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July 14th, 2008

Mr. Donald S. Clark, Secretary
Federal Trade Commission
600 Pennsylvania Avenue, Room H-135
N.W. Washington, D.C. 20580

Re: Rebuttal to comments #535221-00006 and #535221-00057 submitted by Jon Taylor, a.k.a "Consumer Awareness Institute".

Dear Secretary Clark:

Jon Taylor, in spite of his verbose and prolific level of response, has offered very little rebuttal in direct response to the Revised Notice of Proposed Rulemaking (RNPR), and instead has chosen once again to use this forum to perpetuate his anti-MLM propaganda – which the FTC specifically recognized in the RNPR, and categorically rejected.

However, what was most misleading and in need of clarification was the FTC's apparent recognition of the "Consumer Awareness Institute" as an actual, substantial consumer advocacy organization. The FTC should be aware that it is no such thing. The "Consumer Awareness Institute" is nothing more than Jon Taylor. The supposed "research" and "findings" produced by the CAI is produced exclusively by Jon Taylor out of his home office.

Furthermore, Mr. Taylor's "research" has been formally and completely debunked. This counter response to Taylor's anti-MLM propaganda can be found here:

<http://www.marketwaveinc.com/articles/Zealots08.asp>;

and in part here:

<http://www.marketwaveinc.com/articles/FDI-Rebuttal-R1.pdf> (pages 2, 8-9, 19-29).

As an example of Taylor's utter inability to refute these rebuttals to his material, see here:

<http://www.marketwaveinc.com/articles/Taylor-Rebuttal-1.pdf>

The points by which Mr. Taylor attempts to condemn all MLM companies, and by which he asked you to do likewise, is legally, mathematically, logically, and verifiably incorrect, and should be given no weight or credibility.

Thank you for your consideration.

Len Clements (court certified multilevel marketing expert)
Founder & CEO
MarketWave Inc.

P.S. MarketWave, Inc. is not an MLM company, nor am I a distributor for, or employed by, an MLM company.