

The Traceability Project: A Breakthrough In Sustainability



USPTO Reg. # 7,117,016
A Global Trademark For Humanity



THE BEST GRADE A PRODUCT CAN GET

C Minus SUSTAINABLY RATED PRODUCTS
Make The World A Better Place

United States of America

United States Patent and Trademark Office

C MINUS

Reg. No. 7,117,016

Registered Jul. 18, 2023

Int. Cl.: 14

Trademark

Supplemental Register

Klaatu Diamond & Jewelry Counsel, LLC (NEW YORK LIMITED LIABILITY COMPANY)

CLASS 14: Diamonds; Jewelry all of the foregoing that meet traceability standards that the diamonds are made from lab grown diamond rough grown in a carbon vapor deposition (CVD) reactor with more carbon atmospherically sequestered than is released into the atmosphere

FIRST USE 3-28-2022; IN COMMERCE 3-28-2022

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT STYLE, SIZE OR COLOR

SER. NO. 90-044,313, FILED P.R. 07-09-2020; AM. S.R. 04-25-2023



The Problem

The way humans make consumer goods has triggered a mass extinction event*

that will destroy life on Earth. We must all agree on a universally recognized standard mark so people everywhere can identify safe products and educate consumers about why Ethica products are best in class, to sustain life as we know it.

Products certified by The Traceability Company make the world a better place.

(August 9, 2023, Larry Bock, Founder of The Traceability Company)

***80% of the world's energy is still generated by burning fossil fuel,** so that 80 billion of the approximately 100 billion new products made every year result in the addition of 51 billion tons of carbon dioxide into Earth's atmosphere.

(April 28, 2023, United States Environmental Protection Agency)

***105 of 172 consumer product categories contain at least one of the 900 known carcinogens and reproductive / development toxicants.** More than 5000 tons of volatile Prop 65-listed chemicals were estimated to have been released from consumer products in 2020 just in California.

(as required by Calif. State Proposition 65, the most comprehensive carcinogen consumer disclosure

program in the U.S.). (May 2, 2023, United States National Institutes of Health PMC10196581 Identifying Toxic Consumer Products: A Novel Data Set Reveals Air Emissions of Potent Carcinogens, Reproductive Toxicants, and Developmental Toxicants Kristin E. Knox*, Robin E. Dodson, Ruthann A. Rudel, Claudia Polsky, and Megan R. Schwarzman Environ. Sci. Technol. 2023, 57, 19, 7454–7465 Publication Date: May 2, 2023)



The Solution

Innovate how we Track Greenhouse Gas Emissions and Carcinogens to Make The World A Better Place

[T]here is a crucial need for a new era of innovation, and for all of us to unite in helping every potential innovator in our country bring their innovation to impact. We can help make those dreams become reality and, in the process, turbocharge access to the American innovation system for everyone.”

- Kathi Vidal, Under Secretary of Commerce for Intellectual Property and Director of the USPTO (August 2023)

[PTAB Pro Bono Fireside Chat](#)

USPTO expands and extends Climate Change Mitigation Pilot Program

May 31, 2023

The United States Patent and Trademark Office (USPTO) published a [notice in the Federal Register](#) announcing the expansion and extension of the [Climate Change Mitigation Pilot Program](#), which was [initially launched in June 2022](#). Beginning on June 6, 2023, the USPTO will expand the program eligibility requirements to encompass a more robust group of innovations in any economic sector that advance progress toward achieving net-zero greenhouse gas emissions. Included innovations will be those designed to:

- Remove greenhouse gases already present in the atmosphere;
- Reduce and/or prevent additional greenhouse gas emissions; and/or
- Monitor, track, and/or verify greenhouse gas emission reductions.

Bill Gates, Mark Zuckerberg launch international fund for clean energy tech

Science Nov 29, 2015 7:02 PM EDT

Bill Gates, Mark Zuckerberg and a slate of A-list entrepreneurs have launched a new fund called “Breakthrough Energy Coalition” to research and develop clean energy technologies.

