

## 2022 AMAZON BRAND REGISTRY INFORMATION

**How to Enjoy the Benefits of Amazon Brand Registry:** First, you must file a U.S. trademark application with the U.S. Patent and Trademark Office (USPTO) to enjoy the benefits full Amazon Brand Registry enrollment offers; we are one of 11 firms recommended by Amazon to do this.

Once enrolled in the Brand Registry, Amazon offers protections for you and will remove other business listings that may harm your brand. Amazon makes it easy to report violations and infringements through tools it offers, and it offers other features aimed at small businesses to help enhance your content and product pages. For details, go to [Amazon Brand Registry: Help Protect Your Brand on Amazon.](#)

### Here is the Process:

- 1) **Fee Information:** We respond to your initial request with cost information and send you a link to our Questionnaire to learn about your brand and business on Amazon;
- 2) **Questionnaire:** You complete the Questionnaire and return it to us for review; this expedites the process and helps us better understand your business, your brand, and the goods/services you offer or intend to offer.
- 3) **Specific Cost Breakdown:** Once we have clear information from you about your trademark needs, we send you our quote with a link for payment.
- 4) **Conflict Check:** When you decide to retain our firm, we run a quick conflict check to ensure that our representation of you does not conflict with any of our clients.
- 5) **Retainer Agreement:** Assuming no conflicts, we send you our standard engagement letter which our ethical rules require us to provide all clients; you review and return a signed copy to us for our files.
- 6) **Retainer Fee:** Because we offer heavily discounted pricing, we require upfront payment for our services and related expenses for each application; once we receive your payment, the fun begins!
- 7) **Clearance Work:** This is optional, but strongly advised; a quick (knockout) search can be conducted to look for any obvious obstacles (\$362.50 for up to 2 classes; \$72.50/additional classes); it would be a shame to file your application only to have it blocked by another business that got there before you did; a comprehensive search is more expensive (\$1800 and includes the search vendor charge), but it is very thorough and the best way to proceed knowing that you have chosen a brand that is not taken by another business.
- 8) **File the Application:** Whether you skip clearance work or not, this is the next step; we send you a link to e-sign the application and then file it with the USPTO; we then report the filing to Amazon so that you can enroll in the Brand Registry.
- 9) **Brand Registry Enrollment:** Amazon takes it from here, and we will help you enroll; once enrolled, you will have early access to all the benefits it offers.
- 10) **USPTO Examination:** Meanwhile, your trademark application makes its way through the USPTO examination process; sometimes an Examining attorney requests more information, or worst case, refuses registration; we will report any communications we receive directly to you and advise you on the best path forward.

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