
The original instrument and the following digest, which constitutes no part of the legislative instrument, were prepared by Michelle Ridge.

SB 476 Original DIGEST 2020 Regular Session Ward

Proposed law defines the following terms:

- (1) "Consumer product" means any tangible personal property that is distributed in commerce and used for personal, family, or household purposes, including any property intended to be attached to or installed in any real property without regard to whether it is attached or installed.
- (2) "High-volume third-party seller" means a user of an online marketplace who is a third-party seller and who has entered into 200 or more discrete sales or transactions of new or used consumer products in any 12-month period during the previous 24 months, which result in an aggregate total of \$5,000 or more in total gross revenue for the user.
- (3) "Online marketplace" means any electronically based or accessed platform that does both of the following:
 - (a) Includes features that allow for, facilitate, or enable third-party sellers to engage in the sale, purchase, payment, storage, shipping, or delivery of a consumer product in the United States.
 - (b) Hosts one or more third-party sellers.
- (4) "Seller" means a person who sells, offers to sell, or contracts to sell a consumer product through an online marketplace.
- (5) "Third-party seller" means any seller, independent of an operator, facilitator, or owner of an online marketplace, who sells, offers to sell, or contracts to sell a consumer product in the United States through an online marketplace.

Proposed law requires an online marketplace to annually verify the identity of each high-volume third-party seller by requiring the high-volume third-party seller to provide the following:

- (1) Verified bank account information.
- (2) A government-issued identification card for the individual representing the high-volume third-party seller.
- (3) A government-issued record verifying the contact information of the individual or business.

- (4) A tax id number.

Proposed law requires a third-party high-volume seller to provide and disclose its identify to a consumer by providing, in a conspicuous manner on the consumer product listing or through a conspicuously placed link on the consumer product listing, certain identifying information.

Proposed law allows a high-volume third-party seller to request partial disclosure of identifying information if the seller demonstrates he does not have a business address or business phone number. An online marketplace can require full disclosure of identifying information if the seller has made a false representation to justify partial disclosure of identifying information or the high-volume third-party seller has not responded to inquiries submitted to his email address within a reasonable amount of time. Failure to disclose the information requested by the online marketplace will result in the seller being removed from the online marketplace's platform and the revocation of the seller's access and privileges.

Proposed law provides relative to certain consumer goods and requires a third-party seller to submit the following information to the online marketplace:

- (1) Verification and attestation to the authenticity of any registered trademark product or any consumer product in connection with a registered trademark.
- (2) Agreement not to use counterfeit marks or copyrighted images in connection with the sale, offering for sale, distribution, or advertising of any consumer product listed on the online marketplace.

Proposed law requires this information to be submitted simultaneously with the listing of the consumer product on the online marketplace and failure to do so results in removal of the listing on the online marketplace.

Proposed law requires an online marketplace to immediately remove a listing containing a copyrighted image.

Proposed law provides that an online marketplace shall remove any listing advertising an illegitimate consumer product for sale. Provides that the consumer product shall be considered illegitimate and shall be removed by the online marketplace only after a person who claims the consumer product is illegitimate submits evidence to the online marketplace sufficient to prove the consumer product is illegitimate. Proposed law requires the person to provide the following information, if applicable, to the online marketplace:

- (1) Any indicator showing how the consumer product was determined to be counterfeit.
- (2) A copy of the recall notice.
- (3) A copy of the police report and any identifying information of the stolen consumer product, including but not limited to the serial number, product description, and pictures of the

consumer product.

A violation of proposed law shall be a deceptive and unfair trade practice and shall subject the online marketplace to any and all actions and penalties provided for in the Unfair Trade Practices and Consumer Protection Law.

Effective August 1, 2020.

(Adds R.S. 51:3211-3214)