



DANICA MATHES OUTLINES THE IMPORTANCE OF BRANDS ENROLLING IN AMAZON BRAND REGISTRY IN THE DALLAS BUSINESS JOURNAL

November 20, 2019

Partner Danica L. Mathes authored the Dallas Business Journal article titled “Why and how brands selling on Amazon should enroll in Amazon Brand Registry.” In the piece, Mathes discusses the importance of enrolling your brand name in the Amazon Brand Registry and outlines the benefits of the Brand Registry, including ensuring your brand is accurately represented on Amazon, monitoring how third parties are misusing your brand and the ability to report counterfeits. Mathes then details all of the necessary steps to enroll in Amazon Brand Registry and what you can do once you have enrolled your first brand.

The piece concludes with an important note, “If you enrolled in Brand Registry prior to April 30, 2017 and your brand meeting the eligibility requirements, you need to re-enroll your brand in the Brand Registry.”

To read the full article, please click [here](#).

Related Practices

Entertainment, Advertising and Media
Intellectual Property

Practice Area Contact

Danica L. Mathes