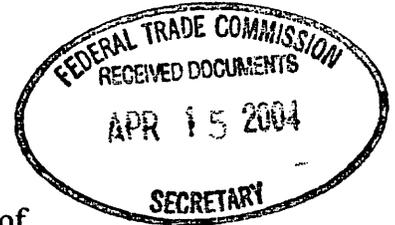


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Re: CAN-SPAM Act Rulemaking, Project No. R411008



To the Commissioners,

I am one of the first to acknowledge your efforts to curb the problem of unsolicited bulk email. However, I am quite concerned about the proposed requirement for merchants to maintain suppression lists.

There are many problems and costs associated with this idea, and there could be considerable damage done to consumers and businesses alike. I hope this is not a case of killing legitimate communication between merchant and consumer. I fear this could happen without close supervision.

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

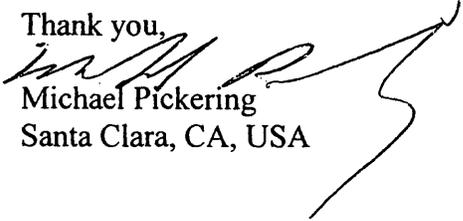
They're not who CAN-SPAM was designed to put out of business, but this requirement will very likely have that effect.

I know this is a complicated mess. The people it will most affect are the legitimate business owners. The dedicated spammers will ignore and stay ahead of legislation designed to stop their efforts.

There's also the potential for significant harm to consumers, because of the problem of properly knowing their intent when they unsubscribe from a list. On top of that, these suppression lists 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 in the strongest possible terms to reconsider its implementation in light of these problems,

Thank you,


Michael Pickering
Santa Clara, CA, USA