



Policy news & views

## Amazon Intellectual Property Accelerator

Helping brands accelerate obtaining intellectual property rights and protecting brands in our stores.

By Dharmesh Mehta  
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Today, we're excited to launch Amazon Intellectual Property Accelerator, a new program that helps brands more quickly obtain intellectual property (IP) rights and brand protection in Amazon's stores. We created IP Accelerator specifically with small and medium businesses in mind, and IP Accelerator helps these entrepreneurs by making it easier and more cost effective to protect their ideas.

Expert legal guidance is critical for businesses to protect their brands and avoid costly mistakes in the trademark filing process. IP Accelerator solves this challenge by connecting businesses with a curated network of trusted IP law firms that provide high quality trademark registration services at competitive rates to help brands secure a trademark. When businesses use these law firms to file trademark applications, Amazon provides their brands with accelerated access to brand protection in Amazon's stores.

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**We're very excited Amazon has a list of legal firms that can advise us in our trademark needs. We have struggled finding counsel for trademark specific questions as we are a small company and work with limited budgets. Having the peace of mind that Amazon has vetted these firms and negotiated pricing for us lets us focus on what matters—building our brand.**

Sonali Nayak - owner of Indigo Paisley

### **Trusted intellectual property law firms at competitive rates**

Amazon has vetted the participating IP law firms for experience, expertise, and customer service, and all have agreed to competitive, pre-negotiated rates for the standard services involved in obtaining a trademark registration. These law firms help ease the trademark filing process, including researching a brand to see if anyone else is already using it and filing trademark applications to protect it. In addition to trademark applications, these firms can also help with additional IP needs such as copyright registrations, design patents, and broader IP protection strategies, making it easy for businesses to get tailored solutions for their brands.

"We're very excited Amazon has a list of legal firms that can advise us in our trademark needs. We have struggled finding counsel for trademark specific questions as we are a small company and work with limited budgets. Having the peace of mind that Amazon has vetted these firms and negotiated pricing for us lets us focus on what matters—building our brand" said Sonali Nayak, owner of [Indigo Paisley](#).

Using IP Accelerator takes the guesswork out of the trademark filing process. These law firms know the ins-and-outs of IP and can save businesses both money, and time—a proper, well drafted trademark application can significantly reduce the time required to secure a trademark registration. Amazon does not charge businesses to use IP Accelerator—they only pay their law firm for the work performed at the pre-negotiated rates.

### **Earlier access to brand protection features in Amazon's stores**

Because the participating law firms have been thoroughly vetted, when a business works with one of the law firms in IP Accelerator and a trademark has been filed on their behalf, they will be strong candidates for registration. As a result, Amazon will provide these brands with accelerated access to brand protections in Amazon's stores, to better protect their brand months, or even years, before their trademark registration officially issues. Brands will benefit from automated brand protections, which proactively block bad listings from

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With today's launch, Amazon IP Accelerator is starting by helping businesses from around the world obtain trademarks and other IP rights in the US. Businesses interested in IP Accelerator can [get started now](#).

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## About the Author

Dharmesh Mehta joined Amazon in October 2013. He has held a number of different roles at Amazon, and he currently leads the WW Customer Trust and Partner Support (CTPS) organization. CTPS focuses on creating a trustworthy shopping experience by protecting customers, brands, selling partners and Amazon from fraud and abuse and on providing world-class support for Amazon's selling partners. CTPS has a global team of machine learning scientists, software developers, product managers, associates and investigators that owns this mission across Amazon's stores worldwide.



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