

# **Merchant@amazon.co.jp**

## **Category, Product and Listing Guidelines (Cosplay 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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About these guidelines

- Please be sure to comply fully with these Guidelines when registering a new product. Amazon.co.jp reserves the right to suspend the listing of any products that are not in compliance with the Guidelines.
- Please contact Technical Support if a catalogue for a product you wish to register exists but is not in compliance with the Guidelines.

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# 1 Registration of cosplay products

## 1.1 Definition of cosplay products

- Amazon.co.jp defines “cosplay product” as follows.
  - Cosplay product: A costume, accessory, or other product made for the purpose of dressing as a character, etc., appearing in an anime, game, movie, drama, etc.
  - Included are costumes that, while not associated with a specific character, could be used at various cosplay events, etc.  
Examples: Maid costumes, Gothic and Lolita fashions, panier, mikofuku, cat ears.
  - Also included are accessories for costumes and disguises used at parties. Examples: Rubber masks, full-body tights, full-body animal suits
  - The following are classified as sexual/adult-oriented products and lingerie:
    - Sexual/adult-oriented products: Products whose images, product name, or product explanation suggest use in sexual/adult activity. Such products include (but are not limited to) the following:  
Body stockings and shelf bras that are not for wearing as underwear  
Costumes for use during sexual activity, etc.
    - Lingerie: Lingerie: Products for wearing as underwear or sleepwear
  
- Sales categories
  - Cosplay products, party accessories : Toys
  - Lingerie : Clothing & Accessories
  - Sexual/adult-oriented products: Health & Personal Care
  - Lingerie not applicable to the above : Health & Personal Care

\*Please read the Category, Product and Listing Guidelines of the Clothing & Accessories and Health & Personal Care categories for details regarding sales in those categories.
  
- Determining the proper sales category
  - Amazon.co.jp reserves the right to interpret and determine the proper sales category for each product based on the above definition, and may move products placed in inappropriate categories to their correct categories.

## 1.2 Product names

Please be sure to follow the following rules concerning the names of cosplay products.

- 【コスプレ】 (cosplay) + product name + character name + costume/accessory name + size + color

Example: 【コスプレ】 涼宮ハルヒの憂鬱 涼宮ハルヒ 県立北高校制服 女性 M (The Melancholy of Haruhi Suzumiya Suzumiya Haruhi prefectural north high school uniform women's M)

- Other important points
  - Do not post product names or character names without the consent of the relevant copyright holders.
  - Use half-width spaces.
  - Do not use half-width katakana characters.
  - Enter alphabetic letters, numerals, and hyphens as half-width characters.
  - Do not use Type 1 High ASCII characters, other special characters, or machinedependent characters
  - Do not include such items as “セール” (sale), “OFF 率” (% off), “激安” (price slashed), “送料無料” (free shipping), “限定予約” (limited advance order), 入荷日 (availability date), or シーズン (season) in the product name.
  - Do not include text or symbols that have no relation to the product name.

### 1.3 Product specifications/explanation

- Enter the following items in the product specifications:
  - Product name/character name
    - Example: 名探偵コナン 江戸川コナン (Meitantei Konan Edogawa Konan)
    - However, do not post names without the consent of the relevant copyright holders.
  - Consent of copyright holder
    - Example: (C)青山剛昌／小学館・読売テレビ・TMS 1996 (© Gosho Aoyama/Shogakukan, Yomiuri Telecasting, TMS 1996)
  - Set contents
    - Example: Necklace, upper garment, skirt, ribbon, gloves
  - Materials
    - Example: Inner: 85% nylon, 15% polyurethane  
Jacket: 100% polyester
  - Size
    - Example: Height: 155 - 160 cm; bust: 81 – 88 cm; waist: 61 – 66 cm; hips: 88 – 93 cm
- Describe product characteristics not explained in the product name and product characteristics in the product explanation.
  - Example: The jacket has an inner lining. The metal plate is removable.
- Do not enter information that is specific to the seller in the product specifications/explanation.
  - Inappropriate example: Delivery after three business days from order. Orders of loose items and e-mail orders are accepted. Custom orders are accepted.

## 1.4 Product images

Be sure to closely follow the following guidelines concerning product images.

- Main images may feature models; however, costumes and poses that excessively expose skin may not be posted if the possibility that they will be seen as indecent or in bad taste exists.
- Amazon.co.jp reserves the right to interpret and decide whether images and poses might be seen as indecent or in bad taste, and to move products to their proper categories based on the definition of “cosplay product.” Additionally, Amazon.co.jp may delete or alter images as circumstances require.
- Sellers must use portraits strictly within the scope of license granted by the model or the organization that possesses the model’s portrait rights.
- Sellers will extend to Amazon.co.jp and its affiliates compensation, protection, and exemption from responsibility pertaining to claims, judicial decisions, damages, and/or expenses (including rational legal fees) arising from lawsuits or claims of infringement on portrait rights by a third party.
- Nude images (i.e., images showing breasts, genitals, buttocks, etc.) are not permitted. Images showing models wearing transparent material in which genitalia or breasts/nipples are visible and provocative images of an indecent or sexual nature are not allowed. Images processed to hide such characteristics are also not allowed.

## 1.5 Browse Node

Please clearly indicate 2189387051 as the cosplay product ID in the Browse Node of the inventory file.

## 1.6 Private Brand

Please observe the following guidelines when displaying non-in house generic brands, or individual private-brand products that display a degree of originality.

- 1) Print or press the brand name or logo onto the product’s package or the product itself.
- 2) Register an image where 1) can be clearly identified.
- 3) Write the brand name within the product name.
- 4) Register the proper brand name in the brand column.

※ \* In the case of clothing items, please adhere to the following.

Sew a label onto the product that lists the brand name, or attach a tag with the same information using a string, chain, tag pin, or other means.

Please be careful, as any product that does not meet the above guidelines will be displayed as a “Generic Product.”