You need to have a BN.com account that has a valid default credit card (and the right billing address saved to it). You must register your nook using that account. Registration just associates your nook with a BN.com account. The only way to register is from your nook. The first time you use it the nook will lead you through registration. The best way to register your nook now is via the 3G wireless network, rather than with Wi-Fi. With the 1.1.1 firmware you may have trouble registering unless you are on the 3G network.

We suggest watching this B&N Support video