

All Things IP



Submitted by

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Selling of goods through e-commerce platforms is increasingly becoming the most effective and attractive mode of commerce both for the seller as well as the buyer. More and more brand owners in the retail segment are opting for online retail sales or e-tailing so as to provide an alternate and additional channel of business. This helps such brand owners overcome the boundary barriers as the sale is completed on a single click enabled through a common e-platform such as Amazon, Flipkart etc.

However, with the increase in e-commerce, the Indian e-commerce systems also encountered a plethora of cases relating to fake and counterfeit products sold under the name of established brand owners. In order to curb such increased sales of counterfeit products through such e-tailing platforms, Amazon has come up with “Amazon Brand Registry”, which enables brand owners to register their trademarks and brands in the “Amazon Brand Registry” database and thus enables Amazon to keep track of registered brands and automatically and pro-actively remove suspected infringing or inaccurate products displayed for sale through its platform.

The process for enrolling with the Amazon Brand Registry involves providing the details of registered trademarks to Amazon. The enrolment in the “Amazon Brand Registry” is completed by following simple steps and a secure verification process on the portal of Amazon.

We at Eshwars, as attorneys for various brand owners, have had the opportunity to assist such brand owners in getting themselves registered with the Amazon Brand Registry. For more information write back to us at saisunder@eshwars.com





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