



领取资料步骤:

1.关注公众号“AMZSSA” 2.添加客服微信领取



亚马逊账号风控及 申诉思路解析

亚马逊账号风控的意义

如今做亚马逊绝对不能出了问题之后才考虑解决方案，应该提前做好布局，了解账号风控要点

知己知彼 百战不殆
铸甲销戈 自强不息



目录

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◆ 亚马逊平台上的知识产权战争

◆ 亚马逊平台上的各种风险

◆ 关联原因详解

◆ 账号申诉逻辑框架

知识产权保护范围

Intellectual Property

- ◆ Trademark
- ◆ Copyright
- ◆ Design patent
- ◆ Trade-dress Rights



知识产权保护范围



Women watch classic men watch kid watch **Snoopy** Watch Genuine Brand Casual Fashion Quartz Wristwatches Leather clock waterproof

US \$34.20

Instant discount: US \$2.00 off per US \$20.00 ~

US \$2.00 New User Coupon 10% off, use 6X22I7HIC7L3 Get coupons

Color:



Quantity:

1 2997 pieces available

Shipping: US \$11.29

to United States via ePacket ~

Estimated Delivery on Jan 16

SellerDefense



12pcs/set Charlie Brown And Friends Beagle Woodstock **Peanuts** Girl Kid Toy Animation Action Figure Kids Toy Gift Miniature Model

★★★★★ 4.7 ~ 58 Reviews 160 orders

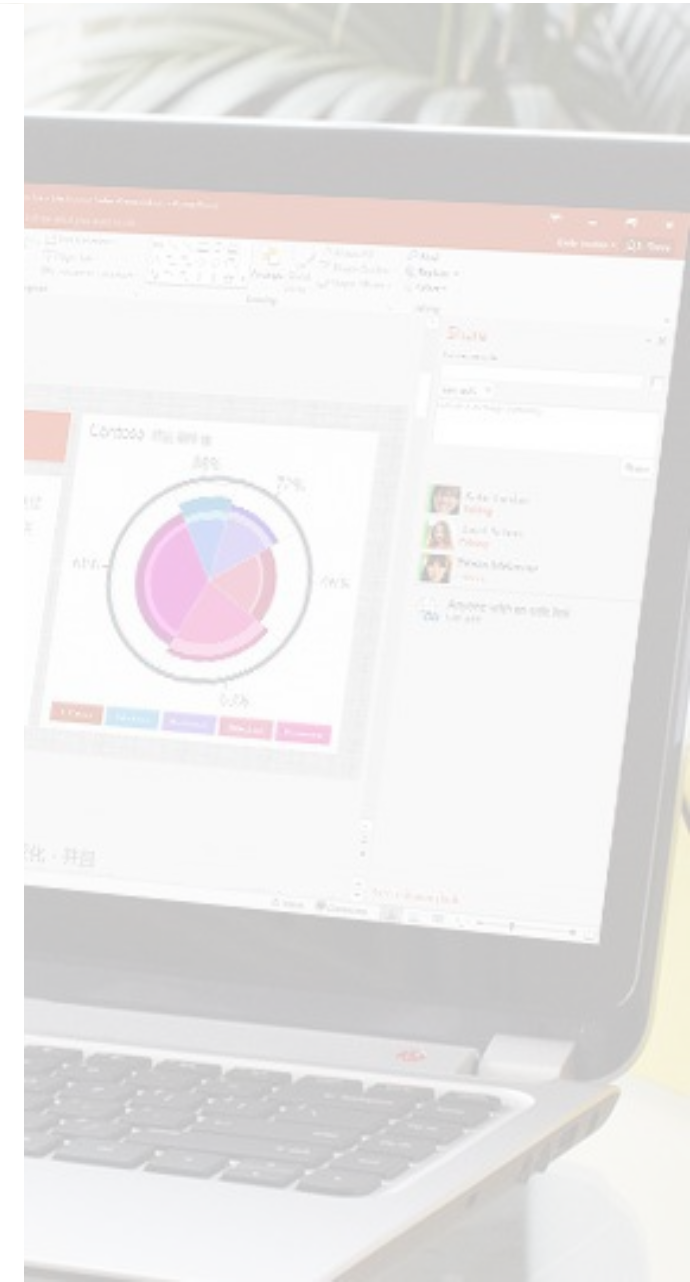
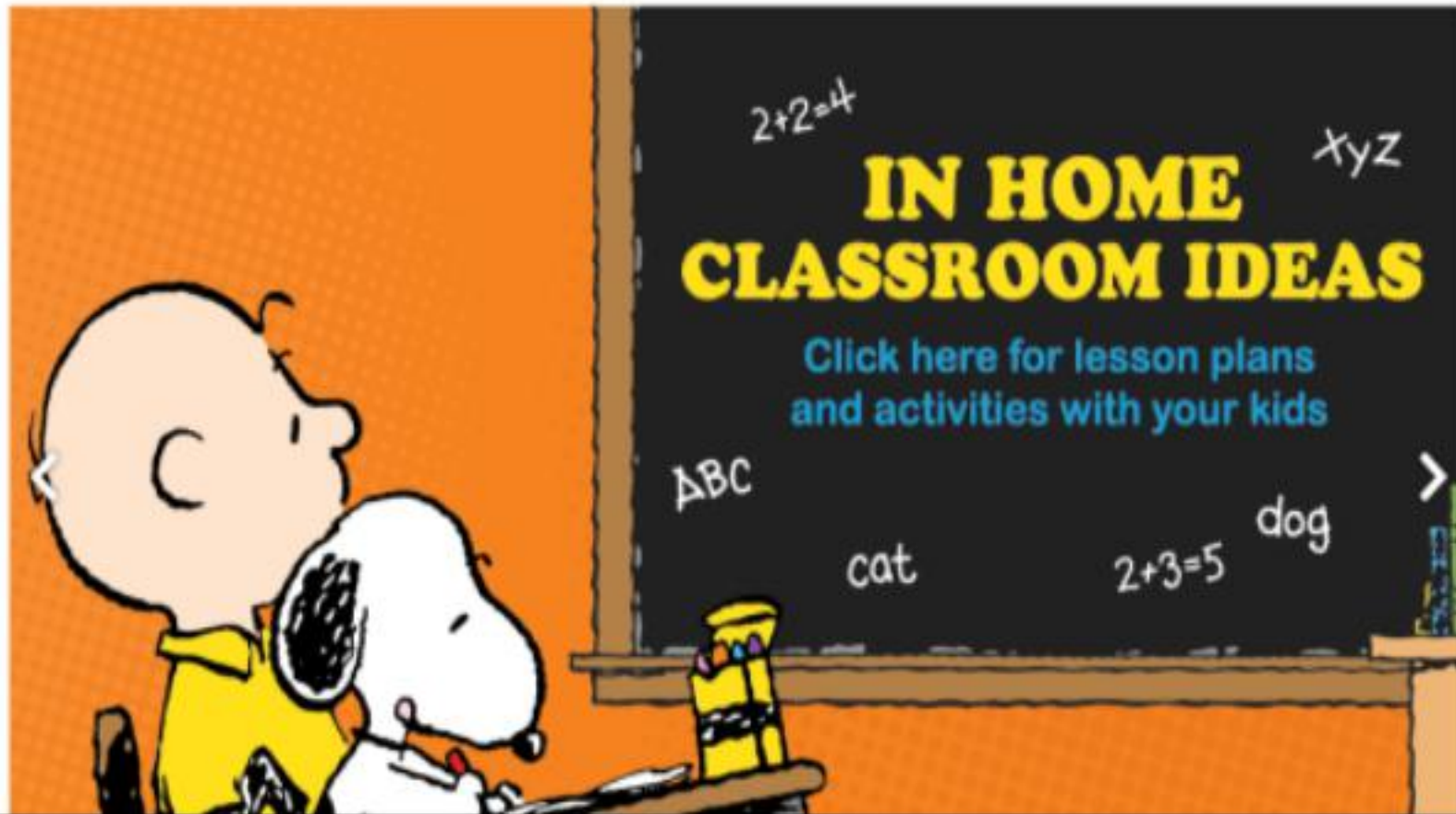
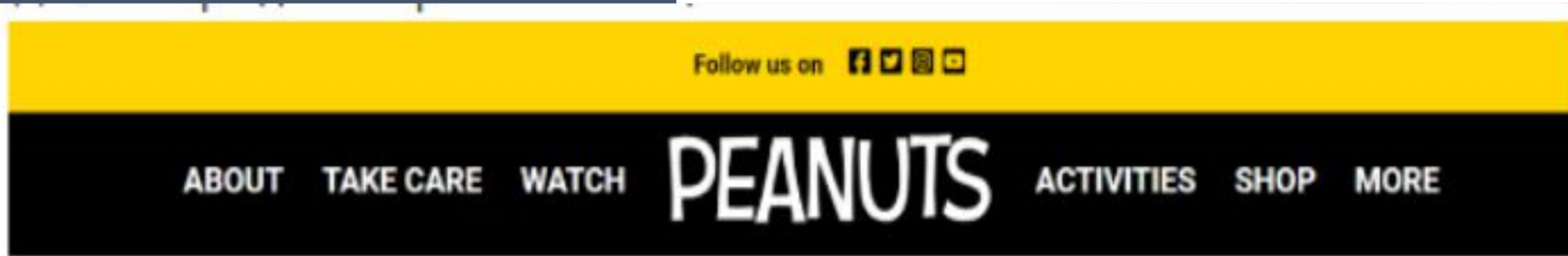
GET NEW YEAR READY Ends in 1 d 04 : 52 : 32

US \$10.77 US \$16.07 -33%



知识产权保护范围

官网: <https://www.peanuts.com>



知识产权保护范围

PEANUTS 花生漫画

案件号：20-cv-7268、7279、7287

品牌方：PEANUTS WORLDWIDE LLC

代理律所：GBC

维权类型：商标+版权

起诉地：伊利诺伊州

品牌简介

《花生漫画》（PEANUTS）简称《花生》，是一部长篇连载的美国漫画，作者为查尔斯·舒尔茨。该漫画起初于1950年10月2日开始在美国报刊上登载，至2000年2月13日作者病逝时停止更新，总刊登的漫画数为17897则。

《花生》的故事以查理·布朗和史努比的视野为核心，并围绕漫画中登场的各类角色一起，观察这个看似普通而微妙的世界。



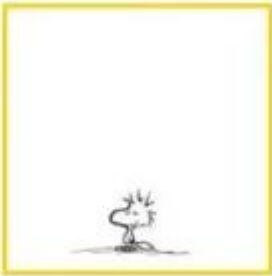
知识产权保护范围



Charlie Brown



Snoopy



Woodstock



Lucy



Franklin



Peppermint Patty



Marcie



知识产权保护范围



KTM Sport Men's hoodie+pants Sets 2 pieces Autumn Running tracksuit Sweatshirt Set Gym Clothes Men Sport Suit men Track Suit

151 orders

US \$13.17 - 19.89 ~~US \$19.66 - 29.69~~ -33% New User Deal

US \$2.00 New User Coupon Get coupons

Color:



3 Packs HF652
Oil Filter Replacement
for KTM 773.38.005.100
77338005101
77338005100
Motorcycle 350 400 450
500 530 EXC-F SX-F XC-
F XCF-W 2008-2018

