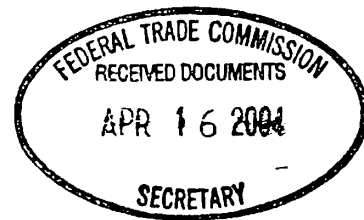


April 14, 2004

000774



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

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

To the Commissioners,

Like you, I am concerned about SPAM and unsolicited bulk mail. However, I read with great concern your proposed requirement of merchant maintained "suppression lists".

As a business owner and internet entrepreneur, the additional costs borne by those of us who run respectable on line businesses could be so significant as to put us out of business.

As a frequent purchaser of publications over the internet, I'm exposed to those merchants who respect the time and privacy of their clients through the use of opt in lists with double confirmation, etc. Mandating the use of suppression lists could either prevent these publishers from making their helpful knowledge available or significantly drive up the cost to get it.

Mandated suppression lists could harm both the publisher and his or her client.

CAN-SPAM is targeted to drive the spammers out of business. I applaud your desire to do so. I fear this new requirement will very likely do the same to those of us who are conscientious about our use of the internet.

In light of these problems, I strongly urge you to reconsider both the effect this ruling will have and your desire to implement it.

Respectfully,

A handwritten signature in black ink, appearing to be "M. Sabel", written over a horizontal line.

Martin R. Sabel
R.K. Julian Corporation

A large, solid black rectangular redaction covering several lines of text at the bottom of the page.