access the forms. You can preview the forms without logging in on our [form previews](#) page.

For the latest information or to create a USPTO.gov account, review the [Log in to TEAS and TEASI page](#).

For Trademark Registration

Steps:

4. You have to set up your USPTO.gov Account



The screenshot shows the USPTO website header with the logo and navigation links. The main content area is titled 'Log in to TEAS and TEASi'. A blue box highlights the 'Set up your USPTO.gov account' button. Below this, there is a paragraph explaining that users need to log in to a USPTO.gov account with two-step authentication. To the left, there are links for 'Apply online', 'Index of all TEAS forms', and 'MyUSPTO and USPTO.gov account FAQs'.

MyUSPTO

MyUSPTO is a single place for you to actively manage your intellectual property portfolio. Track patent applications and grants, check trademark registrations and statuses, and access our services in your personalized USPTO gateway.

I have an account

[Log in with your USPTO.gov account](#)

I need an account

[Create a USPTO.gov account](#)

For Trademark Registration

Steps:

5. After Setting up your USPTO Account , You will get this page



The screenshot displays the MyUSPTO dashboard interface. At the top left, the "MyUSPTO" logo is visible. The top right corner contains links for "What's new" and "MyUSPTO help". Below the header, there is a navigation bar with "Home" and "Home actions". The main content area is divided into three columns:

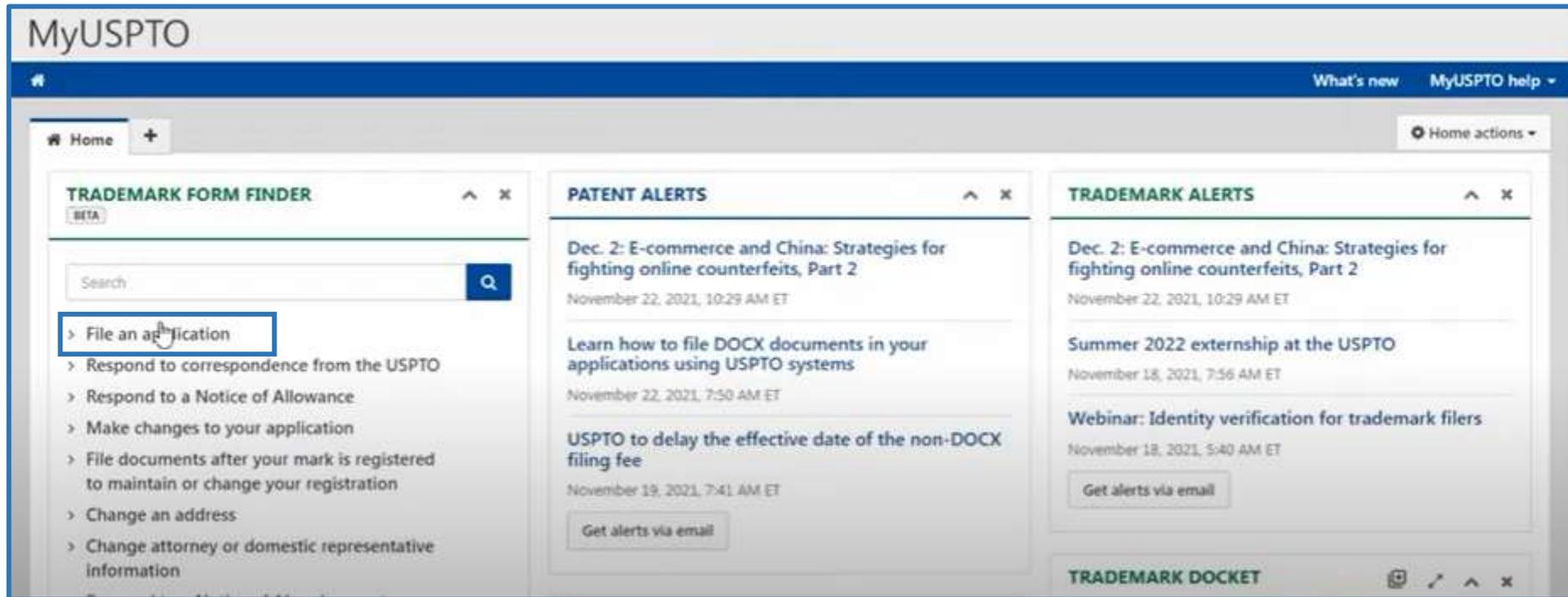
- TRADEMARK FORM FINDER (BETA):** Features a search bar and a list of actions: "File an application", "Respond to correspondence from the USPTO", "Respond to a Notice of Allowance", "Make changes to your application", "File documents after your mark is registered to maintain or change your registration", "Change an address", and "Change attorney or domestic representative information".
- PATENT ALERTS:** Contains two alert items. The first is "Dec. 2: E-commerce and China: Strategies for fighting online counterfeits, Part 2" dated November 22, 2021, 10:29 AM ET. The second is "Learn how to file DOCX documents in your applications using USPTO systems" dated November 22, 2021, 7:50 AM ET. A third item, "USPTO to delay the effective date of the non-DOCX filing fee", is dated November 19, 2021, 7:41 AM ET and has a mouse cursor hovering over it. Each alert includes a "Get alerts via email" button.
- TRADEMARK ALERTS:** Contains two alert items. The first is "Dec. 2: E-commerce and China: Strategies for fighting online counterfeits, Part 2" dated November 22, 2021, 10:29 AM ET. The second is "Summer 2022 externship at the USPTO" dated November 18, 2021, 7:56 AM ET. A third item, "Webinar: Identity verification for trademark filers", is dated November 18, 2021, 5:40 AM ET. A "Get alerts via email" button is located below the items.

