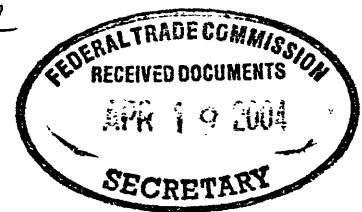


000952
66652
Re: CAN-SPAM Act Rulemaking, Project No. R411008



To the Commissioners,

As The owner of over 400 domain names I can tell you what SPAM is. I can get as much as 250 pieces a day per domain!

SPAM comes from addresses that do not exist. Mostly to addresses that do not exist, and or at least have never requested any kind of information. They always contain some amount of gibberish!?! The ads are often picture files to get by fillers. The web sites they lead to are often cheesy and with little or no contact information. And if they do include opt-out links and I use them, the mail really starts flowing in! Because they now know the address exists!

I used to us catch all email addresses so that I could give out whatever address I wanted on the spur of the moment and still get the message. I can't do that anymore. I just get to much SPAM that way!

This we need to get rid of!

On the other hand I subscribe to well over 200 E-zines and newsletters, resulting in about 50 pieces of mail a day. This I like. It keeps me informed about trends, new products to sell, or buy! I consider this a service. I have unsubscribed to a few of them and I have never had a problem doing so.

To think that when I "opt-out" the poor sender must now guess why and inform one or all of the business s/he may represent that I am not interested in there mail is not correct. When I have unsubscribed to a newsletter it was because I did not like the author! Not necessarily the product s/he was representing!

Let me put it another way. There is a product going around the Web that I am, in fact, a little tiered of hearing about. In fact it is so popular that I cannot opt-out - at least under the proposed guidelines - or I would loose about half of my subscriptions!

I would ask you to please consider focusing you efforts on real SPAM and not putting crippling restraints on legitimate businesses trying to provide a service to there customers.

As for the acts detailed attempts to define commercial email, I find it quit simple. If it is not me sending to my brother saying, "how was the movie?" It is a commercial email. All business to consumer emails even if they do not have any ads in them at all, are an attempt to either create or nurture a business relationship. And I do not consider charities, free information, or public service to be an exception to this. But that does not make it bad.

Thank you very much,

Bob Ewing
In: Contra Costa County, California