

April 9, 2014

Subject: UTC Document Submission: Request Approval to add “Our New iDiversicons: Diverse Emoji Characters” to the next updated Unicode Standard

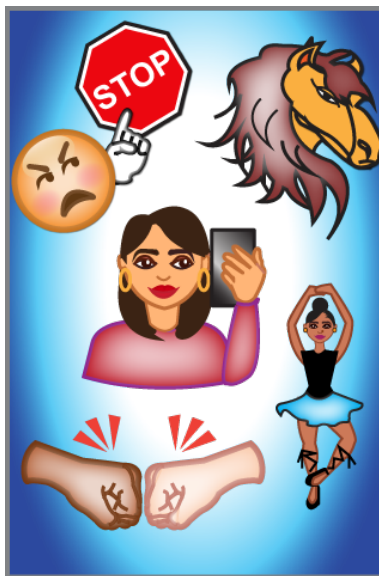
Please add the attached document to the document registry.

First we noticed emoticons rarely look like the person sending them; then Cub Club Investment decided to do something about it.

iDiversicons is a brand new mobile application featuring a more diverse set of emoticons that symbolize how a person truly feels. Representing an entire world of faces, iDiversicons include everything from African-American and Asian, to Latino/Hispanic, Indian, Caucasian and Biracial, as well as varying religious and life events.

They satisfy a void that the current emojis lack and what the public has been asking for: “more faces of color.” With just a push of the button, users can text or email these emoticons all over the world. Compatible with iPhone, iPad, and iPod Touch, iDiversicons was released in the App Store on October 11, 2013.

Our timing seems ideal, since only a short time later on March 26, 2014, Apple announced to the world that “there needs to be more diversity in the emoji character set.” To this end, Cub Club would like to work with the Unicode Consortium in an effort to update the standard with our images. We currently have over 800 diverse emojis that fit the size, design and style (24 x 24 pixels PNGs). Here are just a few examples:



Cub Club Investment, LLC
Katrina Parrott
katrina@idiversicons.com
832-654-7641

As a member of the Unicode Consortium, we are formally requesting approval for our diverse characters to be included with the proposals to address the “concerns regarding the emoji characters for people.” We already have developed proven images that the public has embraced all over the world. In addition, all of our images meet the current design requirements.

This approval is extremely vital to our iDiversicons Native App and will make the execution more seamless and user friendly for use with text messages, emails and social media. The current software development kits are very restrictive and limit our ability to satisfy our customers’ wants and desires. However, with the approval to update the Unicode standard to include our iDiversicons characters, they will be “displayed properly across many platforms,” as Katie Cotton, Apple’s Vice-President of Worldwide Corporate Communications recommended in BBC News.

The following pages provide screenshots of 536 new iDiversicons emojis for viewing purposes. In total, we have over 900 characters.

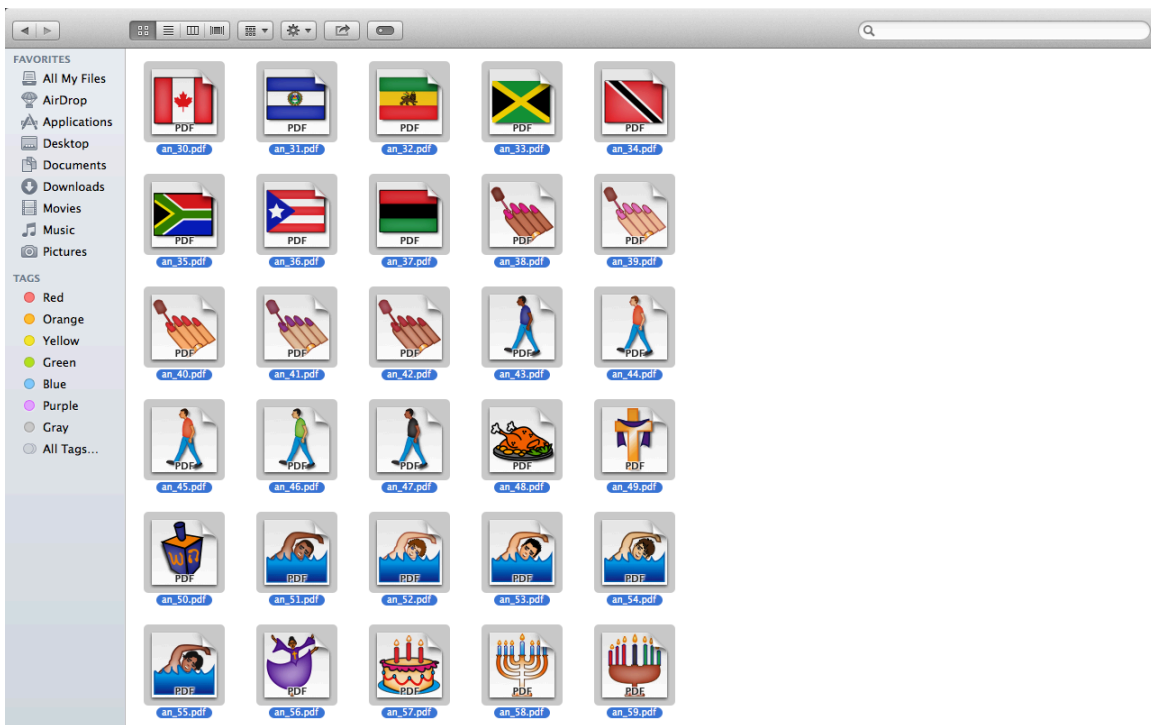
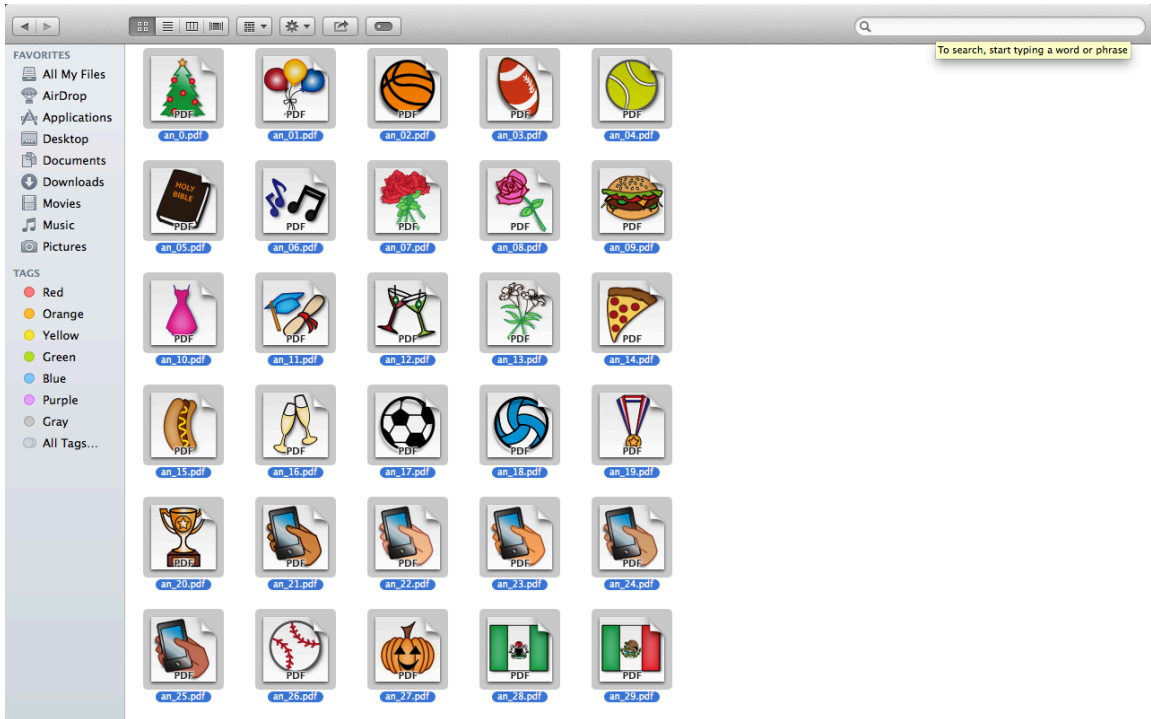
Thank you for this opportunity to bring our request to the Unicode Consortium.

