

# Reporting Brand Abuse on Walmart

Every unauthorised listing or imitation product takes a share of your hard-earned sales. Protecting your brand's integrity on global marketplaces like Walmart isn't just a legal precaution; it's a commercial necessity to ensure your revenue remains secure.

Walmart is a massive marketplace, and with that scale comes the risk of intellectual property (IP) abuse. From counterfeit goods to copyright theft, unauthorised listings can appear quickly. To maintain your brand's reputation and ensure customers receive genuine products, you must move beyond reactive monitoring and utilise Walmart's specific enforcement tools.

## Step 1: Access the Online Reporting Form

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The most effective way to address brand abuse is through Walmart's official intellectual property reporting channels. You will need to specify the nature of the infringement:

- **Copyright:** For unauthorised use of photographs, literary works, or creative artwork.
- **Trademark:** For the misuse of registered intellectual property, such as your logo, brand name, or specific strapline.
- **Patent:** For listings that infringe upon registered design or utility patents.

## Step 2: Complete Your Contact Information

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Only the IP owner or an authorised representative can file a report. Walmart requires clear details to verify your identity:

- **Identity Clarification:** You must provide the legal name of the rights owner and their location.
- **Generic Contact Details:** Note that the person who posted the content may be notified of the report. For privacy, you may wish to provide a generic company email address rather than a personal one.

## REPORTING AN IP INFRINGEMENT ON WALMART

### Step 3: Provide Details of the Infringement

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

- **The Type of Content:** Is it a specific product listing, a photo, or an advert?
- **A Direct Link (URL):** The exact web address of the infringing content.
- **The Seller Name:** Identify the specific third-party seller responsible for the listing.
- **Supporting Evidence:** A clear screenshot of the content as it appears on the live site.

### Step 4: Provide Proof of Ownership

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Walmart requires evidence that the intellectual property belongs to you. You should provide:

- **Registration Numbers:** Your official trademark or patent registration numbers.
- **Original Source Links:** Links to your official website or hosting platforms where the original content resides.
- **Documentation:** Attaching a copy of your registration certificate is highly recommended to accelerate the investigation.

### Step 5: Signature and Submission

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Before submitting, you will be asked to provide an electronic signature. Once sent, you will receive a confirmation email with a unique reference number. Keep this for your records to track the status of your report through Walmart's system.

### What Happens Next?

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Walmart takes IP infringement seriously and will investigate reports of unauthorised use. If a violation is determined, they may remove the content or disable the infringing party's account. Properly documenting and protecting your rights is the best way to prevent future unauthorised use and safeguard your brand's digital footprint.

# Contact Us

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**Every unauthorised listing or imitation product on Walmart takes a share of your hard-earned sales. In a marketplace of this scale, protecting your revenue and reputation isn't optional; it's essential to ensuring your brand remains the only choice for your customers.**

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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