Was: \$13.99
Price: \$10.99 & FREE Returns
You Save: \$3.00 (21%)
Get \$50 off instantly: Pay \$0.00 upon

Int. Cls.: 7, 9, 12, 14, 16, 18, 25, 37 and 41

Prior U.S. Cls.: 1, 2, 3, 5, 13, 19, 21, 22, 23, 26, 27, 28, 29, 31, 34, 35, 36, 37, 38, 39, 41, 44, 50, 100, 101, 103, 106 and 107

United States Patent and Trademark Office

Reg. No. 3,436,150

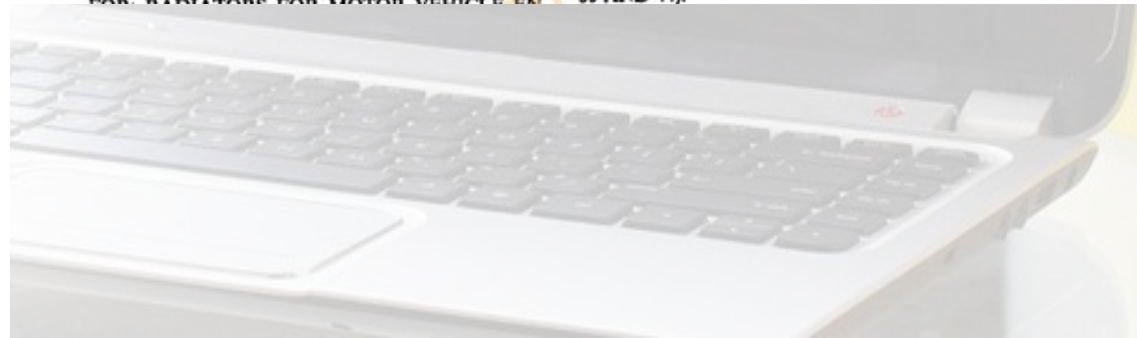
Registered May 27, 2008

TRADEMARK
SERVICE MARK
PRINCIPAL REGISTER

KTM

KTM-SPORTMOTORCYCLE AG (AUSTRIA CORPORATION)
STALLHOFNER STRASSE 3
A-5230 MATTIGHOFEN
AUSTRIA

BICYCLES AND MOTORCYCLES AND TANK BAGS ADAPTED FOR USE WITH MOTORCYCLES, STANDS, MUDGUARDS, SPOILERS, REAR PARTS OF VEHICLES, REARVIEW MIRRORS, FUEL TANK CAPS, FUEL TANKS, SEATING BENCHES, IGNITION COVERS, IN CLASS 12 (U.S. CLS. 19, 21, 23, 31, 35 AND 44).



知识产权保护范围

Hello from Amazon,

We are writing to inform you that we removed some of your listings and your disbursements from your seller account have been placed on hold. We took this action in accordance with a **Temporary Restraining Order** issued by a federal court. Items that infringe another party's copyright, patent, trademark, design right, database right, or other intellectual property or other proprietary right are prohibited. For more information on this policy, search on "Prohibited Content" in seller Help.

To resolve this dispute, we suggest that you contact the rights owner directly:

RO [REDACTED]
c/o Allyson Martin
Greer Burnes & Crain
300 S. Wacker Dr. Suite 2500
Chicago, IL 60606
T: 312-360-0080
E: 312-360-9315

您的亚马逊销售账户已被停用。您的列表已被删除。资金不会转移给您，但会在我们与您合作解决此问题时保留在您的帐户中。请运送所有未结订单，以免对您的帐户造成进一步影响。

为什么会这样呢？

我们之所以做出此决定，是因为您的帐户屡次侵犯知识产权，并且我们没有收到有关您的列表或销售历史的任何新信息。

您可以在

(https://sellercentral.amazon.com/performance/dashboard?ref=tag=email_block) 上的ASIN上查看帐户性能和更多详细信息，或者在您的Amazon Seller应用主屏幕上选择Account Health（帐户运行状况）iOS或Android设备。帐户运行状况仪表板显示您的帐户相对于在亚马逊上销售所需的性能指标和策略的效果如何。

我们在这里为您提供帮助。

如果您需要帮助以更好地了解造成这种情况的原因，请在卖方中心帮助

(<https://sellercentral.amazon.com/gp/help/external/>) 中搜索“侵犯知识产权”。



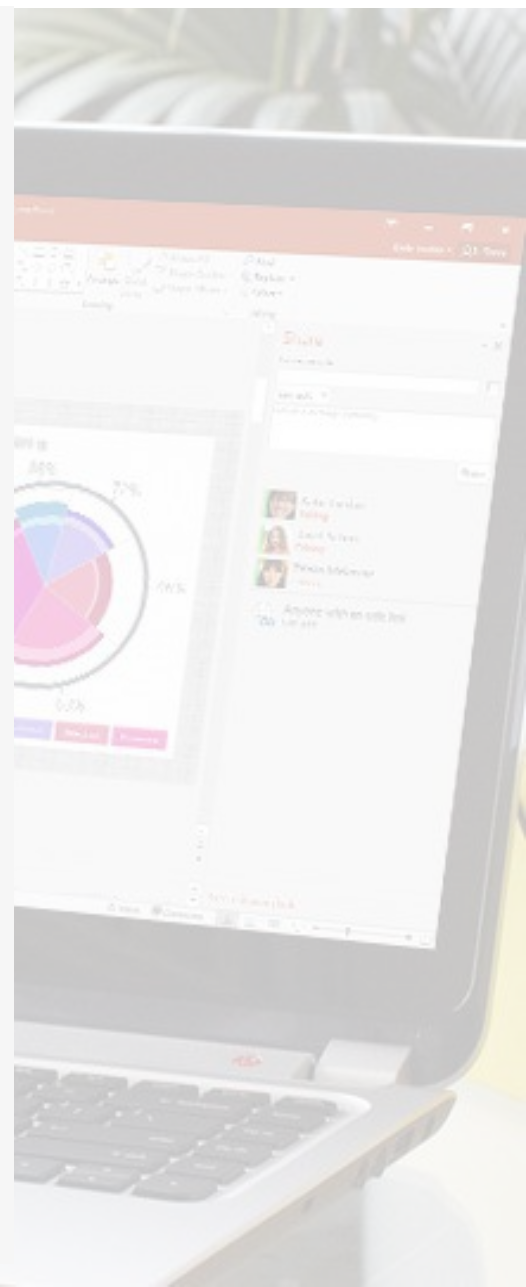
如何重新激活我的帐户？

要重新激活您的销售帐户，请向我们发送以下信息：

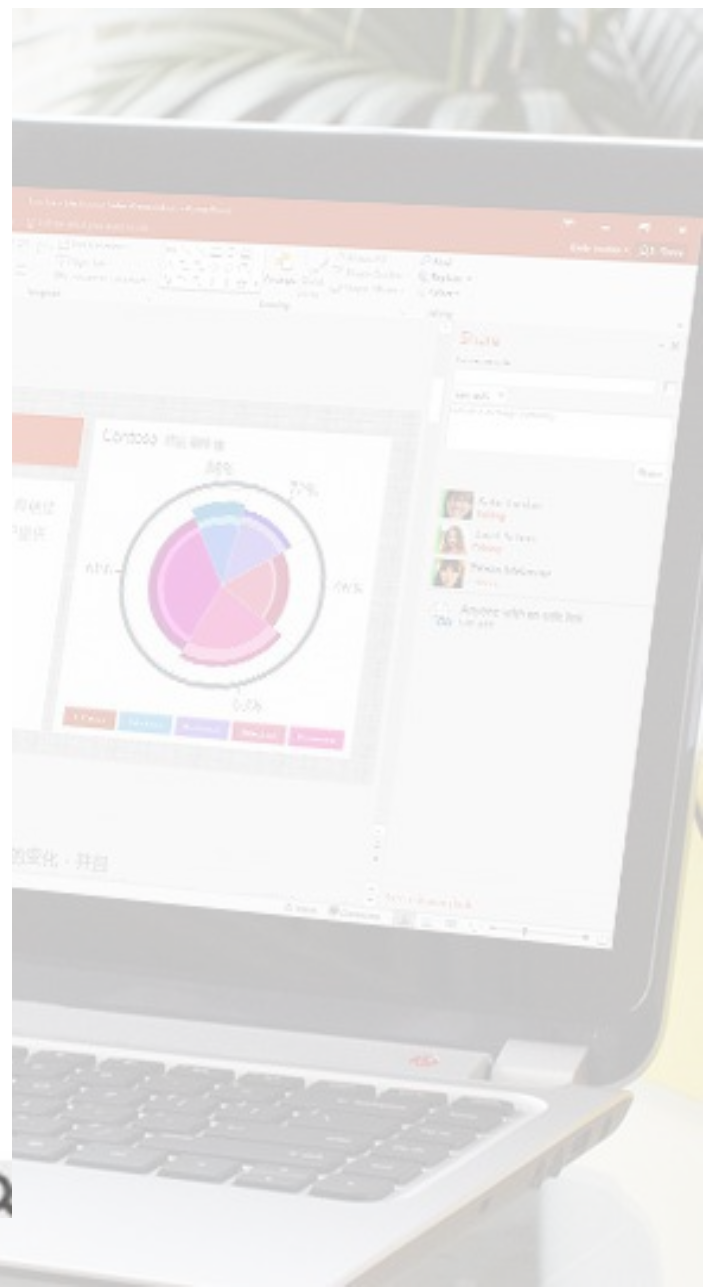
一项行动计划说明：

-根本原因。

-您为解决侵权或违反亚马逊政策的通知而采取的措施。



知识产权保护范围



知识产权保护范围



2-in-1 **Clever Cutter** Knife & Cutting Smart Scissors Steel Outdoor Knife

🔥 2 viewed per hour

Condition: **New**

Volume pricing:	1-1	\$7.99 (each)
	2-2	\$7.19 (10% off each)
	3-3	\$6.79 (15% off each)
	4+	\$6.39 (20% off each)

Quantity: 8 available / 8 sold

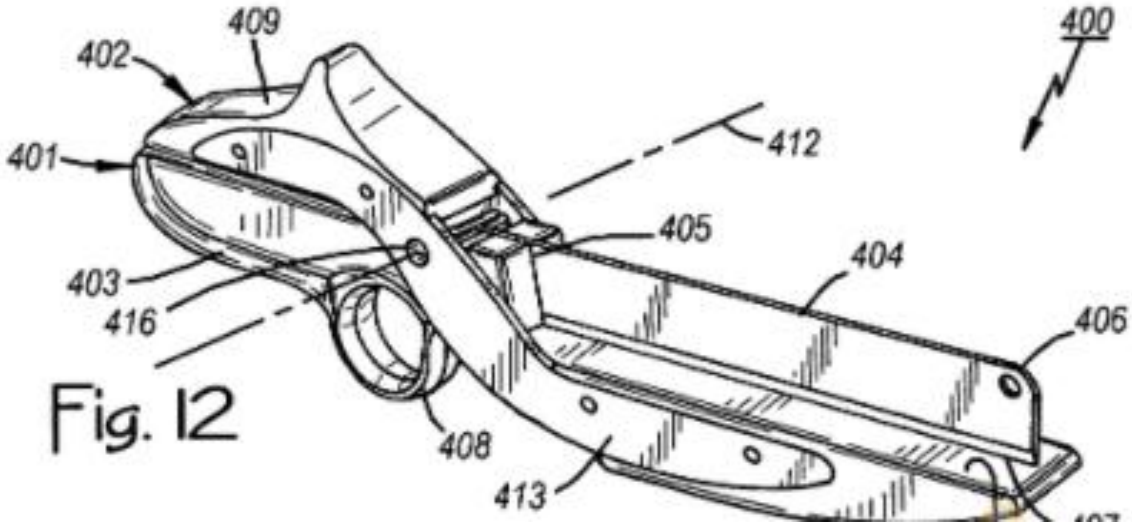
Unit Price: **US \$7.99**

[Buy It Now](#)

