



10/17/2017

Attention: Application Examiner

RE: Request for Confidentiality  
Applicant: Water Pik, Inc.  
FCC ID: 2ANTU-01

To Whom It May Concern:

***Permanent Confidentiality***

Request is hereby submitted by Water Pik, Inc. to withhold permanently from public review certain portions of the application for equipment certification for the referenced FCC identifiers. This request for confidentiality is made pursuant to 47 CFR 0.457(d) and 0.459 of the FCC Rules. In particular, the following sections of the application are to be kept permanently confidential:

- Schematics
- Detailed Block Diagrams
- Detailed Operational/Functional Description

***Short-term Confidentiality***

Request is hereby submitted by Water Pik, Inc. to withhold from public review certain portions of the application for equipment certification for the referenced FCC identifiers until sales and marketing of the product starts. This request for confidentiality is made pursuant to 47 CFR 0.457(d) and 0.459 of the FCC Rules. In particular, the following sections of the application are to be kept confidential until April 1, 2018:

- Test setup photos
- External photos
- Internal photos
- User manual

Rationale for request for confidentiality:

Water Pik, Inc. has invested considerable time and materials in research and development to produce the referenced product. [*Permanent confidentiality*: Disclosure of the permanently confidential portions of this application to competitors would not only give them significant competitive advantages in developing similar products, but would also disclose successful implementation of unpublished, leading edge technology developed by us.] [*Short term confidentiality*: Disclosure of the short-term confidential portions of this application during the period of importation and/or distribution would reveal key aspects of proprietary technology to competitors and diminish the value of our investment in research and development.]

If you have questions or need further information, please contact the undersigned.

Sincerely,

A handwritten signature in blue ink that reads "Tom Graves".

Tom Graves  
Manager CAD Services & Product Compliance Specialist  
Water Pik, Inc.