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February 1, 2019 - Panel 4: Online Platforms: Trademark Rights and Relevance

Golden Gate University School of Law

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A wide-angle photograph of the New York City skyline at dusk, with the Freedom Tower prominently in the center. The sky is a mix of blue and orange, and the water in the foreground is dark with some boats.

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The McCarthy Institute

**McCarthy Institute Symposium 2019 at NYU:
Trademark Law and Its Challenges
February 1, 2019**

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The logo for The McCarthy Institute, featuring the text "The McCarthy Institute" in white, mixed-case letters on a dark blue rectangular background.

The McCarthy Institute

Online Platforms: Trademark Rights and Relevance

- Marc Greenberg, Professor of Law, Golden Gate University School of Law (moderator)
- Marc Cooperman, Attorney, Banner Witcoff
- Xinghao Wang, Director, Global IP Enforcement, Alibaba Group
- Eric Gelwicks, Director, Business & Legal Affairs, Live Nation
- Dan Chen, Senior Partner, G.M., Unitalen IP Consulting LLC
- Patchen Haggerty, Partner, Perkins Coie
- Michael Kelly, Senior Corporate Counsel, IP, Amazon
- David Franklyn, Professor of Law, Golden Gate University School of Law

McCarthy Institute Symposium 2019 at NYU: Trademark Law and Its Challenges

February 1, 2019

Overview of TM Online Platform Law

“The Wild West” **



Marc Cooperman
Brian Apel
Banner & Witcoff, Ltd

Starring Roles

The Rancher (Brand Owner):



Authentic "PUCCI"
Handbags

The Cattle Rustler (Infringer):



Counterfeit "PUCCI"
Handbags



Other Similar
Handbags

Supporting Role

Online Platform

Bystander?



General Store Owner?

Deputy?



Potential Platform Liability

(TM Law First Principles)

Direct (Strict Liability)



Indirect (Knowledge)



Platform Liability Leading Case

Tiffany (NJ) Inc. v. eBay Inc., 600 F.3d 93 (2d Cir. 2010)

Both authentic and counterfeit Tiffany products sold on eBay



eBay knew of counterfeiting

eBay precautions:

- “Trust & Safety” Team
- Notice and takedown provisions
- Warnings when sellers listed products



No direct or indirect liability

Potential Direct Platform Liability



Actions Under Scrutiny

Sales of trademarked products on platform

- Platform sold (traditional analysis)
- Third party sales (*Tiffany*)

Potential Direct Liability

Platform Response Matter?

(Notice & Takedown)



“As we discuss below, *eBay’s knowledge vel non that counterfeit Tiffany wares were offered through its website is relevant to the issue of whether eBay contributed to the direct infringement* of Tiffany's mark by the counterfeiting vendors themselves, or whether eBay bears liability for false advertising. *But it is not a basis for a claim of direct trademark infringement against eBay, especially inasmuch as* it is undisputed that *eBay promptly removed all listings that Tiffany challenged as counterfeit and took affirmative steps to identify and remove illegitimate Tiffany goods.*”

- *Tiffany*, 600 F.3d at 103

Potential Direct Liability



Actions Under Scrutiny

Advertising of trademarked products on platform

- False advertising suggesting infringing/counterfeits are authentic
- 2nd Circuit gave traction
- Failed on remand

Use of trademarks on platform

- Metatags/Search Algorithms
- *1-800 Contacts, Inc. v. Lens.com, Inc.*, 722 F.3d 1229 (10th Cir. 2013)

Potential Indirect Platform Liability



Actions Under Scrutiny

Third Party Sales of trademarked products on platform

- Platform Knowledge, Response (or Lack of Response) and Control are Key

Platform Liability Key Case

Inwood Labs., Inc. v. Ives Labs., Inc., 456 U.S. 844, 854 (1982)

Knowledge for contributory trademark infringement requires either:

