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*Toward ternary  $\mathbf{C}$*

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**Abstract:** In which the binary product algebra of complex numbers,  $\mathbf{C}$ , is generalized to a ternary product algebra,  $\mathbf{C}_3$ .

**Keywords:** ternary multiplication, division algebras, Leech lattice, sums of powers, quark and lepton spinors

**AMS Subject Classification:** 08A99

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