U.S. Chamber of Commerce

Global Innovation Policy Center

October 2026

Resources

U.S. Customs and Border Protection

- www.CBP.gov
- Trademark Recordation
- e-Allegations

National IPR Center Portal

- www.IPRCenter.gov

Resources

- DOJ Trade Fraud Task Force
- Engagement with Legitimate Digital Platforms (Amazon Examples)
    - Brand Registry
    - Project Zero
    - Transparency
    - Amazon Patent Evaluation Express (APEX)
    - IP Accelerator (IPA)
    - Trustworthy Shopping Experience Report (April 2026)

Resources

- Industry / Trade Association Engagement for System Issues
  - U.S. Chamber of Commerce advocacy on IP
  - Int'l IP Index
  - CBP MOU
  - Engagement in Special 301 Rpt
  - Most Notorious Market List
- Innovative Enforcement Developments
  - CBP's 'OneDevice' App

Developments

U.S. Congress

- H.R. 4930 (***Counterfeit Notification Act***)
  & companion S.R. 2677

Administration

- 3 June – Executive Order '***Strengthening Customs Enforcement***'

3 June Exec. Order ‘Strengthening Customs Enforcement

Date	Relevant Actions Due
18 July 2026	DHS owes legislative recommendations to POTUS
1 September 2026	Deadline for: • foreign export documentation requirements • revised customs penalty mitigation standards • streamlined seizure and disposal procedures • customs transparency measures.
1 December 2026	Deadline for: • new Importer of Record (IOR) eligibility standards • “good standing” requirement • IOR registry overhaul • enhanced vetting of importers, brokers, freight forwarders, and bonded custodians.
3 June 2027	DHS evaluation report to POTUS on Executive Order implementation.

3 June Exec. Order ‘Strengthening Customs Enforcement

Brand / Trademark Protection: Why Do We Care?

- E.O. seeks to address tactics of counterfeiters (foreign located, shell companies, utilization of informal entry)
- Significant burdens on legitimate actors in int’l supply chains
- Significant growth of enforcement capacity of customs (w/ Big Beautiful Bill / Infrastructure, Investment, and Jobs Act)
- ***E.O. forms the structure that the next customs re-authorization law will be in reaction to (last one was TFTEA – 2015)***



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