

119TH CONGRESS
1ST SESSION

S. 294

To require origin and location disclosure for new products of Foreign origin offered for sale on the internet.

IN THE SENATE OF THE UNITED STATES

JANUARY 29, 2025

Ms. BALDWIN (for herself and Mr. SCOTT of Florida) introduced the following bill; which was read twice and referred to the Committee on Commerce, Science, and Transportation

A BILL

To require origin and location disclosure for new products of Foreign origin offered for sale on the internet.

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 “Country Of Origin La-
5 beling Online Act” or the “COOL Online Act”.

6 **SEC. 2. MANDATORY ORIGIN AND LOCATION DISCLOSURE** 7 **FOR NEW PRODUCTS OF FOREIGN ORIGIN** 8 **OFFERED FOR SALE ON THE INTERNET.**

9 (a) MANDATORY DISCLOSURE.—

10 (1) IN GENERAL.—

1 (A) DISCLOSURE.—Subject to subpara-
2 graph (B), it shall be unlawful for a product
3 that is marked or required to be marked under
4 section 304 of the Tariff Act of 1930 (19
5 U.S.C. 1304) to be introduced, sold, advertised,
6 or offered for sale in commerce on an internet
7 website unless the internet website description
8 of the product indicates in a conspicuous
9 place—

10 (i) the country of origin of the prod-
11 uct (or, in the case of a multi-sourced
12 product, the countries of origin), in a man-
13 ner consistent with the regulations pre-
14 scribed under such section 304; and

15 (ii) the country in which the seller of
16 the product has its principal place of busi-
17 ness.

18 (B) EXCLUSIONS.—

19 (i) AGRICULTURAL PRODUCTS.—The
20 disclosure requirements under clauses (i)
21 and (ii) of subparagraph (A) shall not
22 apply to—

23 (I) a covered commodity (as de-
24 fined in section 281 of the Agricul-

1 tural Marketing Act of 1946 (7
2 U.S.C. 1638));

3 (II) a meat or meat food product
4 subject to inspection under the Fed-
5 eral Meat Inspection Act (21 U.S.C.
6 601 et seq.);

7 (III) a poultry or poultry product
8 subject to inspection under the Poul-
9 try Products Inspection Act (21
10 U.S.C. 451 et seq.); or

11 (IV) an egg product subject to
12 regulation under the Egg Products
13 Inspection Act (21 U.S.C. 1031 et
14 seq.).

15 (ii) FOOD AND DRUGS.—The disclo-
16 sure requirements under clauses (i) and
17 (ii) of subparagraph (A) shall not apply to
18 a food or drug (as those terms are defined
19 in paragraphs (f) and (g), respectively, of
20 section 201 of the Federal Food, Drug,
21 and Cosmetic Act (21 U.S.C. 321) that is
22 subject to the jurisdiction of the Food and
23 Drug Administration.

24 (iii) USED OR PREVIOUSLY-OWNED
25 ARTICLES.—The disclosure requirements

under clauses (i) and (ii) of subparagraph (A) shall not apply to any used or previously-owned article sold by an internet website marketplace or a seller on an internet website marketplace. For the purposes of the preceding sentence, the term “used or previously-owned article” means an article that was previously sold or offered for sale at retail.

(iv) SMALL SELLER.—The disclosure requirements under clauses (i) and (ii) of subparagraph (A) shall not apply to goods listed by a small seller. For the purposes of the preceding sentence, the term “small seller” means a seller with annual sales of less than \$20,000 and fewer than 200 discrete sales.

(C) MULTI-SOURCED PRODUCTS.—For purposes of subparagraph (A)(i), a product shall be considered to be a “multi-sourced product” if a seller offers for sale a finished product, identical versions of which are produced in multiple countries.