Sincerely,

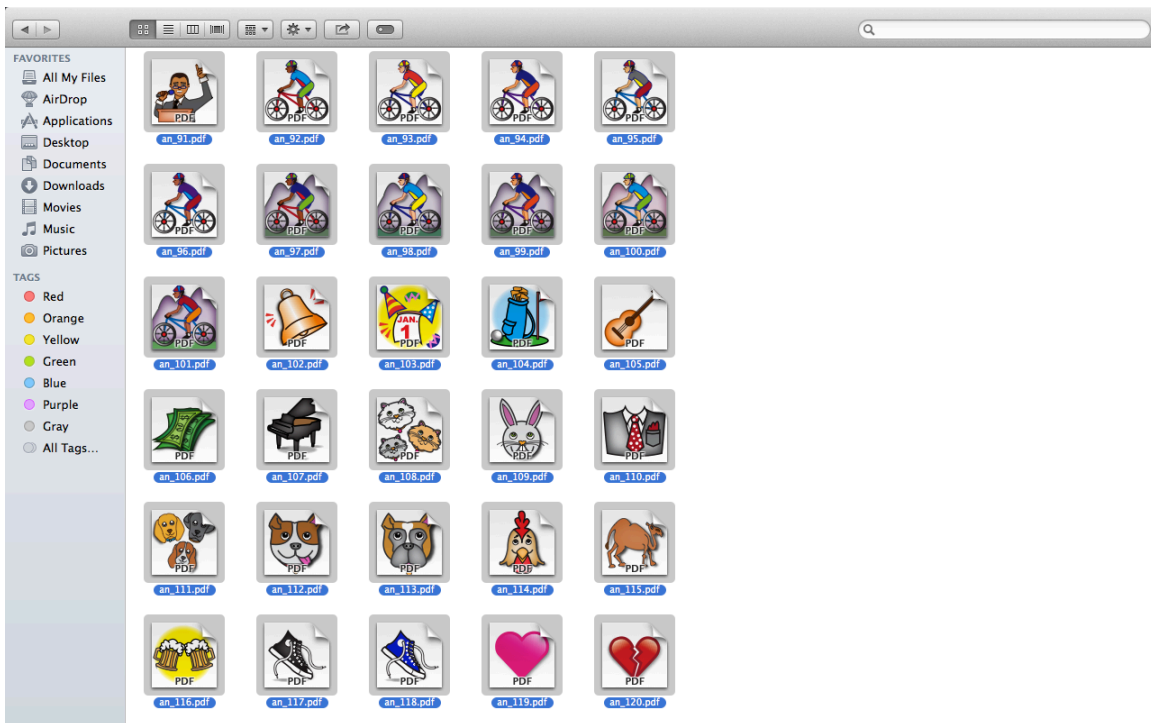
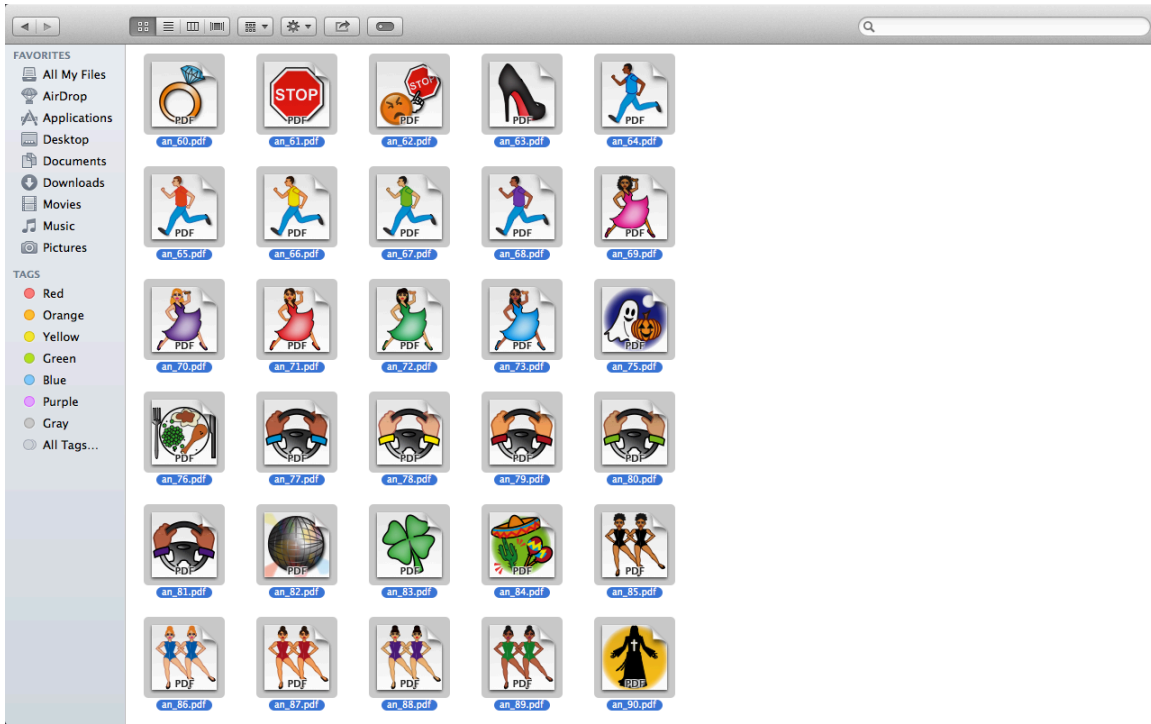
Original Signed By:

