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Federal Trade Commission/Office of the Secretary  
Room 159-H  
600 Pennsylvania Avenue, N.W.  
Washington, D.C. 20580

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

To the Commissioners,

*I want to thank you for your efforts to deal with the ever increasing amounts of unsolicited bulk e-mail. This is a problem that we all face in this ever increasing market of publishing and internet marketing. However, dealing with such complex regulations with respect to suppression lists could produce a very heavy burden on the merchant.*

*The costs associated with this idea would produce so much damage to consumers and Business's alike, that I feel I must urge you to consider this matter most carefully.*

*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 the ones who CAN-SPAM was designed to put out of business, but this requirement will very likely have that effect.*

*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.*

Respectfully,

A handwritten signature in black ink, appearing to read "Lester G. Rose, MD". The signature is written in a cursive style with a large initial "L".

Lester G Rose, MD  
Arizona, USA