

How to Pick the Right Trademark Class for Amazon Sellers

As your Amazon business grows, so does the threat of malicious competitors, listing hijackers, and counterfeiters. The last thing you want is a copycat reproducing your products on the Amazon marketplace and cutting the price. Without trademark protection, cheap imitators of your brand could not only cost you sales but also lose your customers' loyalty and goodwill.

The Amazon Brand Registry protects your business from competitors who infringe on your hard-built brand. But you need a trademark to get on the registry.

After reading about all the benefits of Amazon's Brand Registry, you're ready to register a trademark to protect your own Amazon business. So what do you do next?

Before filing a trademark application, you must first:

1. Search the U.S. trademark registry and make sure your unique mark **hasn't been previously registered** by anyone else, and
2. Choose a proper trademark "**class**" based on the products you sell.

When you register a trademark, the right of "exclusive use" doesn't automatically apply to *any* product with the same name. You must specify in your trademark application what types – or "classes" – of products you plan to sell under your trademark.

What happens if you sell **multiple types** of products? Say you sell home goods, clothing, and car parts – each of those falls into a separate class. The "exclusive use" rights under your trademark extend *only* to the classes you register for in your application.

That means you need to include all the relevant classes when applying for your trademark. Otherwise, you'll have to re-apply, and that involves paying the application fee again.

What Are the Trademark Classes?

The United States Patent and Trademark Office (USPTO) has a total of **45 classes**. As an Amazon seller, you would be looking at classes 1-34, which cover **products and goods**.

- 001** – Chemicals
- 002** – Paints
- 003** – Cleaning Substances
- 004** – Industrial Oils
- 005** – Pharmaceuticals
- 006** – Common Metals
- 007** – Machines
- 008** – Hand Tools

- 009 – Computers and Scientific Devices
- 010 – Medical Supplies
- 011 – Appliances
- 012 – Vehicles
- 013 – Firearms
- 014 – Precious Metals
- 015 – Musical Instruments
- 016 – Paper Goods
- 017 – Rubber Products
- 018 – Leather Goods
- 019 – Building Materials
- 020 – Furniture
- 021 – Household Utensils
- 022 – Ropes and Textile Products
- 023 – Yarns and Threads
- 024 – Textiles
- 025 – Clothing
- 026 – Lace and Embroidery
- 027 – Carpets
- 028 – Games and Sporting Goods
- 029 – Meat, Fish, Poultry
- 030 – Coffee, Flour, Rice
- 031 – Grains, Agriculture
- 032 – Beers and Beverages
- 033 – Alcoholic Beverages
- 034 – Tobacco Products

In addition, each class has a detailed list of goods that fall under that classification.

Because your trademark rights apply only to the classes you include in your application, you should choose your product classes carefully. If you sell multiple types of goods, you want to include all the relevant classes in your application. This registration process will determine your brand's trademark rights not just on Amazon but also *nationally all over the United States*.

It's one thing to have the power to kick out counterfeiters from a single website like Amazon. You get a whole another level of legal protection when you can shut down copycats across the entire U.S. market of goods, no matter what platform they're using.

Trademark “Classes” and Amazon “Categories”

After receiving your trademark, when you apply for Amazon Brand Registry, you'll be prompted to choose “**categories**” for your products. This can be confusing because Amazon's categories don't necessarily match up with the USPTO's “classes.”

Fortunately, there is no requirement for your Amazon categories to match your USPTO classes. Generally, the Amazon Brand Registry doesn't care about your USPTO class and doesn't check. As long as you've got the trademark for a single USPTO "class" of products, you're good to go no matter what Amazon category your goods may fall under.

However, if you get into a trademark dispute – whether on Amazon or elsewhere – your chosen product classes will matter in the outcome. So you still want to make sure you've registered for the right USPTO classes to protect all of your products under the law.

If your trademark is legally challenged by a competitor in a lawsuit or court, the law *will* look at the USPTO classes your trademark covers. If you don't have the proper registration for a certain class of goods, you may not be able to protect your brand in that area.

Each class that you choose costs a little extra on top of your trademark application fee. So you'll want to make sure you're maximizing your trademark as precisely as possible.

How to Choose the Right Trademark Class

You can spend hours searching through the [USPTO trademark ID manual](#) to figure out which classes apply to your products. If you're not a trademark professional, you might still pick the wrong class despite your best efforts. If you choose the wrong class, you'll lose all the time and money you've already paid and you'll have to submit a new trademark application.

The best way to make sure your trademark application is **accurate and complete** is to consult with a **trademark professional**. For many businesses, your brand and intellectual property could become your most valuable asset. The trademark process is part of the *foundation* of your business – it's not something you want to get wrong, especially when you're starting out. Some USPTO trademark classes are not as straightforward as they may seem. A trademark lawyer can help guide you to the right choice the first time.

At Holmes Business Law, we can take care of your trademark application to protect your unique business on Amazon and beyond. The stronger your trademark application, the less likely it is to be opposed or challenged by competitors. Your brand could be stronger than ever.

To get started on your Amazon Brand Registry trademark application, call our lawyers now at **215-482-0285**. We'll help you set up your Amazon seller business for success.