Why register your brands with the Amazon Brand Registry

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If you sell your products on Amazon, you can benefit from enrolling your trademarks with the Amazon Brand Registry.

The Amazon Registry is a free program accessible to monitor brands on Amazon's website. This program includes proprietary search tools designed specifically to help online merchants identify trademark infringements on Amazon's platform. If an infringing product is found, the registered owner can request that Amazon remove the product from its website. Companies registered with this program may also benefit from more control over product listings, mainly in terms of product titles, descriptions, images and advertisement.

Eligibility criteria

To enroll a trademark with the Amazon Brand Registry, the following requirements must be met:

The trademark must be registered in each country where you wish to enroll. To this day, Amazon accepts only trademarks registered in one of the following countries:

Canada, United States, Mexico, Australia, India, Japan, France, Germany, Italy, Spain, United Kingdom or on the European Union Registry.

The trademark must be in the form of words or a logo combined with words, letters or numbers.

It follows that "design" marks consisting solely of logos are not eligible for the Register, unless they also comprise words, numbers or letters.

The trademark must match the brand name that appears on the products or on their packaging.

Additional information

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If your trademark is eligible for the Amazon Brand Registry program, you will have to provide the following information to complete your enrolment: your trademark, the registration number, images of products and packaging showing the trademark, a list of categories in which your trademark should be listed and a list of countries in which your products are manufactured and distributed.

We can help you!

If you wish to use the Amazon Brand Registry but have not yet registered your trademark in Canada (or in one of the eligible countries), GGD can advise you on the most efficient procedure to register your trademarks.

If your trademark is already enrolled with the Amazon Brand Registry, we can assist you in monitoring your brands on Amazon’s platform as your authorized agent.

Please do not hesitate to contact the members of our team for any questions you may have concerning the registration process of your trademarks in different countries in which you may have commercial interest and the Amazon Brand Registry.

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