篡改品牌申诉Brand Tampering

申诉思路：

1.分析并回忆之前上架的时候用的是什么词为品牌（比如店铺名A）。

2.后面改成了什么品牌？（比如已备案的品牌B）

3.开case要求客服将品牌B改为A。（提供带UPC的图片，说明为何要更改）

4.制定行动计划！

警告信：

Notice: Policy Warning

寄件者：listings-evaluation@amazon.com

Hello,

We are contacting you because you have added inaccurate information to product detail pages.

Why did this happen?

Sellers on Amazon.com are not allowed to add inaccurate information to product detail pages.

We're here to help.

To learn more about this policy, search for "Condition Guidelines," "Prohibited Seller Activities and Actions," and "Product detail page rules" in Seller Central Help.

Here are examples of your listings that do not follow this policy:

Detail Pages Needing Correction

ASIN: B07XXXXXXX

Attribute Needing Correction: brand name

We have canceled the listings mentioned above.

How do I reactivate my listings?

Please modify your product and product detail page to ensure they do not violate Amazon listing policies.

To edit your ASINs:

1. In the Inventory section of Seller Central, select Manage Inventory.
2. Search for the ASIN you would like to edit and click Fix Stranded Inventory.
3. Edit the inactive ASIN by updating the current page.
4. Save, then email listings-evaluation@amazon.com with a description of what you have fixed on the product detail page.

Once we review the product detail page and determine the policy issue has been addressed, we will reinstate the ASIN.

Have your listings been removed in error?

If you believe there has been an error, please tell us why. Your explanation should include the following information:

-- The reason the listing does not violate our Product Detail Page policies.

What happens if I do not provide the requested information?
If we do not receive the requested information, your listings will remain inactive.

Please review your other listings in the Inventory section of Seller Central to make sure that they follow our policies (https://sellercentral.amazon.com/gp/help/201186860).

You can view your account performance (https://sellercentral.amazon.com/performance/dashboard?reftag=email_warn) or select Account Health on the home screen of the Amazon Seller app on your iOS or Android device. The Account Health dashboard shows how well your account is performing against the performance metrics and policies required to sell on Amazon.

-- iOS: https://itunes.apple.com/us/app/amazon-Seller/id794141485
-- Android:
https://play.google.com/store/apps/details?id=com.amazon.sellermobile.android&hl...
Sincerely,
Seller Performance Team
Amazon.com
http://www.amazon.com
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申诉原文
Dear Amazon Team,
Good day to you! Here we have case need your kindly help.
After we double check the Amazon policy about the Product detail page rules. Here we update our new plan of actions for the issue of Product Detail Pages Tampering the brand name.
分析原因，解释经过。
---- Greater detail on the root cause of the Brand Tampering:
ASIN: B07XXXXXXX
Attribute Needing Correction: brand name
After we changed the brand name from 'AAAAA' to 'BBBBBBB', we got the policy warning notice from Amazon team that the listing has been removed from Amazon website. We are so sorry for that we have added inaccurate information to product detail pages. Sellers on Amazon are not allowed to add inaccurate information to product detail pages.
已经改回原品牌
Please check our inventory that we have modified the brand name back to AAAAA. We should make sure all the information on the product details pages should be correct and Match the Product Descriptions, especially about the Item Title, Brand Name, Manufacturer, Color, Product image, Condition, Description, Bullet Point and so on.

The new product detail page still not update on Amazon system, so we need your kindly help for this issue. Please check our new plan of actions for the issue and hope you could help us reinstate the listing.
解释为何要修改品牌：

之前用的是店铺名**A**。现在已备案品牌**B**。**A**品牌因为政策原因不能注册为商标。有很多跟卖卖家卖假货，需要维护自己的链接，需要做**A+**等。作为新卖家，不懂亚马逊相关政策。

——Why we changed the brand name for the ASIN B07XXXXXXX**?**

We are not intentionally to tamper the Product Detail Pages and violate against the Amazon policy, the reason why we changed the brand name of our listings are as below:

1.When we created our listings, we used our store name 'AAAAA' as the brand name for all our listings with the UPC. But after we consulted with the United States Brand Registration Agent, they told us the brand name of AAAAA maybe cannot be registered as trademark according to the trademark policy. So we offered the word of 'BBBBBBB' to register as our trademark. The registration number for our brand is 4821471, you can check the attached Trademark Registration Certificate.

2.Due to we created the listings with the brand name of AAAAA, which were not under the trademark patent protection, so many other third party sellers were adding these listings to their inventory and selling fake items with lower price. In order to drive other sellers away from these listings, we decided to change the brand name to BBBBBBB.

When we want to create A+ Content for the ASIN B07XXXXXXX on our inventory, we found that we can not create it because the previous brand name AAAAA is not registered on our account. But our brand name BBBBBBB have registered on Amazon. So we changed the brand name from "AAAAA" to "BBBBBBB".

4.As a new seller on Amazon, we really did not know that it is not allowed to change the brand name all by ourselves. We asked the seller support team about the issue, they did not told us that we can not change the brand name. So we partial update the information to change the brand name then we could create A+ content. **We should not misuse the Amazon tool of fix a Product Page to tamper the brand name. If we want sell our item with the new brand name, we should not tamper the brand name, we need create a new listing. It's against Amazon product details rules to change the listing's brand name.** We are really sorry for our mistakes. After learned the Amazon product detail page rules, we realized our mistake and made the following plan of actions.

