



Sean Vandenberg <sean.m.vandenberg@gmail.com>

RE:[CASE 17726785831] Regarding your email: Final Escalation – Dove Brand Approval Rejection (Arbitrary Denial of Valid Documentation)

2 messages

Amazon Seller Support <merch.service05@amazon.com>
To: sean.m.vandenberg@gmail.com

Tue, May 13, 2025 at 2:31 AM

Hello from Amazon,

Thank you for contacting Amazon. We have received your email, and it will be reviewed by our expert team within 24 hours.

To help us continually improve, we ask that you take a moment to complete our survey below to tell us about your experience with this specific interaction.

Were you satisfied with the support provided?

Thank you for your patience and understanding.

Debajyoti B.
Selling Partner Support

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Should you have additional inquiries or feedback, please contact Selling Partner Support and they will do their very best to support you in a timely manner:

<https://sellercentral.amazon.com/help/hub/support>

To view your case:

https://sellercentral.amazon.com/cu/case-dashboard/view-case?ref=sc_cd_lobby_vc_v3&ie=UTF&caseID=17726785831

To contact us again about this issue, please use the Contact Us form in Seller Central using the following link:

<https://sellercentral.amazon.com/cu/case-dashboard/view-case?caseID=17726785831>

Please note: this e-mail was sent from a notification-only address that cannot accept incoming e-mail. Please do not reply to this message.

Sean Vandenberg <sean.m.vandenberg@gmail.com>
To: Amazon Seller Support <merch.service05@amazon.com>

Sun, May 18, 2025 at 2:11 PM

To Whom It May Concern,

It has now been five full days without any substantive response regarding **Case ID 17726785831**, related to the rejection of brand approval for Dove. This case was initially escalated, then inexplicably rerouted back to Seller Support — with no resolution, no policy-based justification, and no acknowledgment of the valid documentation I submitted.

Dove is a brand I have sold for years without incident. My submission included a **verifiable sales order from a major U.S. supplier**, along with matching payment records. There is no legitimate reason for this brand to remain restricted on my account, and no stated Amazon policy supports the denial I received.

This pattern — the refusal to recognize valid documentation and the lack of transparency around gating criteria — is now occurring across multiple brands. I am formally documenting this instance as part of a **consolidated arbitration filing** that will address Amazon's systemic mishandling of brand restrictions and repeated failure to act in good faith.

If a resolution is not provided within 48 hours, this matter will be **added to the arbitration docket**. Relief sought will include full reinstatement of selling privileges, reimbursement of arbitration filing fees, and any additional remedies awarded under AAA rules.

[Quoted text hidden]

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Sean Vandenberg

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