



P A L M E T T O  
DIGITAL MARKETING GROUP

# “Intellectual Property Rights”

Amazon is committed to ensuring that products do not violate or infringe a rights owner's intellectual property (IP). Rights owners may be eligible to apply for Amazon Brand Registry which helps protect your IP.

## Types of Intellectual Properties

### Trademark:

- A trademark is a word, symbol, or design that a company uses to identify its goods or services and to distinguish them from other companies' goods and services.
- A trademark owner protects their trademark by registering it with a country-specific trademark office

### Copyright:

- A copyright protects original works of production, such as videos, movies, songs, etc.
- In some countries, a copyright owner can protect its copyrighted material by registering the material with a country-specific copyright office
  - Sellers can use their copyrighted material on Amazon; however, you cannot use take material from other sources to use it on your listings
  - When sellers add their copyrighted image or copyrighted text to their detail page, sellers grant Amazon and its affiliates a license to use their material. If you choose to quit selling your product and a competitor is selling the same product, they are authorized to use the material originally submitted to the detail page.

### Patent:

- A patent is a form of legal protection for inventions. An issued patent grants its owner the right to exclude others from making, using, or selling the invention for a fixed number of years.
- In the United States, there are two principal types of patents: Utility patents and Design patents.
  - These types of patents protect a physical product or specific design invented/created by the producer

### Parallel Imports:

- Rights owners may restrict third parties from importing their goods into the European Economic Area (EEA) or Brazil without their consent. Rights owners cannot prohibit the resale of products that were legally imported into the EEA or Brazil with their authorization.

### Right of Publicity:

- The right of publicity, often called personality rights, is the right of an individual to control the commercial use of his or her name, image, likeness, or other unequivocal aspects of one's identity.
  - If you are claiming a right to publicity, you must specifically claim your right and provide evidence to support your claim for Amazon to complete their investigation.

## How Can I Report Infringement?

To submit a report, you must be the rights owner of the IP or have permission from the rights owner to submit a claim. Reports can be submitted through the [report a violation form](#).

## What To Include In The Report:

- Identification of the IP that was violated
- If a trademark, copyright, patents, or parallel import was violated provide the trademark registration number, a written description of the violation or a link to the copyrighted information
- Nature of the infringement
  - Provide the specific area in detail that violated the IP (ex: image, text, etc.)
- List of infringing products
  - ASIN or an entire detail page
    - If the violation does not include all sellers on the page, please specify what seller is violating the IP on the form
- List of infringing sellers
- Supporting documentation or any additional information that will help with the investigation
- Your contact information
  - Name, address, email address & a secondary contact that can be shared with the affected sellers
- Do not submit more than one type of violation in a single submission
  - If you are filing an IP violation and a trademark violation submit separate forms
  - If you are filing a trademark violation on different trademarks a form will need to be submitted for each registration number

## How Do I Know The Report Is Being Reviewed?

Amazon will send you a notice stating your report has been received. Sellers will receive an additional notice once the report has been processed.

If the report is valid Amazon will share your contact/secondary contact information with the violating sellers.

If your report is accepted Amazon will remove the content and take appropriate action against the violating sellers. Amazon will not share the details publicly.

If the report is rejected, Amazon will not remove the content and will not act against the violating seller. Sellers will receive a notification with the reason for rejection.

\*\*\*Important NOTE\*\*\*

If sellers continue to submit inaccurate reports their privileges to submit violations may be removed