

From: Clay Belcher [mailto:cl[REDACTED]]
Sent: Friday, June 22, 2012 11:46 AM
To: Read, John [John.Read@ATR.USDOJ.gov]
Cc: cl[REDACTED]
Subject: Agency Model

John Read
Chief, Litigation III Section
Antitrust Division
U.S. Department of Justice
450 5th Street, NW, Suite 4000
Washington, DC 20530

June 22, 2012

Dear Mr. Read,

I am the owner of an independent bookstore and I am writing to urge the Justice Department to reconsider its position viz. the so-called agency model of pricing for e-books. As I understand it, the Department believes that the agency model represents a monopolistic practice. In fact the agency model has increased competition in the e-book market by allowing many independent retailers and online sellers such as myself to enter the e-book market by leveling the playing field against Amazon.com's practice of selling below cost. Without the agency model, Amazon would undoubtedly increase market share to the extent of regaining a virtual monopoly on e-books.

The Department's desire to combat monopolistic practices is, of course, appropriate since monopolies are bad for consumers. However, the direction the Department has taken in this case will actually serve to increase the monopoly position of Amazon.com and should therefore be abandoned.

Sincerely,

Clay Belcher, PhD
Signs of Life bookstore
722 Massachusetts St.
Lawrence, KS 66044

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