News of the effort, formed by a group of 28 investors from 10 countries, was leaked last week by [ClimateWire](#) and confirmed late Sunday in a [Facebook post](#) by Zuckerberg, co--founder and chief executive of the social media giant. The [Breakthrough Energy Coalition](#) will focus on providing incentives to the private sector to produce zero-emission technologies for developed nations, but also for broad distribution of these innovations among poor nations, which are poised to suffer more from climate change ramifications such as sea-level rise and crop loss. The international aid agency Oxfam estimated last week that developing countries [will have to pay \\$270 billion extra per year](#) as a result of climate change if greenhouse gas emissions



Our Mission

Launch a **universally recognizable** symbol to allow the global consumer to instantly identify **sustainable products** certified to meet at least one of our two standards:

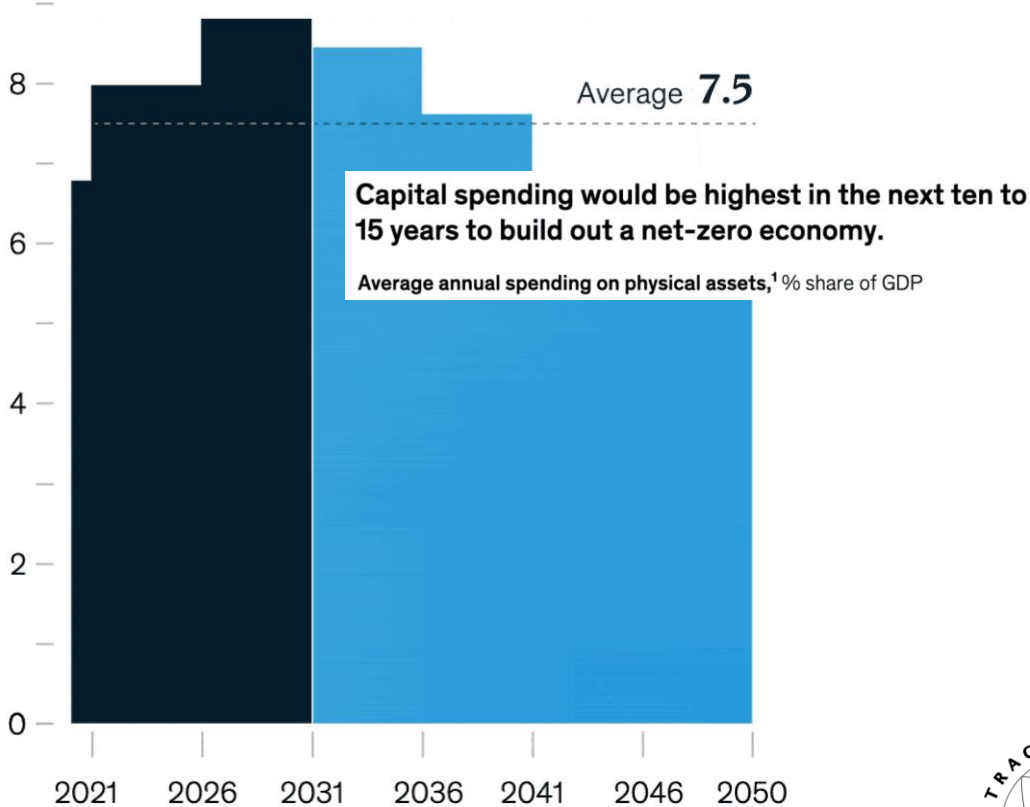
1. A product made in a factory certified to comply with the Decarbonization Goals of the [Paris Agreement](#), with the ultimate goal of achieving our new Carbon Negative Standard, where more carbon dioxide is removed from the atmosphere than is emitted.

2. A product certified to be free of any natural or synthetic chemicals known to cause cancer, birth defects, or other reproductive harm as per the [California Proposition 65 List](#).



Accelerated Decarbonization Will Cost The World About \$275 Trillion Dollars

“..we estimate that global spending on physical assets in the transition would amount to about \$275 trillion between 2021 and 2050, or about 7.5 percent of GDP on average.” [McKinsey Sustainability Report 2023](#)



¹Estimates based on Net Zero 2050 scenario from the Network for Greening the Financial System, which limits warming to 1.5°C, a hypothetical scenario, not a prediction or projection.



