



**2022 Nevada Benefit Corporation Report  
Of the Law Office of Lara Pearson Ltd, PBC / Brand Geek  
By its President & Chief Pontificator, Lara Pearson**

**Mission & Introduction**

Brand Geek creatively cultivates brand protection strategies for social enterprises.

Brand Geek's leader, Lara Pearson (aka Lara the Lawyer who Loves Law) inspires others with her passion for practicing law in a soulful manner, meaning intentionally being environmentally and socially conscious in all of Brand Geek's business decisions and interactions. Brand Geek, like other social (soulful) enterprises, measures and manages its environmental and social impacts alongside profitability, and considers its work for the community to be as important as the services it provides.

Our impact extends beyond traditional expectations of providing high quality, timely professional services to our clients. Although U.S. Supreme Court precedent still holds that corporations are people, in reality companies are only as good as the actions of their people.

Speaking of people, Brand Geek experienced tremendous growth in 2022 and brought on three new contractors, in addition to a new (B Corp! Women-Owned!) vendor to support all the great work being done. Brand Geek works continuously to grow, quantify and measure the positive impact it creates, directly through its operations, as well as indirectly through the clients it represents and whose good work it facilitates by ensuring that their intellectual capital is well protected.

Public benefit corporations are a type of legal entity that have committed to

environmentally and socially conscious values by codifying those values in their company's governing documents, i.e., their corporate charters or articles of incorporation/organization.

In addition to providing the statutorily required information, this report also highlights some of Brand Geek's socially and environmentally responsible practices and policies, as well as some of our shortcomings as they relate to the BCorp certification piece.

### **Benefit Corporation Status**

Brand Geek has been a Certified B Corp since February 2008 (we were the second law firm in the world to become Certified!) and we also hold the honor of being Nevada's first public benefit corporation. Lara was so excited for Brand Geek to become Nevada's first benefit corporation, she faxed in her amended Articles of Incorporation to the Nevada Secretary of State's office at 12:00 am on January 2, 2014, the earliest possible moment an entity could become a benefit corporation in the state of Nevada. The next business day, the SOS called and said "the only way to guarantee that you are first is to pay the \$300 "expedited fee," otherwise I can't guarantee you were first in line, there could be someone else ahead of you; I can't tell." Lara happily obliged to ensure that Brand Geek would forever be public benefit corporation number one in the state of Nevada.

### **How the benefit corporation pursued a general public benefit and the extent to which general public benefit was created during 2022.**

The nature of intellectual property law does not enable Brand Geek to pursue a direct and specific public benefit, therefore it is of the utmost importance that the firm operates in an environmentally and socially conscious manner, to maximize the general benefit to the public. Brand Geek accomplishes this through the actions and policies described below:

Brand Geek has been a member of 1% for the Planet since January, 2006. In 2022, Brand Geek made cash and in kind donations in the amount of 3.03% of its gross revenue. The groups that Brand Geek supported in 2022 include Mountain Area Preservation Foundation, Outdoor Alliance, Sequoia Parks Conservancy, League to Save Lake Tahoe/Keep Tahoe Blue and the National Parks Conservation Association.

In addition to the donations Brand Geek made that count toward our 1% for the Planet commitment, an additional 7.3% of gross revenue was donated in cash and in kind services to other not for profit organizations. This brought the total donations for cash and in kind to 10.33% of gross revenue in 2022.

Among the organizations supported was WeTheChange, a community founded "by women B Corp CEOs with a goal to make business a more just, inclusive, and sustainable force in the world". After being one of the founding signatories in May 2019, Lara continued Brand Geek's commitment to the movement in 2022 by supporting the activator campaign which fuels the mission forward.

Brand Geek increased participation in the Business for Democracy working group of the American Sustainable Business Network and Lara used her voice in a news release working to elevate the issue of protecting democracy in the midterm elections. Lara also wrote an OpEd, "Nevada is betting on a low-carbon future" published by The Nevada Independent. Clips of both articles can be found in the appendix of this report.

Another accomplishment we are extremely proud of in 2022 is Lara's appointment to the Board of Directors of Keep Tahoe Blue® The League to Save Lake Tahoe. Lara fell in love with the lake after first arriving in Incline Village, Nevada in October 1998, so it is a great honor to serve the community in this way.

