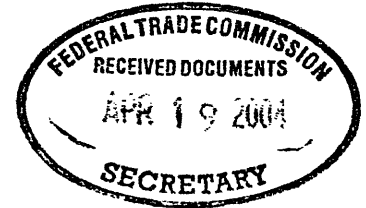


April 15, 2004

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



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

000805

To the Commissioners,

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

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

There are many legitimate and important publications available on the net. The requirement of the use of suppression lists will, in no doubt, damage them all. My specific concern is for harm to publishers, which I am one, who require permission from the consumer prior to adding them to any list. Consumers request to be added to our lists. That is giving us their permission.

These legitimate businesses and publishers are not who CAN-SPAM was designed to put out of business. But the suppression list requirement will very likely have that effect. Many people attempting to do business on the internet are new to this great mode of communication. They are simply attempting to do business on the grandest scale in history. The worldwide web. Yes some are going to be spammers. This new provision of yours will stop them, temporarily. But at the same time it will cause undo harm, confusion, and added cost to the thousands of new internet entrepreneurs who are trying to do business the correct and proper way. Many new people to the internet are on a "shoe-string" budget and simply will not be able to incur the added costs of these new provisions. Personally, I really don't care about spam. I suppose I get lots of it, just like everyone else. I don't get mad, I just delete it. No big deal.

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. Finally, 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 cause when a joint venture partner of mine brought it to my attention. In light of these problems, I urge you in the strongest possible terms to reconsider its implementation

Respectfully

A handwritten signature in black ink that reads "Richard D. Taylor".

Richard D. Taylor
Shreveport, Louisiana, USA