



The Finest Toy Shop in the World

Date: 24 Aug 2020

Attention:  
Application Examiner

Re: Request for confidentiality

Applicant: The Hamleys Group Ltd

FCC ID: **2AXCH611228**

To whom it may concern,

Permanent Confidentiality

Request is hereby submitted by The Hamleys Group Ltd 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) & 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**

Rationale for request for confidentiality:

The Hamleys Group 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significant competitive advantages in developing similar products, but would also disclose successful implementation of unpublished, leading edge technology developed by us.]

[For FCC certification; delete for TCB certification: The fee for confidentiality has been submitted along with the fee for certification.] If you have questions or need further information, please contact the undersigned.

Sincerely,



Calvin Poon  
QA & International Compliance Manager  
The Hamleys Group Ltd