



May 12, 2021

The Honorable Maria Cantwell
Chairwoman
Senate Committee on Commerce,
Science and Transportation
Washington, DC 20510

The Honorable Roger Wicker
Ranking Member
Senate Committee on Commerce
Science and Transportation
Washington, DC 20510

RE: Oppose COOL Online Act Amendment to Endless Frontier Act

Dear Chairman Cantwell and Ranking Member Wicker,

On behalf of the National Retail Federation, we are writing to you **in opposition** to the Country of Origin Labeling Online Act amendment being offered as part of the Endless Frontier Act during today's markup. We are concerned about the broad impact this bill will have on all retailers who operate in an online environment, whether they are a marketplace or just have an ecommerce website.

The National Retail Federation, the world's largest retail trade association, passionately advocates for the people, brands, policies and ideas that help retail thrive. From its headquarters in Washington, D.C., NRF empowers the industry that powers the economy. Retail is the nation's largest private-sector employer, contributing \$3.9 trillion to annual GDP and supporting one in four U.S. jobs — 52 million working Americans.

Country of origin is an extremely complex issue that is determined through our trade laws and enforced by U.S. Customs and Border Protection. The legislation creates a new liability for retailers to certify the accuracy of the information provided by product vendors. Any such requirement must include a corresponding obligation for manufacturers, rights owners, distributors and sellers to provide the country of origin of their products to retailer selling the product.

The Committee has not discussed or considered this issue previously. It should not attach it to a carefully crafted, bipartisan bill.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink that reads "David French". The signature is stylized and cursive.

David French
Senior Vice President
Government Relations