**BRAND PROTECTION SOP: Ensuring Control & Long-Term Growth on Amazon**

As a brand partner it is your duty to protect the brands you work with against unauthorized sellers and bad players.

**Step 1: Gain Brand Registry & Secure Brand Assets**

Before enforcing brand protection, you must establish ownership and control over your brand on Amazon.

**Enroll in Amazon Brand Registry**

• Allows trademark protection and the ability to report violations directly to Amazon.

• Unlocks access to Project Zero and the Transparency Program (optional).  
• Use Brand Registry’s Report a Violation tool to monitor unauthorized sellers if needed.

• Enable brand protection settings to automate IP takedowns for counterfeit listings.

• Register your trademarks, copyrights, and patents inside Amazon’s system.

**Step 2: Clean Up the Supply Chain & Enforce Distribution Controls**

Many brands face unauthorized sellers due to leaks in their supply chain. As a brand growth partner, one of the biggest value-adds is helping brands identify and eliminate these leaks by actively monitoring and managing distributors and online retailers.

**Contact Distributors & Online Retailers on Behalf of the Brand**

• Many brands don’t want to deal with supply chain cleanup. **Handling this for them is a major value-add.**

• Reach out to distributors & online retailers carrying the brand and request that they follow MAP pricing and distribution policies. You can always mention that you’re reaching out on behalf of the brand.

**Issue Authorized Seller Agreements**

• Clearly define who is allowed to sell on Amazon to maintain price and brand integrity.

• Require retailers and distributors to disclose who they sell to.

• If leaks persist, cut off problem distributors or retailers.

**Enforce MAP (Minimum Advertised Pricing) Agreements**

• Require all authorized sellers to adhere to pricing policies.

• Use Keepa or SmartScout to track violators

• Send out MAP agreement policies, warnings, and complaints to sellers violating terms.

• Over time, this proactive enforcement will clean up the marketplace.

**Step 3: Implement Amazon Transparency (Optional but Effective)**

**What is Transparency?**

• Amazon’s product serialization program to prevent counterfeits and unauthorized sellers.

• Requires each unit to have a unique Transparency label.

**How to Use It Effectively**

• **Amazon states that all units, regardless of sales channel, should require Transparency labeling.**

• **However, Amazon has difficulty enforcing labeling outside of Amazon and there is disconnect amongst Amazon internally about this**

• What matters most is ensuring that all units destined for Amazon are labeled.

• By doing this, most unauthorized sellers will drop off since they won’t be able to source compliant inventory.

• Over time, this helps clean up unauthorized resellers without disrupting broader distribution.

**Grey Area Alert:** While Amazon expects universal labeling, many brands choose to only label Amazon-bound inventory. It remains unclear how brands will be policed on this, but regardless if you know a brand is dealing with potential counterfeits you can help them get enrolled in this program. This approach remains highly effective in eliminating unwanted sellers.

**Step 4: Enforce Brand Protection Against Unauthorized Sellers**

If unauthorized sellers persist, escalate in stages.

**Level 1: Direct Contact (Cease & Desist)**

• Send a cease-and-desist email requesting they stop selling your products.

• Attach proof of your Brand Approval & distribution policy.

• Monitor their response (typically within 48-72 hours).

**Level 2: Send MAP Violation Warnings & Formal Complaints**

• Send a formal MAP violation notice to unauthorized sellers and distributors.

• Notify authorized distributors that certain retailers are violating pricing or sales policies.

• Many unauthorized sellers will stop selling after repeated MAP violation enforcement  
(it’s a scare tactic)  
  
**Level 3: Amazon Brand Protection & IP Complaints**

• If sellers do not comply, file an infringement claim via Brand Registry.

• Use Amazon’s Report a Violation Tool for counterfeit or trademark claims.

• If sellers are using unauthorized images, branding, or content, report them for Copyright IP misuse.

**Level 4: Amazon Escalation & Legal Action**

• If unauthorized sellers persist, escalate via Amazon’s Brand Protection team.

• Consult with an Amazon-savvy attorney for a formal legal approach.

**Step 5: Ongoing Monitoring & Prevention**

Brand protection is not a one-time fix—it requires ongoing monitoring and strategy.

**Regularly Monitor Seller Activity**

**Review Distribution Channels**

**Final Takeaways:**

• Brand Registry is the foundation—make sure your trademarks and assets are secured.

• Cleaning up the supply chain is a massive value-add—handling this for brands makes you an invaluable partner.

• Proactively contacting distributors & online retailers prevents problems before they start.

• Sending MAP agreements, warnings, and complaints over time will clean up the marketplace.

• Amazon Transparency is a strong deterrent, but brands must understand its nuances.

• Escalate strategically—start with cease-and-desist letters, then escalate to Amazon enforcement and legal action.

• Monitor consistently—the best brand protection is proactive, not reactive.