The Value of The C Minus Certification Mark is \$5T

When we reviewed over 7 million product certification operations with our partner labs, we discovered consumers currently pay about 2% of the retail cost of a product to ensure manufacturing claims are certified to be true. Therefore, the cost to certify the claim that a product was made using sustainable energy, or is free from carcinogens, can be expressed as:

$$\$275 \text{ Trillion} \times 2\% = \$5T$$

Once you invest in The Traceability Company, we can get started Making The World A Better Place by identifying sustainable products to prove that humanity can solve climate change and cure cancer effectively and profitably.



We Already Qualify for over \$100 Billion worth of existing grants



Department of Energy (.gov)
<https://www.energy.gov/eere/iedo/industrial-effic...>

Industrial Efficiency and Decarbonization Funding ...

This \$104 million **funding** opportunity advances **decarbonization** technologies to reduce the carbon footprint of the industrial sector. Projects funded ...



Reuters
<https://www.reuters.com/business/environment/us-a...>

US announces \$6 bln in grants to decarbonize heavy ...

Mar 8, 2023 — The Biden administration said on Wednesday it is directing \$6 billion in **funding** to speed **decarbonization** projects in energy-hungry ...

Department of Energy
United States Announces \$94 Billion Of Global Public Funding To Accelerate Clean Energy Worldwide

*<https://www.energy.gov/articles/united-states-announces-94-billion-global-public-funding-accelerate-clean-energy-worldwide>



Holcim
<https://www.holcim.com/Media/Media-releases>

EU to fund Holcim decarbonization projects

Jan 20, 2023 — The European Union (EU) Innovation **Fund** announces **funding** of EUR 338 million in two Holcim **decarbonization** projects at the **Financing** ...



nyserda (.gov)
<https://www.nyserda.ny.gov/2023-Announcements>

Launch of \$250 Million Community Decarbonization Fund ...

Apr 28, 2023 — NY Green Bank's Community **Decarbonization Fund** presented by Banco Bilbao



opport



Department of Energy (.gov)
<https://netl.doe.gov/node>

DOE Announces Over \$17 Million for University-Led ...

Jun 22, 2023 — The **funding** opportunity is offered through FECM's University Training and Research program, which includes the University Carbon Research and ...

e's decarbonization ...

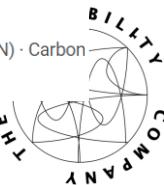
Lowercarbon, a private ...



US News Money
<https://money.usnews.com/Money/Investing>

7 Best Carbon Capture and Decarbonization Investments

Jun 30, 2023 — Carbon Credit Futures **Fund**: KraneShares Global Carbon ETF (KRBN) · Carbon Reduction Stock: Carbon Streaming Corp. · Carbon Capture Stock: Aker ...



Let's Start With Diamonds!

Because they are made of solid carbon, they are the perfect C Minus Product.

The Carbon in a diamond is safely locked away and doesn't contribute to global warming! Buying A C Minus Diamond Means You Care About Life!

GEM & LAB
Gemological Appraisal Laboratory

LAB-GROWN DIAMOND GRADING REPORT
DC32211101

GEM & LAB www.gemandlab.com
110 Prospect Ave. Dumont, NJ 07628 USA
Lab: 1202.430.4300 - service@gemandlab.com
Phone: 201-938-0320 | 1000046145

DIAMOND GRADING INFORMATION

REPORT No. DC32211101
REPORT DATE: NOV. 11, 2022
GEM SERIAL No. C-AA00001

PHOTOS

Measurements: 8.34 x 9.62 x 5.09 mm
Shape: Round
Cutting Style: Brilliant Cut

GRADING RESULTS

Carat Weight: 2.29 ct.
Color Grade: F
Clarity Grade: VS2
Cut Grade: Excellent

ADD GRADING INFORMATION

Polish: Excellent
Symmetry: Excellent
Fluorescence: None
Treatment: None

DISCLAIMER

Additional details are not shown. Principals are not shown.
This is a lab-grown diamond produced by CVD (Chemical Vapor Deposition) growth process.
No evidence of treatment was detected.

