

JOSEPH C. LUNSFORD, JR.

ATTORNEY AT LAW
csb # 31003

000777
P.O. Box 709
Calimesa, CA 92320-0709
Tel: (909) 314-0919

April 14, 2004

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

Re: Comments on the CAN-SPAM Act Rule Making Project
Docket ID3084-AA96

Dear Sir/Madam :

My Comments are as follows:

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

To the Commissioners,

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

There are so many problems and costs associated with this idea, and so much damage done to consumers and businesses alike, that I feel I must urge you to consider this matter most carefully.

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.

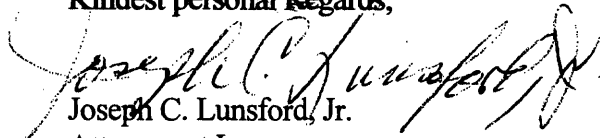
There's also the potential for significant harm to consumers, because of the problem of properly knowing their intent when they unsubscribe from a list. On top of that, these suppression lists could easily fall into the hands of spammers, leading to more Spam instead of less.

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

000777

Respectfully submitted,

Kindest personal Regards,



Joseph C. Lunsford, Jr.
Attorney at Law

JCL/bmm
Enclosures (?)