



FOR IMMEDIATE RELEASE
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Florida Bulk Emailer Found Guilty under Kansas Spam Law

Overland Park, Kansas – October 27, 2003 After receiving two continuances Laura Betterly of Data Resource Consulting (Dunedin, FL) <http://www.drci.us> appeared in Johnson County, Kansas Small Claims Court on September 9, 2003 to defend against the suit brought by Internet Business Initiatives, LLC on March 13, 2003.

The suit by Internet Business Initiatives claimed 52 violations of the Kansas Commercial Electronic Mail Act [KSA 50-6,107](#).

Alleged violations of the act were as follows:

1. Failure to place ADV: in the subject line
2. No company address or 800 phone number
3. A non-working unsubscribe link
4. Obscuring the point of origin or transmission path

The Court awarded Internet Business Initiatives, LLC \$1,800 plus court costs of \$51 plus interest at the rate of 1% per month. This is the maximum amount allowed for a small claims court judgment in Kansas.

Jerry Weinstock, CEO of the company had this to say about the judgment, “We had worked very closely with the defendant over a 5 month period to respond to their requests for information as they contended that someone was spoofing their email address to make it look like the email was being sent by them to us. However, in the end it turned out that they had harvested several email addresses from websites that we operated, assuming we were interested in their offer. Since they are reported to be one of the largest emailers in the state of Florida, they should and do know better that without explicit permission, they would be in violation of many if not all of the no Spam statutes in 38 states.”

Collection on the judgment is in progress.

Further information on this case can be found at:
<http://www.kansasospam.com/03sc127.asp>

Mr. Weinstock has recently given a presentation on ‘Fighting Spam – One Victory at a Time’ to the High Technology Crimes Investigative Association – MoKan Chapter.

About Internet Business Initiatives, LLC

Internet Business Initiatives is an Overland Park company that specializes in helping companies use technology to accelerate their sales and marketing processes. The company builds electronic marketing programs for its clients, helps them utilize all marketing channels available to them by making their unproductive websites productive and provides Customer Relationship Management software solutions as a Microsoft Business Solutions Partner. iBizInitiatives doesn't like spammers, doesn't send Spam and won't help its clients send Spam. Mr. Jerry Weinstock, the company's CEO is currently serving on the Board of the Kansas City Chapter of the American Marketing Association as the president.

Note to Editors: Information about the word Spam and the Hormel Company's recommendations on how to avoid trademark infringement can be found online at: http://www.spam.com/ci/ci_in.htm

Information on this case and the other 10 cases we have filed (no defeats yet) can be found online at: <http://www.kansasospam.com>

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