Mattel Asia Pacific Sourcing Ltd.

Request for Confidentiality

Date: 20 1	<u>.6-8-10</u>	
Subject: Confidentiality Request for: FCC ID: PIYDNM64-16B5T IC: 4390C-DNM6416B5T		
Pursuant to FCC 47 CRF 0.457(d) and 0.459 and IC RSP-100, Section 10, the applicant requests that a part of the subject FCC application be held confidential.		
Sho	rt Term Permanent E rt Term Permanent* rt Term Permanent* rt Term Permanent rt Term Permanent* rt Term Permanent rt Term	Exhibit Block Diagrams External Photos Internal Photos Operation Description/Theory of Operation Cune-Up Procedure Ichematics Cest Setup Photos User's Manual Part List It substantial effort in developing this product and it is one nation easily available to "competition" would negate the Not protecting the details of the design will result in
Permanent Confidentiality: The applicant requests the exhibits listed above as permanently confidential be permanently withheld from public review due to materials that contain trade secrets and proprietary information not customarily released to the public.		
NOTE for Industry Canada Applications: The applicant understands that until such time that IC distinguishes between Short Term and Permanent Confidentiality, either type of marked exhibit above will simply be marked Confidential when submitted to IC.		
Sincerely,		
Ву:	(Signature/Title ²)	Joule Mak (Print name)