

Merchant@amazon.co.jp

Category, Product and Listing Guidelines

(Kindle Accessory Products)

Below translation is for reference purpose only and if there is any conflict between the translation and the Japanese version, the Japanese version will control.

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1/31/2013

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Registering Kindle Accessory Products

1. Product names

[Manufacturer] [Brand name] [Product name] [Specifications / color, size, type, etc.] [Model]

Example: Amazon Kindle Fire HD Stand-Type Leather Cover (Kindle Fire HD only) 53-000171

- [Manufacturer] Please enter the name of the manufacturer, such as Amazon, Buffalo, Elecom, Belkin, etc.
- [Brand name] Please enter the brand name, such as "Kindle fire HD", "Kindle fire", "Kindle paperwhite", etc.
- [Product name] Please enter the official name of the product.
- [Specifications / color, size, type, etc.] Please enter the color, size, type, and other characteristic technical specifications (Bluetooth, etc.).
- [Model] Please enter the manufacturer's model name. [Notes]
- Please separate each with a **half-width (standard) space**.
- Please use 50 or fewer characters, including spaces.
- Please use half-width (standard) spaces.
- Please use half-width alphanumeric characters and hyphens. Half-width katakana cannot be used.
- Type 1 High ASCII characters, other special characters, and system-specific characters cannot be used.
- **Do not include any text or symbols unrelated to the original product.**
Examples of inappropriate text: "Starting now", "Simple", "Readily available", "!", "Free shipping", "Limited edition", "Huge discount"

2. Notes regarding product images

- The seller is responsible for ensuring that he/she has all necessary rights regarding use of the images.
- It is not permitted to duplicate, replicate, copy, sell, resell, access, or otherwise use images posted on the Amazon site without explicit written consent from Amazon. Trademarks, logos, and information with intellectual property right value owned by Amazon (including images, text, page layout, and forms) may not be made into frames or incorporated using frame technology without obtaining explicit written permission. Rights not explicitly granted are reserved by Amazon or its licensors, suppliers, publishers, right holders, or other content right holders.



3. Product types

- Enter the product type in the "Product Type" column. For each product, select the appropriate product type from among the two product types listed below.

■ Product types and product examples

Product Type	Product Type	Product Example
Kindle E-Reader Accessories	Kindle E-Reader Accessories	Amazon Kindle e-book reader cover, protective film, touch pen, charger adapter, various cables, et.
Kindle Fire Accessories	Kindle Fire Accessories	Amazon Kindle e-book reader cover, protective film, touch pen, charger adapter, various cables, et.

4. Variations

Enabling the buyer to select listed products by **color of the product** is called setting the variation. If you deal in merchandise of different colors, please set this item. (Non-color variations such as size cannot be set)

variation-theme	Content
Color	Make the color selectable. Examples: Red, green, white, etc.

* It is possible to set variation themes for different colors of all "Product Types".

* Please see the Variation Data Creation Guide for information on how to create variation data. Variation Data Creation Guide

<https://s3.amazonaws.com/seller-guide/jp/MA01017E/MA01017E.htm>

5. Guidelines for inventory file use

If you would like to register the country of origin, please enter it in ALL CAPS.

* Although the recommended values are lower-case ("jp", "cn", etc.), please input using ALL CAPS ("JP", "CN").

6. Listing parallel import products

Use a code other than the regular distribution JAN/EAN/UPC Code used within Japan for parallel import products. Also, please follow the rules set forth on the "Parallel Import Products" help page when registering products.

Please click [here](#) for details on "Parallel import products".

1. Product name

In order to distinguish them from regularly distributed products in Japan, please be sure to write [Parallel import] in the product name. You must not use another expression with the same meaning, such as "parallel product", "parallel goods", "parallel import product", or "direct overseas import."

Example: [Manufacturer] [Brand name] [Product name] [Specifications / color, size, type, etc.] [Model]
[Parallel import]

2. Product Specifications/Description

Please be sure to describe the differences to regularly distributed products in Japan with regard to the following items.

