



April 16, 2010

To whom it may concern,

Request for Permanent Confidentiality
Under FCC Part 15 Certification

FCC ID: CCTT4837-10

Request is hereby submitted by **Fisher-Price, 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 and **Fisher-Price, Inc.** reserves the right to discern which parties can obtain access to these information:

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

The rationale for request for confidentiality is as followings:

This information represents intellectual property of **Fisher-Price, Inc.** and it is subject to competition. We have invested considerable time and materials in research and development to produce the referenced product. 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significant competitive advantages in developing similar products, but would also disclose successful implementation of unpublished, leading edge technology developed by us.

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

Regards,

A handwritten signature in black ink, appearing to read 'James A. Bishop, Jr.', written over a horizontal line.

James A. Bishop, Jr.
Senior Manager-Electronic Engineering