



GROUP

Date: October 16, 2012

Reviewing Engineer
Federal Communications Commission
7435 Oakland Mills Road
Columbia, MD 21046

Attention:
Application Examiner

Re: Request for confidentiality

Applicant: adidas America, Inc.
FCC ID: OMZ-MCEPOD

To whom it may concern,

Permanent Confidentiality

Request is hereby submitted by adidas America, 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:

- Operational Description
- Bill of Materials
- Schematics
- Block Diagram
- Internal photos/Assembly Steps

Rationale for request for confidentiality:

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competitive advantages in developing similar products, but would also disclose successful implementation of unpublished, leading edge technology developed by us.

Additionally, this is a high valued device and the totality of the product is not sold to the general public.

For FCC certification: The fee for confidentiality has been submitted along with the fee for certification.

If you have questions or need further information, please contact the undersigned.

Sincerely,

Evan Locke
Product Safety Manager
adidas Group

adidas America, Inc.
5055 N. Greeley Avenue
Portland, OR 97217