

AMAZON BRAND AUTHORIZATION LETTER

To Whom It May Concern:

This letter serves as formal authorization for the designated seller(s) and/or authorized representative(s) to act on behalf of the Brand Owner to sell, market, and distribute products under the brand(s) listed herein on Amazon.com and its affiliated marketplaces. This authorization is granted pursuant to the terms and conditions set forth below and is intended to establish an enforceable agreement under United States law.

1. Brand Owner Information:

Company Name: _____
Address: _____
Contact Person: _____
Phone/Email: _____

2. Authorized Seller Information:

Seller/Company Name: _____
Address: _____
Contact Person: _____
Phone/Email: _____

3. Brand(s) Covered by this Authorization:

Include all relevant brand names, trademarks, and product lines authorized to be sold by the Seller on Amazon.

4. Scope of Authorization:

The Authorized Seller is permitted to list, sell, and distribute products bearing the authorized Brand(s) on Amazon.com and its affiliated marketplaces, subject to compliance with Amazon policies, applicable laws, and the terms of this letter. This authorization does not grant rights to manufacture, alter, or create products under the Brand(s).

5. Term and Termination:

This authorization remains in effect until revoked in writing by the Brand Owner. Revocation shall not affect orders already accepted or fulfilled prior to such revocation. Either party may terminate this authorization upon written notice to the other, subject to any obligations accrued prior to termination.

6. Representations and Warranties:

The Brand Owner represents and warrants that it is the lawful owner or authorized licensor of the Brand(s), with full rights to grant this authorization. The Authorized Seller represents that it will comply with all applicable laws, Amazon policies, and this letter's terms. Both parties agree to indemnify and hold harmless the other from any claims arising from breach of these representations.

7. Compliance with Laws and Policies:

The Authorized Seller agrees to comply with all federal, state, and local laws applicable to the sale and distribution of the Brand(s) products, including but not limited to intellectual property laws, consumer protection laws, and Amazon's Seller Policies and Code of Conduct.

8. Confidentiality:

The parties agree that the terms of this authorization and any confidential information exchanged in connection with this letter shall be kept confidential and not disclosed to any third party except as required by law or with prior written consent.

9. Governing Law and Jurisdiction:

This Authorization Letter shall be governed by and construed in accordance with the laws of the State of _____, without regard to its conflict of law principles. The parties agree to submit to the exclusive jurisdiction of the state and federal courts located in _____ County, _____ for any disputes arising hereunder.

10. Entire Agreement:

This letter constitutes the entire agreement between the parties regarding the subject matter herein and supersedes all prior agreements, understandings, and communications, whether oral or written.

BRAND OWNER AUTHORIZED SIGNATORY

AUTHORIZED SELLER SIGNATORY

Signature: _____

Signature: _____

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