(1) Intentionally inducing another to infringe a mark

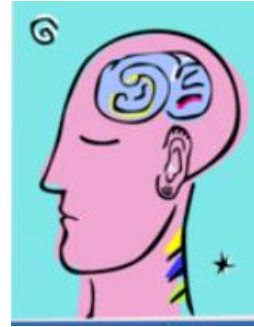
or

(2) Continuing to supply a product (or service) to one it knows, “or has reason to know” is engaging in infringement

Potential Indirect Liability

Platform Knowledge, Response &
Control Matter

(General v. Specific)

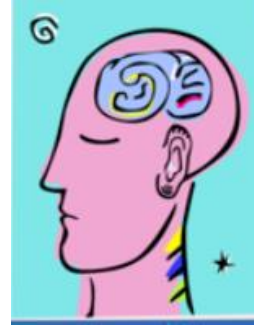


“For contributory trademark infringement liability to lie, a service provider **must have more than a general knowledge** or reason to know that its service is being used to sell counterfeit goods. Some contemporary **knowledge of which particular listings** are infringing or will infringe in the future is necessary.”

-*Tiffany*, 600 F.3d at 107

Potential Indirect Liability

Platform's Control of Marketplace



“Direct control and monitoring of the instrumentality used by a third party to infringe the plaintiff's mark permits the expansion of *Inwood Lab.*'s “supplies a product” requirement for contributory infringement.”

- *Lockheed Martin Corp. v. Network Sols., Inc.*, 194 F.3d 980, 984 (9th Cir. 1999)

Potential Indirect Liability

Platform Knowledge, Response & Control Matter

(Willful Blindness, at what point?)



Constructive knowledge can be shown through **willful blindness** – suspecting wrongdoing and deliberately failing to act.

- *Hard Rock Cafe Licensing Corp. v. Concession Services, Inc.*, 955 F.2d 1143, 1148 (7th Cir. 1992)

- *Louis Vuitton Malletier, S.A. v. Akanoc Sols., Inc.*, 658 F.3d 936, 943 (9th Cir. 2011) (citing *Amazon.com*, 508 F.3d at 1172) (“‘Intent may be imputed’ as a result of ‘a service provider’s knowing failure to prevent infringing actions.’”).

**Graphics

Wannapik Studio
www.wannapik.com



Bag Graphics from GUCCI

Alibaba IPR Protection Program

McCarthy Institute
New York City, NY
February 1, 2019



THE ALIBABA ECOSYSTEM



NOTICE AND TAKEDOWN – IPP PLATFORM

Alibaba Group | IP Protection Platform
ipp.alibabagroup.com

Sign in | Register | 中文 | English

Home | Principle & Policy & Instruction | Good-faith Takedown | IP Joint-Force | Innovation Protect

Alibaba INTELLECTUAL PROPERTY RIGHTS PROTECTION Handbook

ID and IPR Submission

Please submit your identification document and intellectual property right document via this platform. After document authentication, you may submit infringement complaint or join our cooperation program.

[Register](#) | [Sign In](#) | [Complaint Submission](#)

IPR Protection Cooperation

Protection of intellectual property is very important to the Alibaba Group. You may establish efficient, in-depth and interactive cooperation with our Intellectual Property Protection Team via this platform.

[Why to cooperate](#) | [How to join](#) | [Details on cooperation](#)

Updates and Information

	Notice of Alibaba's Good-faith Takedown Mechanism U...	2018-08-08
	Alibaba Enhances Intellectual Property Protection Platf...	2017-08-10

Frequently Asked Questions

Q: FAQ of IPP Platform
Please click here. [1 / 7](#)

A:

NOTICE AND TAKEDOWN - IPP COMPLAINT SUBMISSIONS

The screenshot displays the 'My IPR' user interface. At the top, there is a navigation bar with 'Welcome, 平台治理演示专用', 'My IPR', 'Logout', '中文 | English', and 'Home page'. The main content area is divided into a left sidebar and a main panel. The sidebar contains several menu items: 'General Information' (with sub-items 'Registration' and 'Contact'), 'My IPR' (with sub-items 'IPR submission' and 'IPR management'), 'Complaint Submission' (with sub-items 'Submit a complaint' and 'Manage complaints'), 'IP Joint-Force' (with sub-item 'IP Joint-Force Processing'), and 'IPR Service' (with sub-items 'Application' and 'Application management'). An orange-bordered box highlights the 'Complaint Submission' menu, with an orange arrow pointing to the 'Submit a complaint' option in the main panel. The main panel features a 'Note' section with text explaining the complaint process and a 'Select complaint website' section with six logos: Taobao.com, Tmall.com, Tmall Global, Alibaba.com, and AliExpress.

