



July 13, 2026

The Honorable Michael D. Crapo
Chairman
U.S. Senate Committee on Finance
219 Dirksen Senate Office Building
Washington, D.C. 20510

The Honorable Ron Wyden
Ranking Member
U.S. Senate Committee on Finance
219 Dirksen Senate Office Building
Washington, D.C. 20510

The Honorable Chuck Grassley
135 Hart Senate Office Building
Washington, D.C. 20510

The Honorable Maggie Hassan
324 Hart Senate Office Building
Washington, D.C. 20510

RE: Industry Support for the Counterfeit Notification Act

Dear Chairman Crapo, Ranking Member Wyden, Senator Grassley, and Senator Hassan:

On behalf of the undersigned organizations—collectively representing hundreds of large and small retailers, manufacturers, innovators, brands, and distributors—we are grateful for your leadership in the U.S. Senate supporting American innovation and measures to protect intellectual property (IP) and combat the distribution of counterfeit goods in the United States. We write to express our strong support for your proposed legislation, S. 2677. We likewise applaud Congressman Blake Moore (R, UT-01) and Congressman Brad Schneider (D, IL-10) on their collaborative effort to lead the companion bill H.R. 4930, *Counterfeit Notification Act*, through passage in the U.S. House of Representatives. We urge the Senate Finance Committee's urgent consideration of this legislation in the U.S. Senate.

In Fiscal Year (FY) 2025, U.S. Customs and Border Protection (CBP) seized over 78 million counterfeit goods, valued in excess of \$7 billion, across more than 300 ports of entry.¹ Over the past five years, from FY2021 to FY2025, “the total number of goods seized for intellectual property rights (IPR) violations has more than doubled, and the total manufacturer’s suggested retail price (MSRP) of these goods has seen an increase of over 122%.”¹ Notably, wearing apparel and footwear categories continue to be listed in the Top 10 Commodities seized for IPR infringement with the highest manufacturer’s suggested retail price (MSRP).¹ The financial burden of counterfeit items is borne by American innovators, employers, and trusted brands, as these counterfeit goods threaten U.S. businesses’ innovative capacity, dilute brand reputation, confuse customers and consumers, and hurt consumer trust.

¹ Intellectual Property Rights Seizure Statistics – Fiscal Year 2025. (2026, May 4). U.S. Customs and Border Protection. https://www.cbp.gov/sites/default/files/2026-05/ipr_seizure_stats_fiscal_year_2025_pbrb_5471.0326.pdf

These impacts are especially costly for small and mid-size businesses, who may not have the legal or compliance resources or capital to enforce brand or IP protection. CBP should have the ability to leverage a streamlined process to help identify counterfeit and pirated items, especially when facing challenges with small parcels. In addition to the financial impact, counterfeit and pirated items pose a threat to public safety and health. According to CBP, counterfeit goods may be “made with substandard materials or components and can be hazardous”.² In order to ensure that items entering the United States through ports of entry are authentic and do not introduce economic, health, or safety risks to consumers, CBP should be able to share suspected counterfeits’ packaging and shipping information with intellectual property rights holders, e-commerce platforms, and transportation carriers in order to identify and stop counterfeit imports more effectively.

CBP has previously voiced challenges regarding the scope of information and range of stakeholders with whom information regarding counterfeit goods can be distributed. While CBP has taken steps to address some of these challenges, a report published by the U.S. Government Accountability Office (GAO) cites the need for streamlined approaches to improve CBP enforcement and efficiency and improve resource allocation.³ In June 2026, President Trump introduced an Executive Order titled “Strengthening Customs Enforcement,” focused on the need for greater coordination between the public and private sectors in strengthening customs enforcement and IP protection. In alignment with this Executive Order, the *Counterfeit Notification Act* further strengthens IP enforcement and solves the aforementioned challenges by equipping CBP with the authority to share with private sector partners both information derived from products and their packaging as well as information from packing materials associated with a shipment of suspected counterfeit goods. It also expands the current statute’s definition of a “person” with whom CBP can share information with when seeking assistance in determining the admissibility of suspect goods, to improve CBP’s efficiency and effectiveness in identifying and stopping the proliferation of counterfeit goods.

This year marks the kickoff of a decade-long opportunity during which American innovation and leadership across the sports and fitness industry, and countless others, is showcased on the global stage. As an industry, we must seize this once-in-a-generation opportunity to demonstrate the transformative power of sports and fitness and boost the affordability and accessibility of these activities across the United States. However, the innovators, entrepreneurs, community leaders, and small businesses at the forefront of this opportunity continue to be burdened by the economic and social harm resulting from counterfeit goods. As digitization improves the ease through which counterfeiters and bad actors can replicate authentic goods and deceive consumers, the public and private sectors must be empowered to work together to uphold consumer protection. Congress must act swiftly to ensure that IP, public trust, and consumer health and safety are protected and upheld ahead of these global sporting events, peak holiday shopping, and throughout the year. Thus, we strongly support the *Counterfeit Notification Act* and urge the U.S. Senate to pass H.R. 4930, so that it may be signed into law.

² The Truth Behind Counterfeits. (n.d.). U.S. Customs and Border Protection.
<https://www.cbp.gov/trade/fakegoodsrealdangers>

³ U.S. Government Accountability Office. (2020, October 26). Intellectual Property: CBP Has Taken Steps to Combat Counterfeit Goods in Small Packages but Could Streamline Enforcement
<https://www.gao.gov/products/gao-20-692>

We appreciate your collective leadership on this issue, and we look forward to working with you to ensure the swift enactment of this important legislation.

Sincerely,

Sports & Fitness Industry Association (SFIA)

Adidas

American Apparel & Footwear Association (AAFA)

Footwear Distributors & Retailers of America (FDRA)

The International AntiCounterfeiting Coalition (IACC)

National Operating Committee on Standards for Athletic Equipment (NOCSAE)

Nike

Retail Industry Leaders Association (RILA)

Transnational Alliance to Combat Illicit Trade (TRACIT)

CC: Office of Congressman Blake Moore

CC: Office of Congressman Brad Schneider