

Exhibit 2005

Brand Benefit Eligibility

As an Amazon Selling Partner you have access to a set of benefits. The following is a list of the brands you currently sell in the Amazon store. If your selling account is owned by the Brand but you are not currently identified as the brand owner, you can click on "Identify as the brand owner" in the Actions column to initiate the process to identify as brand owner. Note: Resellers, distributors, and other agents are not considered brand owners

Enrolled Brands ⓘ	Identified as Brand Owner? ⓘ	Actions
NEEWE	Yes Eligible for full benefits	—

Don't see one of your brands that's already in Brand Registry? Open a case, reference "Error code 5001a", and provide the name of the missing brand.

For new brands:

[Enroll in Brand Registry](#)

NGD000132

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Enrolled Brands	Identified as Brand Owner?	Actions
NEVER	Yes Eligible for full benefits	-

NGD000137

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Exclusive Benefits for Enrolled Brands

Benefit	Target Area	Not a Brand Owner	Brand Owner
A+ Content	Connect To Customers	✓	✓
Video Shopping - Product Videos	Connect To Customers	✓	✓
Storefront	Connect To Customers	✓	✓
Sponsored Brands	Grow Your Audience	✓	✓
New Seller Incentives	Inform Your Strategy	✓	✓
Vine	Connect To Customers	✓	✓
Customer Reviews	Connect To Customers	✓	✓
Post (beta)	Connect To Customers	✓	✓
Amazon Live	Connect To Customers	✓	✓
Amazon Customer Engagement (beta)	Connect To Customers	✓	✓

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Enrolled Brands Identified as Brand Owner?

NEWER
Yes
Eligible for full benefits

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For new brands:

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Exclusive Benefits for Enrolled Brands

Benefit	Target Area	Not a Brand Owner	Brand Owner
^ Ad content	Connect To Customers	✓	✓
^ Video Shopping - Product Videos	Connect To Customers	✓	✓
^ Stores	Connect To Customers	✓	✓
^ Sponsored Brands	Grow Your Audience	✓	✓
^ New Seller Incentives	Inform Your Strategy	✓	✓
^ Vine	Connect To Customers		✓
^ Content Reviews	Connect To Customers		✓
^ Posts (beta)	Connect To Customers		✓
^ Amazon Live	Connect To Customers		✓
			NGD000152

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^ Sponsored Brands	Grow Your Audience	✓	✓
^ New Seller Incentives	Inform Your Strategy	✓	✓
^ Vine	Connect To		

FEEDBACK

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IPR 2025-01231