My IPR Welcome, 平台治理演示专用 My IPR Logout 中文 | English Home page

General Information

- Registration
- Contact

My IPR

- IPR submission
- IPR management

Complaint Submission

- Submit a complaint
- Manage complaints

IP Joint-Force

- IP Joint-Force Processing

IPR Service

- Application
- Application management

Note

Since your identity and intellectual property right documents have already been submitted via the Intellectual Property Protection Platform, you may submit intellectual property right infringement complaint via the corresponding Complaint Handling System after you are linked up to that Complaint Handling System.

Not all of our platforms are subject to the same jurisdiction and our intellectual property protection policies vary from platform-to-platform. Please carefully read and understand our intellectual property protection policies on our platforms and submit complaint via the corresponding Complaint Handling System.

Complaint handling functions for Alibaba.com, Aliexpress.com, 1688.com will go live on October 20, 2016.

Select complaint website

- 淘宝网® Taobao.com
- 天猫 TMALL.COM™
- TMALL GLOBAL 天猫国际
- 阿里巴巴® 1688.com
- Alibaba.com™ Global trade starts here.™
- AliExpress™ Smarter Shopping, Better Living!

NOTICE AND TAKEDOWN - IPP HOME PAGE

My Page

Account Setting

My IPR

IPR Submission

IPR Management

Complaint Submission

Submit a Complaint

Manage Complaints

IPR Service

Application

Application Management

平台治理演示专用

User Account 4*****@ali-test.net

To-Do List

Account Setting

You are advised to [complete your contact information](#).

Complaint Submission

Your Identity Information and IPRs have been verified, and you could proceed to [submit complaints now](#)

My IPR

Verification failed 5

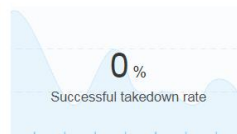
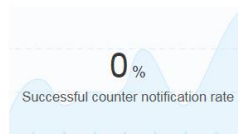
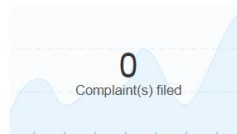
Video Tutorials of
How to Use Alibaba
IPP Platform

Updates

- Case Study of Main IPR ... NEW
2018-09-25
- Alibaba Group 2017 Intellectual ...
2018-06-01
- IPP Platform User Center has ...
2018-05-18
- Notice of Alibaba's Good-faith ...
2018-03-22
- Alibaba Enhances Intellectual ...
2017-08-10

Complaint Dashboard

Last 3 months



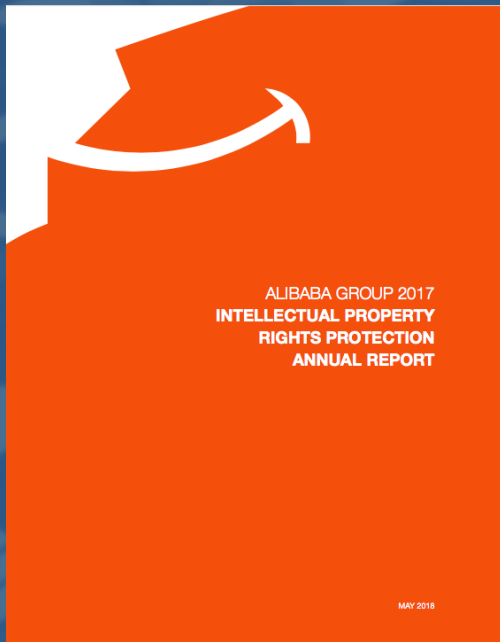
The above index will be updated on the 8th day of every month. The statistics are calculated automatically by the system on the basis of accepted complaints and for your reference only.

