

How to Remove a Fake Product on Amazon

The first step in protecting your brand on Amazon is to identify the type of infringement. Amazon hosts millions of third-party sellers, and while many are legitimate, others use the platform to sell counterfeits or misappropriate your intellectual property.

Amazon takes IP infringement seriously and provides dedicated tools, such as the Amazon Brand Registry, to help rights owners manage and protect their listings. If a violation is confirmed, they may remove the offending product or permanently ban the seller.

Step 1: Identify the Type of Infringement

First, navigate to the product listing in question. You will need to determine which type of right is being infringed to select the correct reporting path:

- Trademark: Select this for unauthorised use of your brand name or logo on a product or its packaging.
- Copyright: Select this for stolen product images, descriptions, or marketing copy.
- Patent: Select this if a product mimics a protected invention or design.

Step 2: Access the Amazon Brand Registry

Only the IP owner or an authorised representative can file a report. While you can use the public "Report Infringement" form, it is highly recommended to use the Amazon Brand Registry portal for a more streamlined experience. You will be asked to clarify your identity and provide details about the registered IP.

Note: The person who posted the content will be notified and may receive your name and contact details. You may wish to provide a generic company email address for this reason.

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Step 3: Provide Details of the Infringing Content

To prevent delays, provide as much detail as possible. When you spot a violating listing, make sure to note:

- The ASIN (Amazon Standard Identification Number): The unique 10-character code for the product.
- A direct link (URL) to the specific product page.
- The name of the seller (found in the "Sold by" section).
- A screenshot of the listing highlighting the infringement.

Step 4: Provide Proof of Ownership

You must provide clear evidence that you own the rights to the content or brand. For trademark infringements, you must provide your registration number; attaching a copy of your registration certificate is highly recommended to speed up the verification process.

If you are reporting a counterfeit, Amazon may require you to perform a "test purchase" to prove the item received is not genuine.

Step 5: Review and Submission

You will be asked to provide an electronic signature before submitting. Once submitted, you will receive a confirmation email with a unique case ID. Keep this for your records to track the status of the report through the Brand Registry dashboard.

What Happens Next?

Amazon will investigate the report and may contact you via email if they require further clarity. If the report is successful, the offending content will be removed. Properly documenting and protecting your rights is the best way to prevent future unauthorised use and keep your customers safe.

Contact Us

Every fake listing or imitation product takes a share of your hard-earned sales.

SnapDragon combines AI-powered detection, expert enforcement, and global experience to keep counterfeits off the market and your genuine products where they belong – in customers' hands.

Talk to SnapDragon about how proactive brand protection can drive stronger, more sustainable growth.



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