



Friday, April 16, 2004

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

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

To the Commissioners,

Unsolicited bulk email IS getting out of hands, and I appreciate the efforts you are making to curb the amount of it. But I am concerned about the proposed requirement for online merchants to maintain suppression lists.

A lot of problems and costs are certainly related to the implementation of this idea, and I feel you must consider this matter very carefully, as it can do great damage to consumers and businesses alike.

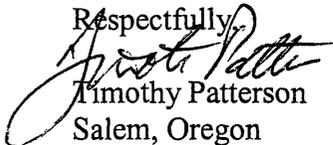
First, the requirement of the use of suppression lists will greatly damage a large portion of the legitimate publications on the internet. I am specifically concerned about the harm to online publishers who require permission from the consumer before adding them to any list.

CAN-SPAM was not aimed at these people, but this requirement will very likely put many of them out of business.

And what about the potential for considerable harm to consumers, because of the problem of properly knowing their intent when they unsubscribe from a list? Beyond that, these suppression lists may actually fall into the hands of spammers, creating more spam – the exact opposite of its intent.

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

Respectfully,



Timothy Patterson
Salem, Oregon