Katrina A. Parrott
Cub Club Investment
832-654-7641

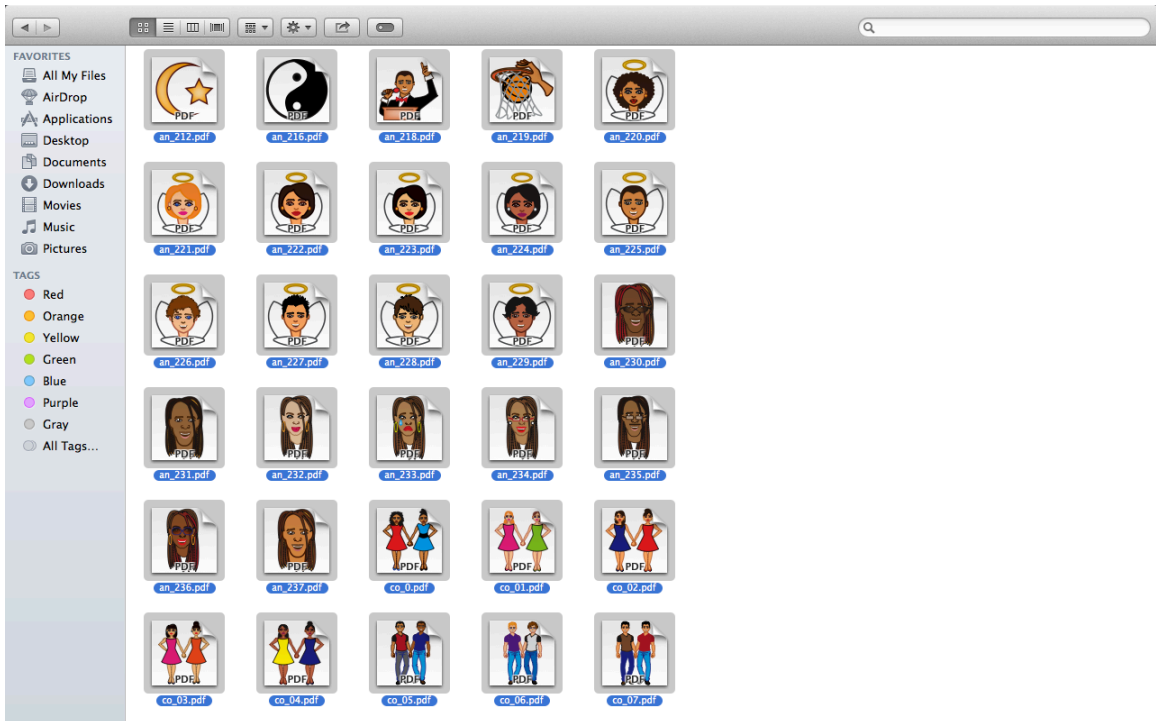
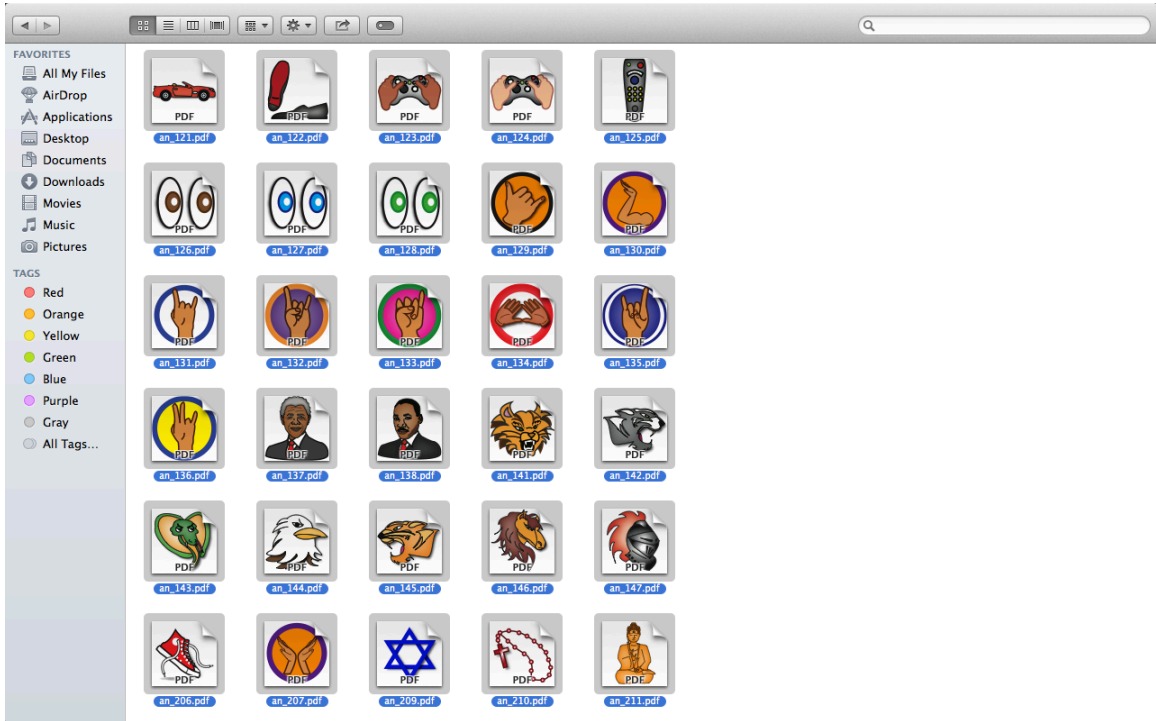
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