At the bottom of the dashboard, there is a "TRADEMARK DOCKET" section with a smiley face icon.

For Trademark Registration

Steps:

6. Select “ Fill an Application” Under Trademark Form Finder



The screenshot displays the MyUSPTO website interface. At the top, the "MyUSPTO" logo is visible on the left, and "What's new" and "MyUSPTO help" are on the right. Below the header, there is a navigation bar with "Home" and "Home actions". The main content area is divided into three columns. The left column, titled "TRADEMARK FORM FINDER" (with a "BETA" tag), contains a search bar and a list of actions. The "File an application" option is highlighted with a blue box and a mouse cursor. The middle column, titled "PATENT ALERTS", shows two alert cards with titles like "Dec. 2: E-commerce and China: Strategies for fighting online counterfeits, Part 2" and "USPTO to delay the effective date of the non-DOCX filing fee". The right column, titled "TRADEMARK ALERTS", shows two alert cards with titles like "Dec. 2: E-commerce and China: Strategies for fighting online counterfeits, Part 2" and "Summer 2022 externship at the USPTO". At the bottom right, there is a "TRADEMARK DOCKET" section.

For Trademark Registration

Steps:

7. You will get Application System Page , Give All information that needed on this page

uspto About Us Jobs Contact Us Logout

Trademark Electronic Application System

Navigation History: Instruction > Applicant > Mark > Goods/Services/Filing Basis > Attorney/Don. Rep./Correspondence > Fee/Signature

FTD-1478
Approved for use through 10/31/2024. OMB 0651-0009
U.S. Patent and Trademark Office, U.S. DEPARTMENT OF COMMERCE
Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

Trademark/Service Mark Application, Principal Register

Version 7.8

Watch the ["Before you file" TUDN video](#) for an overview of the most important issues to be aware of when filing a trademark application with the USPTO.

To file the application electronically, please complete the following steps:

1. Answer the first question below to create an application form showing only sections relevant to your specific filing.
2. For help at any point, click on any underlined word on any page.
3. After answering the first wizard question, click on the CONTINUE button at bottom of the page.
4. Once on the actual form, complete all fields with a * symbol, since they are mandatory fields for TEAS filing purposes.
5. Validate the form, using the "Validate" button at the end of the form. If there are errors, return to the form to make the correction. A "Warning" may be corrected or bypassed.
6. Double-check all entries through the links displayed on the Validation page.
7. You may save your work for submission at a later time by clicking on the Save Form button at the bottom of the Validation page.
8. When ready to file, use the Pay/Submit button at the bottom of the Validation page. This will allow you to choose from three (3) different payment methods: credit card, automated deposit account, or...

IMPORTANT: After this application is submitted, the USPTO will send a filing receipt to the email address of either (A) the appointed attorney, if any, otherwise (B) the trademark applicant owner holder.