[Add to cart](#)

[Add to Watchlist](#)

More than 49% sold Free shipping Longtime member



版权侵权被滥用攻击竞争对手

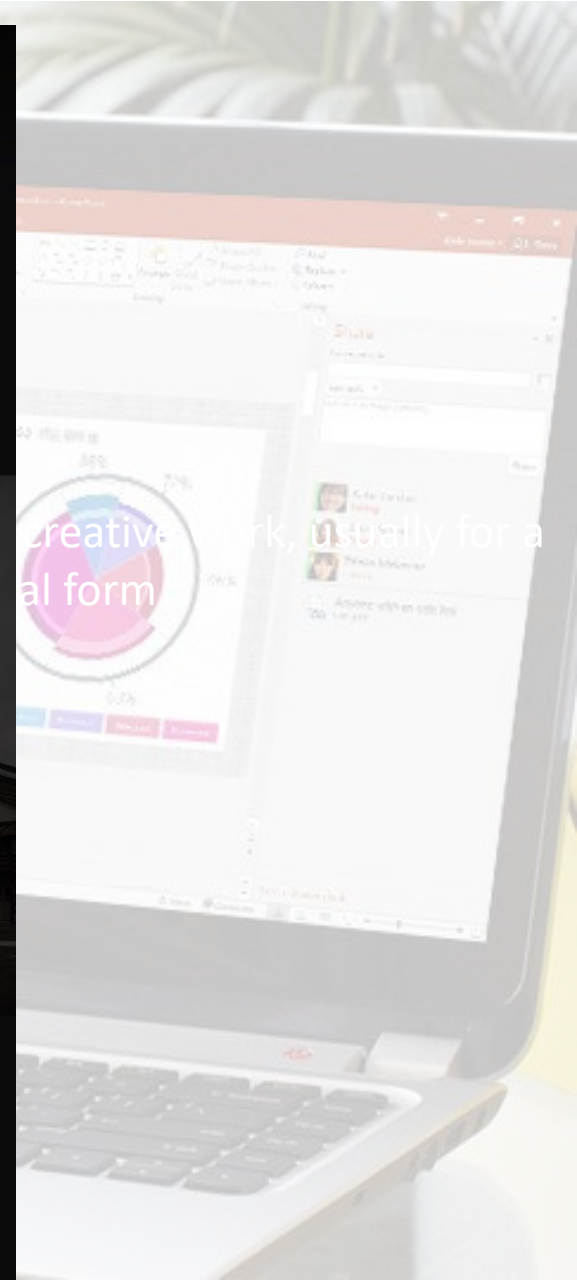
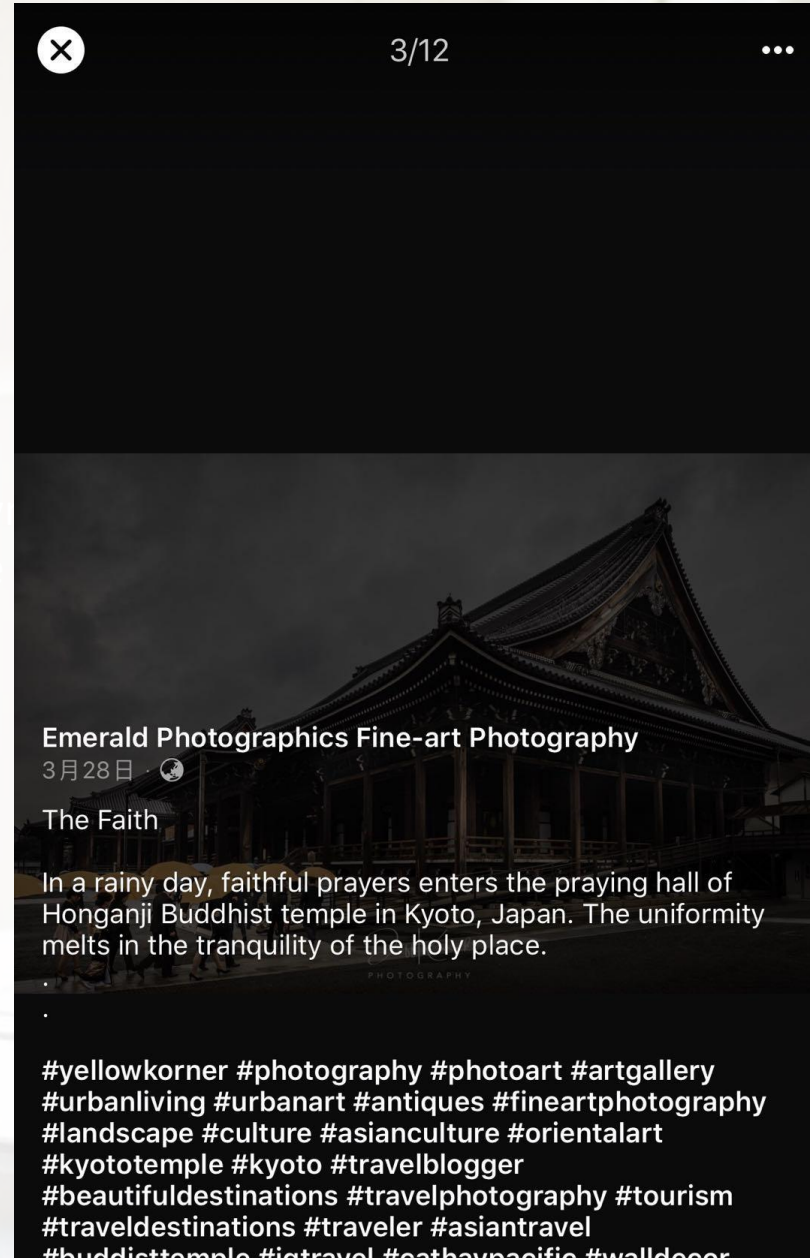
Copyright is a type of intellectual property that gives its owner the exclusive right to make copies of a creative work, usually for a limited time. The creative work may be in a literary, artistic, educational, or musical form

版权所有者通常会在特定国家/地区的版权局（例如，美国版权局）进行注册来保护版权材料。但是，权利所有者并不一定需要正式注册版权才能受到保护。您通常可以在商品详情页面上使用自己的版权图片来销售商品；但是，未经权利所有者的许可，您不应从其他来源获取图片并将其添加到商品详情页面。”

由此可知，版权是一种著作权，本质就是保护个人的创作成果。表现载体也比较多，包括文字，图片，视频等等。

它和商标，专利等侵权很大的不同点在于，它不需要通过强制注册才产生保护效力。当有人未经允许使用你的文案，图片或者视频，只要你能证明你是原创者，就可以向亚马逊投诉。

版权侵权保护实例



专利侵权

Will changing the product 10% to 30% avoid patent infringement?

I think part of the reason why patents are undervalued these days is the growing myth that you can avoid infringing a patent by changing your product by, say, 10% to 30% (what does a 10-30% product modification even mean?).⁴

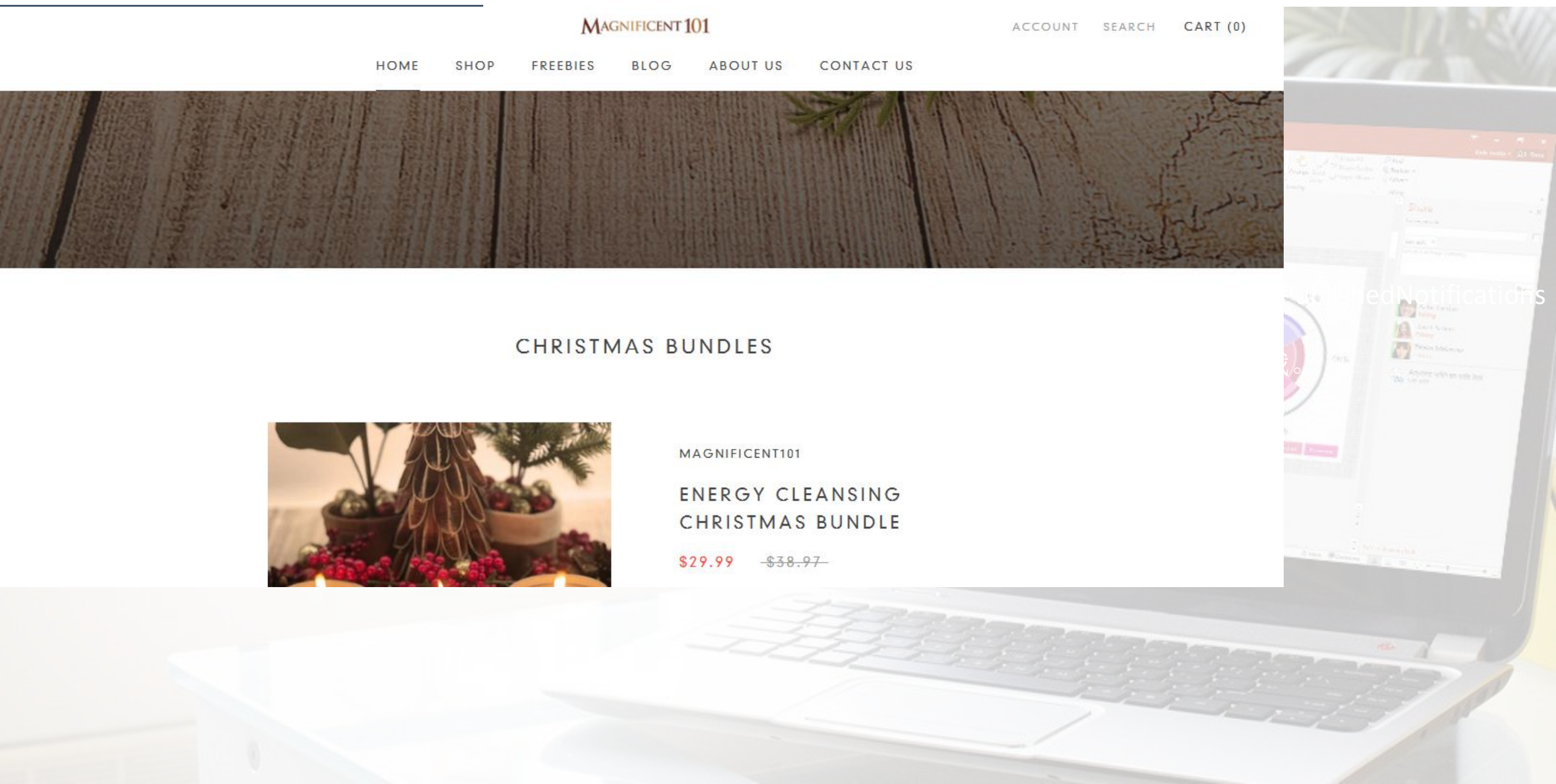
Let's set the record straight. There is no such rule about any percentage modifications that would avoid patent infringement. Technically, infringement is not about how different your product is from the patent. In fact, your product may seem very different, yet still infringe. Infringement is all about the claims, and avoiding infringement is about omitting what's in the claims (not adding or changing).⁴

