

Press Release | **October 6, 2021**

Footwear Industry Applauds New Act to Curb Counterfeits

Today, Representative's Jan Schakowsky (D-IL) and Gus Bilirakis (R-FL) introduced the INFORM Consumers Act to address the prevalence of counterfeit goods sold by third-party sellers on e-commerce sites. Footwear is one of the most counterfeited goods in the marketplace. The legislation would require online platforms to verify the identity of high-volume third-party sellers and provide consumers with basic information on these sellers. U.S. Senators Dick Durbin (D-IL) and Bill Cassidy (R-LA) introduced similar legislation in the Senate earlier this year.

Footwear Distributors and Retailers of America (FDRA) President and CEO Matt Priest issued the following statement on the introduction of the INFORM Consumer Act, which will help curb footwear counterfeits:

“We applaud Representatives Schakowsky and Bilirakis for introducing bipartisan legislation to help fight the surge of counterfeit goods sold online. With today's sophisticated counterfeiting operations, it can be nearly impossible for U.S. footwear consumers to determine a legitimate good from a counterfeit product. The INFORM Consumers Act will help protect our consumers and our brands by providing greater information and transparency when it comes to goods sold by third-party sellers in online marketplaces. Now that this bipartisan legislation has been introduced in both the House and Senate, FDRA looks forward to working to advance it through Congress as soon as possible.”

About FDRA: FDRA is the footwear industry's voice in Washington. It represents and advocates for nearly 500 companies and brands worldwide, or 95% of total U.S. footwear sales, making it America's largest and most respected footwear trade association.