

Patricia A. Harkinger

July 1, 2006

Cookie Lee - Business  
 [REDACTED]

RE: Business Opportunity Rule  
 R511993

Dear Sir/Madam:

I am very concerned about the proposed Business Opportunity Rule R511993. Currently, as is, this Rule could prevent me from continuing as a Cookie Lee Independent Jewelry Consultant. I am aware of the Federal Trade Commission's responsibility to protect the public from 'fly-by-night' companies' unfair, deceptive practices; however, some of the proposed Rule's sections will make it very difficult (if not impossible) for me to continue to sell Cookie Lee jewelry products.

1. Regarding the seven-day waiting period: This confusing section of the Rule gives the impression that there may be something wrong with the procedure. To recruit a Cookie Lee independent consultant, there are two option kits (Option 1 - \$325 and Option 2 - \$600+). Consumers purchasing electronics, automobiles, etc. cost much more than the Cookie Lee business kit, and they do not have to wait seven days to purchase items. During this waiting requirement, precise records will need to be kept regarding the recruit process and detailed reports will need to be sent to Cookie Lee headquarters in Irvine, CA. This waiting period is unnecessary for direct sales companies.
2. Cookie Lee and I (the independent consultant) are placed in an unfair advantage for releasing any information regarding lawsuits against the company even though Cookie Lee has done nothing wrong. In today's world, the first words out of someone's mouth is "SUE THE B\_\_\_\_\_!" Cookie Lee is not a company that deals in unfair or deceptive practices. If it did, I would not represent this great company.
3. The disclosure of a minimum of ten prior purchasers nearest to the prospective purchaser is ridiculous; hasn't anyone ever heard of the HIPAA law? Again, in today's world, identity theft is a major concern; and people are more aware of the circumstances of releasing their personal information to sales consultants (especially not familiar ones).

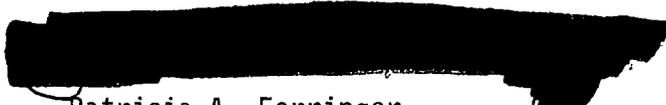
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I have been with the Cookie Lee company for a little over one year. Having the 'empty nest' syndrome led me to investigate direct sales companies to occupy my idle time. I joined this wonderful company because I love jewelry (affordable & fun), and the additional spending money is a plus! Cookie Lee has filled the VOID in my life and helped me blossom into a 'new' chapter of my life.

I understand the FTC's work to protect consumers. I applaud their efforts. BUT, this new proposed Rule has many loopholes and other alternatives should be looked at more closely.

Thank you for your time and attention to this concern.

Sincerely yours,

  
Patricia A. Forringer