- ① State of packaging (and whether the product is new or used if the state makes it difficult to determine)
- ② The fact that the manufacturer's warranty does not apply in Japan
- ③ The fact that explanation about country of origin, product specifications, and trademark are in a foreign language
- ④ The presence or absence of peripherals/accessories and their differences
- ⑤ For parallel import goods and imported products, you may not enter a value in the inventory file's manufacturer's suggested retail price (msrp) or the product registration screen's manufacturer's suggested retail price.

3. Handling of wireless/radio equipment on Amazon

You may be asked to refrain from listing wireless/radio equipment sold abroad on Amazon.co.jp as it may be disadvantageous to the user (customer). Use of wireless/radio equipment in Japan requires that the equipment is certified as conforming to the technological standards prescribed in the Radio Law. Products sold abroad may not be certified as conforming to the technological standards prescribed in the Radio Law, and use of products in Japan that are not certified as conforming to the technological standards may violate the Radio Law and related regulations. Therefore, please understand that if it is determined that a product on Amazon.co.jp corresponds to the above, the product will be removed regardless of whether or not you are given prior notice.

7. Condition

Please set the list price for used and refurbished Kindle accessory products as equal to or less than the price on Amazon.co.jp. If you list new products, you may set the price freely. It should be noted that products listed as refurbished products are those that are refurbished and guaranteed by the manufacturer or a refurbisher. You must have advanced official listing consent from Amazon.co.jp if listing a product as a refurbished product.

* New Product:

A product that is sold in a state of being unused and unopened and in the same packaging as when it is sold as a new product by the manufacturer. You must specify whether or not there is an original

manufacturer warranty, the details of the warranty if it exists, and details of any warranty other than the original manufacturer warranty, in the Condition Details column.

*** Refurbished:**

A product that has been inspected, cleaned, and repaired by a professional based upon the manufacturer's specifications to operate normally. A warranty from the refurbisher is required. In the Condition Details column, you must include information on who refurbished the product in what manner, as well as the fact that there is a guarantee. Also, if it is not refurbished by the manufacturer, specify that it is not a product refurbished by the manufacturer in the Condition Details column and ship the product in a manner that will not give the buyer the mistaken impression that it was refurbished by the manufacturer.

*** Used - Almost New Product:**

A product that appears unused and is in perfect condition. Even if packing film has been opened, the product itself and the box are intact and clean and there is no dirt or damage whatsoever. The product is suitable to be given as a gift.

*** Used - Very Good:**

A product that has been used but is in very good condition, can be used without issue, and has been treated with care. The product and instruction manual are present, and dirt and damage are of a degree that would not bother the user. The product is fully operational.

*** Used - Good:**

A product that has been used many times and has dirt and damage, but is in good condition. The product has an instruction manual, and there are no problem using it. This includes visible graffiti or evidence of wear from use. The product is fully operational and the overall look is good.

*** Used - Acceptable:**

A product that is visibly dirty or damaged, but has absolutely no functional problems. The product has damage from moving, dents, or other superficial problems. This includes cases where the box or instruction manual has been lost or damaged but this does not directly affect operation. Graffiti or evidence of wear from use can be seen. Kindle accessories that cannot be listed

- Kindle accessory products that have any problem in operation whatsoever may not be listed.
- Products with damage that inhibits use may also not be listed.
- Products with missing accessories/peripherals (except instruction manuals) that are essential for use may not be listed.
- Products acquired illicitly, products with safety problems, or Kindle accessory products subject to recalls may not be listed.
- Please specify the presence or absence of a warranty and the details of any lost peripherals/accessories in the Condition Details column. However, refurbished products without warranties may not be listed.
- Kindle accessory products developed for Japan may not be shipped outside Japan.
- Products that require licensing, registration, notification or other authorization to be sold in Japan may not be listed before obtaining said authorization.

*** We may remove products if we cannot confirm that the product registration regulations have not been complied with.**

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