

BRAND REGISTRATION

AT A GLANCE



- ✓ Brand owners can apply and renew registrations online
- ✓ Easy image upload connects labels to brand

Manage Brands for Your Agency

The POSSE ABC Brand Registration module enables brand owners, or their authorized agents, to submit applications to register their products for multiple classifications, including wine, beer, and distilled spirits.

Keep Everything Connected

For every brand or product, licensees can upload images of the actual label being registered with your agency as well as specific vintages (if applicable).

Clear Ownership

Brand owners or authorized agents can indicate who they are authorizing to act as distributors within your jurisdiction for their registered brands. Changes to authorized distributors are supported through amendment applications.

Online Brand Management

Brand owners can renew their registrations easily. The module supports monthly notifications to the brand owners (or authorized agents) indicating which of their brands are about to expire. They can easily renew via the POSSE ABC public portal.

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