

119TH CONGRESS
2D SESSION

H. R. 9578

To require AI-generated content is labeled as AI-generated with the metadata of the output or by other technological means, and for other purposes.

IN THE HOUSE OF REPRESENTATIVES

JULY 2, 2026

Mr. GOTTHEIMER (for himself, Mr. KEAN, and Mr. LICCARDO) introduced the following bill; which was referred to the Committee on Energy and Commerce

A BILL

To require AI-generated content is labeled as AI-generated with the metadata of the output or by other technological means, and for other purposes.

1 *Be it enacted by the Senate and House of Representa-*
2 *tives of the United States of America in Congress assembled,*

3 **SECTION 1. SHORT TITLE.**

4 This Act may be cited as the “Spot the Fakes Act”.

5 **SEC. 2. REQUIREMENT TO LABEL AI-GENERATED CONTENT**

6 **AS AI.**

7 (a) **REQUIREMENT TO LABEL AS AI.**—A person that
8 owns or controls AI-generated content shall label such
9 content as AI-generated within the metadata of the output
10 or by any other technological means to provide indelible

1 verification of provenance as determined appropriate by
2 the Director of the National Institute of Standards and
3 Technology.

4 (b) REQUIRED METHOD OF DISCLOSURE.—Not later
5 than 6 months after the date of the enactment of this sec-
6 tion, the Commission, in consultation with the Director
7 of the National Institute of Standards and Technology,
8 shall issue regulations that determine the method for how
9 the label required under subsection (a) is shown in the
10 metadata or by other technological means.

11 (c) ENFORCEMENT BY FEDERAL TRADE COMMIS-
12 SION.—

13 (1) UNFAIR OR DECEPTIVE ACTS OR PRAC-
14 TICES.—A violation of subsection (a) or a regulation
15 promulgated under such subsection shall be treated
16 as a violation of a regulation under section
17 18(a)(1)(B) of the Federal Trade Commission Act
18 (15 U.S.C. 57a(a)(1)(B)) regarding unfair or decep-
19 tive acts or practices.

20 (2) POWERS OF COMMISSION.—The Federal
21 Trade Commission shall enforce subsection (a) and
22 any regulation promulgated under such subsection in
23 the same manner, by the same means, and with the
24 same jurisdiction, powers, and duties as though all
25 applicable terms and provisions of the Federal Trade

1 Commission Act (15 U.S.C. 41 et seq.) were incor-
2 porated into and made a part of this Act. Any per-
3 son who violates such subsection or a regulation pro-
4 mulgated under such subsection shall be subject to
5 the penalties and entitled to the privileges and im-
6 munities provided in the Federal Trade Commission
7 Act.

8 (d) DEFINITIONS.—In this section:

9 (1) ARTIFICIAL INTELLIGENCE; AI.—The terms
10 “artificial intelligence” and “AI” have the meaning
11 given the term “artificial intelligence” in the Na-
12 tional Artificial Intelligence Initiative Act of 2020
13 (15 U.S.C. 9401).

14 (2) AI-GENERATED CONTENT.—The term “AI-
15 generated content” includes any video, image, audio,
16 text, or any other medium that is generated by arti-
17 ficial intelligence.

18 (3) COMMISSION.—The term “Commission”
19 means the Federal Trade Commission.

20 (4) METADATA.—The term “metadata” has the
21 meaning given that term in section 3502 of title 44,
22 United States Code.

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