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Federal Trade Commission
CAN-SPAM Act
Post Office Box 1030
Merrifield, VA
22116-1030

April 14, 2004

Subject: CAN-SPAM Act Rulemaking, Project No. R411008

Dear FTC Commissioners,

Thank you for your efforts to eliminate unsolicited bulk email. I personally spend 10-15 minutes a day just going through my e-mail to delete unwanted e-mails. I am, however, concerned about the proposed requirement for merchants to maintain suppression lists.

There are many issues and costs associated with the suppression lists, and so much damage done to consumers and businesses alike, that I feel I must urge you to carefully consider this matter.

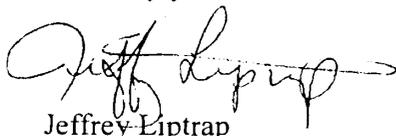
The requirement to use of suppression lists will seriously damage many of the legitimate publications available on the internet. My specific concern is for harm to publishers who require permission from the consumer prior to adding them to any list.

The CAN-SPAM act was created to eliminate unsolicited bulk email, not to put legitimate publishers out of business. The proposed requirement will very likely have that effect.

Another potential issue is that the suppression lists (of legitimate e-mail addresses) could easily fall into the hands of spammers, leading to more spam instead of less.

I was quite surprised at the potential problems this ruling could involve, and urge you to reconsider its implementation in light of these issues.

Sincerely yours,



Jeffrey Liptrap