RESOURCES AND TRANSPARENCY IN IPR PROTECTION

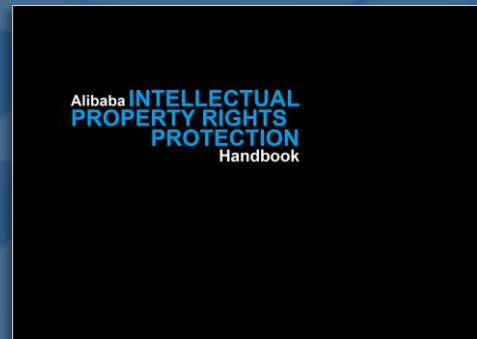
Alibaba's commitment to transparency.

Published its

**ALIBABA GROUP
2017 IPR ANNUAL
REPORT**



... and
an
**INTELLECTUAL
PROPERTY
RIGHTS
PROTECTION
HANDBOOK**



GLOBAL IP ENFORCEMENT

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THANK YOU

BRAND OWNER PERSPECTIVE

ERIC GELWICKS

LIVE NATION MERCHANDISE

PLATFORMS

- **Marketplaces** – Amazon, Alibaba, eBay, JD, DHGate, Rakuten, Flipart, Wish, Etsy, Mercado Libre, etc.
- **eComm Solutions** – Shopify, Bigcommerce, Magento, Woocommerce, etc.
 - General website building platforms – Wix, Weebly, Squarespace, etc.
- **Print-On-Demand (POD)** – Redbubble, TeeChip, Viralstyle, GearLaunch, SunFrog, Zazzle, FAA, etc.
- **Social Networks** – Facebook, Instagram, Twitter, WeChat, Reddit, etc.



CURRENT STATE OF THE LAW

- Favors the so-called “whack-a-mole” game; most of the time the user / seller is invisible
- Some Platforms make it extremely easy to create new accounts, duplicate storefronts, upload content, sell anonymously, etc., but rely on the Brand Owner to make the case against a bad actor or “repeat infringer”
- The legal framework and the platforms place hurdles in the way of Brand Owner enforcement – some hurdles are warranted, some not

BRAND OWNER + PLATFORM PARTNERSHIP

- Streamline takedown process; find a direct point of contact to notify and discuss issues
- Develop counterfeit identification and blocking protocol; is additional technology an option or solution (e.g., automated OCR or image recognition)
- Ongoing, two-way conversation; collect examples and screenshots; share screens

INVEST IN A TOOLKIT FOR GLOBAL TAKEDOWNS

- **IP May Vary By Brand Owner**

- **Trademark, Trade Dress, Design** – Registered v. Common Law; Relevant Classes; Literal Interpretation of Rights by Platforms
- **Copyright** – Berne; Complete Registration File; “Super Trademarks”
- **Publicity Rights** – Dependent on Jurisdiction; Postmortem Rights; Attached TM rights
- **Patent**
 - Utility
 - Design

TOOLKIT CONTINUED...

- **Online Forms v. Template Emails**
 - Build and maintain a collection of IP info, phrases, responses, keywords, and links

- **Takedowns v. Demand Letters**
 - Belt-and-Suspenders
 - Content Removal v. Pre-Litigation

- **Tools to Build your Case**
 - Screenshots
 - Information collection and issue tracking
 - Connecting the dots
 - Calendaring for follow-up; building the record

INTERNAL & EXTERNAL EDUCATION

- **Internal**

- Educate internal stakeholders
- Encourage sales, retail, eComm, marketing teams to participate in the effort

- **External**

- Platforms, customers, clients, and bad actors may all need a crash course
- Show risks & downside of buying from unauthorized sources
- Create or work with the platforms to create educational materials that send the right message (e.g., not buried in dense T&Cs or IP Policy)



ONLINE ENFORCEMENT IN CHINA

UNITALEN ATTORNEYS AT LAW



E-Commerce Law of China

effective on 01/01/2019

IP right owners:

