

**From:** Eric Heidemann [mailto:er[REDACTED] ]  
**Sent:** Monday, June 18, 2012 4:40 PM  
**To:** Read, John  
**Cc:** D[REDACTED]  
**Subject:** Please keep the Agency Model for E-Book pricing intact

John Read  
Chief, Litigation III Section  
Antitrust Division  
US Department of Justice  
450 5<sup>th</sup> St, NW, Suite 4000  
Washington, DC 20530

Dear Mr. Read,

My name is Eric Heidemann and I am writing on behalf of my company, Fujii Associates, my family and my profession, asking that you preserve the Agency Model for e-book pricing that is currently in place. Oren Teicher from the ABA has effectively stated the argument for keeping agency in place and the empirical data shows that Agency is good for competition, not in fact “anticompetitive”. I am a consumer, business owner, Father and community leader and in none of my above mentioned “life” roles is the idea of aiding Amazon’s quests for a monopoly and monopsony beneficial. A diverse and competitive publishing landscape is good for the creators (authors) to the consumers, please do not pursue your legal proceedings against the publishers and Apple regarding Agency pricing. I consider it a waste and misuse of my tax dollars to have my own Department of Justice siding with the world’s most powerful retailer.

Thank you

Eric Heidemann  
Owner  
Fujii Associates  
75 Sunny Hill Dr  
Troy, MO 63379  
636-528-2546

Fujii Associates  
Eric Heidemann  
75 Sunny Hill Dr.

Troy, MO 63379  
636-528-2546  
636-600-5153 E-Fax  
314-494-4884 Cell  
[Eri](#)[REDACTED]

"Character is like a tree and reputation like a shadow. The shadow is what we think of it; the tree is the real thing." Abraham Lincoln