



# Sells Like **HOT CAKES**

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How You Can Get From Zero To \$47,812 Per Month With No Capital  
Or Investments Using A Simple Amazon +Shopify System

## **FBA STRATEGIES:**

**SMART TECHNIQUES**

**FOR LEGAL PROTECTION**

**OF YOUR AMAZON AND**

**SHOPIFY BUSINESS**

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[www.SellsLikeHotCakes.co](http://www.SellsLikeHotCakes.co)



Hi, friends. In this short video from SellsLikeHotcakes, we're going to talk about legal protection of your business on Amazon and Shopify. First of all, a disclaimer.. I'm not a lawyer so don't take my advice as legal advice. I'm just giving you some ideas and tips and not a legal advice.

C'mon! Take a peek at what you'll learn:

- ***How to REGISTER your TRADEMARK: I'll give you a couple of websites that'll help you with the registration process***
- ***How to PROTECT your BRAND and LABEL using Private label lawyers: What you need to KNOW before hiring them***
- ***Other PROTECTION SERVICES lawyers offer that YOU should take ADVANTAGE of.***
- ***How to AVOID copyright issues by RESEARCHING your BRAND before trade marking it***

Your Amazon competitors are protecting their private label brands and you should too. There are several ways you can do it. The first way is to do it yourself. First of all, what you need to do is to register your trademark. You can use a website called trademarkia.com, for example, that can assist you with registering your trademark. I've used them several times and it usually takes around six months to get your trademark registered, so it's not a really fast process and you have a lot of fees to pay, but it's doable and I did it several times successfully. These guys can assist you.

The easier way is also to register your brand with Amazon Brand Registry. This, however, doesn't give you a strong protection, but it will give you some advantages when creating your listings with Amazon. You can just Google Amazon Brand Registry and get to this page where you can put all the information about your brand, your manufacturing process, and most important, you must have a simple website for your products because without a website, you will not get approved for Amazon Brand Registry. If you are selling over 10,000 usd gross per month you might need to buy insurance for your business as well to protect you.

Another way to do it is to hire a private label lawyer. This is just the one I found in Facebook, I'm not using their services and I am not affiliated with them in any way; I just found this and it popped up first in my search. These guys can help you, and there are many of them, not just this one, so do your homework and find the one that works for you and check out members area resources section too. These guys can do a full legal protection for your brand and your private label.

Let's see what they usually offer. If I visit the website, usually what they do is to offer two kinds of services. First of all, they can provide Amazon listing protection



and hijacker removal. Then they can do proactive private label brand protection. The first one is to help you to protect your listing against people who are hijacking your listing and stealing your “buy box”.

A lot of people can sell counterfeit copies of your product and you will suffer from it because they are not only stealing your sales, but they will also provide bad reviews for your product because people don't understand the difference and they will buy the counterfeit copy of your product and the quality will be bad or it will not match what they expected and they will post a bad review for you, so it's really bad for you. If you don't fight hijackers, you'll suffer a lot and your listings and sales will go down.

You can do it yourself to send official cease-and-desist letter to all hijackers to get the listing removed, or you can use these guys, or some other lawyer, that will do it for you. It's very important to protect your brand from hijackers. You will spend some money on the lawyer but you will lose much more if you get shut down and terminated from Amazon. Another service that a lawyer can do for you is private label brand protection, it's a proactive intellectual property protection.

For example, filing your trademarks with the United States patent office. All of these things take a lot of time, paperwork, and you also constantly need to monitor other marketplaces, Amazon, eBay, Ali Express, Alibaba to make sure that nobody is using your brand illegally. Of course, when creating your own trademark or your own brand, please make sure that you make research and check Trademarkia, for example, to make sure that you are not using the brand that someone has.

For example, if you decided to call your brand Nike, then, guess what? Somebody else already has this brand and you are not allowed to use it. Make sure that the name you create is clean from any trademarks, otherwise, you'll have a lot of problems later. Also check patents for the products you're going to sell. You can use a service called Google patent search and, here, you can look for patents. For example, for umbrella, I see a lot of patents and you need to make sure that you are not selling exactly the same that is already patented otherwise you'll have a lot of problems later and your listing will be removed.

And of course stay away from gated and risky products like fire-arms, weapons, car parts and everything that goes inside your customer body or touches his lips that can be potentially dangerous (i.e. silicon cups for babies, diet supplements that require FBA approval etc) Guys, before creating your brand, please make sure that your trademark is clean, that your domain name is free, and that you don't have any patents over these products. Otherwise, you'll have a lot of problems.

I hope you found this helpful and I'll see you in the next videos. And if you are watching this on YouTube or Facebook, please make sure to subscribe so we can stay in touch!