

Amazon Brand Registry Approval Checklist (2026)



SECTION 1: TRADEMARK READINESS (USPTO)

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

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Trademark status is LIVE in TSDR (not just filed)

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

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Waited 3–5 business days after filing before applying

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Trademark type is WORD MARK or STANDARD CHARACTER (preferred)

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Trademark name matches brand name character-for-character

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

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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)



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

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Commercial invoice available

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Invoice shows minimum 10 units in stock

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Invoice includes:

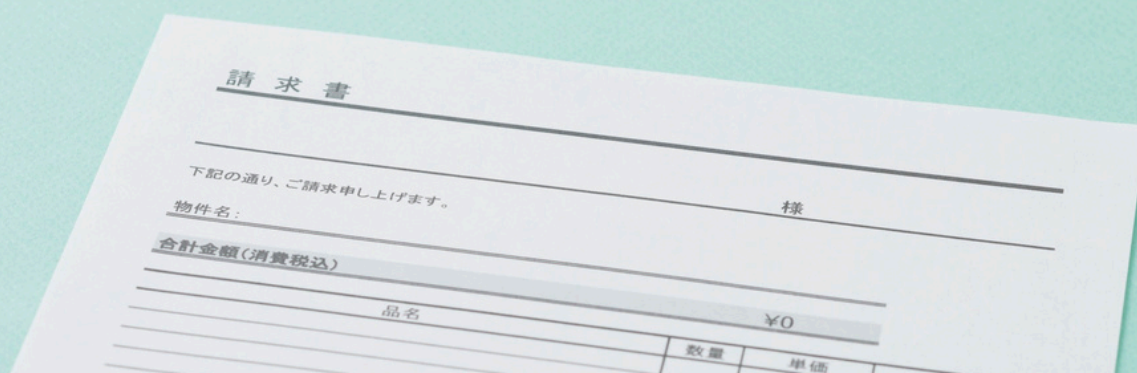
- Supplier name
- Your legal business name
- Product description matching brand
- Quantity
- Date (Invoice date should generally be within the last 180 days)


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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 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

