



October 22, 2019

PRESIDENT
Jeff Landry
Louisiana Attorney General

PRESIDENT-ELECT
Tim Fox
Montana Attorney General

VICE PRESIDENT
Karl A. Racine
*District of Columbia
Attorney General*

IMMEDIATE PAST PRESIDENT
Derek Schmidt
Kansas Attorney General

EXECUTIVE DIRECTOR
Chris Toth

Scott Schenkel
eBay Interim Chief Executive Officer
2025 Hamilton Avenue
San Jose, California 95125

Mr. Schenkel:

Social media and digital platforms have become interwoven into the fabric of our society. Consumers have become increasingly dependent on the broad access to goods for sale through these mediums. Unfortunately, the near-unlimited access to goods has increasingly exposed consumers, including minors, to unlicensed sales of alcohol and counterfeit products. We are seeking your assistance to address some of the challenges to consumer protection associated with online marketplaces and to improve the legitimacy of these sales.

We are aware of the occurrence of unlicensed, unregulated, and untaxed alcohol sales through digital platforms. Some of the products sold in this manner may be counterfeit, mislabeled, or fraudulent. The consumer may not know that this method of alcohol sales is illegitimate, or that these black-market products could pose health risks. Bad actors may exploit the anonymity of a digital platform to evade regulation, law enforcement, taxation and responsibility.

The 21st Amendment to the U.S. Constitution firmly invests the right to regulate the sale of alcoholic beverages with each state. Each online content company operating within the United States has a legal obligation to comply with federal and state law. But that is simply a legal obligation. We believe that everyone has an ethical and moral responsibility to protect consumers, especially those who are most vulnerable to fraud. Self-regulation and self-policing to prevent illegal and unfair trade practices and ensure consumer safety are minimum responsibilities for your respective companies. You have the technical prowess and power to accomplish basic protections against illegal sales.

Today, we call upon you to join us in this shared responsibility to protect our youth, the Constitution and the integrity of the digital marketplace. Toward this goal, we ask your companies to undertake some initial steps to address this shared problem:

1. Review the current content posted to your companies' websites and remove illegal postings for the sales and/or transfer of alcohol products.

1850 M Street, NW
Twelfth Floor
Washington, DC 20036
Phone: (202) 326-6000
<http://www.naag.org/>

2. Develop and deploy programming to block and prevent your platform users from violating state law by posting content for the sale and distribution of alcohol products on your websites.

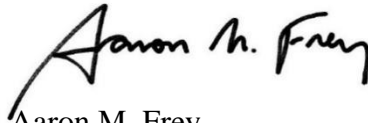
We also invite you to join with us to establish a workgroup with stakeholders from industry and government. Together, this group can discuss and establish realistic and effective protocols for internet platforms and content providers related to illegal and unlicensed alcohol sales via digital platforms.

Thank you for your prompt attention to this matter. We would appreciate hearing from you about the actions your company has taken, or will take, to protect consumers in the online marketplace. We know that by working together we can harness the great power of your platform and the great responsibility invested in our offices to address these harmful and illegal activities.

Sincerely,



Jeff Landry
Louisiana Attorney General



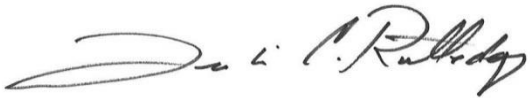
Aaron M. Frey
Maine Attorney General



Steve Marshall
Alabama Attorney General



Talauega Eleasalo V. Ale
American Samoa Attorney General



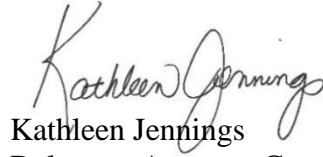
Leslie Rutledge
Arkansas Attorney General



Phil Weiser
Colorado Attorney General



William Tong
Connecticut Attorney General



Kathleen Jennings
Delaware Attorney General



Karl A. Racine
District of Columbia Attorney General



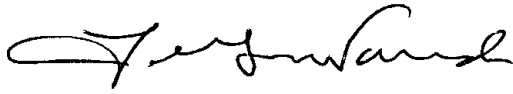
Ashley Moody
Florida Attorney General



Christopher M. Carr
Georgia Attorney General



Clare E. Connors
Hawaii Attorney General



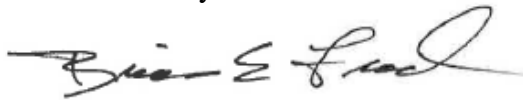
Lawrence Wasden
Idaho Attorney General



Curtis T. Hill, Jr.
Indiana Attorney General



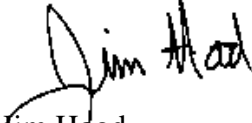
Derek Schmidt
Kansas Attorney General



Brian Frosh
Maryland Attorney General



Dana Nessel
Michigan Attorney General



Jim Hood
Mississippi Attorney General



Douglas Peterson
Nebraska Attorney General



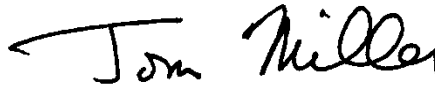
Gurbir S. Grewal
New Jersey Attorney General



Letitia James
New York Attorney General



Kwame Raoul
Illinois Attorney General



Tom Miller
Iowa Attorney General



Andy Beshear
Kentucky Attorney General



Maura Healey
Massachusetts Attorney General



Keith Ellison
Minnesota Attorney General



Tim Fox
Montana Attorney General



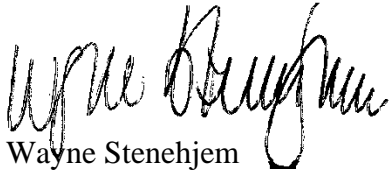
Aaron D. Ford
Nevada Attorney General



Hector Balderas
New Mexico Attorney General



Josh Stein
North Carolina Attorney General



Wayne Stenehjem
North Dakota Attorney General



Mike Hunter
Oklahoma Attorney General



Josh Shapiro
Pennsylvania Attorney General



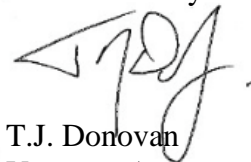
Peter F. Neronha
Rhode Island Attorney General



Jason R. Ravensborg
South Dakota Attorney General



Ken Paxton
Texas Attorney General



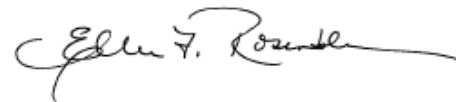
T.J. Donovan
Vermont Attorney General



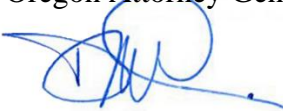
Patrick Morrissey
West Virginia Attorney General



Dave Yost
Ohio Attorney General



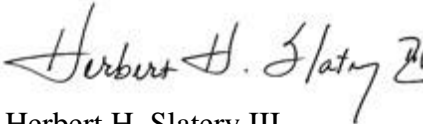
Ellen F. Rosenblum
Oregon Attorney General



Dennise N. Longo Quiñones
Puerto Rico Attorney General



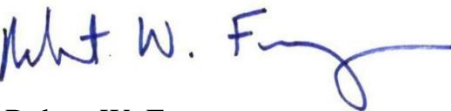
Alan Wilson
South Carolina Attorney General



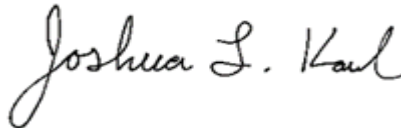
Herbert H. Slatery III
Tennessee Attorney General



Sean Reyes
Utah Attorney General



Robert W. Ferguson
Washington Attorney General



Joshua L. Kaul
Wisconsin Attorney General