



June 9, 2021

Chairman Stein, Vice Chair Johnson, Ranking Member Lapore-Hagan, and members of the House Commerce and Labor Committee thank you for the opportunity to come before you today in support of House Bill No. 272, the Online Marketplace Transparency and Consumer Protection Act.

The Game Manufacturers Association was founded in 1977 as the trade association for the tabletop game industry. Our members design, manufacture, and sell to consumers board games, card games, role-playing games, puzzles, chess sets and other classic games. We represent thousands of small businesses around the country that create opportunities for family and friends to gather around a table for fun and entertainment. We are based in Ohio and in addition to our association work, we host the annual Origins Game Fair at the Columbus Convention Center. This consumer's event brings more than 20,000 attendees from around the world to explore, play and buy tabletop games. Origins is a fun family friendly event that generates hundreds of thousands of dollars for the local economy.

GAMA supports the efforts of HB 272 to curb the sale of counterfeit games online and to create a level playing field for our members who themselves selling games online on many of the major ecommerce platforms.

The pandemic has led many to seek ways to connect with other while being unable to engage in their normal entertainment outlets. This has led to a surge in demand for boardgames and other analog tabletop products such as puzzles, card games and role-playing games. In 2020, our industry is estimated to have topped \$7 billion in sales in North America. And where there is demand there are counterfeit products.

Unfortunately, too many of our publisher members have been victim of theft of their intellectual property. Unscrupulous parties are creating knockoffs copies of popular games and offering them on online marketplaces. By and large the ecommerce platforms have tried to work with our members when we raise the issue with them, but its often hard to do without key business information from the third-party sellers.

HB 272 seeks to address this issue by require certain high volume third party sellers to share with the platform six basic pieces of information that every legitimate business should have in order to conduct business. The six pieces of information are - the business name, business address, business email, business phone number, tax ID, and bank account information.

The bill is mindful of sensitive information such as tax ID and bank account information and keeps this confidential between the sellers and the online marketplace. The only information required to be made publicly available are business name, location and basic contact information such as a valid email address.

Consumer awareness is a critical component to reducing the prevalence of counterfeits as consumers are largely unaware of the scope of the problem and they are often unable to distinguish between known sellers and illicit sellers on marketplaces. We feel that this information is critical to help them make safe buying choices. This legislation simply gives consumers those tools they need to make smart informed choices.

When a game designer sits down to create a new game, they have to develop a set of rules that must be clear, concise and equal for everyone, so it is a balanced game that is fun and fair for all. As it stands today, legitimate game publishers selling through friendly local games stores are playing by one set of rules while some sellers are exploiting marketplaces by playing by another set of rules. This has led to an unbalance game that is neither fun nor fair.

We believe that this commonsense approach creates a level playing field for all and will go a long way to hold those selling counterfeit products accountable while protecting consumers from products that most likely have not undergone the mandatory product safety testing our members must comply with to ensure that the game is safe and does not place children at risk.

Thank you for your time. I would be happy to answer any questions you may have.

Regards,

John Stacy  
Executive Director  
Game Manufactures Association  
258 East Campus View Blvd, Columbus OH 43235  
614-255-4500 office | email: [john.stacy@gama.org](mailto:john.stacy@gama.org)