First off, don't make people type in their address, phone #, etc. just to comment. And let them comment in a box, not upload a file. That's stupid, takes more time and seems to say "we don't really want your comments" when you make it difficult.

As a book publisher of 500 titles, we never know when someone will pop up with a book idea. DON'T let google take things just because no one is claiming them. If you lose your wallet, I'm sure you'd like the opportunity of turning around, and picking it up again, wouldn't you?

Ben