Understanding Claims

To analyze infringement, you must check each independent claim in the patent and see if each claim feature is found in your product. If an independent claim is not infringed, then logically a dependent claim cannot be infringed. In contrast, invalidating an independent claim does not necessarily invalidate a dependent claim.↵

Suppose a utility patent (not a design patent or a pending application) contains two independent claims: Independent Claim 1 includes a combination of features, or claim limitations, AB while Independent Claim 2 recites a combination of BC. Let's assume you're thinking of launching a product with features ABCD. ↵

美国大卖的反击恶意侵权投诉小技巧



MAGNIFICENT101

ACCOUNT SEARCH CART (0)

HOME SHOP FREEBIES BLOG ABOUT US CONTACT US

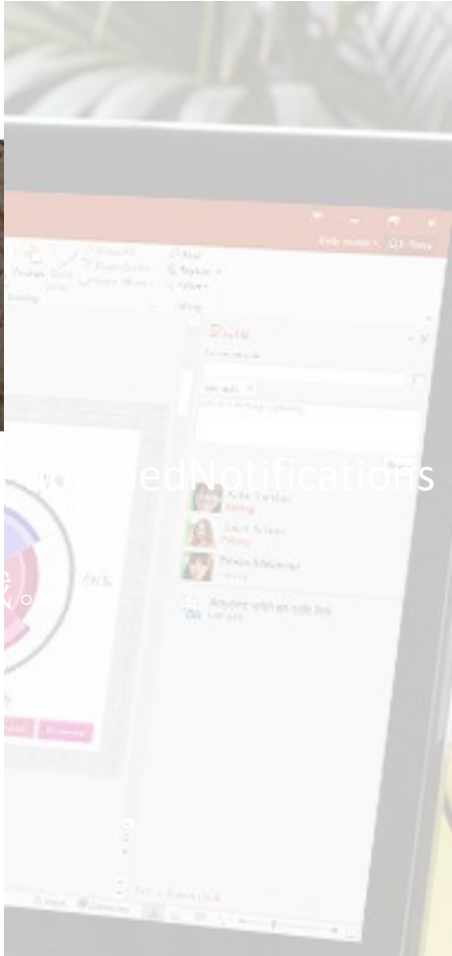
CHRISTMAS BUNDLES



MAGNIFICENT101

ENERGY CLEANSING
CHRISTMAS BUNDLE

\$29.99 ~~\$38.97~~



美国大卖的反击恶意侵权投诉小技巧

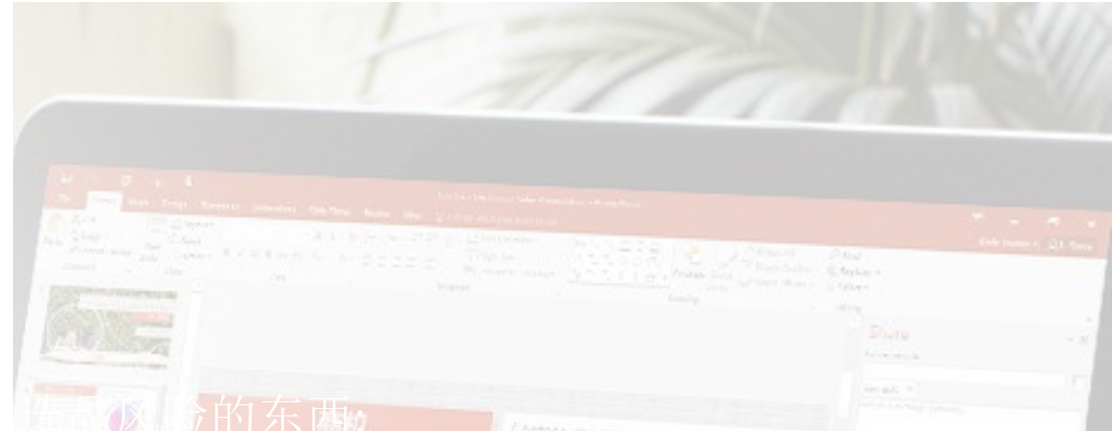
📖 OUR STORY

Magnifico was founded by Instagram mindset influencers Martina Montana @xomartina and Nacho Galarraga @xomachado, next generation thoughts coaches teaching how to channel and interact with the energy of the Universe.

As manifestation practitioners for over 15 years, Martina and Nacho were deeply frustrated by the lack of awareness of HOW to effectively apply the law of attraction in a way that resonates with the Universe. The root of this issue is most books about manifestation are focused on the theory and not on how to apply the knowledge.

Magnifico was born to solve this problem by providing the exact frameworks to expand your mindset, shift your energy, to ultimately manifest your wildest dreams.

We are based in California, where our spiritual environment and daily contact with nature | connection to the Universe and high vibes for the creation of all of our products.



🕒 OUR PRACTICE

All abundance starts first in the mind. Abundance is absolutely possible for anyone who adopts an unlimited mindset and truly believes that abundance is possible for them.

It's our current busy routine that makes it hard to shift beliefs or pay attention to the things we are naturally drawn to, which are the path to abundance. Urgency requires we shut down intuition! As a result, we become unaware of the energy surrounding us.

We want to help you start connecting daily with your intuition, inner strength and most powerful energy source (your heart's desire) so that you can become the person you are meant to be.

🌟 OUR VALUES

We are proof that even the wildest dreams can be achieved by building a strong connection between your heart's desire, your beliefs and your thoughts. You will find that when you start believing in what is possible for you, everything around you will start to change. You will feel refreshed, positive energy coming into your life.

You will experience first-hand how energy is contagious.

We are thrilled to invite you to tap into the power of our Universe and manifest your wildest dreams.

Welcome to your high vibe life!

Consumer used the product twice after purchase on the second use the adapter exploded blowing the back from the case.
.Please respond to the above concern by taking the following steps within the next 7 days:

◆ Submit the following documentation:**a. Declaration of Conformity.b. Images of the product and packaging from all sides, showing 1. address of EU based manufacturer or importer 2. CE marking and 3. brand and model numberc.**

Instructions for use

◆ Complete the below Product Safety Questionnaire. The questionnaire is geared towards addressing the safety concern that the customer has brought up. Please contact the manufacturer of the product for details you might not have.

选品风险

欧洲选品风险参考:

https://ec.europa.eu/consumers/consumers_safety/safety_products/rapex/alerts/?event=main.immediatlyPublishedNotifications

欧盟Safety Gate - Most recent alerts

产品在欧盟被投诉安全风险都会有提示



选品风险

Alert number: A12/01426/20

Product: Baby teether

Name: Unknown

Risk type: Choking

Small parts (wooden beads) can easily detach. As a consequence, a small child may put them in the mouth and choke on them. / The product does not comply with the relevant European standard EN 71-1.

Measures taken by economic operators: Recall of the product from end users (By: Distributor)

Company recall page: <http://www.oxybul.com>

Description: Silicone teething ring with a pink mouse or a bear and a chain of beads made of wood and silicone attached to it. The product was sold online.

Packaging description:

Barcode: 5414673879644, 5414673879651

Counterfeit: NO

Batch number: Unknown

Country of origin: Unknown

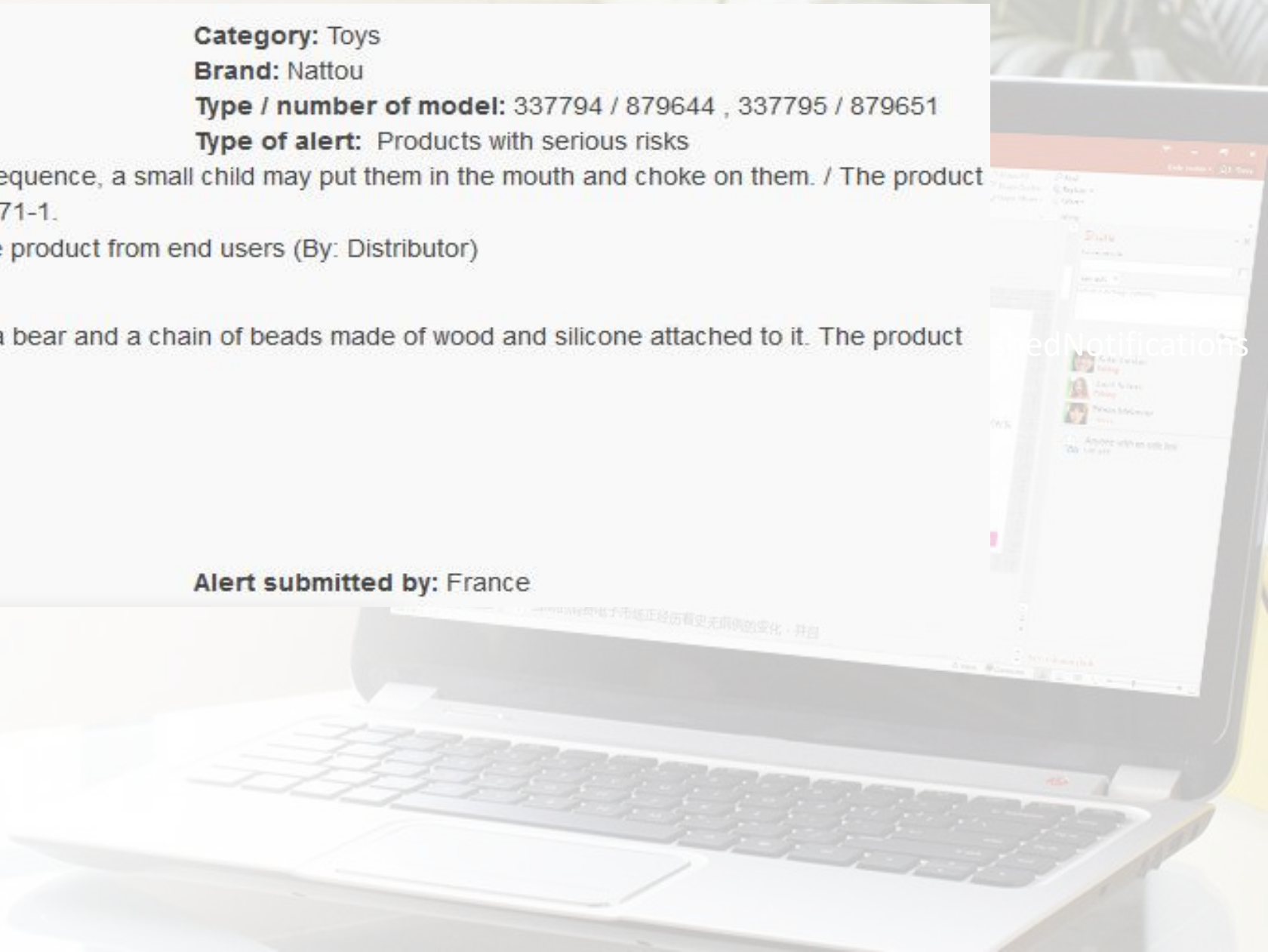
Category: Toys

Brand: Nattou

Type / number of model: 337794 / 879644 , 337795 / 879651

Type of alert: Products with serious risks

Alert submitted by: France



选品风险

Alert number: A12/00579/20

Share on   

Product: Writing board

Category: Toys

Name: e-Writing Board

Brand:

Barcode: Unknown

Type / number of model:

Batch number: Unknown

Counterfeit: **NO**

Type of alert: Serious

Risk type: Chemical

The battery compartment can easily be opened or breaks when the toy is dropped, giving access to the button battery. A child may put the battery in the mouth, which could cause damage to the child's gastrointestinal tract. / The product does not comply with the requirements of the Toy Safety Directive and the relevant European standard EN 62115.

