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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,

I am extremely concerned about the proposed requirement for online merchants to maintain suppression lists.

Because of the many problems and associated costs affiliated with this idea, and the certain damage done to both consumers and businesses alike, that I must implore you to reconsider this foolhardy proposal.

The requirement of having to use suppression lists will seriously damage many of the legitimate publications available on the Internet.

My specific concern is for harm to online publishers who require already permission from the consumer prior to adding them to any mailing or opt-in lists.

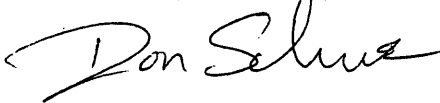
These individuals are not who CAN-SPAM was designed to put out of business, but passage of this requirement will have that effect on legitimate publishers.

There's also the potential for significant harm to consumers as well by denying them the opportunity to receive mailings that they have requested and even paid for.

Lastly, these so called "suppression lists" could easily fall into the hands of spammers, leading to more spam instead of less.

The almost certain problems this ruling will cost outweighs the "theoretical" benefits it may offer. I strongly urge you in the most urgent possible terms to reject its implementation:

Respectfully Submitted,



Don Schnure  
Missouri, USA.