Letter of Authorisation Request — Template

Companion to "Amazon's Bundle Policy, 11 January 2027: The Exit Plan for Seller-Assembled Bundles." Send one request per brand in the bundle. Replace every [bracketed] field. The grant wording in the letter follows the model clause published by an Amazon moderator in the Seller Forums announcement thread (20 October 2026) — a forum post, not policy text, but the best drafting guide Amazon has given. Have your own adviser review the final letter before you rely on it.

[Your company letterhead]

[Date]

[Brand owner / manufacturer name]

Attn: [Licensing / Brand Partnerships / Legal Department]

[Address or brand-domain email]

Subject: Request for a Letter of Authorisation to repackage [Brand] products in an Amazon bundle — response requested by [date, e.g. 12 December 2026]

Dear [Name / Licensing Team],

I am writing to ask [Brand owner] for a letter of authorisation covering a product bundle we sell on Amazon. I explain the background briefly, because the request is driven by a dated Amazon policy change and is narrower than it may first appear.

Who we are. [Your legal company name] ("[Short name]") is an authorised reseller of [Brand] products. We purchase through [distributor / directly], under account [reference if any], and have sold [Brand] products on Amazon since [year]. Our Amazon store is [store name], seller ID [ID].

What we sell. We offer a bundle listed as a single ASIN — [bundle title], ASIN [ASIN] — which combines:

- [Product 1 — Brand, product name, UPC/EAN]
- [Product 2 — other brand(s), product name, UPC/EAN]
- [Product 3 — if applicable]

The products are genuine, sourced through authorised channels, and are repackaged by [us / our prep centre, name] into a single retail package. Sales volume is approximately [units] units per [month/year].

Why we are asking. Amazon has updated its product bundling policy: from **11 January 2027**, most bundles listed as a single ASIN must be packaged by the original manufacturer or brand, **unless** the seller holds a letter of authorisation from the brand owner or manufacturer of *every* product in the bundle granting permission to reconfigure and repackage. Bundles without that documentation will

be deactivated. We are asking every brand in this bundle for the same letter, and we are writing now because we understand these requests take time to review.

The authorisation we are requesting. We ask [Brand owner] to grant wording substantially as follows (the scope options are yours to set — we are glad to accept the narrowest grant you are comfortable giving):

> "[Brand owner] hereby grants [Your legal company name] the right to repackage products for [Brand] with [certain set of brands: name them] for sale as bundles on Amazon [for a specific term: e.g. two years from the date of this letter], [in the Amazon.com store / across all Amazon stores]."

What Amazon needs the letter to contain. For Amazon to accept the letter, it should state five things: the **licensor** ([Brand owner]), the **licensee** ([Your legal company name]), the **grant** (repackaging, as above), the **geographic scope / stores**, and the **term**. Amazon asks that it be issued on your letterhead and signed by an authorised signatory, or sent from an email address at your company's own domain. Amazon has also said it may contact the rights holder to validate a letter, so please let us know the best contact for that.

What this does not ask of you. The letter does not transfer any trademark or other intellectual property, does not make us an exclusive distributor, and does not authorise us to sell [Brand] products in any new way — only to include them, repackaged, in the specific bundle configuration named above. If it would help, we are happy to work from your own template, to limit the grant to the single bundle ASIN listed, or to add a termination-on-notice clause.

Timing. Because Amazon's deadline is 11 January 2027 and enforcement follows it directly, we would be grateful for a response by **[12 December 2026]**. If the answer is no, an early no is genuinely useful to us — it lets us plan an orderly sell-through of existing stock instead.

Thank you for considering this. I am happy to provide sales history, packaging photographs, or anything else your team needs.

Yours sincerely,

[Signature]

[Full name, title]

[Your legal company name]

[Phone] · [Email]

Notes for the sender (delete before sending)

- **One letter per brand.** A bundle with three brands needs three grants; the kit survives only if every brand signs. Log each request and reply in the Bundle Audit Worksheet.

- **The grant must say repackage/assemble.** A letter that only authorises you to *sell* or *distribute* the brand's products will not work — Amazon's LOA page expressly does not accept distribution rights or reseller agreements as a letter of authorisation.
- **Offer the narrow scope first.** Brands sign narrow grants more readily: one named bundle, a named set of co-brands, a fixed term, one store. You can always ask to widen it later.
- **Send it this week.** Brand legal teams work in weeks, not days. No response by mid-December should be planned as a "no."
- **Keep everything.** Save the sent request, the reply, and the signed letter together. If the bundle is flagged after 11 January, the letter is uploaded through the Account Health dashboard — and Amazon may contact the brand to validate it.
- **Alternative ask.** If the brand will not sign a repackaging letter, ask whether they would instead assign you an **Authorised Reseller role in Brand Registry** — that opens the virtual-bundle route for future bundles of their products.