

United States Senate

WASHINGTON, DC 20510

May 4, 2026

Eric Schmid
Owner
Mountain Billy Gun Lab
2211 W 3000 S, Suite D
Charleston, UT 84032

Dear Mr. Schmid:

Your company’s decision to continue marketing assault-style weapons to children—even after rebranding from Wee1 Tactical to Mountain Billy Gun Lab—is dangerous, irresponsible, and indefensible. Your promotional materials once again depict minors engaging with militarized firearms in ways that mirror widely criticized past practices. This conduct not only threatens public safety but also raises serious questions about your compliance with federal unfair-marketing and consumer protection laws. We demand that Mountain Billy Gun Lab immediately cease all marketing directed at minors, withdraw related advertisements, and halt the sale of products promoted in such campaigns.

In May 2022, several of us wrote to the Federal Trade Commission (FTC) urging it to investigate Wee1 Tactical, the predecessor to Mountain Billy Gun Lab, for its promotion of the “JR-15,” a .22-caliber AR-15 style rifle scaled down for children.¹ The letter expressed concern that marketing materials targeted children and engaged in practices that violated the prohibition on “unfair or deceptive acts or practices” in Section 5 of the FTC Act.² Around the same time, several of us criticized your company publicly for using child-oriented branding and imagery that appeared designed to attract minors to assault-style firearms.³

Although Wee1 Tactical rebranded as Mountain Billy Gun Lab in mid-2024, the underlying business model and marketing strategy appear substantively unchanged. An investigation by *The Smoking Gun* documents that Mountain Billy Gun Lab continues to promote scaled-down AR-15 style weapons—now branded as “GOAT-15”—using images and social-media content that depict children firing these weapons.⁴ The rebranding thus appears designed to deflect negative attention rather than to substantively alter the company’s approach to products and audiences.

¹ See Letter from Sen. Edward J. Markey et al. to Chair Lina M. Khan, Fed. Trade Comm’n (May 18, 2022), https://www.markey.senate.gov/imo/media/doc/letter_to_ftc_re_wee_1_and_children.pdf.

² *Id.*

³ See Press Release, Senator Markey Leads Senate Colleagues in Urging FTC to Investigate Marketing of Assault-Style Weapons to Children (May 18, 2022), <https://www.markey.senate.gov/news/press-releases/senator-markey-leads-senate-colleagues-in-urging-ftc-to-investigate-marketing-of-assault-style-weapons-to-children>; Press Release, Senators Slam Wee1 Tactical for Marketing Assault-Style JR-15 to Kids (May 18, 2022), <https://www.markey.senate.gov/news/press-releases/-senators-slam-wee1-tactical-for-marketing-assault-style-jr-15-weapon-to-kids>.

⁴ See Rachel Fedeli, *Mini AR-15 Maker Returns to Kid-Centric Marketing After Rebranding*, *The Smoking Gun* (Dec. 16, 2025), <https://smokinggun.org/mini-ar-15-maker-returns-to-kid-centric-marketing-after-rebranding/>.

According to *The Smoking Gun*, Mountain Billy Gun Lab’s website and social-media accounts portray the GOAT-15 series as suitable for training new shooters and “family range days,” with explicit visual depictions of children using the rifles in Instagram videos and posts.⁵ These include videos showing a young girl loading and firing a short-barreled GOAT-15, children assisted by adults while firing rifles, and captions referencing family and youth shooting contexts.⁶

Photographs reviewed in that reporting display minors handling and firing the scaled-down AR-15 variants, often accompanied by marketing language that frames these weapons as “accessible,” “approachable,” and appropriate for younger shooters.⁷ These visuals and captions strongly suggest that Mountain Billy Gun Lab’s promotional outreach continues to appeal to minors—a practice that, whether intentional or not, raises serious questions about consumer safety and lawful marketing.

To understand the company’s rebranding, marketing practices, and compliance with applicable federal laws, we request you provide written responses and relevant documents by May 18, 2026:

1. When was the corporate name changed from Wee1 Tactical to Mountain Billy Gun Lab, and what internal analyses supported that change?
2. Were any outside counsel or compliance consultants engaged to assess regulatory risks associated with the rebranding? If so, please identify them.
3. For each product sold or marketed since the rebrand, identify the intended and actual target markets, including any age-specific consumer research.
4. Provide copies of all internal safety evaluations or age-appropriateness assessments for products designed or marketed for “new shooters” that could reasonably include minors.
5. List all marketing personnel, agencies, or consultants responsible for approving social-media content directed at or likely to reach minors.
6. Provide all social-media content, postings, and campaign analytics for Mountain Billy Gun Lab accounts since the rebranding.
7. Describe any internal policies governing age-targeting on marketing platforms used by the company.
8. Provide all memoranda, opinions, or communications evaluating the company’s compliance with Section 5 of the FTC Act or related unfair or deceptive practices standards in connection with advertising since May 2022.

⁵ *Id.*

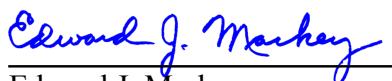
⁶ *Id.*

⁷ *Id.*

9. Has Mountain Billy Gun Lab received any complaints, inquiries, or notices from the FTC, state attorneys general, or other regulators regarding its marketing? If so, provide copies.
10. Identify all retail, wholesale, and online distribution partners carrying GOAT-15 products, and describe any guidelines provided to these partners about marketing to minors.

Your company's ongoing marketing of assault-style weapons in contexts that include minors undermines public safety and raises significant compliance questions under federal consumer protection law. We expect a full accounting of Mountain Billy Gun Lab's practices and immediate corrective action.

Sincerely,



Edward J. Markey
United States Senator



Elizabeth Warren
United States Senator



Richard Blumenthal
United States Senator