CONTACT:
For **general trademark information or help navigating the forms**, email TrademarkAssistanceCenter@uspto.gov, or telephone 1-800-786-9199 (press 1).
If you need help resolving **technical glitches**, email TEAS@uspto.gov. Please include in your email your phone number, serial or registration number, and a screenshot of any error message you may have received.

STATUS CHECKS: The status of the filing is available in the [Trademark Status & Document Retrieval System \(TSDR\)](#) 7-10 days after filing.

TIMEOUT WARNING: You're required to log back in after 30 minutes of **inactivity**. This ensures the USPTO complies with [mandatory federal information security standards](#) and protects user information. After 25 minutes of inactivity, you will be prompted to continue your session. If you do not continue within 5 minutes, the session will end, you will be logged out of your USPTO.gov account, and you will lose any unsaved data in the form. Please have all of your information ready before you start.

1. Please select one of the filing options below.

TEAS Plus: I am filing a TEAS Plus application, with a reduced fee of **\$250 per class** of goods/services. Failure to comply with [TEAS Plus Requirements](#) will incur an additional processing fee of \$100 per class of goods/services.

TEAS Standard: I am filing a TEAS Standard application, with a fee of **\$350 per class** of goods/services.

2. Is an attorney filing this application?

[Foreign-domiciled owners/holders](#) must have a U.S.-licensed attorney represent them before the USPTO in any application- or registration-related filing. [Information about hiring a U.S.-licensed attorney](#) can be found on the USPTO website.

Yes No

TEAS PLUS is designed to be easier for both the applicant and comes with a reduced fee. In TEAS Plus the applicant can only choose goods and services identifications that are already approved descriptions in the goods and services ID manual.

For Trademark Registration

Steps:

7. Then Continue to this page & Fill all necessary information

application.
Watch the [JEAS Nuts and Bolts Applicant Information video](#) that explains how to fill out the Applicant Information page.

| Applicant Information | |
|---|--|
| Note: If there is more than one owner of the trademark, complete the applicant information for the first owner, and then click on the "Add Owner" button at the bottom of this page. Repeat for each owner. You must specify whether the multiple applicants are joint applicants or some other entity type listed below: | |
| * Owner of Mark | <input type="text"/> <small>[If an individual, use the following format: Last Name, First Name Middle Initial or Name, if applicable]</small> |
| <input type="checkbox"/> DBA (doing business as) <input type="checkbox"/> AKA (also known as) <input type="checkbox"/> TA (trading as) <input type="checkbox"/> Formerly | <input type="text"/> |
| * Entity Type <input type="radio"/> Individual <input type="radio"/> Corporation <input type="radio"/> Limited Liability Company <input type="radio"/> Partnership <input type="radio"/> Limited Partnership <input type="radio"/> Joint Venture <input type="radio"/> Sole Proprietorship <input type="radio"/> Trust <input type="radio"/> Estate | <p>← Click the appropriate circle on the left to indicate the applicant's entity type. The form will then display the field(s) for entering information corresponding to that specific entity type. If your entity type is not one of the options displayed directly to the left, you must click on "Other" and then select the appropriate entry from the relevant pull-down box.</p> |

For Trademark Registration

Steps:

8. Next “Fill Mark Information”

Trademark/Service Mark Application, Principal Register
TEAS Plus Application (Version 7.8)

Mark Information

Watch the [TMIN instructional video on the importance of conducting a search](#) of existing trademarks or service marks before filing your application. The USPTO will conduct its own [database search](#) and complex legal review. **Registration of your Mark is NOT guaranteed.**

Instructions:

- (1) Enter your [Mark](#) below. Only **one Mark** can be entered. Entry of multiple Marks may result in denial of a filing date or refusal of registration
- (2) Identify the type of Mark you are submitting by selecting the correct radio button:
 - [Standard characters](#): No claim to a particular font style, size, and/or color;
 - [Special form](#): Mark includes a design or word(s) combined with a design, or is displayed in a particular font style, size, and/or color; or
 - Non-visual sound mark: Include a musical score, and an audio file, as well as a detailed Mark description.
- (3) Follow the specific instructions that will appear after the Mark type radio button is selected. The form will automatically create a separate section for entry of your Mark or attachment of an audio file for a sound mark.
- (4) Carefully review this page prior to final submission to ensure that it accurately depicts or represents your mark. You may not be permitted to [change or correct your mark](#) after filing this application. While minor changes in the mark may *sometimes* be permitted, changes that result in a [material alteration](#) of the mark as originally filed will result in the USPTO issuing a refusal on that ground.