Measures taken by economic operators: Removal of this product listing by the online marketplace (By: Other)

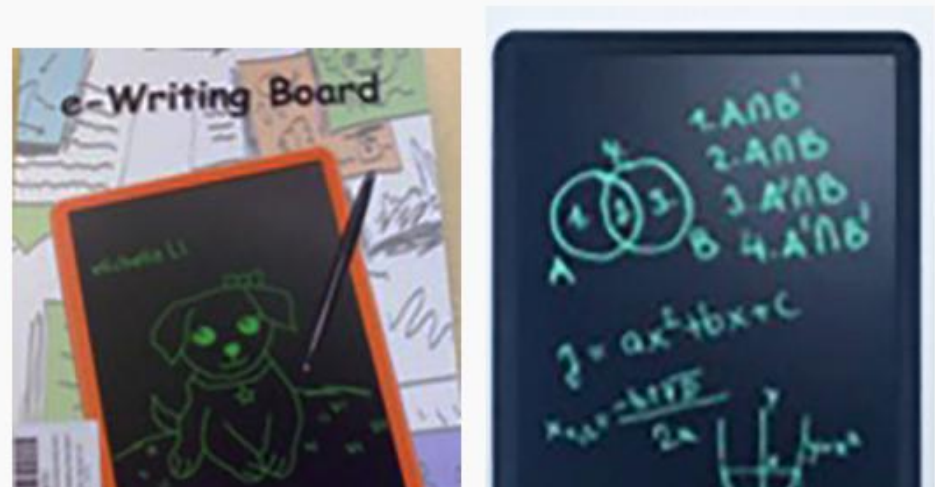
Description: Battery operated LCD-like writing board/tablet with orange casing and a pencil.

Packaging description: The product is packaged in cardboard box with image of product on front. The product was sold online, in particular via Amazon.

Country of origin: People's Republic of China

Alert submitted by: United Kingdom

Products were found and measures were taken also in: Ireland












选品风险

检测机构的选择至关重要：

https://sellercentral.amazon.com/gspn/searchpage/Compliance?ref=sc_gspn_hp_colst&sellFrom=US&sellIn=US&localeSelection=en_US

Sort By: **Popularity** Rating

 <p>CTI Laboratory Group Your Compliance Bridge to Global Market</p> <p>CTI</p> <p>More than 100 requests completed</p> <p>★★★★★ 29 Reviews</p> <p>Specialities: Hardlines-Toys Hardlines-Electronics Consumables-Baby Softlines-Apparel Hardlines-Electronics</p>	 <p>MTS</p> <p>LOCAL PROVIDER</p> <p>More than 100 requests completed</p> <p>★★★★★ 13 Reviews</p> <p>Specialities: Toys; Children's Products; Furniture; Hardlines Home; Textiles Home; Kitchen; Apparel; Luggage, Seas...</p>	 <p>SGS</p> <p>LOCAL PROVIDER</p> <p>More than 100 requests completed</p> <p>★★★★★ 4 Reviews</p> <p>Specialities: Packaging/Transit, Apparel, Accessories, Footwear, Home, Furniture, Décor, Seasonal, Toys, Juvenile ...</p>
 <p>QIMA QIMA (formerly AsiaInspection)</p> <p>LOCAL PROVIDER</p> <p>More than 100 requests completed</p> <p>★★★★★ 2 Reviews</p> <p>Specialities: Product Inspections; Manufacturing Audits Ethical Audits C-TPAT Environmental Audits Structural</p>	 <p>Intertek</p> <p>LOCAL PROVIDER</p> <p>More than 100 requests completed</p> <p>★★★★★ 5 Reviews</p> <p>Specialities: We can offer testing services on electrical appliances and other HL/SL products and our electrical l...</p>	 <p>CTT</p> <p>More than 100 requests completed</p> <p>★★★★★ 5 Reviews</p> <p>Specialities: CTT enables your products to sell anywhere globally by providing one-stop compliance solutions.</p>
 <p>BACL Bay Area Compliance Lab Corp</p>	 <p>Registrator Corp</p>	 <p>eurofins</p>

Centre Testing International / CT
TUV Rheinland: TÜV SÜD / UL
Eurofins ; Intertek; MTS ;
Laboratoire



选品风险

Statement responding to
the Issue,
Declaration of Conformity
Test Reports
Product and Package
Pictures
Instructions of Use /
Manuals



法律漏洞风险

案例：因为LEXEA律师投诉链接被下架，
投诉内容为：产品不符合“产品安全法”

(ProdSG) 关于以下几点的规定：

- 制造商/欧盟进口商未在产品上命名

通过好几个老板因为这款USB nightlight 损失
建议大家每个产品仔细看看 尽量规避风险哈

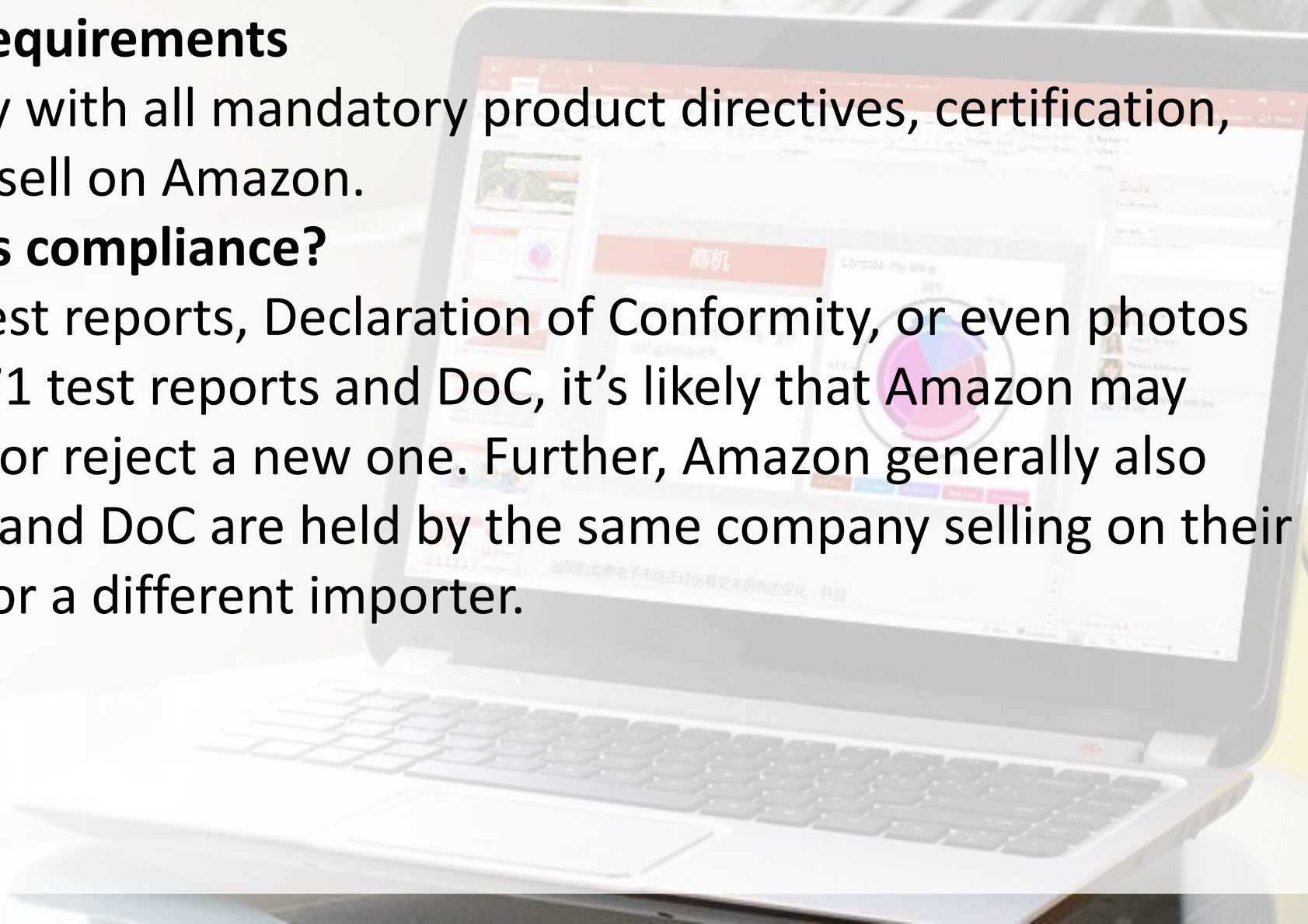
法律漏洞风险

Amazon Europe Toy Safety Requirements

Your toy products must comply with all mandatory product directives, certification, and labeling requirements to sell on Amazon.

How does Amazon check toys compliance?

Amazon may request EN 71 test reports, Declaration of Conformity, or even photos for review. Without valid EN 71 test reports and DoC, it's likely that Amazon may suspend your existing listings or reject a new one. Further, Amazon generally also requires that the test reports and DoC are held by the same company selling on their marketplace – not a supplier or a different importer.



法律漏洞风险

Declaration of Conformity (DoC)

Importers or manufacturers need to issue the DoC with the information below:

Produce identification/SKU (e.g. Teddy Bear A)

List of EN 71 standards or directives

Product features

Location

Name and address of the manufacturer/importer

Responsible individual

The DoC is the main document that is often required by customs authorities, national market surveillance authorities, retailers or distributors. The DoC must also be supported by a valid test report, corresponding to the list of EN 71 standards and directives.

