

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

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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).

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Seller Central address matches USPTO records

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Seller account is active and in good standing

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

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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)

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Photos taken with a real phone or camera



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

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Product photographed

- In hand OR
- On a desk / natural surface

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Images show brand name clearly printed on product or packaging

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

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Lighting is natural or imperfect (acceptable)

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NOT used:

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

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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

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Commercial invoice available

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Invoice shows minimum 10 units in stock

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Invoice includes:

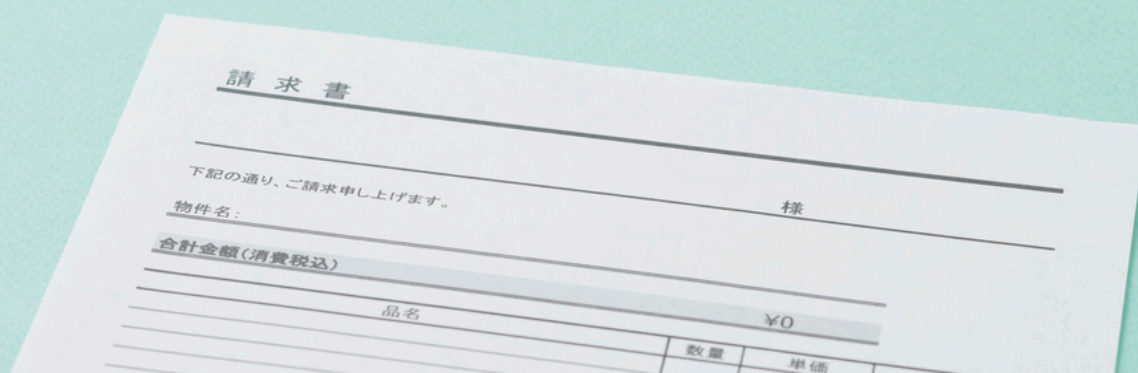
- Supplier name
- Your legal business name
- Product description matching brand
- Quantity
- Date (Invoice date should generally be within the last 180 days)


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Invoice is legitimate (not pro forma or edited)

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Invoice brand name matches trademark exactly



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SECTION 6: APPLICATION SUBMISSION CHECK

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Brand name entered exactly as trademark

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Trademark serial number entered correctly

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Product category selected correctly

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All uploaded images clearly show permanent branding

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No conflicting brand names across listings

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No mismatched spellings anywhere in the application



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SECTION 7: COMMON REJECTION TRIGGERS (FINAL CHECK)

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No spacing differences (SUPERFAST vs SUPER FAST)

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No punctuation differences

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No abbreviations anywhere

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No studio-style or overly perfect images

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No temporary branding methods

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No rushing before TSDR is live



FINAL STEP

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Double-check EVERY field visually before submitting

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