- Notify E-commerce platform operator to delete or block relevant information, disable relevant links and terminate transactions and services.
- Provide preliminary evidence of infringement

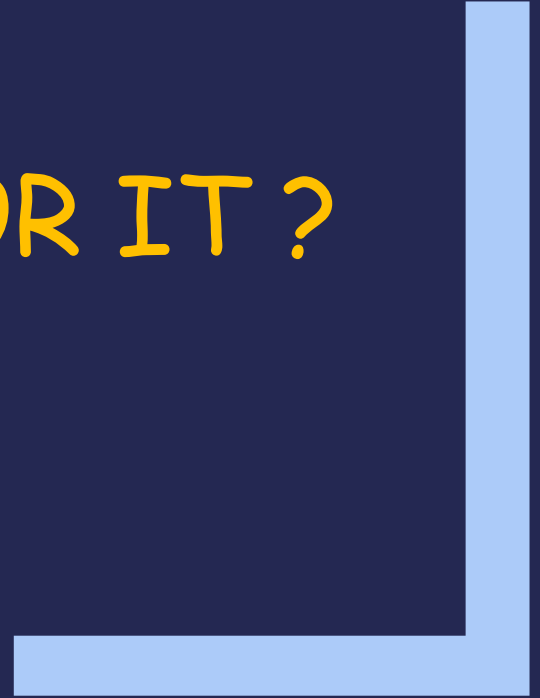
E-Commerce Law of China

effective on 01/01/2019

E-commerce platform operators:

- Take measures and forward IP right owner's notice to target
- Forward target's statement of non-infringement and preliminary evidence, if any, to IP right owner
- Terminate measures if IP right owner does not file a suit within 15 days
- Shall retain information on commodities, services, and transactions for at least 3 years

ARE YOU READY FOR IT?



Do you have an enforceable right?

Do you have a valid proof of right?

Is your TM right broad enough?

Might the target also have a right?

Pitfalls

PUCCI does not sell in China, but it contracts a Chinese factory for manufactory and exports back to US. Several months later, PUCCI finds the same products sold on Taobao.

Pitfalls

➤ If PUCCI has not registered its mark in China ...

➤ If the PUCCI mark has been registered by Chinese
factory ...

Pitfalls

- If PUCCI registered the mark through Madrid Protocol ...
- If PUCCI registered the mark on footwear, but the factory uses the mark on hosiery ...



CONCLUSION

Thank you!

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COUNSEL TO GREAT COMPANIES

Online Platforms: Trademark Rights and Relevance

February 1, 2019

Patchen M. Haggerty

Partner

Perkins Coie LLP

Scope of the Internet

- The Internet has continued to grow, and recent estimates are of at least 6 billion indexed webpages on the Internet.
- This does not include individual user, group and business pages on social media and other platforms.

Scope of the Internet

- With billions of active users of Facebook and hundreds of millions of active users of Twitter, Instagram, LinkedIn and other social media platforms, the Internet and social media have created enormous opportunities for companies to communicate their brand messages – and for trademark abuse.

Scope of Brand Misuse Online

- **Online brand misuse can include:**
 - Sale of counterfeit or gray market products
 - Impersonation and phishing scams
 - Spoof sites
 - 800-number customer service scams
 - Promotion of cheats and hacks for games
 - Fake product or gift card giveaways
 - Cybersquatting

Strategies for Protection of Brands Online

- Seek trademark protection for key brands in relevant jurisdictions
- Secure relevant domain names and social media handles
- Engage in active monitoring for infringing activity

Monitoring for Infringing Activity

- In many countries (including the U.S.), trademarks are “use it or lose it” rights.
- Active monitoring for infringing activity is essential to retaining strong trademark rights – and for consumer protection.