Watch the [TEAS Nuts and Bolts video explaining how to fill out the Mark Information page](#).

For Trademark Registration

Steps:

9. After this, you have to next fill out goods/services information

Trademark/Service Mark Application, Principal Register TEAS Plus Application (Version 7.8)

Goods/Services Information

Instructions:

Step 1: Click on the "Add Goods/Services by Searching IDManual" button below to select goods/services from the *Manual of Trademark Acceptable Identifications of Goods & Services* (IDManual).

Step 2: After creating the complete list of goods/services for this application, you will then be able in the next section of the form to designate the filing basis (or bases) appropriate for each listed item.

NOTE:

1. Your selection of goods/services from the IDManual must accurately identify your goods/services. For additional information, see [TMFP Chapter 1400](#). If you do not find a listing that accurately identifies your goods/services, you may email TMIDSUGGEST@uspto.gov to request that your identification be considered for addition to the IDManual. Visit the USPTO's website for [information on IDManual suggestions](#). If your request is approved, you must wait until the approved identification is added to the IDManual. If your request is not approved or you wish to file immediately, you must use the TEAS Standard form.
2. The TEAS Plus version of the IDManual intentionally does not include the following: (1) items classified in Classes A, B, or 200, because those marks are not eligible for filing under TEAS Plus; (2) any listings that appear in the "regular" manual under "000," because correct classification is required under TEAS Plus, and classification for these listings varies according to the additional information provided within the listing; and (3) the Class 25 listing of "Clothing, namely, ..." because this entry is too open-ended, and could result in items being listed that do not truly fall within this class. Instead, search for and select the specific clothing items you wish to include in your application.
3. Some entries include instructional language beneath the actual entry, within <> symbols. This language is only to assist in the proper selection of an entry, and will NOT be included as part of the actual identification after the checked entry is inserted into the form.
4. If you cannot access the IDManual through the "Add Goods/Services by Searching IDManual" button, try switching to another browser. If after changing browsers you still cannot access the IDManual through the "Add Goods/Services by Searching IDManual" button, please contact TEAS@uspto.gov.
TIMEOUT WARNING: You're required to log back in after 30 minutes of [inactivity](#). This ensures the USPTO complies with [mandatory federal information security standards](#) and protects user information. After 25 minutes of inactivity, you will be prompted to continue your session. If you do not continue within 5 minutes, the session will end, you will be logged out of your USPTO.gov account, and you will lose any unsaved data in the form. Please have all of your information ready before you start.

NOTE: INSTRUCTIONAL VIDEOS AVAILABLE REGARDING GOODS/SERVICES.

For Trademark Registration

Steps:

9.Next Step , Fill Out Attorney Information

1. Return to the first page of this form by clicking on the hyperlinked term, "Instruction," in the Navigation History at the top of this page;
2. Answer "No" to the wizard question asking "Is an attorney filing this application?";
3. Click on the Continue button at the bottom of the Instruction page to resume the form. The Attorney Information page will not appear.

| Attorney Information | |
|---|--|
| * Attorney Name | ABC |
| Individual Attorney Docket/Reference Number | <input type="text"/> <small>NOTE: You must limit your entry here to no more than 12 characters.</small> |
| * Bar Membership | * Year of Admission <input type="text" value="Select Year"/> |
| | * U.S. State/Commonwealth/Territory <input type="text" value="Select State"/> |
| | * Membership Number <input type="text"/> <small>You must enter "N/A" or a membership/registration number if your U.S. state, commonwealth, or territory issues one. This number is not viewable in TSDR. You must limit your entry here to no more than 40 alphanumeric characters.</small> |
| | <input type="checkbox"/> * The attorney of record is an active member in good standing of the bar of the highest court of a U.S. state, the District of Columbia, or any U.S. Commonwealth or territory. |
| Other Appointed Attorney(s) | <input type="text"/> |
| Recognized Canadian Attorney/Agent | <input type="text"/> |
| Firm Name | <input type="text"/> |