法律漏洞风险

A user manual is also required for toy products sold in the European Union. The user manual should include items such as:

1. Instructions on how to install the product
2. An overview of the relevant parts and part names of the product
3. Safety instructions
4. Instructions on how to use the product
5. Instructions on how to recharge and/or refill the product
6. Instructions on how to dispose of the product in an environmentally friendly manner

没有完善Supply Chain的风险

We reviewed your account, and we have decided that you may no longer sell on Amazon.com because you are offering items that may be inauthentic. A list of these items is at the end of this email. Your listings have been removed from our site and we are withholding any funds available in your account. ↵

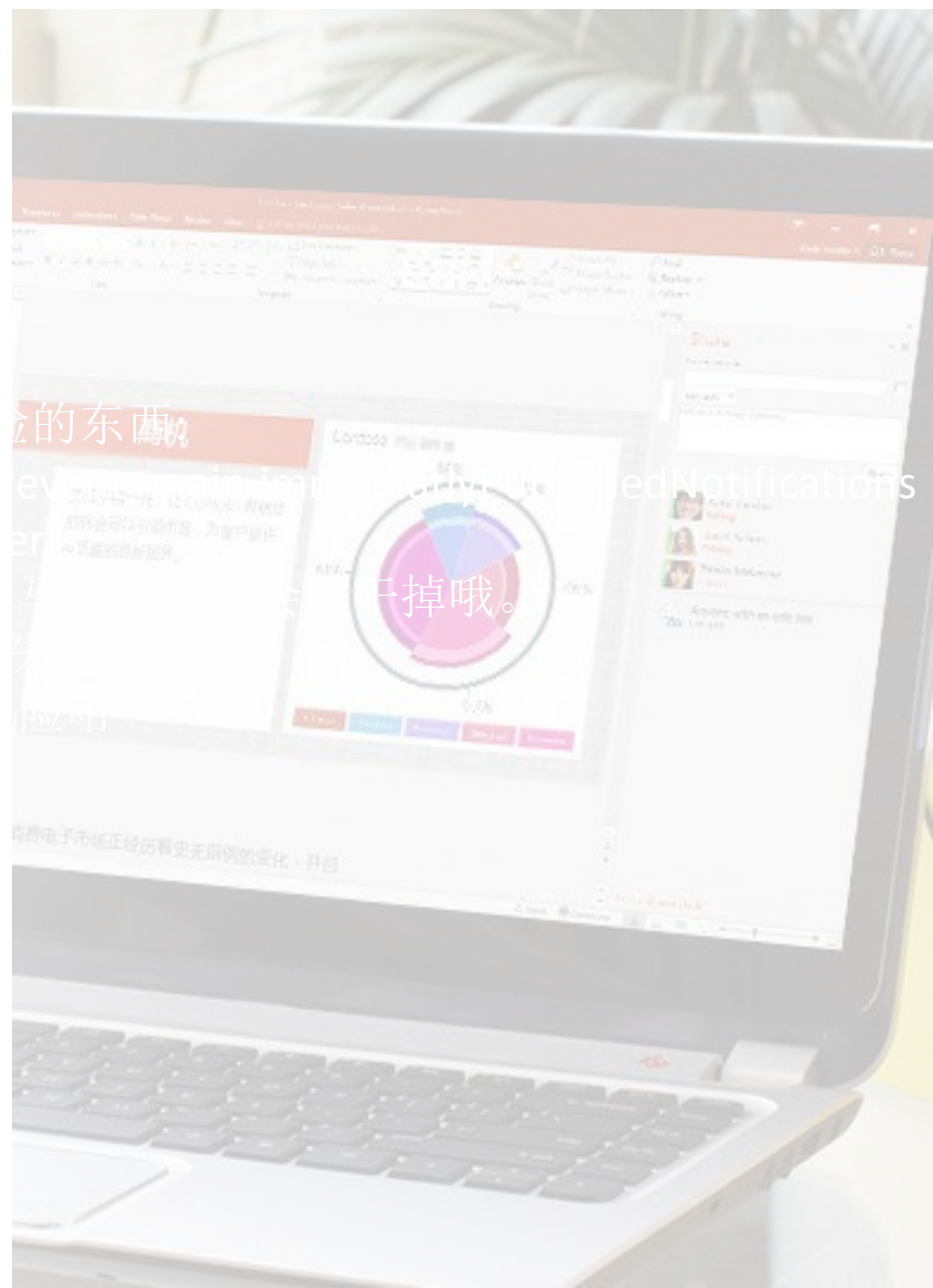
If you do not appeal this decision within 90 days, we will permanently withhold payments to you. You can see your balance and settlement information in the Payments section of Seller Central. If you have questions about those, please write to payments-funds@amazon.com. ↵

To sell on Amazon again, please send the following information to pq-review@amazon.com: ↵

- Copies of invoices, receipts, contracts, delivery orders, or authorization letters from your supplier issued in the last 90 days. The quantity of items shown should match your inventory. ↵
- If you are not the brand owner, provide an authorization letter and a complete set of documentation, including authorization letters, to prove a valid supply chain. ↵
- If you are the brand owner, provide a copy of the brand registration certificate, and business license or personal identity card. ↵
- Contact information for your supplier, including name, phone number, address, email, and website. ↵

You can send .pdf, .jpg, .png, or .gif files. These documents must be authentic and unaltered. We may call your supplier to verify the documents. You may remove pricing information, but the rest of the document must be visible. We will maintain the confidentiality of your supplier contact information. ↵

The sale of counterfeit products on Amazon is strictly prohibited. If you cannot provide valid invoices or receipts for the items listed below, funds will be withheld equivalent to the amount you



没有完善Supply Chain的风险

发票的用处是什么？不是为了查我们有没有纳税，亚马逊不会关心这一点。它的目的就是为了验证卖家产品供应渠道是否正规，产品是否合格。如果在审核的时候达不到这个目的，那么发票极有可能被拒绝。

什么情况下需要卖家提供采购发票？

- (1) 类目审核；
- (2) 二手投诉；
- (3) 质量投诉；
- (4) 安全性问题；
- (5) 假货投诉；
- (6) 销量异常；
- (7) 申请解冻资金



4403172320

深圳增值税普通发票

No 142586

4403172320
14275869

机器编号:

49 0139

开票日期: 2017年12月15日

购买方	名称	深圳市合顺伟业科技有限公司		密码区	0306-8208*5+>66-4>5747->-34-5<+*<20-67*5<65--3<286053/326>7/2+0*34270-55002332+2169>*156227>7501<>7806->6+>/2>9-		
	纳税人识别号	91440300MA50GJW64					
	地址、电话	深圳市 商务大厦1412					
	开户行及账号	中国建设银行 支行44250100008600000457					

货物或应税劳务、服务名称	规格型号	单位	数量	单价	金额	税率	税额
IBIT 4Kx2K Switch Box	30Hz	个	50	11.6504854368	582.52	3%	17.48
IBIT 2.0 S	703	个	500	12.6213592233	6310.68	3%	189.32
IBIT HDMI 2	60Hz	根	150	18.4466019417	2766.99	3%	83.01
合 计					¥9660.19		¥289.81

ASIN:BXXXXXXX

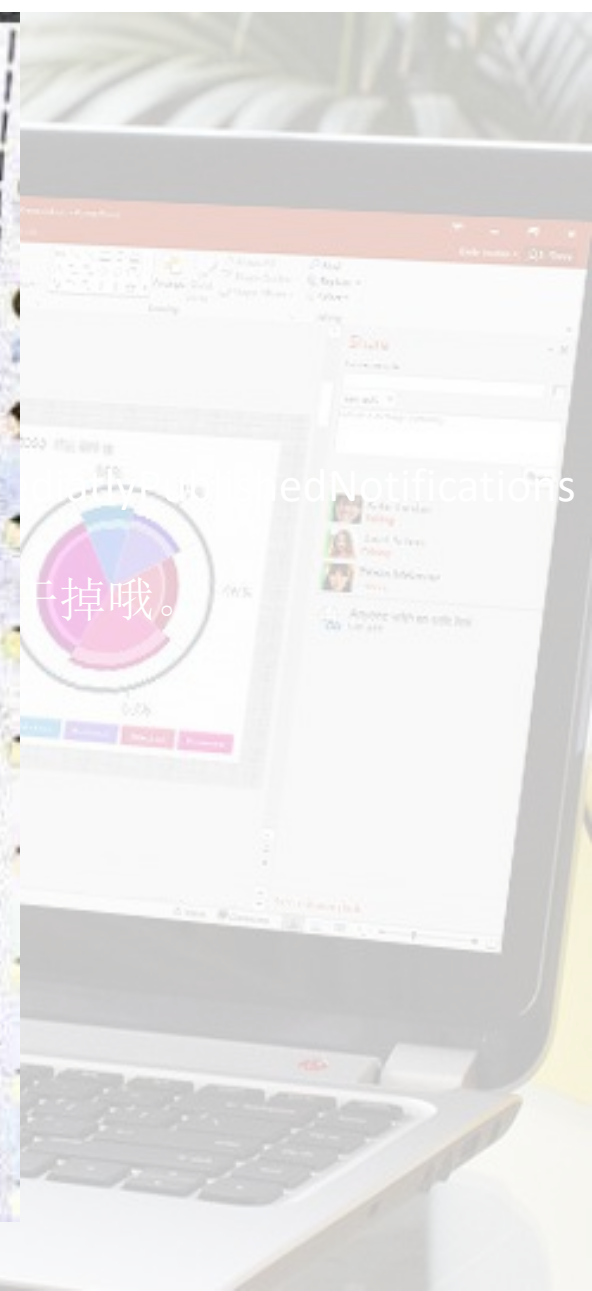
价税合计(大写) 玖仟玖佰伍拾圆整 (小写) ¥ 9950.00

销售方	名称	深圳市盈程通贸易有限公司		备注	校验码 121 72050 35556 08114	
	纳税人识别号	91440300MA50GJW64			补开, 购买时间 2017.9.19	
	地址、电话	深圳市 盈程通贸易 15-88329767				
	开户行及账号	平安银行 0582000007366				

收款人: 郭俊妍 复核: 方迁鸣 开票人: 李天恩 销售方:



