



18 July, 2017

Attention: Application Examiner

RE: Request for Confidentiality  
Applicant: Hallmark Cards, Inc.  
FCC ID: SQ9XKT1725

To Whom It May Concern:

***Permanent Confidentiality***

Request is hereby submitted by Hallmark Cards, 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:

- **Schematics**
- **Detailed Block Diagrams**
- **Detailed Operational/Functional Description**

Rationale for request for confidentiality:

Hallmark Cards, Inc. has 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significant competitive advantages in developing similar products, but would also disclose successful implementation of unpublished, leading edge technology developed by us.

Sincerely,

Rick Schaff

Product Integrity Consultant

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