PROPORTION & CLARITY CHARACTERISTICS

PORTION

Length: 5.09mm Width: 5.99mm LW: 110
Total Depth: 5.89mm 92.5%
Pavilion Depth: 3.49mm 43.0%
Pavilion Angle: 45.8°
Crown Height: 1.59mm 13.0%
Crown Angle: 33.1°
Table Size: 5.20mm 60.0%
Girdle: 2.89mm 3.5%
Culet Off Center: 0.2% (W.D. 0% L.R. 0%)
Table Off Center: 0.06mm
Girdle: medium to slightly thick (Faceted)
Profile not to actual proportions

SCALES & CERTIFICATE INFORMATION

GRADING SCALES

COLOR SCALE

D	E	F	G	H	I	J	K	L	M	N	P	Q	R	S	T	V	W	X	Y	Z
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CLARITY SCALE

FLAWLESS	INTERNAL FLAWLESS	VS1	VS2	S1	S2	I1	I2	I3
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CUT SCALE

EXCELLENT	VERY GOOD	GOOD	FAIR	POOR
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CLARITY CHARACTERISTIC

KEY TO SYMBOLS

- Gas Bubble

Report confirmed by
ELLIOTT PARK, GIA GIG, AP
Elliott Park
President & Chief Gemologist

GIA ALUMNI MEMBER

C- Carbon Negative:
More carbon dioxide was removed from the atmosphere than emitted during the growth of this diamond.

Not all diamonds have internal inclusions. Even a small visible defect does not necessarily diminish a diamond's value as an expression of nature's artistry. However, it does affect the diamond's clarity grade and, therefore, its value. The presence of inclusions is not a guarantee of authenticity. The Gemological Appraisal Laboratory (GAL) is a laboratory for gemstones and jewelry. It is not a retailer of gemstones and jewelry. The Gemological Appraisal Laboratory (GAL) is a laboratory for gemstones and jewelry. It is not a retailer of gemstones and jewelry. The Gemological Appraisal Laboratory (GAL) is a laboratory for gemstones and jewelry. It is not a retailer of gemstones and jewelry.



