

Subject: Appeal for Reinstatement: Seller Account Suspension: Intellectual Property (IP) Violation (Copyright, Trademark, Patent)

Dear Amazon Seller Performance Team,

I hope this message finds you well. My name is Tina Perebikovsky and I am the owner of TVP Global Services, Inc. operating under the Amazon Store name Global Commercial Parts. I am writing to formally appeal the suspension of my seller account due to an intellectual property complaint associated with ASINs: B017EG012E, B076FZMQLD, and B00IPNJJGQI.

The complaint, identified by Complaint IDs: 15901113511, 15649043261, and 15602749271, alleges trademark infringement; however, I wish to clarify that these claims are unfounded. I am an authorized reseller of the products in question and possess valid invoices and Letters of Authorization from my supplier. I am seeking your assistance in resolving this matter and reinstating my selling privileges on Amazon.

Root Cause Analysis

The issues leading to the intellectual property complaints against our listings for ASINs: B017EG012E, B076FZMQLD, and B00IPNJJGQI stem from a misunderstanding regarding product authorization and customer ordering. The complaints were filed by the rights owner under the assumption that our products were in violation of trademark rights. However, we have conducted a thorough investigation and found that these claims are inaccurate. We have valid documentation proving that we are authorized resellers for these products, including invoices and Letters of Authorization from our trusted supplier.

In our investigation process, we carefully reviewed our product listings, customer communications, and supplier documentation. We confirmed that the products in question were sourced directly from an authorized distributor, thus honoring all brand guidelines and regulations. Despite this, we also noted that some customers may have ordered the incorrect products, leading to misunderstandings and subsequent complaints. This misalignment between customer expectations and order fulfillment contributed to the erroneous perception of infringement.

We acknowledge that our initial response to the customer inquiries regarding these complaints could have been more proactive. In addressing customer feedback, we realized that prompt and clear communication is crucial in preventing such issues from escalating. Additionally, we recognize the importance of closely monitoring customer interactions and product specifications to ensure that we provide accurate information to buyers.

Taking full responsibility for the implications of these complaints, we are committed to improving our operational practices and addressing any gaps in our communication with customers. We have implemented measures to ensure that all customer inquiries will receive timely responses and that any product that potentially creates a negative customer experience will be immediately withdrawn from our inventory. This acknowledgment and analysis of our operational shortcomings illustrate our commitment to compliance with Amazon's policies and the trust we place in our customers.

Corrective Actions Taken

I have conducted a thorough review of our sourcing practices and confirmed that we are authorized resellers for the ASINs in question. I reached out to my supplier, Parts Town, LLC, to obtain updated Letters of Authorization confirming my right to sell these products on Amazon. This documentation has been collected and will be included with this appeal to validate our compliance with intellectual property rights. Additionally, I have compiled invoices from Parts Town that detail our purchases of the relevant products, demonstrating our legitimate sourcing channels.

To address the customer complaints effectively, I have implemented a new customer service protocol that prioritizes prompt communication and resolution. I completed a comprehensive training session for my team, emphasizing the importance of responding to customer inquiries within 24 hours. This training included strategies for handling product inquiries and complaints, ensuring that our responses are informative and helpful to mitigate misunderstandings. Furthermore, I appointed a Customer Relations Manager whose role includes overseeing all customer interactions and ensuring that feedback is recorded and analyzed for continuous improvement.

I have also revised our inventory management processes to enhance quality control measures. To prevent any future issues with product descriptions and customer expectations, I established a systematic review process for all product listings. This includes verifying that each listing is accurate and matches the product specifications thoroughly. I introduced a checklist for our Quality Control Team to ensure that every product in our inventory aligns with Amazon's policies before being listed. This proactive approach is designed to minimize the risk of future complaints stemming from incorrect or misleading information.

Finally, I consulted with an intellectual property attorney to gain a deeper understanding of trademark and copyright laws, enhancing our knowledge about compliance requirements. This collaboration helped me develop a more robust plan for monitoring our listings and reviewing supplier agreements to ensure that we only engage with authorized distributors moving forward. With these corrective actions implemented, I am confident that we have addressed the issues that led to the intellectual property complaints and have established a foundation for ongoing compliance with Amazon's policies.

Preventive Measures to Avoid Future Issues

To ensure compliance with Amazon's policies and to prevent future intellectual property issues, we will implement a comprehensive set of preventive measures across multiple categories: Sourcing, Listings, Training, and Monitoring.

In the area of Sourcing, we will establish a rigorous vetting process for all suppliers to confirm their authorization to distribute the products we intend to sell. This process will include requiring Letters of Authorization and verifying that they are recognized distributors by checking their status through the United States Patent and Trademark Office (USPTO) and other relevant intellectual property databases. We will also maintain detailed records of all supplier communications and agreements to ensure transparency and accountability. Furthermore, we will conduct regular audits of our suppliers to ensure ongoing compliance with Amazon's standards and to verify that they remain authorized to sell the products we source.

In terms of Listings, we will enhance our quality control protocols by developing a comprehensive checklist for our Quality Control Team to follow before any product listings go live. This checklist will include verifying the accuracy of product descriptions, images, and specifications to ensure they align with the actual products. We will also implement a system for regularly reviewing and updating our listings to reflect any changes in product specifications or packaging, ensuring that customers receive accurate information that meets their expectations. To minimize the likelihood of incorrect orders, we will include clear information about compatibility and usage in our listings, guiding customers to make informed purchasing decisions.

Training will play a crucial role in our preventive measures. We will conduct regular training sessions for our team, focusing on best practices for customer communication and product management. This training will emphasize the importance of responding to all customer inquiries within 24 hours, equipping our staff with the skills to handle questions and concerns professionally and effectively. Additionally, we will educate our team about intellectual property rights, ensuring they fully understand the implications of sourcing and selling products that may infringe on third-party rights.

To monitor our operations continuously, we will implement a feedback loop involving regular assessments of customer feedback and complaint trends. This monitoring will allow us to identify potential issues early and take proactive measures to address them. We will also establish a system to track metrics related to order fulfillment, customer satisfaction, and return rates, allowing us to evaluate our overall performance and make necessary adjustments. By committing to rigorous quality control processes and continuous improvement, we will create a sustainable operational framework that prioritizes compliance and customer experience.

In summary, our comprehensive preventive measures will position us to uphold the integrity of our business practices, ensuring that we consistently meet Amazon's standards and provide an exceptional shopping experience for our customers.

In conclusion, I want to reiterate my commitment to upholding Amazon's policies and providing an exceptional customer experience. I value my selling privileges and understand the importance of compliance with intellectual property rights. I respectfully request the reinstatement of my seller account so that I can continue to serve our customers effectively.

Thank you for your consideration of my appeal. I am eager to resolve this matter and demonstrate our dedication to maintaining the highest standards on the Amazon platform.

Sincerely,

Tina Perebikovsky
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