

From: Maxim Weinstein
Sent: Thursday, October 11, 2007 2:08 PM
To: Behavioral Advertising Comments
Subject: Cookie Crumbles Contest

To best understand the issues of behavioral advertising, it is important for the public to understand the underlying technologies. It is with this in mind that StopBadware.org and the Berkman Center for Internet & Society at Harvard Law School present the Cookie Crumbles Contest. This contest invites U.S. residents 18 and over to submit short YouTube videos explaining Internet cookies as informatively and creatively as possible to a mass audience. Five finalists will win a trip to DC so they can attend the FTC Town Hall event, where a panel will view and discuss their videos. One video will be selected as a grand prize winner, earning its creator \$5,000. The contest is sponsored by Google, Me.dium, and EDventure. More information can be found at <http://cyber.law.harvard.edu/cookiecontest>.

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