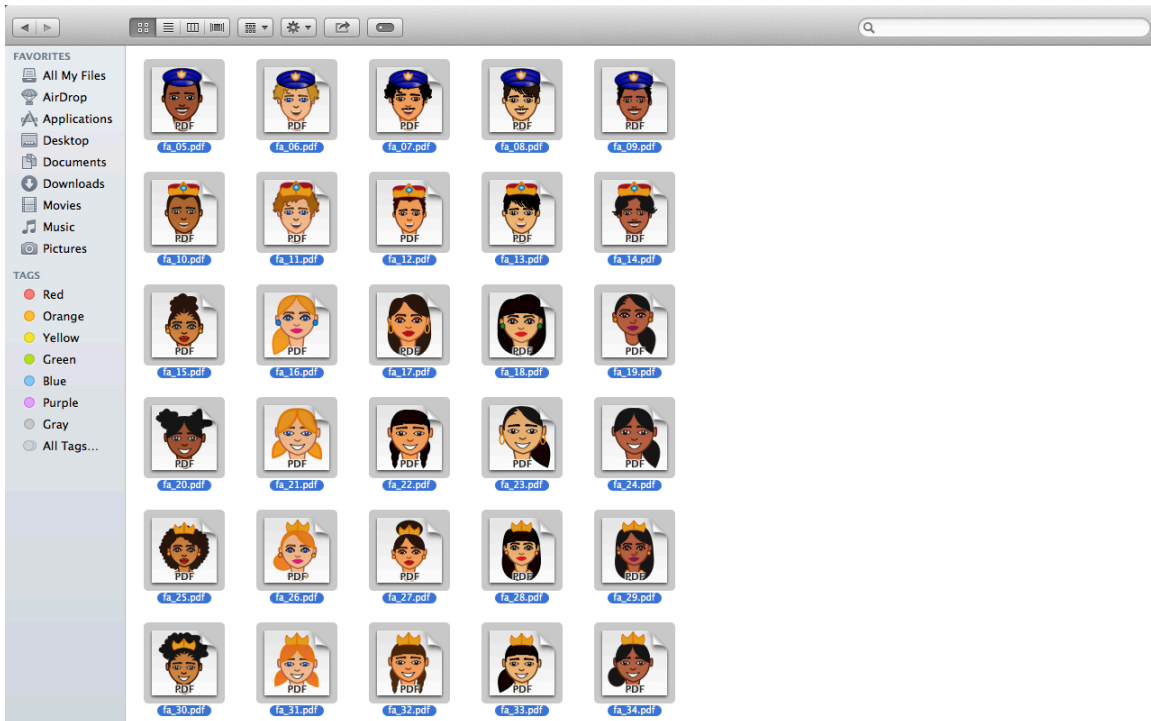
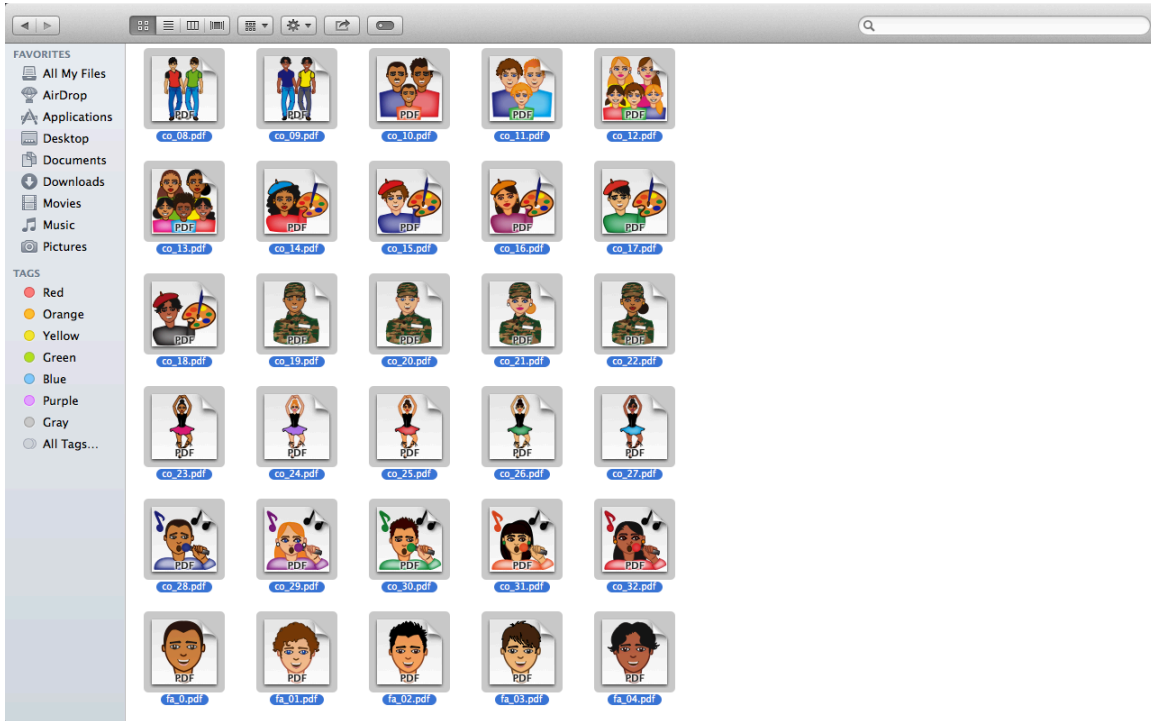
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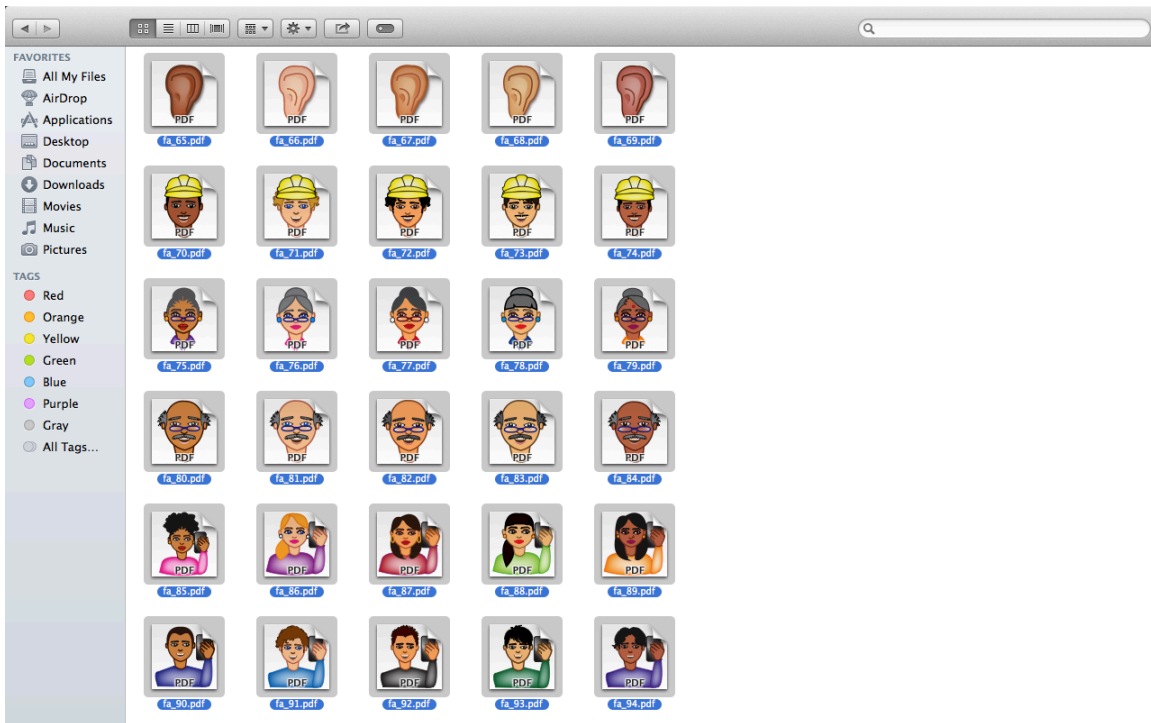
