



Federal Communications Commission
Authorization and Evaluation Division

October 29, 2010

Confidentiality Request regarding application for certification of
FCC ID: BEJM2780DFM

We hereby request confidential treatment of information accompanying this application
as outlined below:

<u>Exhibit Type</u>	<u>File Name</u>
BLOCK DIAGRAM	CONF(L)_M2780DFM_BlkJdia.pdf

The above materials contain trade secrets and proprietary information not customarily released to the public. The public disclosure of these materials may be harmful to the applicant and provide unjustified benefits to its competitors.

In addition to above mentioned documents, pursuant to Public DA 04-1705 of the Commission's policy, in order to comply with the marketing regulations in 47 CFR 2.803 and the importation rules in 47 CFR 2.1204, while ensuring that business sensitive information remains confidential until the actual marketing of newly authorized devices. We are requesting the commission to grant short-term confidentiality request on the following

<u>Exhibit Type</u>	<u>File Name</u>
TEST SET UP PHOTOGRAPHS	CONF(S)_M2780DFM_Tsup.pdf
EXTERNAL PHOTOGRAPHS	CONF(S)_M2780DFM_ExtPho.pdf
INTERNAL PHOTOGRAPHS	CONF(S)_M2780DFM_IntPho.pdf
USER'S MANUAL	CONF(S)_M2780DFM_UseMan.pdf

The applicant understands that pursuant to Section 0.457 of the Rules, disclosure of this application and all accompanying documentation will not be made before the date of the Grant for this application.

Sincerely,

Jae Cheon Lee, General Manager
LG Electronics USA