GOLD JEWELRY CERTIFICATE

REPORT NO. 00001 JAN. 20, 2023

STYLE NO. ERI23456

PRODUCT ONE PAIR OF EARRINGS

APPROX WEIGHT 5.34 GRAMS

DESCRIPTION 14K YELLOW GOLD

MORE CO₂ WAS REMOVED FROM THE ATMOSPHERE THAN EMITTED DURING THE PRODUCTION OF THIS ITEM

made in the usa

THE TRACEABILITY COMPANY

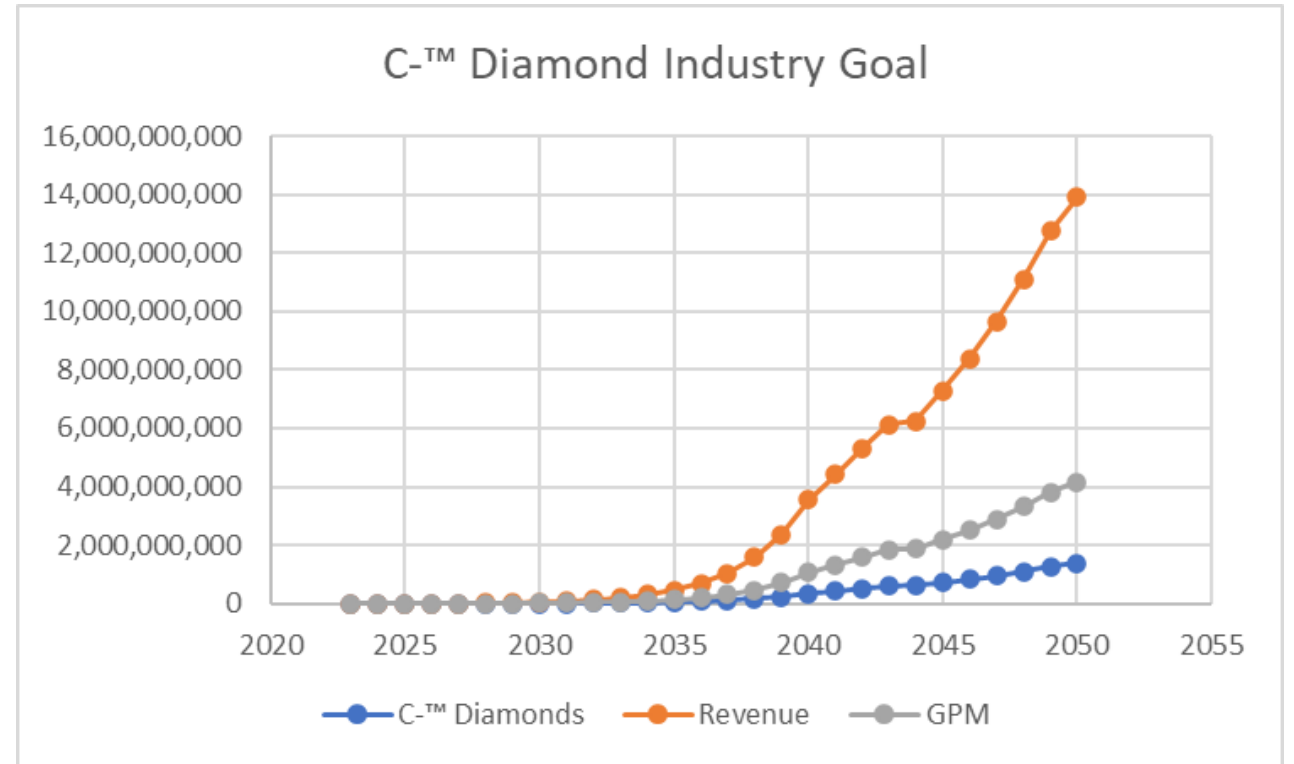
C- **C-Carbon Negative:**
More carbon dioxide was removed from the atmosphere than emitted during the growth of this diamond.



Let's Sell 1 C Minus Diamond for Every person on Earth! The more C Minus Products we certify, the more money we make, and the more lives we save!

Projected Certification Revenue at \$10/carat certification price, \$7/carat certification cost, and \$3 /carat GP

Year	C-™ Diamonds	Revenue	GP
2023	48,000	\$480,000	\$144,000
2024	96,000	\$960,000	\$288,000
2025	192,000	\$1,920,000	\$576,000
2026	384,000	\$3,840,000	\$1,152,000
2027	768,000	\$7,680,000	\$2,304,000
2028	1,536,000	\$15,360,000	\$4,608,000
2029	3,072,000	\$30,720,000	\$9,216,000
2030	6,144,000	\$61,440,000	\$18,432,000
2031	9,216,000	\$92,160,000	\$27,648,000
2032	13,824,000	\$138,240,000	\$41,472,000
2033	20,736,000	\$207,360,000	\$62,208,000
2034	31,104,000	\$311,040,000	\$93,312,000
2035	46,656,000	\$466,560,000	\$139,968,000
2036	69,984,000	\$699,840,000	\$209,952,000
2037	104,976,000	\$1,049,760,000	\$314,928,000
2038	157,464,000	\$1,574,640,000	\$472,392,000
2039	236,196,000	\$2,361,960,000	\$708,588,000
2040	354,294,000	\$3,542,940,000	\$1,062,882,000
2041	442,867,500	\$4,428,675,000	\$1,328,602,500
2042	531,441,000	\$5,314,410,000	\$1,594,323,000
2043	611,157,150	\$6,111,571,500	\$1,833,471,450
2044	623,380,293	\$6,233,802,930	\$1,870,140,879
2045	729,354,943	\$7,293,549,428	\$2,188,064,828
2046	838,758,184	\$8,387,581,842	\$2,516,274,553
2047	964,571,912	\$9,645,719,119	\$2,893,715,736
2048	1,109,257,699	\$11,092,576,986	\$3,327,773,096
2049	1,275,646,353	\$12,756,463,534	\$3,826,939,060
2050	1,390,454,525	\$13,904,545,253	\$4,171,363,576
Totals	9,573,579,559	95,735,795,592	28,720,738,678



