

Amazon x SnapDragon Advanced, AI-Driven Brand Protection for Black Friday

Hosted by



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Director, SnapDragon



Tiphaine Grosse

Global Brand Engagement
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“Amazon invested billions in proactive controls on our platforms that block at least 99% of suspected infringing listings before they’re reported.” — Tiphaine Grosse, Amazon

What is the value of using Amazon Brand Registry?

Brand Registry is Amazon’s primary, free brand protection program:

- Enforce IP infringements worldwide from a single account.
- Detect threats globally with keyword and reverse image search.
- Use your registered IP to power Amazon’s proactive controls.
- Access real-time metrics of Amazon’s actions and your own.
- Access programs like [Project Zero](#) and [Transparency](#).

What can be done to tackle unauthorised sellers on Amazon?

- Product detail pages are permanent catalog entries.
- Uploading copyrighted images grants Amazon and its affiliates a non-exclusive, worldwide, royalty-free, perpetual license to use them.
- Resellers can be reported on enforceable grounds: trademark or copyright infringement, material differences.

Why is the Amazon Accuracy Score important?

- The Accuracy Score measures the validity of IP complaints.
- Report clear violations, use relevant IP, and provide full evidence.
- Keep your score high to speed up takedowns.

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“My primary recommendation is to leverage Amazon’s Brand Registry and all the tools it provides.” — Jet Doran, SnapDragon

Why aren’t product reviews linked to specific sellers on a listing?

- Reviews evaluate the ASIN (the product itself).
- Frequent changes in sellers make seller-linked reviews fragmented and confusing.
- Amazon uses separate Seller Feedback to rate seller performance.

Can a trademark be accepted if it’s a pending application?

- Trademarks with pending applications may be recognised under common-law jurisdictions.
- When submitting an IP complaint, provide full evidence of your trademark application (application number, date, etc.)

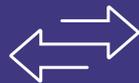
What is Amazon’s policy for repeat offenders?

- Amazon does not have a fixed repeat offender policy.
- Accounts may be suspended after one or multiple violations.
- To seek reinstatement, Amazon may require a detailed remediation plan.



1 billion

invested in proactive programs.



2.5 billion

listings verified through Amazon Transparency.



99%

of suspected infringing listings proactively removed before being reported.

Advanced, AI-Driven Brand Protection for Black Friday



Global Protection, Local Precision.



Monitor What Matters

Comprehensive online monitoring that focuses your resources where your products (and customers) are.



Detect With Precision

Use AI and machine learning to detect priority threats and scrape high-risk platforms and regions.



Enforce Fast, and Enforce Smart

Accelerate enforcement by using the data provided by AI to your advantage.

SnapDragon's AI: Why We Make All The Difference



Active Machine Learning

Bespoke solutions tailored for each brand and product: powered by expert human categorisation to detect threats faster.



Logo Detection

Powerful detection of logos or distinctive patterns on products and packaging — even when hidden, blurred, or pixelated.



OCR

Advanced detection of stolen or manipulated straplines and brand marks — even when embedded on products or packaging — so even the most subtle misuse of your brand never goes unnoticed.



Image Similarity

In-depth analysis of stolen designs and patterns — even when altered — to ensure nothing slips through.

Learn More

 snapdragon-ip.com



Get In Touch

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