Rewrite in Chomsky normal form:

E → E sub E sup E | E sub E | E sup E | (E) | c

1. Add S → E
2. Eliminate unit rule S → E:

   E appears on LHS of all rules, add the same rules with S on LHS

S → E sub E sup E | E sub E | E sup E | (E) | c

3. RHS all variables:

   Add B → sub P → sup L → (R →)

   Rewrite rest to :

   S → E B E P E | E B E | E P E | LER

   E → E B E P E | E B E | E P E | LER

4. Rewrite long rules: