

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 agree that SPAM is hurting every legitimate business (and consumer) in America. However, I do not think it makes any sense whatsoever to ask merchants to maintain suppression lists that must be recirculated to a potentially overwhelming number of email companies.

Beyond being a resource burden that will quite likely put many LEGITIMATE, UPSTANDING American business-people out of business, this measure would very quickly increase the amount of SPAM that it was initially intended to stop. If these lists get around, as the rule actually dictates, they will inevitably make it to the very SPAMMERS we all want to stop.

Not only will the SPAMMERS survive, they'll thrive, and they'll be getting their ammunition even cheaper than they do now -- for FREE.

I urge you to consider this matter most carefully. Its implications, if enacted, will SEVERELY impact American businesses and consumers, negatively. As is the case now, consumers will come to distrust "opt-out" mechanisms, and therefore the entire effort of CAN-SPAM will be wasted.

Respectfully,



Bradley P. King
Cary, NC