Monitoring for Infringing Activity

Types of Third-Party Trademark Monitoring

- Trademark application watching services
- Domain registration watching services
- Website content monitoring
- Social media watching services
- App monitoring services

Monitoring for Infringing Activity

Self Monitoring

- Regularly run searches for your brand on Google, alone and coupled with industry-relevant words such as “scam”, “cheat”, “hack”, “free”, “giveaway”, etc.
- Set up Google Alerts for brand mentions

Monitoring for Infringing Activity

Self Monitoring

- Set up alerts for refusals of third-party trademark applications through the USPTO
- Search USPTO's TESS Database
- Register with the Trademark Clearinghouse (TMCH) for alerts of newly registered gTLDs: <http://www.trademark-clearinghouse.com/>

Enforcement Strategies

- File takedown requests with platform providers.
- Submit takedown requests to website hosting services for illegal or fraudulent activity.
- Send cease and desist letters.

Enforcement Strategies

- File Uniform Domain-Name Dispute-Resolution Policy (UDRP) Complaints.
- Work with a trademark enforcement specialist to develop an ongoing monitoring and enforcement program.

Getting to know takedown procedures

- Most platforms have takedown procedures in place for reporting and requesting removal of infringing content.
- Many require evidence of trademark rights in relevant jurisdictions prior to removing infringing content.

Getting to know takedown procedures

- Some platforms investigate claims of infringement and will remove content, profiles, etc., deemed to be infringing.
- Others will put you in contact with the other party for direct negotiation.

Getting to know takedown procedures

App/Marketplace Takedown Policies:

- Apple (iTunes/App Store/iBooks Store):
<https://www.apple.com/legal/intellectual-property/>
- Google (Google Play/Google Shopping):
<https://support.google.com/legal/troubleshooter/1114905>
- Amazon: <https://www.amazon.com/report/infringement>
- Microsoft: <https://www.microsoft.com/info/cpyrtInfrg.html>

Getting to know takedown procedures

- eBay:
<https://ir.ebaystatic.com/pictures/aw/pics/pdf/us/help/community/NOCI1.pdf>
- eBay Verified Rights Owner (VERO) program:
<https://pages.ebay.com/seller-center/listing-and-marketing/verified-rights-owner-program.html#vero>
- Alibaba:
https://ipp.alibabagroup.com/index.htm?spm=a2700.8293689.scGlobalHomeHeader.25.46ce65aavJcf6A&tracelog=hd_hp_reportIPR&_localeChangeRedirectToken=1

Getting to know takedown procedures

Social Media/Networking/Content Provider/Platform Takedown Policies:

- Facebook:
<https://www.facebook.com/help/441398989216951>
- Twitter: <https://help.twitter.com/en/rules-and-policies/twitter-report-violation>
- Instagram:
[https://help.instagram.com/535503073130320/?helpref=hc_fnav&bc\[0\]=368390626577968&bc\[1\]=285881641526716&bc\[2\]=372161259539444](https://help.instagram.com/535503073130320/?helpref=hc_fnav&bc[0]=368390626577968&bc[1]=285881641526716&bc[2]=372161259539444)

Getting to know takedown procedures

- LinkedIn: <https://www.linkedin.com/legal/copyright-policy> (copyright infringement),
<https://www.linkedin.com/help/linkedin/ask/TS-NTMI> (trademark infringement),
<https://www.linkedin.com/help/linkedin/answer/30200?lang=en> (imposter accounts)
- Google (all Google products):
<https://support.google.com/legal/troubleshooter/1114905>
- YouTube:
<https://support.google.com/youtube/answer/2807622?hl=en>

Getting to know takedown procedures

- Pinterest: <https://www.pinterest.com/about/copyright/dmca-pin/> (copyright infringement);
<https://www.pinterest.com/about/trademark/form/> (trademark infringement)
- Reddit: https://reddit.zendesk.com/hc/en-us/requests/new?ticket_form_id=73465
- Tumblr: <https://www.tumblr.com/dmca> (copyright infringement); <https://www.tumblr.com/abuse/trademark> (trademark infringement)

Getting to know takedown procedures

Yahoo!/Flickr (Oath Holdings):

<https://policies.yahoo.com/us/en/yahoo/ip/index.htm>

Vimeo: <https://vimeo.com/help/violations>

Microsoft: <https://www.microsoft.com/info/cpyrtlnfrg.html>

Amazon's Mission

To be the earth's most Customer-centric
company

Where people can find and discover anything they want to buy online

...



