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Helen M Stephenson  
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June 5, 2006

Federal Trade Commission  
Office of the Secretary,  
Room H135 (Annex W)  
600 Pennsylvania Avenue, NW  
Washington, DC 20580

RE: Business Opportunity Rule

R511993

Good Morning,

I am writing this letter because I am concerned that if proposed **Business Opportunity Rule R11993** is adopted in its present form, the seven day waiting period would cast direct selling plans in a negative light.....as though all were bad. Probably only the legitimate ones would be the businesses that would try to do all these requirements, of unnecessary paper work and delays at their expense. And the fraudulent groups would just dodge and come out under another name. Your proposal does not distinguish between winning and losing lawsuits.

People buy large items like cars and TV sets, and there are no such 7-day waiting periods. By these actions I believe the FTC is doing the public and the small business person a real disservice, rather than protecting the consumers. I can appreciate your wanting to protect Consumers, but a much less involved and cumbersome approach would be better.

Sincerely your,  
[Redacted Signature]

Helen Stephenson