



## Amazon Brand Registry

Hey, guys. Mario here with a new video about Amazon Brand Registry.

Let's say you're at the point where you've researched your product, you've gone through all the steps.

You've launched it, you're doing pretty well with it. You're getting at least five, 10 sales a day, and you want to protect your brand because you can potentially get hijackers on your listings, and people that are going to steal your pictures.

We don't want that because you've done a lot of work in trying to launch this product. It's a successful product, and you're going to want to protect it.

In order to do Amazon Brand Registry, you will have to get your brand trademarked. Before you can even apply for this, you are going to have to have that trademark, that brand, that logo, everything. Once that's done, you can fill out the application.

To search the US Trademark Database just follow this link:

<https://www.uspto.gov/trademarks-application-process/search-trademark-database>

The benefits of Amazon Brand Registry are pretty amazing. You can create a store on Amazon with this, with your own brand, like a Shopify store-type thing. This will stop any type of hijackers from stealing your pictures, or even putting their generic product on your listing with you. Amazon will kick them off.

But the main, main thing that I like is the Enhanced Brand Content. With Enhanced Brand Content, you can put videos, you can put advanced HTML on your description, which you are not able to do without being brand-registered.

There's a lot of benefits to this. You got to figure out, like I said, if it is qualified for this, you need to have a trademark. You have to have a good logo, everything, and packaging must be good. But this is down the line when you have a good product that's selling at five or 10 a day.

I wouldn't do it when launching a product because you don't know how successful that product is going to be. You want to go through the motions on the videos that I have created before this, and go through all those motions. If you're selling at least five or 10 a day, I would say think about doing Brand Registry.

Also about that multi-page website that you can build for your brand, here's the page for it right here. You can build a multi-page website on Amazon for your brand and basically create a store, like an eBay store, or a Shopify store.

You don't need to know any coding. It's basically they'll set it up for you with templates. This is a pretty amazing thing to get your brand out there and to basically keep up with the competition that's out there because everyone is doing this, or the successful ones, anyway.

# CHINA IMPORT F O R M U L A

"Your Step-By-Step Formula To Importing From China"



Amazon Brand Registry is definitely something you're going to want to think about, something you're going to want to do for the successful products that you've successfully launched.

Do not do this in the beginning when you're just launching a product, unless you know what your sales velocity is, what your BSR is and how many you're going to be selling a month. I can't stress that enough. You don't want to waste time trademarking, because it's not cheap, on something you don't know is going to sell or not.

Go through all those steps that I've taught you in the last videos. When you're up to that point where you're selling five or 10 a day, you're doing really well and you have your logo and you have your packaging all set up, go ahead and try Amazon Brand Registry.

If there's any questions about this on how to do it, or you need help filling out the application, contact one of us at any time, and we'll help you with the application. It's not a problem.

That's it for Amazon Brand Registry for now. I'll see you on the next video.



**Mario**