After Completing All necessary steps , Submit your trademark Application



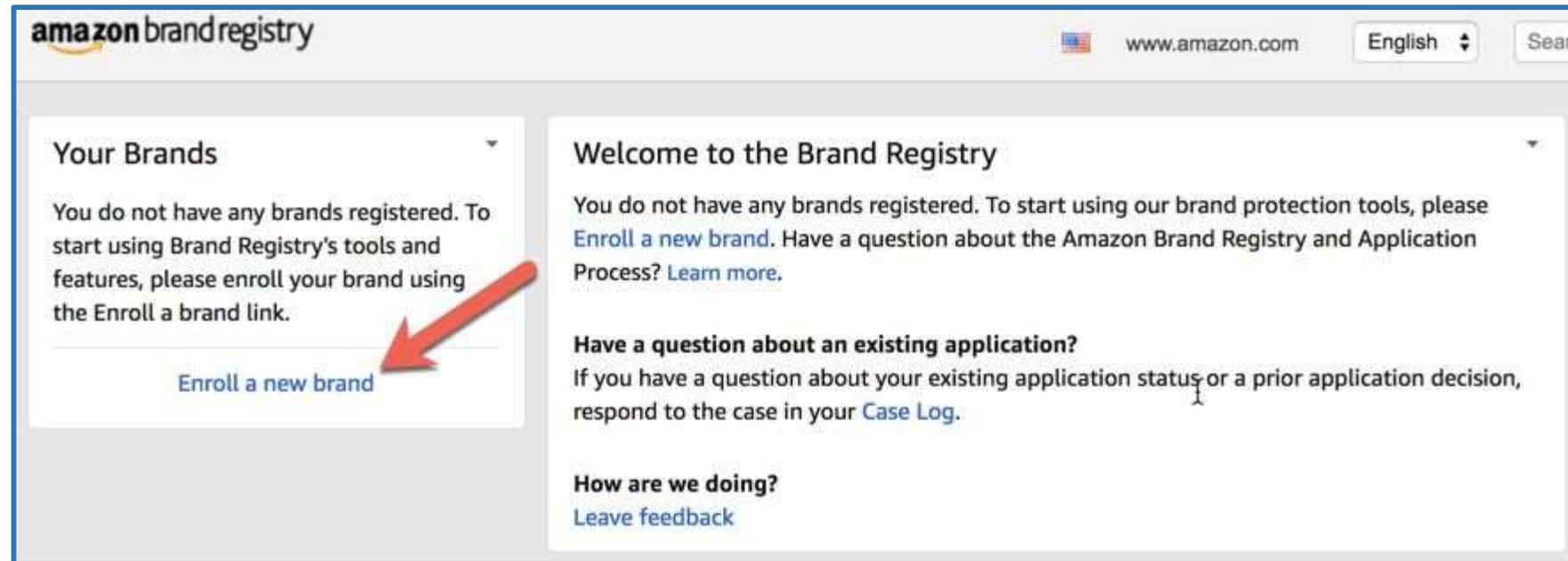
For Brand Registry

Requirements:

- A government registered trademark for your brand
- The country in which your trademark is registered
- Registration Number for your trademark
- Your contact information including your email address
- An image of your product with your brand logo or name clearly visible
- The category in which you want to register your brand
- Name of your brand
- Country or region where your brand is registered
- List of all products that you sell under your brand

For Brand Registry

Go to brandregistry.amazon.com and select Enroll a new brand



The screenshot shows the Amazon Brand Registry homepage. The page is titled "amazon brand registry" and includes a search bar and language selection options. The main content area is divided into two columns. The left column, titled "Your Brands", contains the text: "You do not have any brands registered. To start using Brand Registry's tools and features, please enroll your brand using the Enroll a brand link." Below this text is a blue link labeled "Enroll a new brand", which is highlighted by a red arrow. The right column, titled "Welcome to the Brand Registry", contains the text: "You do not have any brands registered. To start using our brand protection tools, please [Enroll a new brand](#). Have a question about the Amazon Brand Registry and Application Process? [Learn more](#)." Below this is a section titled "Have a question about an existing application?" with the text: "If you have a question about your existing application status or a prior application decision, respond to the case in your [Case Log](#)." At the bottom of the right column is a section titled "How are we doing?" with a link to "Leave feedback".