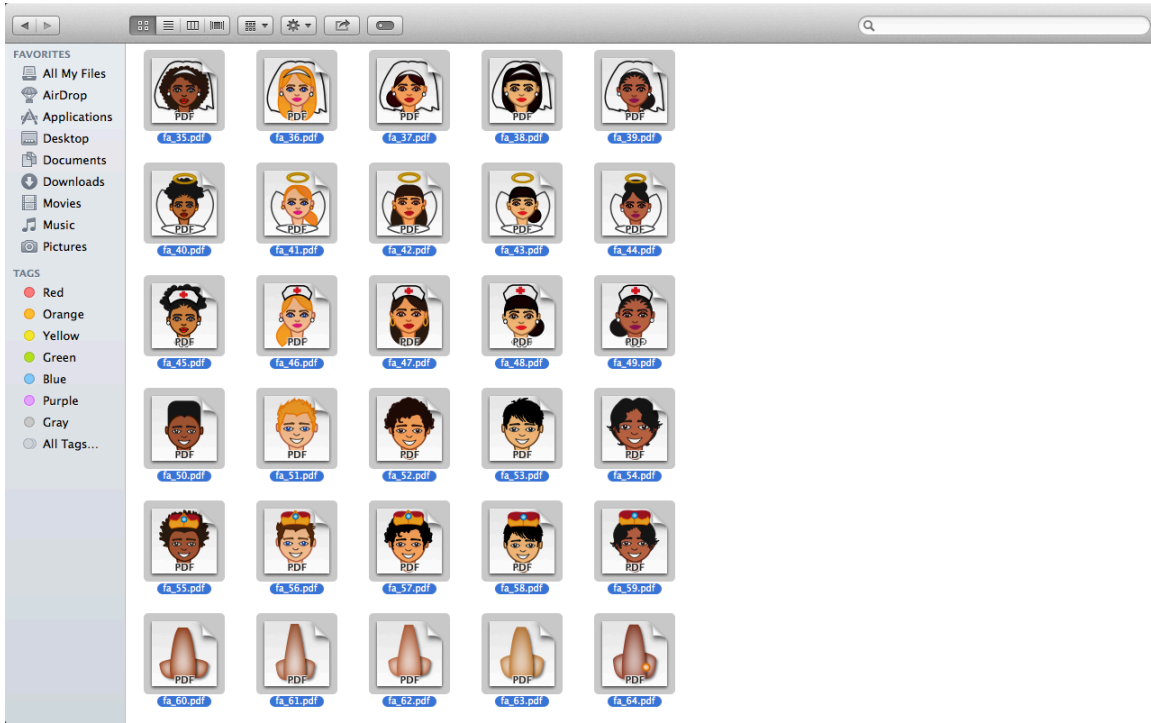
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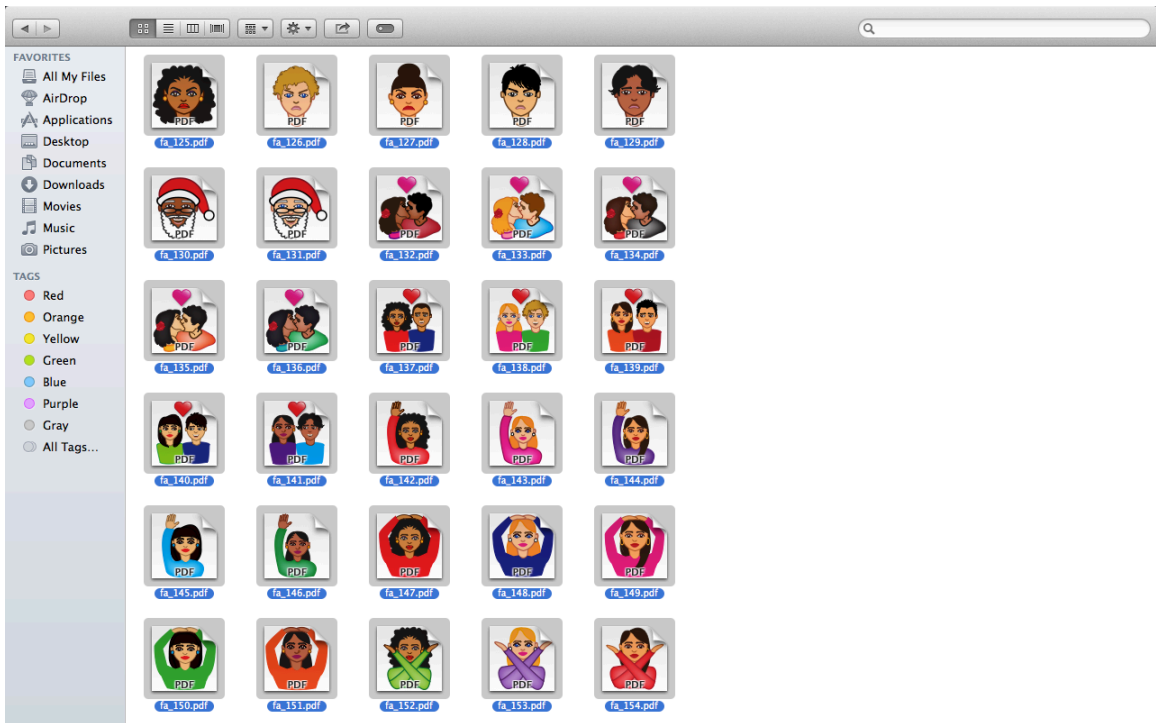
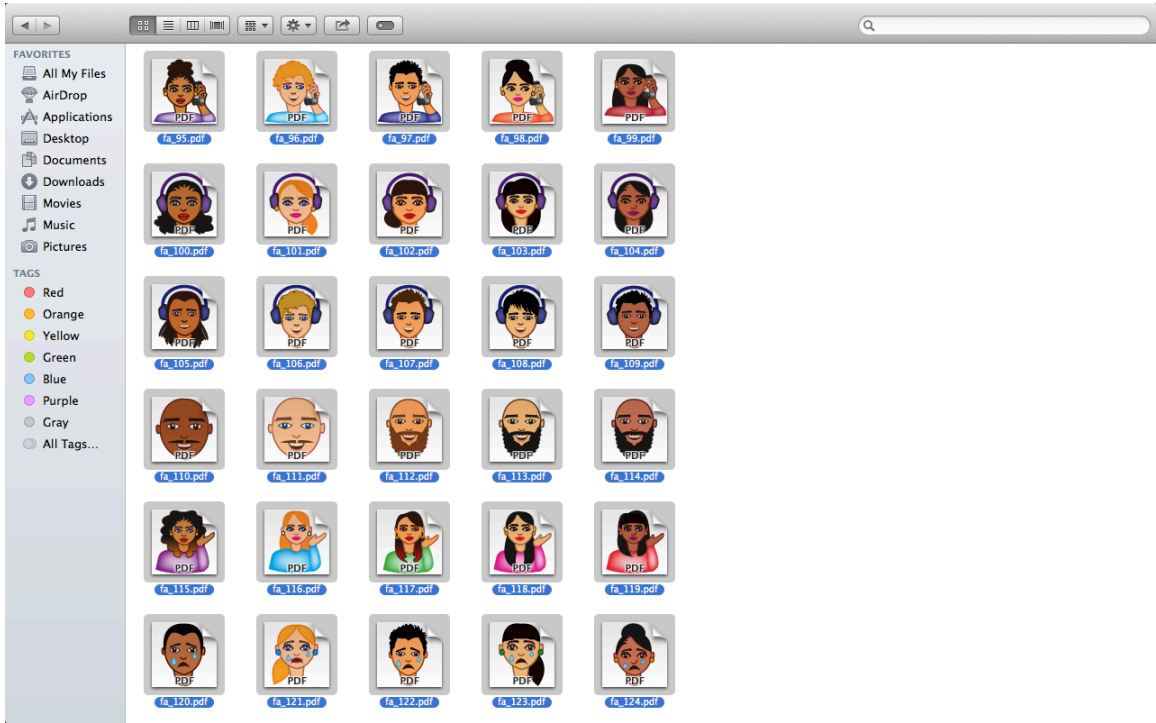