Customer Trust is Paramount

"You can't ask for trust, you just have to do it the hard way, one step at a time."

- Amazon CEO, Jeff Bezos

Fulfillment by Amazon



Handle logistics for sellers

Prime eligible

Faster to customers

Seller Success

Over **1,000,000** US-based SMEs

13 marketplaces in **9** languages, used by sellers from over **130** countries

Over **175** fulfillment centers around the world

Over **180** countries with Amazon customers

Over **50%** of the total physical units sold on Amazon are from sellers



Proactive Detection



Millions of sellers

Tens of millions of Customer Contacts and Reviews

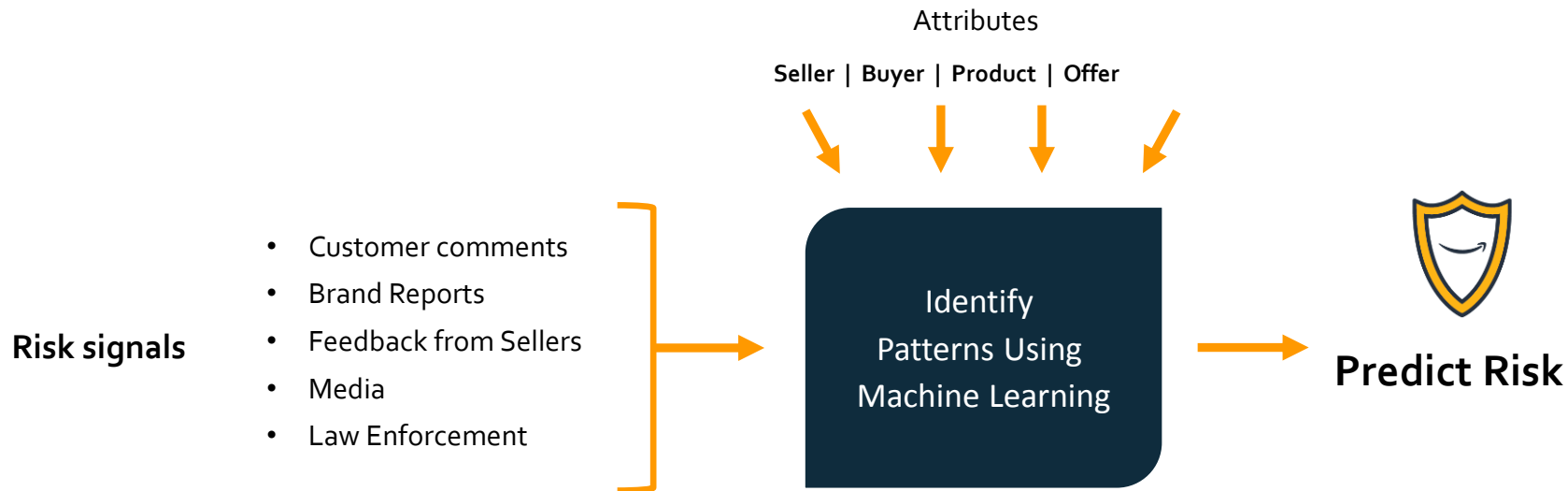
Billions of Transactions

Over 5B changes to website **per day**

Prevention is our first objective

Predicting Risk

Learning from historical data



Investment in Prevention

More than US **\$200M** invested in 2017

More than **3,000** employees worldwide

Over **100:1** of proactive to reactive efforts

More than **99.9%** of products do not receive a notice of infringement

Over **890M** bad and suspect listings removed proactively in 2017

Notices of infringement **down 45%** YoY (July 2018)

Customer complaints **down 31%** YoY (July 2018)

False Positive Problem

*"Hey BadSeller123, you sold me a **fake** handbag!"*

*"Thanks so much for the AMAZING **fake** Christmas tree! It looks like the real deal!"*

What is Amazon's Brand Registry?

