

From: Jimmy Huang

To: Behnam Ghaffari

Date: March 29, 2010

Subject: FCC File No. 0152-EX-ST-2010

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Message:

1) Identification of the specific information for which confidential treatment is sought;

A) specific information- Section 4 and section 5 confidential information removed. This application is what is considered proprietary and needs to be protected. This has been amended in license application

(2) Identification of the Commission proceeding in which the information was submitted or a description of the circumstances giving rise to the submission;

A)New experimental STA request

(3) Explanation of the degree to which the information is commercial or financial, or contains a trade secret or is privileged;

The application of RFID enabler for the Keurig B80k brewer to identify the Kcup contents and brew the beverage optimally as per its contents is confidential prior to the formal introduction of the product.

(4) Explanation of the degree to which the information concerns a service that is subject to competition;

This is a new product with a competitive advantage, more details in the attached document that has confidential application and product information

(5) Explanation of how disclosure of the information could result in substantial competitive harm;

A) Public disclosure prior to the commercial introduction of the brewer would allow Keurig's competitors to develop a similar RFID enabled product prior to Keurig's market introduction. This would impact Keurig's position as an innovator in the coffee brewer market.

(6) Identification of any measures taken by the submitting party to prevent unauthorized disclosure;

A)Keurig considers this application as a trade secret and all information within the company is marked ?Keurig confidential?.

(7) Identification of whether the information is available to the public and the extent of any previous disclosure of the information to third parties;

A)The use of RFID to enable optimization of newly developed beverage recipes has not been publicly disclosed. All releases of information regarding this application have been under NDA.

(8) Justification of the period during which the submitting party asserts that material should not be available for public disclosure; and

A)The period of time will allow Keurig to complete market acceptance testing, complete TCB certification , manufacturer the finished Brewer and commence a sales and marketing campaign. Keurig judges this period to be 6 months from the submittal for the STA.

(9) Any other information that the party seeking confidential treatment believes may be useful in assessing whether its request for confidentiality should be granted.

Do you had additional info?

(c) Casual requests (including simply stamping pages "confidential") which do not comply with the requirements of paragraphs (a) and (b) of this section will not be considered.