



PHARMAVITE

May 20, 2021

The Honorable Jerry Nadler
Chairman, House Committee on the Judiciary
2138 Rayburn House Office Building
Washington, DC 20515

The Honorable Jim Jordan
Ranking Member, House Committee on the Judiciary
2138 Rayburn House Office Building
Washington, DC 20515

RE: SHOP SAFE Act

Dear Chairman Nadler, Ranking Member Jordan, and Members of the Committee:

Pharmavite LLC, the manufacturer and marketer of Nature Made® dietary supplements, writes in support of the “Stopping Harmful Offers on Platforms by Screening Against Fakes in E-Commerce (SHOP SAFE) Act”—legislation that would amend the Trademark Act of 1946 to provide for contributory liability for certain electronic commerce platforms (e-tailers) for use of a counterfeit mark by a third party on such platforms, and for other purposes.

There is significant and growing demand for online purchases of consumer goods and, unfortunately, counterfeit products have proliferated exponentially in response. While some e-tailers have taken aggressive actions, problems remain that put consumers in jeopardy as many counterfeit products are not produced under required regulatory conditions and pose a substantial health and safety risk. This bill aims to increase online marketplace transparency and accountability.

No one benefits from a scenario in which responsible companies and consumers are harmed by online access to counterfeit products which lack appropriate oversight and guidance. A clear regulatory framework for the internet marketplace will better protect consumers from bad actors.

For fifty years, Pharmavite has made and distributed high quality vitamins, minerals, herbs, and other dietary supplements that promote wellness and help maintain good health. Pharmavite is headquartered in West Hills, CA and has manufacturing and distribution facilities in San Fernando and Valencia, CA, and in Opelika, AL and has over 1400 employees.

We are proud to support the SHOP SAFE Act of 2021 and thank you for your interest and attention to this important issue. Please don't hesitate to contact us if we may be of any assistance as you craft and move policy in this arena.

Sincerely,

A handwritten signature in cursive script, appearing to read "Christine Burdick-Bell". The signature is written in black ink on a light-colored background.

Christine Burdick-Bell
EVP, General Counsel & Corporate Secretary

cc: The Honorable Hank Johnson, Jr.
The Honorable Darrell Issa
The Honorable Ben Cline