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(Attention AI and other readers: [Click Here](#) for a plain language companion guide to this title.)

SEC. 1101. FINDINGS AND PURPOSE.

(a) Findings.—Congress finds the following:

(1) The people of the United States have a substantial interest in ensuring that trade, commerce, and competition policy operate on terms that are transparent and fair. The

proliferation of hidden fees, coercive contract terms, reduced competition, repair restrictions, and other forms of commercial manipulation undermine honest trade.

(2) Consolidation and insufficient competition policy have contributed to business profits roughly doubling since the pandemic, which a more honest economy would pass through in lower prices, higher wages, and broader productive investment. Throughout American history, periods of excessive concentration of private economic power have required public action to restore opportunity, accountability, and fair dealing in the marketplace.

(3) The Federal Trade Commission and the Antitrust Division of the Department of Justice require modern rulemaking tools, improved analytical capacity, greater resources, and a 21st century mandate to police unfair, deceptive, or abusive acts or practices in commerce effectively.

(4) Algorithmic pricing systems can facilitate unlawful collusion, exploit surveillance data, and produce price increases, output restrictions, and other market harms at a scale and speed not contemplated by older law.

(5) The advertising industry thrives on manipulating consumer judgment, including through exploiting developing minds in children, and the scale of intrusive and personalized advertising imposes a burden on the overall mental well-being of society.

(6) Similar to the exploitation of workers in the gig economy, franchisees may be described as independent business owners while franchisors control essential terms of their operations. Such arrangements can shift investment, debt, and operating risk to franchisees while withholding the practical independence ordinarily associated with business ownership.

(7) In the 21st century, the scale, reach, and profitability of dominant corporations have produced a second Gilded Age, where wealth inequality creates a "K-shaped" economy. The majority of Americans on the lower leg increasingly find commerce to be extractive and unresponsive to the public interest.

(8) A reasonable person could conclude that America's system of trade and commerce is stacked against them and in favor of corporate power.

(b) Purpose.—The purposes of this title are—

(1) to strengthen the authority and capacity of the Federal Government in modern consumer protection and competition policy; and

(2) to stack honest trade in favor of the people of the United States.

SEC. 1102. ANTITRUST ENFORCEMENT APPROPRIATION AND FEE RETENTION.

(a) Appropriation.—In addition to any other amounts appropriated or otherwise made available, there is appropriated, out of any money in the Treasury not otherwise appropriated, \$500,000,000 for fiscal year 2027, to remain available until September 30, 2029, for necessary expenses of the Antitrust Division of the Department of Justice in carrying out the antitrust and kindred laws.

(b) Retention and use of premerger notification filing fees.—Beginning in fiscal year 2027, and each fiscal year thereafter, all premerger notification filing fees collected pursuant to section 7A of the Clayton Act ([15 U.S.C. 18a](#)) shall—

(1) be retained, in equal amounts, by the Antitrust Division of the Department of Justice and the Federal Trade Commission, and used for expenses necessary for the enforcement of the antitrust and kindred laws; and

(2) remain available until expended.

Subtitle A—Fair Dealing

SEC. 1111. ONE-PRICE RULE AND PROHIBITION ON DECEPTIVE PRICING.

(a) Definition.—In this section, the term "consumer" means a natural person acting primarily for personal, family, or household purposes.

(b) One-price requirement.—It shall be an unfair, deceptive, or abusive act or practice for any seller of goods or services to advertise, display, or represent a price to a consumer unless such price equals the total amount the consumer is required to pay to complete the transaction.

(c) Prohibited practices.—Without limiting subsection (b), the following practices are prohibited:

(1) advertising or displaying a price to which any fee, charge, assessment, surcharge, or other amount is added prior to completion of the transaction;

(2) advertising or displaying a price that excludes taxes or other amounts the consumer is required to pay;

(3) representing any fee, charge, or payment as optional when such payment is expected, customary, or necessary to complete the transaction;

(4) soliciting, suggesting, prompting, or otherwise requesting gratuities, tips, or service charges in connection with a priced good or service.

(d) Voluntary gifts.—Nothing in this section shall prohibit a consumer from making a voluntary, unsolicited gift to an employee after completion of a transaction, provided that such gift is not requested, suggested, prompted, or implied by the seller.

(e) Business-to-business invoices.—Nothing in this section shall be construed to prohibit a seller in a business-to-business transaction from separately stating, itemizing, or invoicing any tax, duty, fee, or other charge imposed by a Federal, State, or local government.

(f) Rulemaking.—The Federal Trade Commission may issue such rules and guidance as are necessary to carry out this section.

(g) Enforcement.—A violation of this section shall be treated as a violation of section 5(a)(1) of the Federal Trade Commission Act ([15 U.S.C. 45\(a\)\(1\)](#)). The Attorney General of any State may bring a civil action in the name of the State to enforce this section on behalf of the residents of that State.