


Radica Brands

A Division of Mattel Direct Import, Inc.

RADICA8

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19 July 2007

To whom it may concern,

Request for Permanent Confidentiality
Under FCC Part 15 Certification

FCC ID:PIYL7281H1

PIYL7281D1

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competitive advantages in developing similar products, but would also disclose successful implementation of unpublished, leading edge technology developed by us.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


 Quality Director

