

Anti-Spam IP

Class 2: Intellectual Property for Sale

Spam will be a thing of the past in two years' time - Bill Gates, 2004

Do you still remember: “Nobody will ever need more than 640k RAM!”

- Bill Gates, 1981?

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Suffocated by Spam?

- Email is practically free of cost to send but a costly burden on receivers having to maintain yet another communications channel.
- Radicati forecasts the number of messages per day to grow from 56b in 2003 to 164b in 2007. The 902m mailboxes in 2003 received 60 messages/box/day with spam already well over 90%: The spam burden is ever escalating but yet many businesses and individuals cannot afford to abandon email.
- Anti-spam legislation is largely useless and the opt-out as opposed to an opt-in requirement only worsens the situation by victims of spam validating their email address to the spammers!

Current Anti-Spam Proposals

- **Trusted Email Open Standard** to combat spam, spoofing and email fraud ... Yahoo! anti-spam proposal to force senders to prove their identify.
- **Goodmail Systems restoring trust in email** stamps – payment collection
- **Anti-Spam Registry**
- **Challenge Response Email**

BAL's **Laws of Email Entropy**

1. **Defender** (spam victim) will always **lose** out to **attacker** (spammer) unless attacker **pays** = **1st Law of Email Entropy** = 1st Law of Thermodynamics = Universal Law of Conservation of Energy;
2. **Receiving email costs** (at least your time). **The more the sender must PAY the less messages** = **2nd Law of Email Entropy** for **controlling email entropy** = 2nd Law of Thermodynamics.

BAL's **Anti-Spam Solution**

- Make E-mail as one of the In-Bound Hybrid Messaging Channels including Telephony, Fax, Postal Letter Service & Hybrid Mail;
- Sender A-Party has to **PAY** if not exempted by Receiver B-Party or by Legislation;
- Revenue from A-Party Senders is Split between B-Party Receiver and Trusted C-Party Provider of Hybrid Messaging.