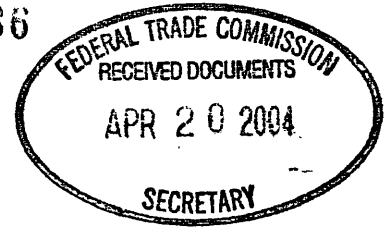


000986

Federal Trade Commission/Office of the Secretary
Room 159-H
600 Pennsylvania Avenue, N.W.
Washington, D.C.
20580



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

To the Commissioners,

After reviewing the Can Span Act, I was deeply surprised at the myriad of potential problems this ruling could involve, and urge you in the very strongly to seriously reconsider its implementation in light for all these potential problems you may have created by your actions.

I am grateful for your efforts to curb the problem of unsolicited bulk email. However, I am very concerned about the proposed rule that would be a rule for the proposed requirement for merchants to maintain suppression lists.

There are a myriad of problems and costs associated with this idea, and so much damage done to consumers and Companies we well, that I feel I must urge you to reconsider this matter most assiduously.

The Suppression list requirement 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.

These businesses are not who CAN-SPAM was designed to put out of business, but this requirement will most assuredly have that effect. Suppression lists could easily fall into the hands of spammers, leading to an actual increase in spam. There's also the potential for considerable significant harm to consumers, because of the problem of properly knowing their intent when they unsubscribe from a list.

Respectfully,

A handwritten signature in cursive script that reads "Richard Hall".

Richard Hall
Kinder, LA 70648