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B & C Enterprises

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FEDERAL TRADE COMMISSION
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JUL 17 2006
SECRETARY

7/11/06

Sir,

I am writing this letter because of my concern about the proposed business opportunity rule R511993. It can make sense in many large dollar franchise or direct marketing applications. However, it makes no sense to have it include network marketing businesses.

The bulk of distributors join just to get a discount on products or services, and maybe share with a few friends, which could pay for their products. Signups are either free, or include a bit for nominal dollars that include product and information worth as much or more than paid. Commissions are not paid on signups, and they can often be returned at no cost, on perusal.

No business opportunity is being sold!

Businesses, by law, are considered innocent until proven guilty of unfair or deceptive business practices, so only disclosure of proven guilt should be required.

For MLM businesses, the disclosure of the nearest 10 past purchasers makes no sense, and is an invasion of privacy of individuals. The cancellation disclose also makes no common sense. The $500 exemption required by the FTC in 1979 works, and actually should be adjusted up for inflation.

The FTC needs to think this thru. Are they ready to prosecute millions of individuals for non-compliance??

[redacted]