Brand Geek purchased 100% renewable electricity Nevada Utility for Brand Geek's HQ in Nevada. Brandgeek also matches 210% of our electricity use with Renewable Energy Certificates. Brand Geek purchased Green-e Certified Renewable Energy Certificates (RECs) from Bonneville Environmental Foundation (BEF) equivalent to 210% of its direct emissions (Scope 1), 210% of last year's (2022's) electricity emissions (Scope 2), 210% of indirect emissions (Scope 3) and Water Restoration Certificates equivalent to 210% of total water use.

### **Brand Geek Regenerative Business Practices 2022**

A Regenerative Business is one that intentionally employs a holistic approach to foster the preservation and flourishing of the human systems and natural resources it defines as its stakeholders.

Lara is the sole owner and Director of Brand Geek. Since first joining 1% for the Planet in 2006, Brand Geek has been a leader in the global movement of business owners who are redefining the economy. When making business decisions, Brand Geek considers the following stakeholders: our clients; our contractors; our legal profession; our local Lake Tahoe community; our 1% for the Planet, B Corp, TED, Summit and ASBN Communities, as well as the next seven generations and the precious natural environment.

Brand Geek is a regenerative business based in Lake Tahoe, which is a natural treasure. As good environmental stewards of the land we live on, we instituted and are documenting the following practices:

### **Pro Bono Work and Charitable Giving**

- Brand Geek has been a member of 1% for the Planet (businesses that donate a minimum of 1% gross annual revenue to environmental NGOs since January, 2006 and donates at least one percent (1%) of its gross revenues in cash to Non-Governmental Organizations (NGOs).
- Brand Geek also donates a minimum of three and a half percent (3.5%) of its gross revenue in pro bono services for NGOs.

### **Waste and Paper Reduction and Recycling**

Brand Geek commits to being zero waste by 2030 and plans to get there by:

- Implementing a waste measurement and monitoring system, to understand our waste output, and how to reduce year to year.
- Remaining paperless (purchasing no new paper products) and continuing to encourage all stakeholders to waste less paper via a notice in the footer of our emails and by encouraging others to reduce paper waste
- We buy 'Be Green' recycled plastic pens by Pilot and recycle the components
- We reuse other envelopes and other blank paper as scrap paper
- We recycle 100% of office paper products that we don't re-use
- We print double-sided
- We use electronic communications for pretty much everything

## Toxic Pollution Prevention Policy

- We participate in electronics recycling for all cords, equipment and machinery that has outlived its useful life
- We recycle all batteries, light bulbs and other hazardous waste
- We donate office equipment that has remaining life but no longer suits our needs
- We reuse or recycle office paper and ink jet cartridges
- We properly dispose of light bulbs to mitigate mercury pollution

## Energy Conservation + GHG Measurements Policy

Brand Geek is part of the B Corp Climate Collective, and commits to being net-zero in energy consumption by 2030. In addition, we commit to being in line with science-based reduction targets, by reducing our emissions by 12% every decade.

In 2022, the team supporting Brand Geek grew by three people, all working from home offices. This meant the office area utilized for Brand Geek's business operations increased by 264%! Brand Geek used the [BEF Business Calculator](#) to determine its business footprint. Our GHG emissions for 2022 are as follows:

- Direct Emissions (Scope 1) from natural gas, heating oil and business vehicles: 8.31 mT
- Electricity Emissions (Scope 2) from our offices: 1.80 mT.
- Indirect Emissions (Scope 3) from business travel: 6.33 mT.

Carbon Offsets, Water Restoration Certificates and Renewable Energy Certificates (RECs) equivalent to 210% of our use are purchased annually from Bonneville Environmental Foundation (BEF). Our certificates and Business Footprint Report are pictured in the appendix.

Here are a few things we are doing to help us get there:

- We regularly monitor and record emissions and have set reduction targets of 1% reduction from the previous year's baseline GHG's
- We work in workspaces with LED lighting
- We purchase ENERGY STAR® rated office appliances and electronic devices
- We research and purchase products that are designed for longevity

- We turn off lights when rooms are not in use
- We turn off office equipment when not in use

### **Taking Care of ourselves and our people**

Brand Geek has a commitment to poverty alleviation and pays its contracted team members a fair fixed monthly price for their services over the course of twelve months. In addition, special projects are compensated separately in addition to the fixed monthly payment.