政策解读，亚马逊禁止修改产品品牌名称。

——Amazon Seller Policy about the Product Detail Page:

[Condition Guidelines]:

Assigning the correct condition to each product we list on Amazon is the first step toward providing a great customer experience. It is important to make a careful assessment of our product before specifying its condition.

[Prohibited Seller Activities and Actions]:

1.Misuse of Search and Browse:

When customers use Amazon's search engine and browse structure, they expect to see relevant and accurate results. Any attempt to manipulate the Search and Browse experience is therefore prohibited. Prohibited behaviors include, but are not limited to:

--Providing misleading or irrelevant catalog information (title, bullet points, description, variations, keywords, etc.).

--Adding product identifiers (brand names, product names, ASINs, and so on), even if they are your own, to hidden keyword attributes.

2.Misuse of Amazon Case Management or threatening Amazon employees.

We can use Amazon Seller Support Services in case of questions or problems with our Amazon Seller Account and we do have the possibility to rate the quality of the support the Seller Support Associates provide to help Amazon on continuous improvement. It's prohibited to abuse this functionality.

3.Matching product offerings inaccurately:

When we list a product for sale using an existing product detail page, the product being offered must be listed on a product detail page that accurately describes the product in all respects, including (but not limited to) the following attributes: manufacturer, edition, binding, version, format, or player compatibility. Sellers cannot match their item to a detail page with a different ISBN, UPC, EAN, or other external identifier.

[Product detail page rules]:

If the details on a product detail page are not correct, submit a correction:
On the Manage Inventory page, click the Edit button next to the product we want to fix.
2. In the Edit Product Info window, select the appropriate tab to change the following information:
Vital Info: Update the title and key product information.
Images: Upload new images.
Description: Update the description and bullet points.
Make your edits and then click Save and Finish.
Save, then email listings-evaluation@amazon.com with a description of what we have fixed on the product detail page.

If Amazon verifies our contributions, they will show on the product detail page within 15 minutes. After 24 hours, if we think the information on a product page is still not correct, tell Amazon we want to fix a product page and Amazon will review our changes.

解决方案及预防措施，多角度分析
修改链接，优化产品页面。
检查链接，举一反三，纠正其他链接的问题。
学习亚马逊政策，做好新员工培训。
主管检查和监督各个链接的上架。
让招商经理/卖家支持团队帮忙复查。
加强质检，确保货描相符。
等等

——Greater detail on the actions we have taken to resolve these issues:

According to Amazon advise, we have followed the instructions to Edit the listing information and change the brand name. We have updated the correct brand name back to AAAAA to make sure it is consistent with the product. Maybe it still did not update on Amazon system, we will modify the information after Amazon help us reinstate our listing.
We have deleted the old manufacture description with wrong brand name and will upload new enhanced brand context once you reinstate the listing which will let our customer know more detail about our product before order.
3. We asked our manager to check all the information of product detail page for all products to make sure that all context is accurate.

4. We organized all employees to learn the Amazon product detail page rules to make sure that all employees understand what's prohibited by Amazon and won't create the listing with information against Amazon policy again in the future.
5. We will ask the account manager to check all information before we create the new listing in the future to make sure that this issue won't happen again. And we will update the information in time if there is anything change in products.
6.We asked our employees to answer the question from customers within 12 hours and we have learned the Amazon policy about Question & Answer.
7. We will leave the comment for all negative reviews, explain why it would happen and our warranty for products which will let the other customers won't be confused with the products and service.
8. We have hired one people to make full inspection for all inventories in our local warehouse before shipping them to Amazon warehouse. Which could make sure that the product is consistent with product detail page description.
9. If we want to create new listings, we will apply for a GTIN Exemption for our brand and use the GCID to list products with our brand name. All the information on the product details pages should be correct and Match the Product Descriptions.
As you can check our brand registry details, we have registered our Brand Name BBBBBBB on Amazon. We will create new listings with the correct brand name and then create A+ Content with our brand logo on the product details pages. All we done or will do in the future which would help give customers a clear and consistent buying experience.
We will make sure all the product details pages will match our product to offer a high-quality customer shopping experience. Amazon sets out the highest standards towards customer satisfaction and that is also what we are working for.
We have reviewed our other listings in the Inventory to make sure that they follow Amazon policies. We have checked every listing carefully, we pretty ensure that every product has accurate product name and description to avoid customer confusion. We have set up a special inspection team by two experienced employees who are responsible for checking whether the listings are in violation of Amazon policy.
Our company has updated the company's training mechanism, regularly training and testing new employees; We will let them learn the Amazon Selling Policies. They can only be allowed to operate after pass the test.
When we update detail pages, we must add accurate information about the product. It is prohibited to update an existing listing for a new version of a product. This includes changes in item name, brand, item photo and other information. We should create a new product detail page for new versions of products.
We will focus on products that are of high quality, innovative and closely in line with consumer needs. Impress customers with great products. All products we are going to sell must be authentic, original, in perfect condition and exactly as described in all attributes and information.

If there is any other information we should offer to reinstate the listing, please let me know and we will provide for you ASAP.
Please review and reinstate the listing. Thank you very much!

Best Regards,
AAAAA Team