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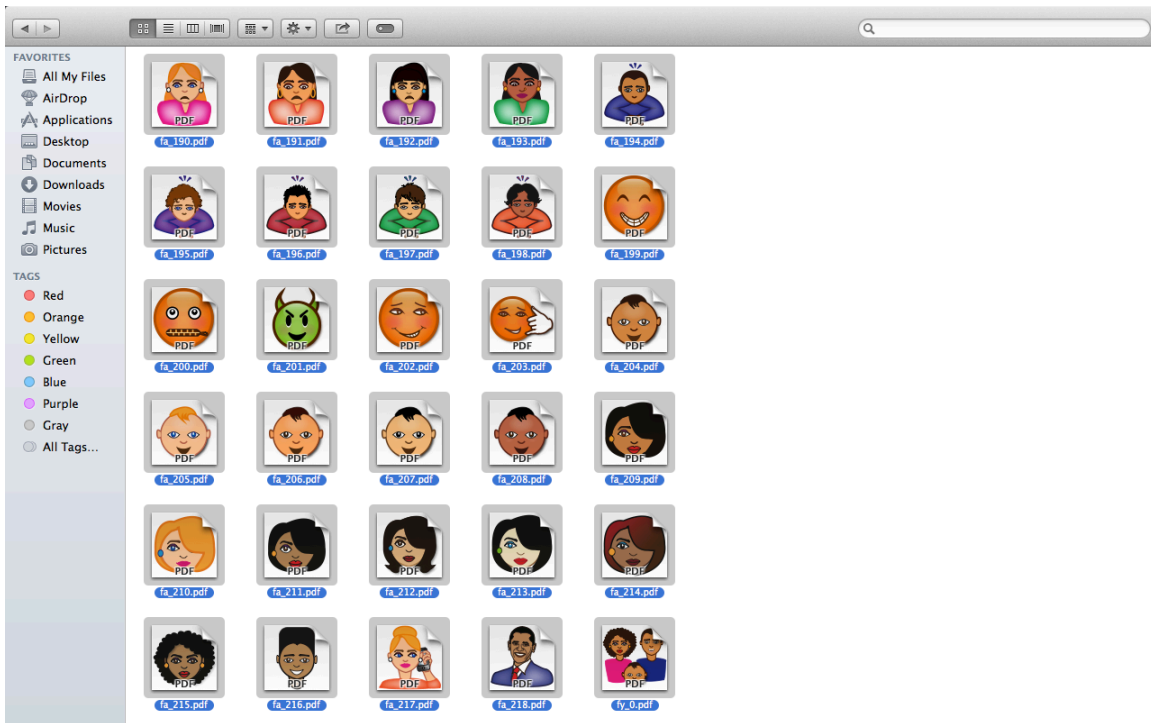
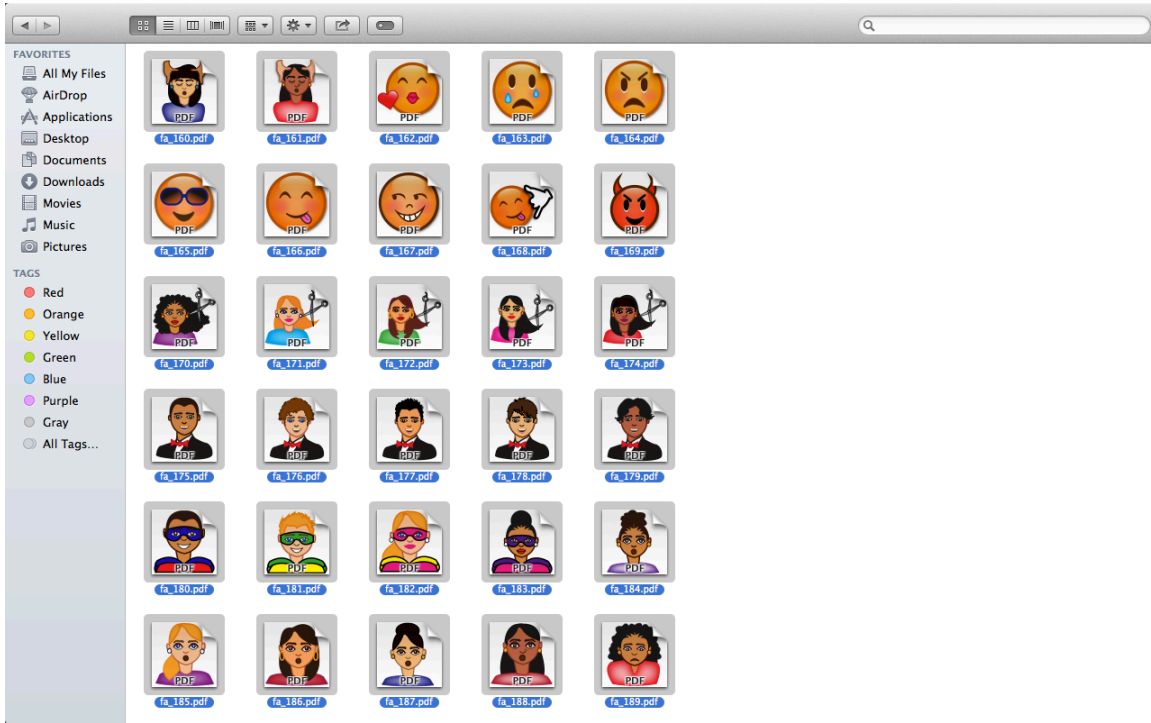
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