

# Amazon Brand Registry

## Approval Checklist (2026)



### SECTION 1: TRADEMARK READINESS (USPTO)



**Trademark is filed with the USPTO (not WIPO-only)**



**Trademark status is LIVE in TSDR (not just filed)**

- LIVE = active and viewable in TSDR (does NOT require full registration certificate).



**Waited 3–5 business days after filing before applying**



**Trademark type is WORD MARK or STANDARD CHARACTER (preferred)**



**Trademark name matches brand name character-for-character**

- No spaces added or removed
- No punctuation differences
- No pluralization changes



**Trademark owner name matches Seller Central legal entity 100% EXACT**

- No abbreviations (LLC vs L.L.C.)
- No DBAs
- No parent/subsidiary mismatch



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## SECTION 2: SELLER CENTRAL ALIGNMENT



### Seller Central legal business name matches USPTO owner exactly



- If Seller Central legal name or address was updated recently, wait until changes fully propagate (24–72 hours).



### Seller Central address matches USPTO records



### Seller account is active and in good standing

- No account suspensions
- No identity verification holds
- No pending compliance requests



### Brand name entered in Seller Central matches trademark exactly



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### SECTION 3: PRODUCT & BRANDING REQUIREMENTS



#### **Brand name is permanently printed on the product or packaging**

- At least ONE permanent branding method must be clearly visible.



#### **Acceptable branding methods**



- Printed packaging
- Engraved product branding
- Molded or embossed branding
- Branding inside packaging but not visible externally may be rejected.



#### **NOT used:**



- Stickers
- Hangtags
- Temporary labels



#### **Logo does NOT appear digitally added or overlaid**

- Brand Registry is based on the word mark—not logo design.



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### SECTION 4: BRAND IMAGES (CRITICAL)



#### Photos taken with a real phone or camera



- Upload at least 2–3 different angles of the product.



#### Product photographed



- In hand OR
- On a desk / natural surface



#### Images show brand name clearly printed on product or packaging

- Images must be clear, readable, and not blurry when zoomed.



#### Lighting is natural or imperfect (acceptable)



#### NOT used:



- 3D mockups
- Pure white studio backgrounds
- Stock images
- AI-generated images



#### Images do NOT appear studio-styled or digitally altered

- ⚠ Studio-perfect images are a TOP rejection trigger—even if branding is correct.



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### SECTION 5: COMMERCIAL INVOICE REQUIREMENTS



**Commercial invoice available**



**Invoice shows minimum 10 units in stock**



**Invoice includes:**

- Supplier name
- Your legal business name
- Product description matching brand
- Quantity
- Date (Invoice date should generally be within the last 180 days)



**Invoice is legitimate (not pro forma or edited)**



**Invoice brand name matches trademark exactly**



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### SECTION 6: APPLICATION SUBMISSION CHECK



**Brand name entered exactly as trademark**



**Trademark serial number entered correctly**



**Product category selected correctly**



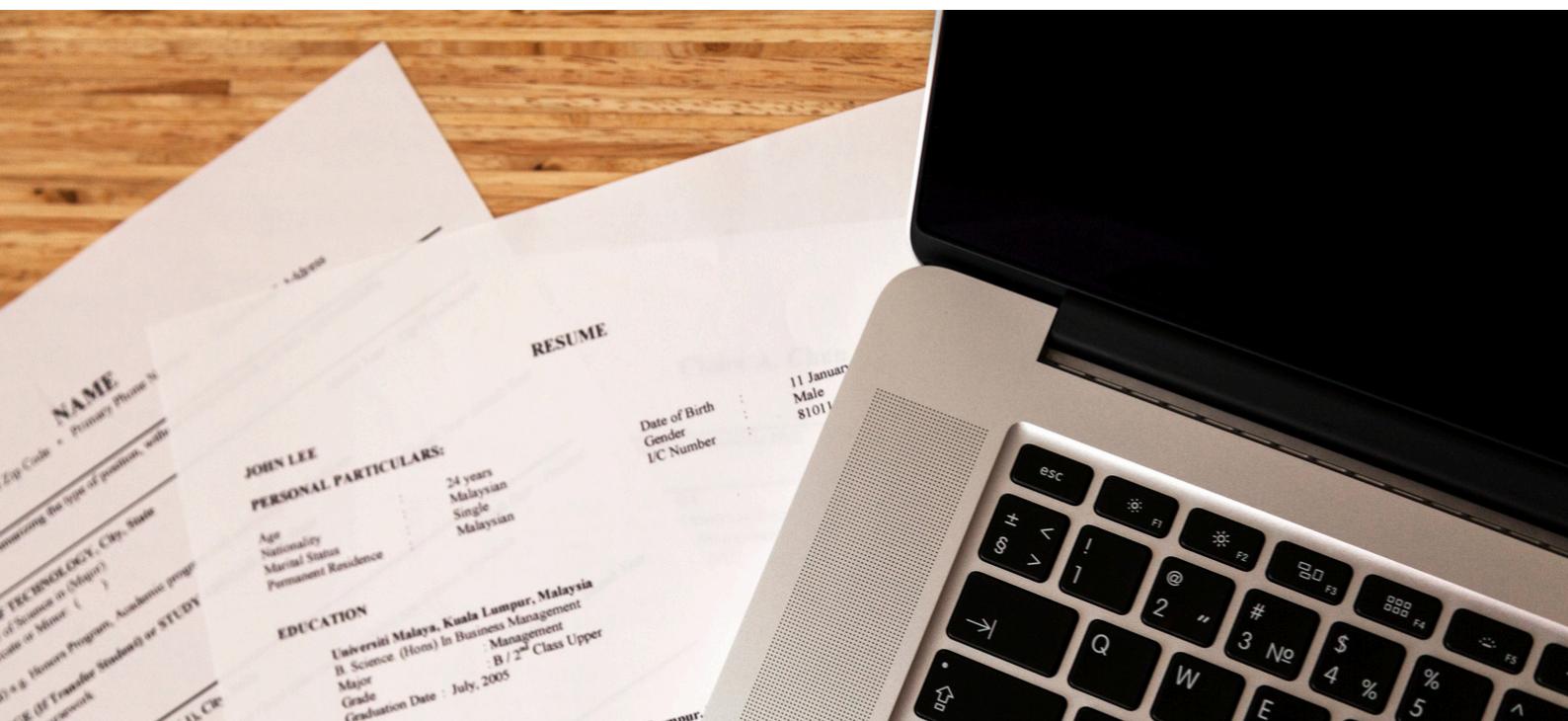
**All uploaded images clearly show permanent branding**



**No conflicting brand names across listings**



**No mismatched spellings anywhere in the application**



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### SECTION 7: COMMON REJECTION TRIGGERS (FINAL CHECK)



**No spacing differences (SUPERFAST vs SUPER FAST)**



**No punctuation differences**



**No abbreviations anywhere**



**No studio-style or overly perfect images**



**No temporary branding methods**



**No rushing before TSDR is live**



### FINAL STEP



**Double-check EVERY field visually before submitting**



**If unsure, pause — rejections can delay approval for weeks or trigger enforcement flags**

