

Hamlet, Inc.



682 Schofield Avenue .□ San Francisco, CA 94129 .□ Phone: 415-786-6844
E-Mail: david@mylively.com Web: www.mylively.com

Date: December 12, 2012

**Federal Communication Commission
Equipment Authorization Division, Application Processing Branch
7435 Oakland Mills Road
Columbia, MD 21048**

Subject: Confidentiality Request for Hamlet Inc. STA Exhibit

Pursuant to Paragraphs §0.457 and §0.459 of the Commission's Rules (47 C.F.R.) and to avoid the premature release of sensitive information prior to marketing or release of the product to the public, Hamlet Inc. requests the document titled “STA Application - Draft – 121211” attached to this application be withheld from public disclosure.

In support of this request, and in accordance with the requirements of Section 0.459(b) of the Commission’s rules, 47 C.F.R. § 0.459(b), Hamlet submits the following:

0.459(b)(1) Identification of the specific information for which confidential treatment is sought: Hamlet requests confidentiality of the product description because the product has not been publicly announced.

0.459(b)(2) Identification of the Commission proceeding in which the information was submitted or a description of the circumstances giving rise to the submission: This information is being provided as part of an application for a Special Temporary Authorization (STA) and is intended to give the Commission a more complete understanding of the experiment being conducted.

0.459(b)(3) Explanation of the degree to which the information is commercial or financial, or contains a trade secret or is privileged: This system is currently under development and is company confidential. The nature of the system and its features and characteristics are undisclosed outside the company.

0.459(b)(4) Explanation of the degree to which the information concerns a service that is subject to competition: Hamlet operates in a highly competitive field with many providers of alternative products.

0.459(b)(5) Explanation of how disclosure of the information could result in substantial competitive harm: Revelation of the products nature and its features would allow Hamlet’s competitors to prepare a counter strategy and potentially competing

products, materially diminishing the impact of Hamlet's market introduction of the product.

0.459(b)(6) Identification of any measures taken by the submitting party to prevent unauthorized disclosure: Information about this product is carefully protected and is not disclosed to the public.

0.459(b)(7) Identification of whether the information is available to the public and the extent of any previous disclosure of the information to third parties: This information is not available to the public. Any disclosure of the information to third parties required Non Disclosure Agreements.

0.459(b)(8) Justification of the period during which the submitting party asserts that material should not be available for public disclosure: This information is be withheld until Hamlet's market introduction of the product, which will take place after the conclusion of the experiment for which the STA is being sought.

0.459(b)(9) Any other information that the party seeking confidential treatment believes may be useful in assessing whether its request for confidentiality should be granted: All non-confidential information in this exhibit has been included in the STA application. The only new information in the exhibit is the confidential product description.

Sincerely,

A handwritten signature in black ink that reads "H. Stephen Berger". The signature is written in a cursive, flowing style.

H. Stephen Berger