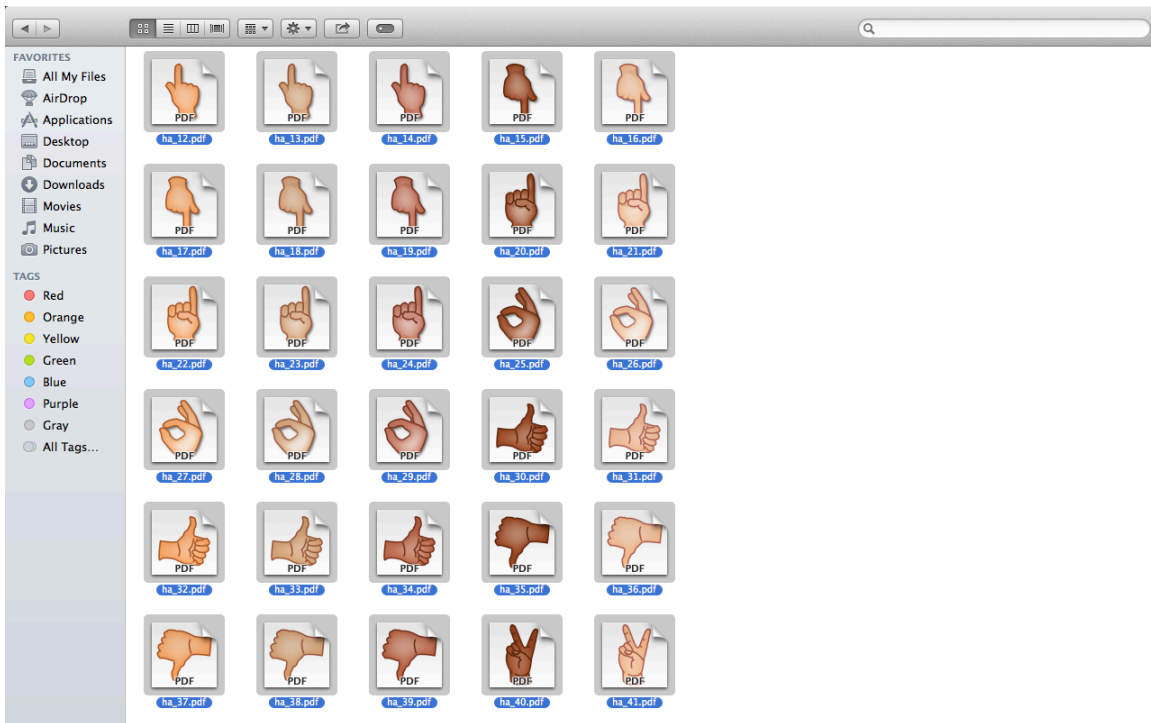
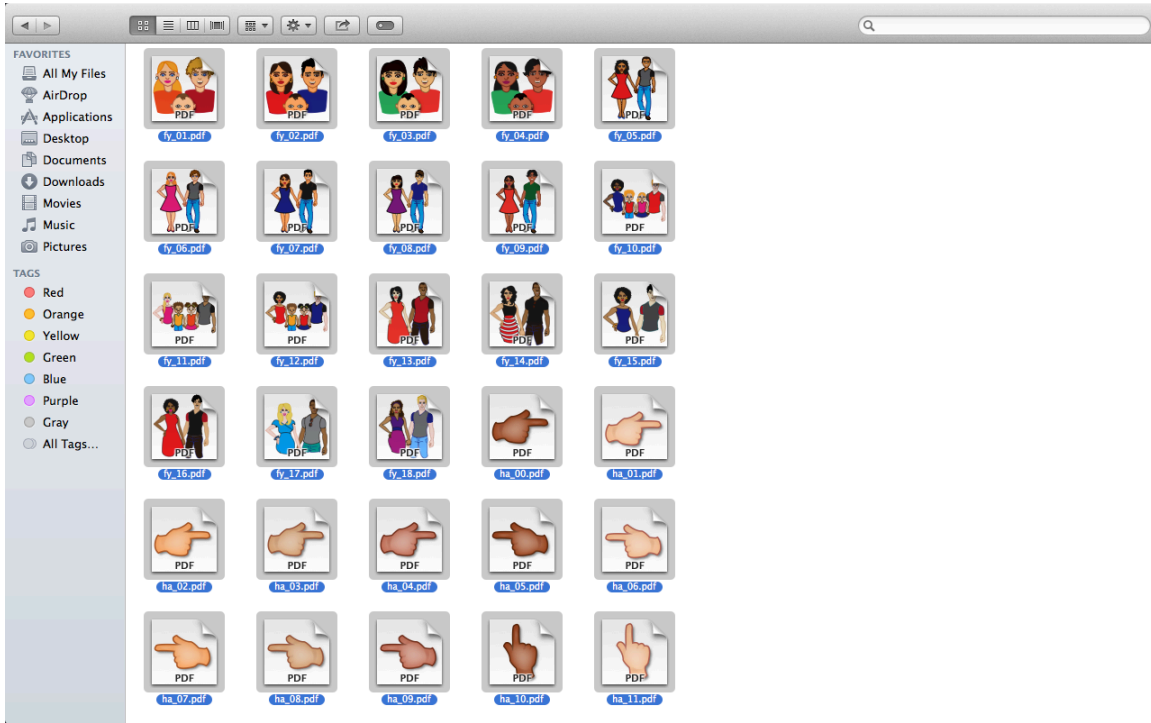
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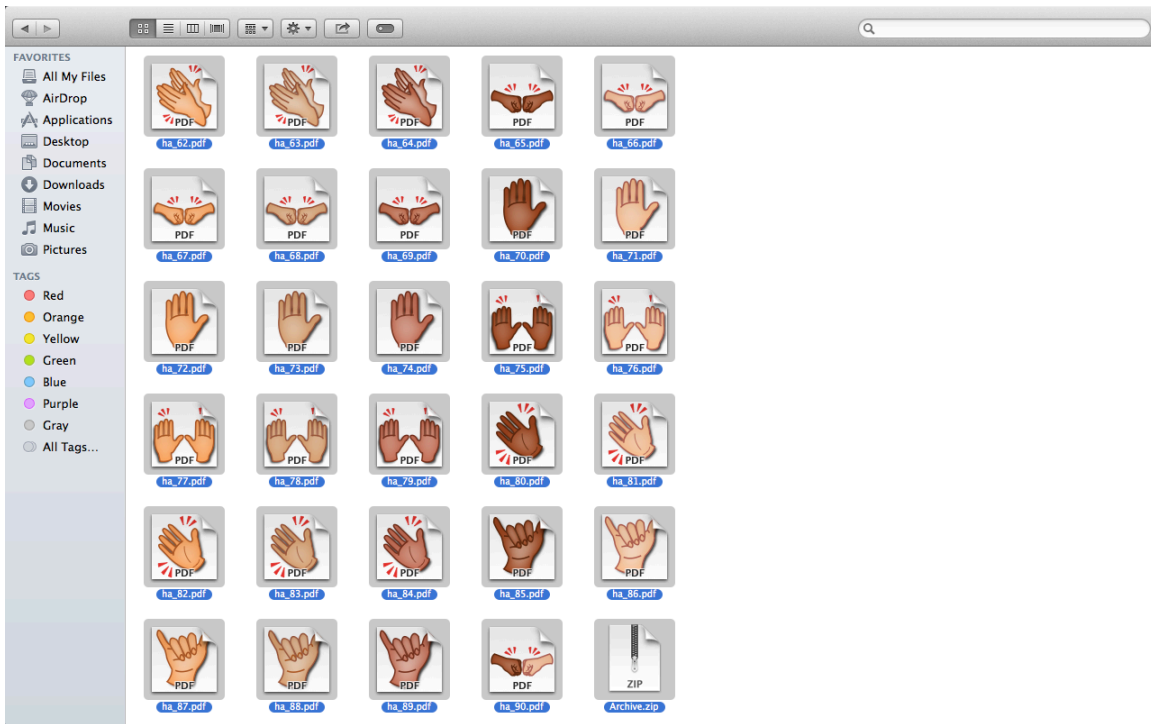