(2) CERTAIN DRUG PRODUCTS.—It shall be unlawful for a drug that is not subject to section

1 503(b)(1) of the Federal Food, Drug, and Cosmetic
2 Act (21 U.S.C. 353(b)(1)) and that is required to be
3 marked under section 304 of the Tariff Act of 1930
4 (19 U.S.C. 1304) to be offered for sale in commerce
5 to consumers on an internet website unless the inter-
6 net website description of the drug indicates in a
7 conspicuous place the name and place of business of
8 the manufacturer, packer, or distributor that is re-
9 quired to appear on the label of the drug in accord-
10 ance with section 502(b) of the Federal Food, Drug,
11 and Cosmetic Act (21 U.S.C. 352(b)).

12 (3) OBLIGATION TO PROVIDE.—A manufac-
13 turer, importer, distributor, seller, supplier, or pri-
14 vate labeler seeking to have a product introduced,
15 sold, advertised, or offered for sale in commerce
16 shall provide the information identified clauses (i)
17 and (ii) of paragraph (1)(A) or paragraph (2), as
18 applicable, to the relevant retailer.

19 (4) SAFE HARBOR.—A retailer or a seller on an
20 internet website marketplace satisfies the disclosure
21 requirements under clauses (i) and (ii) of paragraph
22 (1)(A) or paragraph (2), as applicable, if the disclo-
23 sure includes the country of origin and seller infor-
24 mation provided by a third-party manufacturer, im-

1 porter, distributor, seller, supplier, or private labeler
2 of the product.

3 (b) ENFORCEMENT BY THE COMMISSION.—

4 (1) UNFAIR OR DECEPTIVE ACTS OR PRAC-
5 TICES.—A violation of subsection (a) shall be treated
6 as a violation of a rule prescribed under section
7 18(a)(1)(B) of the Federal Trade Commission Act
8 (15 U.S.C. 57a(a)(1)(B)).

9 (2) POWERS OF THE COMMISSION.—

10 (A) IN GENERAL.—The Commission shall
11 enforce this section in the same manner, by the
12 same means, and with the same jurisdiction,
13 powers, and duties as though all applicable
14 terms and provisions of the Federal Trade
15 Commission Act (15 U.S.C. 41 et seq.) were in-
16 corporated into and made a part of this section.

17 (B) PRIVILEGES AND IMMUNITIES.—Any
18 person that violates subsection (a) shall be sub-
19 ject to the penalties and entitled to the privi-
20 leges and immunities provided in the Federal
21 Trade Commission Act (15 U.S.C. 41 et seq.)
22 as though all applicable terms and provisions of
23 that Act were incorporated and made part of
24 this section.

1 (C) AUTHORITY PRESERVED.—Nothing in
 2 this section may be construed to limit the au-
 3 thority of the Commission under any other pro-
 4 vision of law.

5 (3) INTERAGENCY AGREEMENT.—Not later
 6 than 6 months after the date of enactment of this
 7 section, the Commission, the U.S. Customs and Bor-
 8 der Protection, and the Department of Agriculture
 9 shall—

10 (A) enter into a Memorandum of Under-
 11 standing or other appropriate agreement for the
 12 purpose of providing consistent implementation
 13 of this section; and

14 (B) publish such agreement to provide
 15 public guidance.

16 (4) DEFINITION OF COMMISSION.—In this sub-
 17 section, the term “Commission” means the Federal
 18 Trade Commission.

19 (c) LIMITATION OF LIABILITY.—A retailer or seller
 20 is not in violation of subsection (a) if—

21 (1) a third-party manufacturer, distributor, sell-
 22 er, supplier, or private labeler provided the retailer
 23 or seller with a false or deceptive representation as
 24 to the country of origin of a product or its parts or
 25 processing; and

1 (2) the retailer or seller—

2 (A) relied in good faith on that representa-
3 tion; and

4 (B) took immediate action to remove any
5 such false or deceptive representations upon no-
6 tice.

7 (d) **AUTHORITY PRESERVED.**—Nothing in this sec-
8 tion may be construed to limit the authority of the Depart-
9 ment of Agriculture, the Food and Drug Administration,
10 or U.S. Customs and Border Protection under any other
11 provision of law.

12 (e) **EFFECTIVE DATE.**—This section shall take effect
13 12 months after the date of the publication of the Memo-
14 randum of Understanding or agreement under subsection
15 (b)(3).

○