For Brand Registry

Step 1: Complete the three question Brand eligibility section of the Brand Registry application:

The screenshot shows the 'Enroll a brand' application page. At the top, there is a progress bar with three steps: 'Brand Information' (the first step, which is active), 'Selling account information', and 'Distribution information'. Below the progress bar, the 'Brand Information' section is titled. It includes a sub-header 'Brand Information' and a note: 'The following information will help us identify your brand and get you started in Brand Registry.' The form contains the following fields and elements:

- A text input field for 'What is your brand name?' with a placeholder: 'Please enter your trademark name. This includes the preferred form of capitalization for your brand name'.
- A dropdown menu for 'Select a trademark office' with the selected option: 'United States - United States Patent and Trademark Office - USPTO'.
- A text input field for 'Please enter the registration or serial number' with a 'Verify' button next to it.
- An example text: 'Examples: 9876543 and 12345678'.

This screenshot shows the 'Product Information' section of the application. It features two radio buttons for 'Select the trademark type': 'Word Mark' (which is selected) and 'Design Mark'. Below this, there is a section titled 'Product Information' with the instruction: 'Please provide a URL to your brand's official website. Providing your URL will help us better identify your brand (optional)'. This is followed by a text input field. A second instruction reads: 'If you sell your products on other e-commerce sites, provide the URL to your storefront on those sites (optional)', also followed by a text input field.

This screenshot shows the 'Product images' section. It includes the instruction: 'Provide at least one image of your product or packaging that clearly shows your brand's name, logo or other distinguishing mark permanently affixed to the product. The images should show the product you sell or intend to sell on Amazon and shouldn't be computer generated.' Below this, it states: 'File types accepted are .jpg, .png and .gif. File size should not exceed 5MB'. There is an 'Upload' button and a link that says 'or drag here to upload'. At the bottom of the form, there are three buttons: 'Previous', 'Cancel', and 'Next'.

For Brand Registry

Step 2: Seller Account Information

Enroll a brand

Brand Information **Selling account information** Distribution information

Selling account information
The following information will help us understand your connection to the brand Licoful you're enrolling

Are you a seller or a vendor for the brand you're enrolling?
To obtain selling benefits, select all options that apply to your selling relationship with Amazon

- Seller**
You sell your products directly to customers using Amazon Seller Central.
- Vendor**
You sell your products to Amazon as a third party using Amazon Vendor Central.
- Neither**
I do not have a selling relationship with Amazon Seller Central or Amazon Vendor Central.

Please provide the categories which best describe your brand
If your brand is not sold on Amazon, please select the product categories that are applicable for your brand from the list below.

Select a category

Please provide your top-selling ASINs for each product category where your brand is sold If your brand's products are sold on Amazon, providing sample ASINs will help us better identify your brand

Amazon.com ex: B0792KTHKJ Add

An ASIN is a 10-character identifier used for product identification on Amazon

Previous Cancel Next

For Brand Registry

Step 3: Distribution Information

The screenshot shows a three-step progress bar at the top: 'Brand Information' (completed), 'Selling account Information' (completed), and 'Distribution information' (current step). Below the progress bar, the section is titled 'Distribution information' with a sub-header: 'The following information will help us identify protective features for which your brand Licoful may qualify'. The form contains three main sections: 1. 'Distribution information' with the question 'Does your brand sell to distributors?' and 'Yes' and 'No' radio buttons. 2. 'Where are your brand's products distributed? (optional)' with a dropdown menu showing 'Select a country'. 3. 'Licensee information' with the question 'Does your brand license trademarks to others who manufacture products associated with your intellectual property?' and 'Yes' and 'No' radio buttons. At the bottom, there are three buttons: 'Previous', 'Cancel', and 'Submit'.

Brand Information Selling account Information Distribution information

Distribution information

The following information will help us identify protective features for which your brand Licoful may qualify

Distribution information

Does your brand sell to distributors?

Yes No

Where are your brand's products distributed? (optional)

Select a country

Licensee information

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

Yes No



Brand Registry

Benefits

- Gain complete protection of your brand's product listings
- Boost your product sales and drive more conversions
- Better understand your customers with data-driven analytics
- Get access to Amazon's A+ Content feature
- Better support from Amazon
- Sponsored Brand Ads
- Amazon Post
- Amazon Live Creator
- Amazon Vine Program
- Can Create Amazon Brand Store
- Engage customers with your brand

amazon

Brand Registry

APPLICATION PROCESS



The future is in my hands.
It's totally up to me.

—
Try and fail, but don't fail to try.

Thank You

The future is in my hands.
It's totally up to me.

—
Try and fail, but don't fail to try.