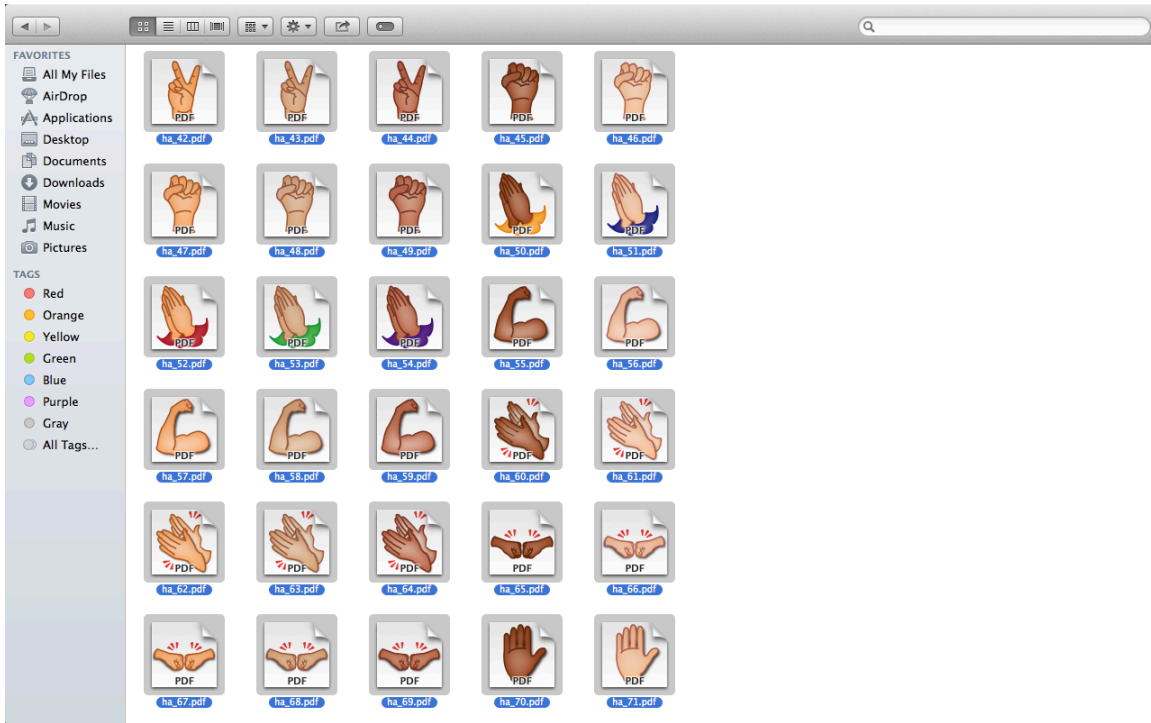
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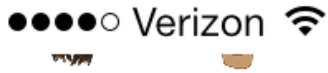
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