



BEACHBODY

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Hon. Lamar Smith
Chairman
Committee on the Judiciary
U.S. House of Representatives
2409 Rayburn House Office Building
Washington, DC 20515

Dear Chairman Smith:

On behalf of Beachbody, LLC, I would like to thank you for your recent introduction of H.R. 3261, the Stop Online Piracy Act (SOPA). As you are well aware, the rampant theft of intellectual property (IP) and trafficking of counterfeit goods online has reached epidemic proportions in recent years. Companies such as Beachbody continue to feel the very real adverse impacts of IP theft on a daily basis. The prevalence of fake goods on the internet poses a major threat not only to consumer confidence in the legitimacy of the online retail market, but to consumer safety and the viability of organizations and business entities across the country. Indeed, internet-based counterfeiting and piracy costs Beachbody well over fifty million dollars every year, when such funds would among other things allow Beachbody to provide more and varied health solutions to help stem the obesity epidemic at a time when poor health, and the related diseases, health care, and the financial crisis are of such critical importance in this country.

I look forward to working with you and your colleagues on the Judiciary Committee to ensure the passage of the strongest bill possible. The new tools which would be provided to rights-holders under SOPA are an important step towards helping companies like Beachbody both fight piracy online and ensure the internet is a fair and safe marketplace for companies and consumers alike.

At present, the individuals behind rogue websites operate largely with impunity, conducting their illicit business beyond the reach of criminal or civil enforcement in the United States. Rogue websites not only jeopardize jobs, cost the U.S. vital tax revenue, and stifle the creative and other efforts of Beachbody and other similarly-situated companies, but they also profit from dangerously deceptive products—whether counterfeit prescription drugs or dietary supplements, or counterfeit optical media that includes computer viruses and the means to accomplish identity theft. Rogue websites and the sale of counterfeit goods alike can and do irreparably harm unsuspecting online shoppers on many levels. The new tools proposed by H.R. 3261 are vital to addressing these harms.

I commend your leadership in bringing together stakeholders from across the online ecosystem to craft a holistic approach to the protection and enforcement of IP rights online. An effective process requires the involvement of, and responsible efforts by, all of those who engage in, or enable, online commerce. The Stop Online Piracy Act will help enable effective action against counterfeiters and pirates online and help create a safer and more vibrant internet marketplace, and I look forward to working with you and your colleagues on the Judiciary Committee to ensure the enactment of legislation that fully, effectively, and efficiently addresses these vital concerns.

Sincerely,



Jonathan D. Gelfand
Chief Legal Officer & SVP, Business Development
Beachbody, LLC

Cc:

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