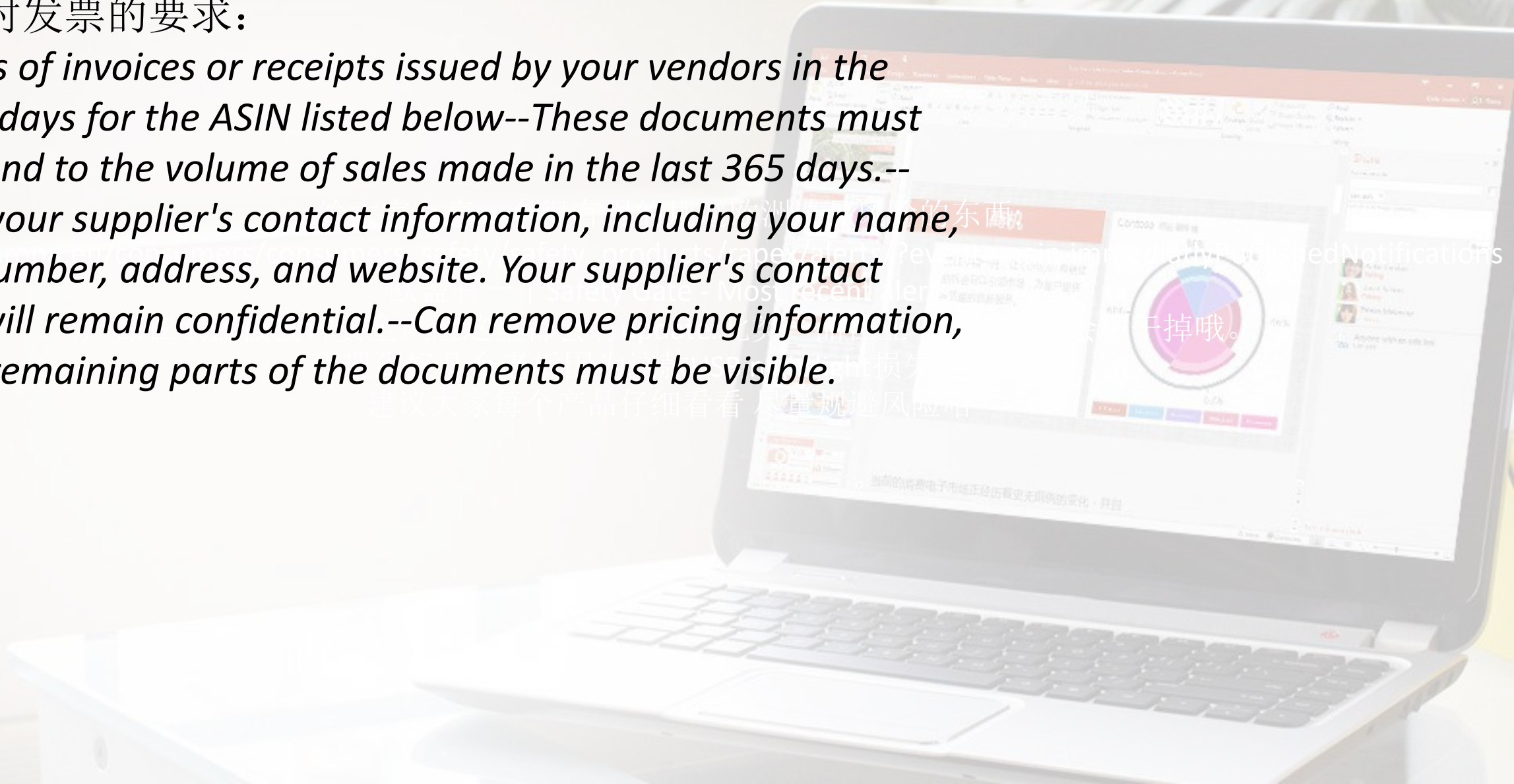
第二联: 发票联 购买方记账凭证



没有完善Supply Chain的风险

亚马逊对发票的要求：

1) Copies of invoices or receipts issued by your vendors in the last 365 days for the ASIN listed below--These documents must correspond to the volume of sales made in the last 365 days.-- Include your supplier's contact information, including your name, phone number, address, and website. Your supplier's contact details will remain confidential.--Can remove pricing information, but the remaining parts of the documents must be visible.



没有完善Supply Chain的风险

总结：

- （1）开票商品数量：必须大于过去365天的销售数量。
 - （2）供应商信息：例如公司名称，地址，电话号码，网址。
 - （3）买家信息：也就是账号店铺信息，例如公司名称，地址，电话号码。
 - （4）商品信息：例如产品名，规格，数量等。除了以上要求，还有哪些方面是需要特别注意的呢？
- 经过多次测试，我们验证了以下可以极大地提高审核通过概率要点。
- （1）发票日期早于店铺关闭日期，补开的通过率会很低；
 - （2）供应商最好有官网，且官网上能找到涉及的产品；
 - （3）商品数量不止是过去365天的销售数量，而是过去365天的销售数量+FBA库存数量；
 - （4）产品规格填对应的SKU或者ASIN号，如果没有在旁边做好备注；
 - （5）产品名称不要写的太笼统；
 - （6）不要遮盖或者涂抹价格信息以及总价信息，虽然亚马逊说没关系，但是实际中发现有遮盖的确实不如未隐藏信息的好用；
 - （6）购买方的名称，地址，联系方式一定要和店铺后台一一对应

关联因素

NSB账户余额

ACH: 收款账户

CC: 信用卡

IBA: 全球收款账户

TaxID: 税号

Email: 邮箱

UID (Unique Browse Id)、**FUID (Flash Unique Browse Id)**: 网络环境

FP: 浏览器指纹, 详细可以去了解下浏览器指纹追踪技术追踪方式



关联

您好！

根据Amazon Business解决方案协议第3条，我们停用了您的Amazon.co.uk卖家账户，并禁用了您的商品信息。在与您一起解决此问题时，我们不会将资金转给您，但会将资金保留在您的账户中。这可能需要长达90天的时间，但资金保留的时间可能更长。请对任何未完成的订单及时发货，以避免对您的账户产生进一步影响。

我们发现您的账户与不能用于在我们网站上销售商品的账户相关联。因此，您将无法再在Amazon.co.uk上销售商品。

如何重新激活我的帐户？

要重新激活此卖家帐户，请按照以下步骤操作：

1. 您必须首先通过为每次强制执行提交一次申诉来重新激活因违反政策而强制执行的任何所有帐户。请按照收到的有关该帐户的沟通邮件中的说明进行操作。
2. 您还可以通过登录您的主卖家平台帐户并访问您操作帐户所在的每个区域的业绩通知来申诉强制执行情况。通过单击收到的有关每个帐户的通知中的申诉按钮（为所有帐户/针对相关帐户使用的帐户除外）提交申诉。

如果我没有独立帐户，该怎么办？

如果您认为自己没有独立帐户，请按照以下步骤操作：

1. 如果您曾经拥有该帐户/是权利所有者，但不再拥有该帐户/不再拥有帐户权利，请在点击此<https://sellercentral.amazon.co.uk/performance/notifications>提交申诉，并提供支持性文档以表明您不再拥有该帐户/与该帐户不再有任何关系。支持性文档可能包括销售契约、购买协议或业务转让协议、合同终止等。
2. 如果您不曾拥有独立帐户并认为此停用操作有误，请点击此<https://sellercentral.amazon.co.uk/performance/notifications>提交申诉，并确认此帐户不属于您。如果我们无法证实您对此帐户的所有权，将不会恢复您的帐户，也不会允许此帐户将来在亚马逊上开展业务。

官方政策解读

一个人或一家公司只能拥有一个亚马逊账号，如果亚马逊利用技术手段，通过对各种数据的监测核对，匹配关联因素，发现一个卖家主体拥有不止一个亚马逊账号，这些账号就会被判定关联账号。

这一段是官方原文，首先我们可以提取关键要素：

1. 一个人或一个公司

换句话说，就是对应同一个主体。现在什么都有个编号，营业执照编号、身份证编号、商标编号、税号、手机号、邮箱账号等等。通过这些编号都能定位到同一个人，这也就是这里面“一个”两个字的含义。

2. 只能拥有一个亚马逊账号

亚马逊管理其实是按站点分开管理的，欧洲站、北美站、日本站都有自己的审核团队、绩效团队、账号健康团队。只能拥有一个账号指的是在一个站点只能有一个账号。

3. 利用技术手段

所谓技术手段，就是亚马逊的账号检查技术方式，或自动触发，或大面积扫号触发。主要都是机扫为主，对于关联因素统计这些机器比人算的快算得准。少部分处于关联临界情况的账号才需要人工干预给出判定结果。

4. 数据的监测核对，匹配关联因素

亚马逊是通过大量相关信息对比来确定关联的。那么我们需要着重注意的是亚马逊的大量相关信息数据从哪来，在哪采集上报的，采集的是什么。因为这些采集的就是用来判定关联的因素点。

5. 这些账号

这些账号，关联是相互性的。两个账号相关联，那么一个账号停用时，另一个账号就算现在没停用，迟早也是会被停用。



如何排查关联原因

1.找客服寻求帮助:

<https://sellercentral.amazon.com/cu/contact-us/cmn/MARKETPLACE>

如果是欧洲站后缀换成.Co.uk

切换成英文界面填入电话号码

客服会告知关联店铺名字的前三个字母

2.找服务商查询



如何排查关联原因

按严重程度可以分为以下几类：

∅ 强关联：因手机号、网络环境、邮箱这些之类的关联。

∅ 弱关联：比如说因某个地址关联等等。

∅ 疑似关联：觉得你关联了，但是没有确切的证据。比如你的产品和别人的产品很像，亚马逊可能觉得这个是同一个人创建的，可能会觉得这两个店是同一个人的。典型代表父子体类型关联。

∅ 误关联：误杀。



被竞争对手攻击的风险

Hello,

You have manipulated your sales and violated one or more of the "Misuse of Ratings, Feedback, or Reviews," "Misuse of Sales Rank," and "Misuse of Search and Browse" policies (<https://sellercentral-europe.amazon.com/gp/help/G200386250>). As a result, you may no longer sell on Amazon.fr, and your listings have been removed. If you have any open orders, please ship them.

If you have funds in your account, they will be available after any amounts paid for A-to-z claims or chargebacks have been deducted. This usually takes about 90 days, but funds may be held longer.

被竞争对手攻击的风险

Hello,

We are contacting you because you may have more than one seller account. Sellers on Amazon.com are not allowed to use multiple accounts to sell on our site.

If this problem continues, we may not allow you to sell on Amazon.com.

To learn more about this policy, search for "Prohibited Seller Activities and Actions" in Seller Central Help.

操控评论

尊敬的,

您的 Amazon.cn 卖家账户已被停用。

您的商品已经从我们的网站上移除。

您账户中的资金可能会被冻结 90 天或更长时间。如果我们确定您的账户销售仿造或假冒或禁售商品,参与欺骗或其他非法或误导性活动,Amazon 会扣留您的付款。

如有任何未完结的订单,请及时安排配送,以避免进一步影响您的账户。

为什么会发生这种情况?

对于您商品的买家评论,您存在操纵行为。

这违反了我们的政策。要详细了解此政策,请访问卖家帮助中心

(<https://ma.amazon.cn/gp/help/200386250>)。此政策禁止以下活动:

- 创建、修改或发布关于您自己的商品或服务的评论或买家评论内容
- 创建、修改或发布关于您竞争对手的商品或服务的评论或买家评论内容
- 为买家评论提供补偿
- 提供补偿,包括提供免费商品或折扣商品,以换取创建、修改或发布评论或买家评论内容

您可以在卖家平台的付款部分查看余额和结算信息。如果您对此存有疑问,请发送电子邮件至 payments-request@amazon.cn。

您的账户被错误停用?

如果您认为存在错误,请提交说明。您的说明应包含以下信息:

- 证明您的账户符合我们政策的证据或示例

您的 Amazon.fr 卖家账户已被暂时停用。您的商品已经从我们的网站上下架。我们会与您共同商讨解决这个问题。在此期间,资金不会转给您,但会留在您的账户中。如有任何未完结的订单,请及时安排发货,以避免进一步影响您的账户。

为什么会发生这种情况?

最近,我们曾就您操纵商品评论的问题联系过您。由于您仍有操纵商品评论的行为,目前您已无法在 Amazon.fr 上销售商品。要详细了解此政策,请访问卖家帮助中心 (<https://sellercentral-europe.amazon.com/gp/help/200386250>)。违反亚马逊政策的行为可能也会违反适用法律。

如何重新激活我的账户?

要重新激活您的账户,请发送以下内容:

- 关于您发布或获取 Amazon 政策禁止的买家评论所用全部方法的详细说明。
- 您为获取“禁止的评论”或操纵评论而与之联系过的所有第三方的联系信息(姓名、邮箱地址、网站等)。
- 您或第三方用于发布“禁止的评论”的所有买家账户的识别信息。
- Amazon 网站上现有的所有“禁止的评论”列表。
- 一份说明日后您将如何杜绝操纵商品评论行为的计划。

如何发送此类信息?

要提交此类信息,请回复此电子邮件并提供要求的详细信息。

如果未发送要求的信息,会怎么样?

如果我们在原通知发出后 21 天内未收到所需信息,您的账户将会被一直停用。

我们随时为您提供帮助

如果您对此政策或您的账户有任何疑问,请在卖家帮助中心搜索“禁止的卖家活动和操作”(<https://sellercentral-europe.amazon.com/gp/help/200386250>)。

您的账户被误停?

