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4872 Topanga Cyn Bl. #323
Woodland Hills, CA 91364
April 17, 2004

Federal Trade Commission
CAN-SPAM Act.
P.O. Box 1030
Merrifield, VA 22116-1030

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

To the Commissioners,

I praise your efforts to stop the unsolicited bulk email problem. However, I am concerned about the proposed requirement for merchants to maintain suppression lists.

This idea has a lot of problems associated with it. The damage done to legitimate business and consumers from this requirement may be insurmountable. Consumers that desire rightful contact and information may end up not receiving the information they desire.

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.

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.

I was quite surprised at the potential problems this ruling could create, and urge you in the strongest possible terms to reconsider its implementation in light of these problems.

The requirements have the possibility of ruining the great potential that e-mail has to offer. I agree that spam should be stopped, however there are better ways to accomplish this.

Respectfully,



Kevin Augarten
California, United States of America