

Title: Reporting Potential IP Infringement Using the Report a Violation Tool

Department:

Date: [Insert Date]

Version: 5.0

Prepared by: [Your Name]

Approved by: [Approver's Name]

Objective

To provide a structured process for identifying and reporting intellectual property (IP) infringement using Amazon's Report a Violation tool, ensuring effective enforcement of IP rights.

Scope

This SOP applies to all registered Brand Registry users who need to identify and report IP infringements across Amazon marketplaces. It covers processes for reporting trademark, copyright, and patent violations.

Responsibility

[Who will be responsible for performing this task on your team? Would any employee approve this?]

Procedure

Step 1: Accessing the Report a Violation Tool

Navigate to the **Report a Violation** page in your Brand Registry account.

Step 2: Searching for Content

You can perform either a **text-based search** or an **image-based search** to locate and identify potentially infringing content.

2.1 Text-Based Search

- Use the search bar to locate content by:
 - Product name
 - ASIN
 - Product URL
 - Brand name
 - Keyword
- To narrow the search to a specific marketplace, use the **drop-down menu** next to the search bar.

2.2 Image-Based Search

- In the **Search by image** section, click **Browse** to upload an image for your search.

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- You can upload images of:
 - Objects
 - Copyrighted works
 - Logos
 - Symbols
- Use the marketplace **drop-down menu** to specify a region, if necessary.

Step 3: Selecting Content to Report

- After identifying potentially infringing ASINs, offers, or images:
 - Click the checkbox next to the relevant items in the search results.
 - For specific offers or images related to an ASIN, click **Show offers** or **Show all images** below the product name.
- For parent ASINs:
 - Expand the listing to view all variations.

Step 4: Selecting the Issue Type

- Click the **Select issue type** drop-down menu at the top-right corner of the search results.
- Choose the specific type of infringement you want to report. This will take you to the next step in the reporting process.

Step 5: Reporting Specific Types of IP Infringement

5.1 Trademark Infringement

- Select the reason for the infringement, such as:
 - Unauthorized use of your trademark on the product detail page (e.g., in product title, images, or description).
 - Unauthorized use of your trademark on the product or packaging.
 - Counterfeit product.
- If you don't have a registered trademark number but believe your trademark is protected under common law, include:
 - Date of the mark's first use in commerce.
 - Links to examples of the mark's use on your website.
 - Identification of the goods/services for which the mark is used.
- **Recommended:** Complete a test buy and provide a valid Order ID to support your report.
- Provide accurate and valid contact information.

5.2 Copyright Infringement

- Select the reason for the infringement, such as:
 - Unauthorized use of copyrighted content or images on the physical product or packaging.

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- Unauthorized use of copyrighted images or text on the product detail page.
 - Pirated content on the product or packaging.
- If you don't have a registered copyright number:
 - Provide a link to an authorized example of the work.
 - If an online example isn't available, provide a detailed description of the work.
- **Recommended:** Complete a test buy and provide a valid Order ID to support your report.
- Provide accurate and valid contact information.

5.3 Patent Infringement

- Select the reason for the infringement, such as:
 - Potential violation of your design patent.
 - Potential violation of your utility patent.
- Provide accurate and valid contact information.

Step 6: Submitting the Report

- Review all details to ensure accuracy.
- Submit the report.
- To report infringement in another Amazon marketplace:
 - Use the drop-down menu next to the search bar to select the desired marketplace.
 - Ensure you have a valid IP registration number for the jurisdiction of the selected marketplace.

Step 7: Supporting Your Report

- For trademark and copyright reports, completing a test buy and providing a valid Order ID is highly recommended to strengthen your claim.
- Always ensure contact information is accurate and complete to facilitate follow-up communication.

Notes:

- Reports requiring valid registration numbers must include IP registered in the same jurisdiction as the selected marketplace.
- The Report a Violation tool provides a structured and efficient way to protect your intellectual property on Amazon platforms.