

000438

Michael Schneider



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Kodiak Studios

April 14, 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 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.

You can read a more detailed explanation of my concerns here:

I have contact databases of thousands of customers that value my guidance and this would hinder our relationships. The amount of illegal and disreputable spammers peddling porn and drugs etc over the net is using offshore servers needs to be addressed. This is not the solution. We have spent considerable efforts to make sure we are CAN-SPAM compliant. I feel the consequences of recent legal actions have addressed the problem fairly and set a precedent for those who willfully spam the internet population. Adding unfair legislation will only complicate things for those that do want a large audience and do have beneficial products and services. 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, We have never had any complaints whatsoever and it has always been our intent to help and never to harass our potential customers. As an example we market a product that effectively eliminates the over 80 forms of Herpes that infects over 90 percent of the

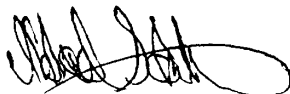
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Worlds population. I feel the need to know borders on the right of freedom of choice. It is a shame that we have to complicate a system that seems to be well established by adding extra legislation before the effectiveness of the existing legislation can be assessed.

Respectfully,



Michael Schneider

Nevada, USA

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