



ENTERTAINMENT SOFTWARE RATING BOARD

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November 8, 2011

Donald S. Clark
Secretary
Federal Trade Commission
Room H-135 (Annex E)
600 Pennsylvania Avenue, NW
Washington, D.C. 20580

Re: Children's Online Privacy Protection Rule: Request for Comment on Proposal to Amend Rule to Respond to Changes in Online Technology – Project No. P104503

Dear Mr. Secretary:

The Entertainment Software Rating Board (ESRB), which operates the ESRB Privacy Online Program – an FTC-approved COPPA Safe Harbor – is hereby requesting an extension for submission of comments on the Federal Trade Commission's Proposal to Amend the COPPA Rule – Project No. P104503. Specifically, we are requesting a fourteen-day extension, i.e. December 12, 2011.

After reviewing our calendars, we realize that our work schedules coupled with the Thanksgiving holiday, will make it difficult for us to submit our comments by the November 28 deadline. As an existing COPPA Safe Harbor, we believe it is important for us to comment on the proposed rule and hereby ask you to consider our request.

If you require more information, please do not hesitate to contact me at _____ or via email at _____ Thank you.

Respectfully submitted,

Dona J. Fraser
Director, Privacy Online
ESRB