如果您认为存在错误,请提交说明。您的说明应包含以下信息:

- 证明您的账户符合我们政策的证据或示例

什么是操纵评论

Misuse of ratings, feedback, or reviews; Misuse of sales rank, Misuse of Search and Browse; **Manipulate reviews.**



操纵评论申诉

服务器刷单

自己养号、找服务商刷单;
手机端, 电脑端, 模拟器刷单;
刷空包, 刷FBM, 刷FBA;
直评, VP, Rating, QA, 点赞;
绑违规变体、绑僵尸评论;
买家号、信用卡质量: 黑号, 白号

售后邮件

全额/部分退款、免费重发后,
为了获取评论, 联系买家删
除/修改/留评; 软件催评。
催评内容违规。

真人测评

自建测评团队, 服务商中介团队;
Facebook/微信/QQ群/社交网站;
Review Club (评价多, 评价易等)

售后卡/小卡片/宣传册

内置小卡片, 免费礼品、Gift
Card, 退款、抽奖、引导买家
私下联系卖家邮箱



衍生问题: 操纵销量及排名

赶跟卖软件: 买空跟卖店铺的库存。被亚马逊警告控制竞争对手库存。

被人赶跟卖: 被赶跟卖软件买空库存, 店铺产生大量的取消订单。被警告操纵排名。

操纵评论申诉思路



一、操纵评论的细节

排查自己最近3-6个月做了哪些违规操作。一个个类型排查清楚。



三、做了哪些措施

问题已经出现，做了什么？

查出问题，取消合作，惩罚员工，团队优化，学习亚马逊政策，哪些是禁止的操纵评论的行为。



二、汇总操纵评论的记录

ASIN，订单号，留评链接，聊天记录，付款记录，联系方式。



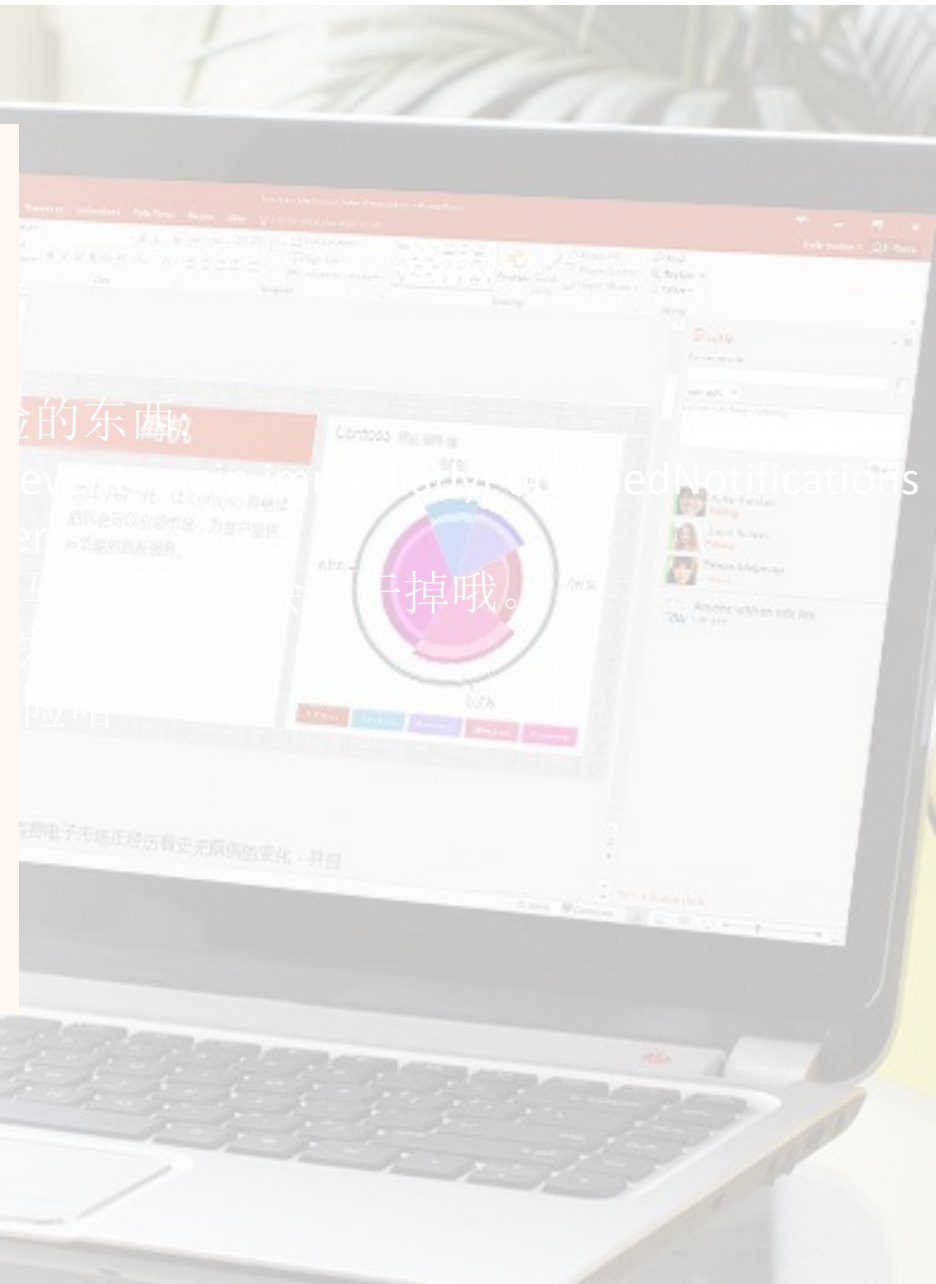
四、预防措施

如何预防此类问题发生？

全方位，多维度，多角度分析。政策学习，员工培训，公司制度完善，加强员工监管。团队优化。如何合规运营，运用亚马逊的合规方法增加评论和订单。

亚马逊账号申诉逻辑框架

Plans of Action generally need three sections to work: root cause of the issue, immediate fix to the issue and long-term correction to the business to prevent the issue from occurring again. The problem is that when a seller is suspended, he or she will say whatever it takes to get reinstated. This includes creating "root causes" of the problem when the issue had nothing to do with the product and, instead, the "root cause" of the problem was a customer that wants to scam a free product.



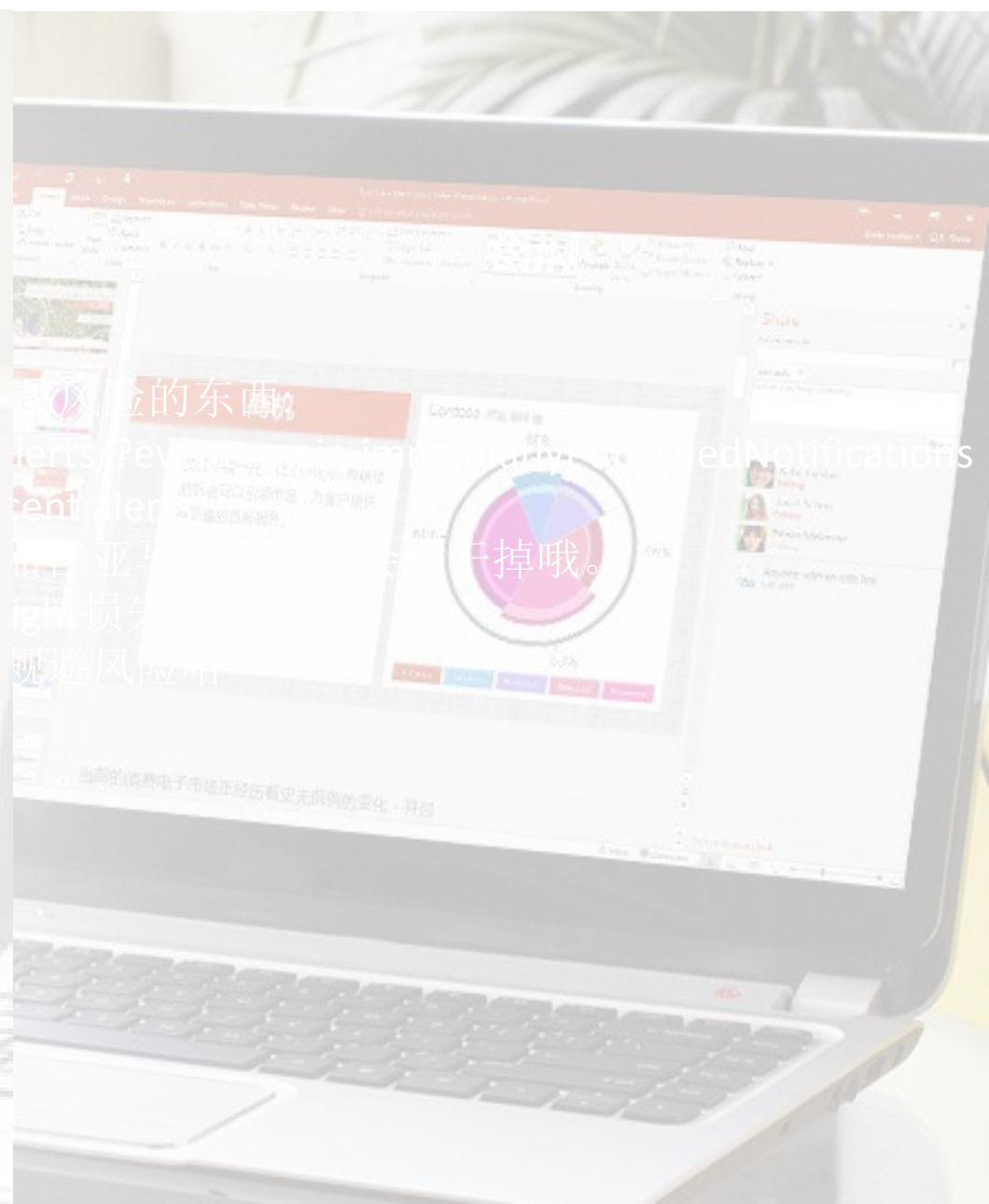
亚马逊账号申诉逻辑框架

We performed an account audit to ensure no other products were infringing on intellectual property and made sure all products are compliant with Amazon's guidelines and policies.

What did your audit process consist of? Which guidelines and policies are you referring to when you mention compliance?

Before listing any new products for sale on Amazon, we will verify that the products do not violate anyone's intellectual property, trademark, copyright, or patent

How will you verify that the products do not violate intellectual property? I recommend expanding this section as the most important part of your plan is how you will solve for the root cause and avoid these types of complaints from recurring.



申诉思路万能模板

万变不离其宗

知其然，知其所以然

4.预防措施

站在公司的角度，大局观思考问题。全方位、多角度、多流程思考有哪些地方可以优化。公司制度：人事优化，团队建设，人员培训；完善产品供应链，物流渠道，质检流程；开发、设计与美工，采购、主管、运营与客服，仓库，法务、外部资源服务商等多部门通力合作；知道如何合规运营，充分运用亚马逊主推业务。CPC，品牌、促销、秒杀活动等。

3.解决方案

针对问题出现的原因，具体做了哪些补救措施。特别是对于政策学习和理解上，知道什么该做，什么不该做。

根据运营实际情况，深刻分析可能出现的原因。具体到各个细节，让亚马逊知道我们有在调查问题。

2.分析原因

介绍关店的背景，违反哪个规定。阐明店铺面临的问题，做出道歉和保证。

1.开头