### **Purchasing Preferences + Suppliers**

Brand Geek recognizes the value of aggregated collective impact vastly exceeding the impact each enterprise has on its own. Accordingly, Brand Geek seeks first and foremost to purchase goods and services from other soulful, multiple-bottom line enterprises and individuals, including other Certified B Corps, members of 1% for the Planet, American Sustainable Business Network, and other similar membership organizations.

Brand Geek screens and documents all significant suppliers for compliance with applicable laws and regulations, including those related to social and environmental performance. Brand Geek seeks suppliers whose practices exceed those required by law/regulation and especially those who belong to the above-mentioned membership organizations.

### **Local Suppliers**

Brand Geek strives to support other local, Lake Tahoe area, businesses and gives preference to them over others when selecting suppliers whenever practical. Given the nature of the required suppliers of the law firm and a decentralized workforce, keeping the supply chain local is challenging; however in 2022 Brand Geek was able to allocate 3% of its expenses to suppliers in the Lake Tahoe region.

### **Suppliers Owned by Women or Underrepresented Populations**

Women and minorities have been screwed by American business for a very long time. Women get 79 cents to every dollar a man makes, which sucks. We, at Brand Geek, like men. A lot. However, as a woman-owned business, Brand Geek strives to support other women-owned and minority-owned businesses. Our previous goal was to do 50% of our purchasing from

woman-owned operations by 2021. This was a goal we had to forgo in 2022 as our requirements as an independent legal firm limited our options for suppliers. We are proud that the contractors we hired in 2022 are women and/or representative of an underrepresented population. In addition Brand Geek shifted 19% of its significant supplier expenses to a fellow woman-owned B-Corp and 1% for the planet member.

### **Transparency and Shortcomings**

Brand Geek had some shortcomings in 2022. Our total emissions went up and we did not meet our targets in 2022 due to the increase in our workforce. Our previous reduction targets did not account for a team of four. To make up for this, we have calculated the footprint of our increased size and offset these by 210%. Even so, we are still committed to reducing our emissions along with science based targets, and achieving net-zero by 2030.

After completing the B Impact Assessment based on our 2022 data, our score is now a 94.2 which has dropped some. Part of this is due to the fact the bank we do business with merged with another bank and now no longer meets the criteria for a local or independently owned bank. We are going to include this in our review of suppliers in 2023 and work to improve our supply chain.

By reflecting on our impact and acknowledging these shortcomings, we are continuing to learn about our locus of control and influence. In 2023 we will continue to focus on 1% for the Planet, pro-bono work in our community, and improved measurement and monitoring of our carbon, waste and water footprints as we believe these are the places we have the biggest opportunity.

### **The process and rationale for selecting the third-party standard used to prepare this benefit report.**

Brand Geek selected B Lab's B Impact Assessment as the third-party standard used to prepare this benefit report because it is the most comprehensive evaluation tool of an enterprise's environmental and social performance.

**Statement of connection between the organization that established the third-party standard in this benefit report and the benefit corporation.**

B Lab is the non-profit that administers the B Impact Assessment Survey which Brand Geek uses as its third-party standard. Businesses that score at least 80 out of 200 on the BIA are eligible to become Certified B Corps, which Brand Geek has been since February 2008. Brand Geek pays dues to B Lab for that certification in the amount of \$1000 in 2022.

**Whether the assessment of the overall social and environmental performance of the benefit corporation against a third-party standard was applied consistently with application of that standard in prior benefit reports.**

Brand Geek has completed the BIA every two years (2008, 2010, 2012, 2014 and 2016, 2018, 2020, 2022) and has applied the standard consistently.

**Name of Benefit Director**

Yup, you guessed it. Lara Pearson is Brand Geek's Benefit Director.

