

From: insights2[REDACTED] [mailto:insights2[REDACTED]]
Sent: Friday, June 22, 2012 11:31 PM
To: Read, John [John.read@ATR.USDOJ.gov]
Subject: U.S. vs. Apple, Inc., et al., 12-cv-2826 (DLC) (SDNY)

On Behalf Of Thomas Heck

Mr Read:

I am a scholar/writer who welcomes the advent of e-books for scholarly works -- titles not likely, if printed, to sell to the public at a price anyone could afford. E-formats can make them affordable.

But I think that popular and trade titles that stand a good chance of being profitably sold in hard copy over the counters of bookstores do need some protection from a vendor like Amazon.com, which discounts such book prices often drastically, to the detriment of the book trade, bookstores, and book commerce in general.

Perhaps regulations could be created to give newly published hard-copy books "full-price protection" for a period of time (18 months?), and only later be free-traded at whatever prices the market will bear.

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