Amazon Brand Registry helps:

- Brands protect their intellectual property on Amazon
- Create an accurate and trusted experience for customers

 brand registry

Sign In



Helping you protect your brand on Amazon

Amazon Brand Registry helps you protect your intellectual property and create an accurate and trusted experience for customers on Amazon.



Get started >



Why Enroll?

Amazon Brand Registry provides access to powerful tools, including:

- Proprietary text and image search
- Increased authority over product listings with your brand name

What's Next?

Amazon is working on building automated and scalable mechanisms, based on data provided by brands, to prevent inaccurate listings on Amazon



What Do Brands Need to Enroll

Brands must provide:

- Valid government registered trademark for their brand name
- Images of the brand's logo
- Images of products & packaging with the trademarked brand name; if the product is not branded, the packaging must be branded
- Product categories for the brand
- Countries where the brand's products are manufactured and distributed



Report a Violation (RaV) Tool

The screenshot shows the Amazon Brand Registry 'Report a violation' tool. At the top, the 'Brand' dropdown is set to 'amazon.co.uk'. Below this, a progress bar indicates the current step is 'Search and select', followed by 'Additional info' and 'Agree and submit'. The main heading is 'Search and select items to report', with links for 'Learn how to best use this tool' and 'Leave feedback'. A paragraph explains the tool's purpose for reporting copyright and trademark infringements, with links to 'use this form' and 'contact us'. It also mentions a 'Submission history' page. Below this, there is a 'Show Tour' link and a 'Searching:' section. The search input field contains 'amazon.co.uk' and a 'NEW' indicator. A red box highlights the search criteria: '100 comma-separated ASINs/product URLs'. A 'Search' button is to the right. Below the search field, there is an 'or' separator and a 'Search by image' section. This section includes a 'Browse' button and instructions: 'File types: jpeg, jpg format. Maximum file size: 2MB. For best results, use images that are over 500x500 pixels and include distinguishable features, such as edges and text.'

- **Global search:** search for content in different Amazon stores from the same screen

- **Image search:** find product listings on Amazon that match your product(s) or logo(s) using images

- **Bulk ASIN search:** apart from using keywords, search for a list of ASINs or product URLs in bulk

Submission History

amazon brand registry

www.amazon.com

English

Search

Messages | Help | Settings

BrandName - amazon.com -

Submission history [Learn more](#) | [Leave feedback](#)

This page captures a history of all the reports you have submitted via the Report a Violation tool after MM/DD/YYYY. Reports or cases submitted through other channels will not be shown here.

Hide report summary

Submission summary

Date range 7 days 30 days **6 months**

Report Summary

Under review **5**
Accepted **290**
Partially accepted **100**
Not accepted **25**
Under additional review **0**

Total **420**

Submitters with not accepted reports

email1@site.com **15**
email2@site.com **5**
email4@site.com **3**
email5@site.com **2**

Search:

Search by Notice ID, Product title or ASIN

Search

Showing 1-10 of 200

Refine by

Status

All status types

- Under review
 Accepted
 Partially accepted
 Not accepted
 Under additional review

Infringement type

All infringement types

- Trademark
 Copyright
 Patent

Date range

From

dd/mm/yy

To

dd/mm/yy

Complaint ID	Report creation	Infringement type	Submitter email	Status
17854326 ASINs (1)	Sep 13, 2018 12:27 PM PDT	Trademark	email1@site.com	Under Review
12854326 ASINs (5)	Sep 13, 2018 11:02 AM PDT	Patent	email1@site.com	Under Review
37854326 ASINs (2)	Sep 12, 2018 2:27 PM PDT	Copyright	email1@site.com	Under Review
57854326 ASINs (6)	Sep 09, 2018 12:27 PM PDT	Trademark	email1@site.com	Accepted
67854326 ASINs (15)	Sep 09, 2018 2:27 PM PDT	Copyright	email1@site.com	Not accepted
77854326 ASINs (95)	Sep 08, 2018 5:27 PM PDT	Copyright	email1@site.com	Under Review
87854326 ASINs (23)	Sep 08, 2018 4:17 PM PDT	Trademark	email1@site.com	Accepted

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