



Attention: Application Examiner

Re: Request for confidentiality

Applicant: Hallmark Marketing Company, LLC

FCC ID: SQ9RTX7310

To whom it may concern,

Request is hereby submitted by Hallmark Marketing, LLC 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) & 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

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competitive advantages in developing similar products, but would also disclose successful implementation of unpublished, leading edge technology developed by us.

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,

A handwritten signature in black ink, appearing to read "Albert P. Mauro Jr."

Albert P. Mauro, Jr.
Deputy General Counsel
P.O. Box 419580, Mail Drop #339
Kansas City, MO 64141-6126
Phone: 816-545-3187
al.mauro@hallmark.com