PURE

Imagination Technologies Ltd. Pinnacle House Home Park Estate Kings Langley Hertfordshire WD48LZ United Kingdom

Tel: +44 (0)845 1489001 Fax: +44 (0)845 1480993

www.pure.com

Request for Confidentiality

Date: <u>10th May 2013</u>

Subject: Confidentiality Request for: X280068_

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.

	Type of Confider	ntiality Requested	Exhibit
	Short Term	Permanent	Block Diagrams
	Short Term		External Photos
	Short Term	Permanent* ¹	Internal Photos
	Short Term	🛛 Permanent	Operation Description/Theory of Operation
	Short Term	🛛 Permanent	Parts List & Placement/BOM
	Short Term	Permanent	Tune-Up Procedure
	Short Term	🛛 Permanent	Schematics
	Short Term		Test Setup Photos
	Short Term	Permanent*	User's Manual
Note:	(Insert Explanation as Necessary)		

Imagination Technologies Ltd / Pure has spent substantial effort in developing this product and it is one of the first of its kind in industry. Having the subject information easily available to "competition" would negate the advantage they have achieved by developing this product. Not protecting the details of the design will result in financial hardship.

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.

Short-Term Confidentiality:

Not Applicable

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,

S.M.M.S

JASON MILLER

By: