

Dear Amazon USA seller performance team,

### Root Cause

Thank you for providing me with the opportunity to appeal my seller account's seller performance due to Intellectual Property Complaints.

I understand that Amazon takes failures to comply with requirements seriously and I would like to share with you my plan of action in which I explain what I have done to resolve the issue and what will I do to prevent it from happening again.

I have been sourcing my products from multiple suppliers, and often match the listing offered by suppliers and listing created in Amazon  
It is our responsibility with suppliers to ensure that the inventory list do not cause any infringement

Its my failure to realise that the list of products that suppliers supply to us are not brand approved to put for sale in Amazon and affecting the brand intellectual property and we accept our responsibility.

As a seller on Amazon, I did not study and carefully read all the Amazon policies, guidelines and requirements.

### Corrective Action

- Immediately remove the related trademark infringement products' listing on my Amazon account and decided not to take products from the supplier again unless get the authorization from brand owner.
- Assistants will work full time in this business to create listing for new products and check existing supplier list consistently to avoid any similar issue.
- I have carefully read and re-read all the Amazon policies, especially on how to source inventory, Amazon Intellectual Property Policy, Amazon Product Authenticity and Quality, and Amazon's Counterfeiting Policy to ensure that I will not violate them again.
- Carefully reviewed amazon account and inventory to ensure all my listing are fully compliant with Amazon latest policy and guidelines, particularly related to trademarks and intellectual property.

What will I do to prevent similar complaints in the future

-All inventory will be sourced from reliable sources, directly from manufacturers or from authorized distributors who will be able to provide valid invoices ensuring to meet Amazon's requirements.

-I will seek approval and green lights from brand owners directly to be able to resell products on Amazon.

-All new products in the future I will be verifying that the products and listing do not infringe anyone's intellecture property, trademarks etc.

-I will continue to adhere to Amazon's latest rules and policies to ensure no policy being violated.

I believe that these solutions are effectively addressing the problems noted by seller performance in the previous notice. Do trust us that the measures will be 100% effective in preventing these problems from recurring in the future.

Look forward to restarting the account and serve Amazon customers with highest satisfaction.

Yours sincerely.