



June 9, 2021

The Honorable Dick Stein
Chairman
House Commerce & Labor Committee
Vern Riffe Center
77 South High Street, 12th floor
Columbus, OH 43215

RE: House Bill 272 – Written Proponent Testimony

Dear Chairman Stein:

The Ohio Manufacturers' Association (OMA) appreciates the opportunity to provide written proponent testimony on House Bill 272.

In recent years, e-commerce has become a common shopping experience for consumers, and during the COVID-19 pandemic, online marketplaces became even more prevalent as a way to offer a convenient and safe option for individuals who were sheltering in place.

While online shopping can be a suitable option for some shoppers, it also provides a highly profitable arena for selling counterfeit or stolen goods. Unfortunately, individuals wishing to profit from the sale of these goods can hide behind the anonymity of online marketplaces – harming legitimate companies and their brands.

Ohio manufacturers are the largest contributing sector to the state's GDP. In 2018, they produced more than \$112.2 billion worth of goods. As the prevalence of fake and stolen merchandise sales rises, it is important that online retailers have a basic knowledge of third-party sellers. Requiring validation of these sellers on the front end will allow Ohio manufacturers to protect their brand and safeguard their intellectual property. Moreover, it will create seller transparency for consumers and ensuring customer trust in the products they are buying.

By requiring online marketplaces to verify basic information from third-party sellers, House Bill 272 would ensure these online platforms have a minimum level of verification of the sellers, protecting both consumers and legitimate businesses.

Thank you for the opportunity to submit this written testimony. Please feel free to reach out with any questions you may have.

Sincerely,

Rachael Carl
Director, Public Policy Services