**Benefit Director Statement whether the benefit corporation acted in accordance with its general public benefit purpose and whether directors complied with their duty to consider the impact of decisions on Stakeholders.**

Overall, Brand Geek met its general public benefit purpose last year and Lara complied with her duty to consider the impact of her decisions on Brand Geek's Stakeholders.

We would like to thank you for reading our 2022 Impact Report. Being witnessed on this journey helps us make it real and stay accountable to our commitments.

Should you have any questions or feedback for us, please contact us at [hello@brandgeek.net](mailto:hello@brandgeek.net).



# Appendix



Bonneville Environmental Foundation (BEF) Honors

## Law Office of Lara Pearson

For your commitment to creating a healthier planet through your purchase of

## 36 Carbon Offsets — BEF Choice

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This carbon offset purchase supports the  
**Parque Eolico Maldonado Wind Farm, Uruguay**

A handwritten signature in black ink, appearing to read 'Todd Reeve', is positioned above a horizontal line.

Todd Reeve, BEF CEO



April 28, 2023

Date



Bonneville Environmental Foundation (BEF) Honors

## Law Office of Lara Pearson

For your commitment to creating a healthier planet through your purchase of

# 11 Green-e® Energy Renewable Energy Certificates (REC) - National Blend

This REC purchase supports the

**Silicon Ranch Perry Solar Farm, Georgia**

Todd Reeve, BEF CEO



April 28, 2023

Date



This product is Green-e® Energy certified and meets the environmental and consumer-protection standards set forth by the nonprofit Center for Resource Solutions. This is a renewable energy certificate (REC) product and does not contain electricity. A REC represents the environmental benefits of one megawatt hour (MWh) of renewable energy that can be paired with electricity. For more information, see [www.green-e.org/rec](http://www.green-e.org/rec). Terms and Conditions apply, see [www.green-e.org](http://www.green-e.org) for details.



[www.b-e-f.org](http://www.b-e-f.org)



Bonneville Environmental Foundation (BEF) Honors

## Law Office of Lara Pearson

For your commitment to creating a healthier planet through your purchase of

## 23 Water Restoration Certificates®

Each Water Restoration Certificate (WRC) equals 1,000 gallons of water improved or restored to  
**Hillabatchee Creek, Georgia**  
to benefit people and nature.

A handwritten signature in black ink, appearing to read 'Todd Reeve', is positioned above a horizontal line.

Todd Reeve, BEF CEO



April 28, 2023

Date

[www.b-e-f.org](http://www.b-e-f.org)



2022 Certification

Jan 1, 2022 - Dec 31, 2022





**Press Release**  
August 15, 2022

## **Business for Democracy Collaborative Launched in Nevada Nevada becomes 8<sup>th</sup> state raising small business voice**

**Reno, NV**— A Nevada [Business for Democracy](#) collaborative launched today to raise the trusted voice of small business on the need to protect our democracy, which is vital to having a vibrant entrepreneurial economy.

"Democracy presently is under attack; yet when democracy thrives, businesses thrive, thus preservation of democracy is integral to a robust economy," said Lara Pearson, a collaborative leader and owner of Brand Geek, an intellectual property law firm in Incline Village, Nevada.

### **Nevada is betting on a low-carbon future**



Lara Pearson June 17th, 2022 at 2:00 AM

Opinion

SHARE

Nevada's solar economy is already one of the largest in the country, providing thousands of jobs and 15 percent of our electricity. The state and its utility companies are investing billions in a grid modernization project, [Greenlink Nevada](#), connecting all of the state's renewable energy sources together. Electric vehicles are also on the rise.

It's a good hand, for sure — and companies across Nevada's economy are glad the state is playing it. As a well-established B Corp law firm in Nevada that is helping other social enterprises protect their brands, we know that prioritizing clean energy is a prudent investment that allows companies to access clean energy at stable, competitive rates and move on from the wild fluctuations of the global fossil fuel market. That's especially attractive as millions of Nevadans are seeing higher utility bills this winter due to surging prices for methane gas (also called natural gas).

Still, there are opportunities to do more — and there are risks that much of this progress may be undermined. The player holding the cards, NV Energy, is facing some key decisions with long-term consequences for the state's economy and consumer pocketbooks. At this critical juncture, we strongly encourage NV Energy to go all-in on the clean energy future.