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

Date: April 13, 2004

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

Dear Commissioners,

I commend your efforts to curb the problem of unsolicited email. But, the proposed requirements for merchants to maintain suppression lists deeply concern me.

This idea is associated with a multitude of problems and costs that will result in significant damage to both businesses and consumers. This is such a serious issue that I implore you to give this matter your utmost and careful reconsideration.

Requiring businesses to use suppression lists will cause serious damage to many legitimate publications available on the Internet. My supreme concern is the strong potential for harm to publishers that ask permission from the consumer before adding them to any list.

CAN-SPAM was not designed to put them out of business, but this measure will definitely have that result.

Consumers also are exposed to significant damage due to the problem of accurately assessing their intent when they unsubscribe from a list. To make matters worse, suppression lists could very easily come into the unscrupulous possession of spammers leading to even more spam instead of less.

**You can read a more detailed explanation of my concerns here:
<http://www.talkbiz.net/ramblings/weblog.php>**

I was shocked upon learning of the disastrous problems this ruling could involve. I intensely urge you to reconsider its implementation because of the damage it will cause to consumers, businesses and the economy.

Respectfully,

Esbon Griffin
California, USA