



Mattel Asia Pacific Sourcing Limited

美泰玩具亞太有限公司

11/20/2017

Attention: Application Examiner

RE: Request for Confidentiality
Applicant: Mattel Asia Pacific Sourcing Ltd.
FCC ID: PIYFLY54-18A5R

To Whom It May Concern:

Permanent Confidentiality

Request is hereby submitted by [Mattel Asia Pacific Sourcing 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) 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 [Mattel Asia Pacific Sourcing Ltd.] to withhold from public review for a period of 45 days from the date of the Grant of Equipment Authorization and prior to marketing, 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 confidential for a period of 45 days from the date of Authorization:

- Test setup photos
- External photos (NOTE: External photos can only be held for short-term confidentiality)
- Internal photos
- User manual

Rationale for request for confidentiality:

[Mattel Asia Pacific Sourcing Ltd.] 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significant competitive advantages in developing similar products, but would also disclose successful implementation of unpublished, leading edge technology developed by us.]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.]

Sincerely,

A handwritten signature in blue ink, appearing to read "Joule Mak".

Joule Mak
Director
MATTEL ASIA PACIFIC SOURCING LIMITED