* Lower price jewelry items can be made for those who cannot afford a diamond

[Est. 2050 Global population level \(only if we decarbonize now!\)](#)



Traceability Project Founder Larry Bock

Larry Bock is a sustainability thought leader and former diamond and jewelry industry executive, with over 30 years of experience in technical sales, manufacturing, operations, and environmental sustainability.

His work in ecological preservation began in 1994 with the [Long Island Sound Taskforce](#), organizing water quality testing to restore dissolved oxygen to waters plagued by low oxygen levels, causing a catastrophic collapse of the Sound's fisheries, resulting in a \$351m project to upgrade sewage treatment plants to protect the \$6.4bn worth of economic activity generated by this important marine estuary. His testimony to Congress can be viewed here: [Larry Bock Testimony to U.S. Congress regarding Long Island Sound Clean Up](#)

As Director of Sales for Hoover & Strong, Bock helped create the recycled gold standard currently in use worldwide, and helped launch the first independently certified, 100% recycled, precious metal brand: [Harmony Precious Metals & Gems](#). This standard is now required of all metal sold by Tiffany, and many other jewelers. He is passionate about creating a similar standard to guide the use of recycled (“sky mined”) atmospheric carbon to spur rapid decarbonization.

In 2010 Bock led a 5-year effort to launch the first certified 100% recycled gold & diamond ["Made In The USA" bridal collection with the world's largest retailer](#). In 2020, he served on the committee that wrote the first [Diamond Sustainability Standard](#) for Scientific Certification Systems, Inc.

In 2022 Bock founded [The Traceability Company](#) and nonprofit arm, [The Traceability Institute](#), to solve climate change and reduce cancer rates to meet the goals of the Paris Agreement and World Health Organization.

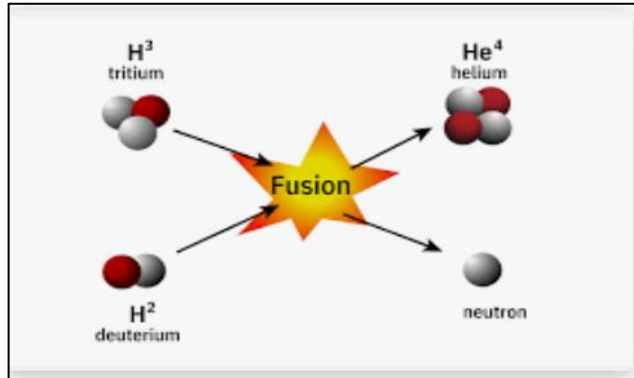


Next Steps

1. Seat Our Board of Directors and Fund The Traceability Institute to safeguard, develop and promulgate the C-standard.
2. Partner with an Accelerator and Scale Up Operations, now that the Certification Mark is secure in the U.S.
3. Complete the International Registration Process to ensure efficacy and protect the integrity of the mark.
4. Establish contracts with Product Testing Labs, University Research Programs and Corporate Sponsors.
5. Develop PSA's, Marketing and Education Programs.
6. Plan Launch Events With First Licensees, Concerts, Public Relations Campaigns.
7. Schedule Series A Funding to Scale Up to bring as many of the 80 billion products currently made using fossil fuel energy and carcinogens under mark to ensure that the decarbonization goals of the UNIPCC Paris Agreement and World Health Organization are met



The goal of the Traceability Project



Unlimited Fusion Energy



Energy made from sequestered (recycled) carbon

C MINUS
Carbon Negative Products



A Healthy World Restored to 350 PPM Atmospheric CO₂ Levels, Less Disease, and Sustainable Energy For A Sustainable Future





Thank you



TRACEABILITY

The Traceability Institute, Inc.
A 501c3 non-profit corporation

The Traceability Company, LLC
A Public Benefit Corporation
New York

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