

JVC MEMBERSHIP STANDARDS AND COMPLIANCE PRACTICES

I. PREAMBLE

The commitments which form the foundation and goals for JVC are listed below. These values are accepted as basic by all sectors and at all levels of our industry. This document specifies the policies and procedures by which these values can be realized in routine business practices.

II. STANDARDS FOR MEMBERSHIP

As a member of the JVC, you undertake to:

- S.1. make reasonable efforts to educate self and staff as to the applicable current legal requirements;
- S.2. comply with all laws and regulations applicable to the jewelry industry;
- S.3. make accurate representations about the products you buy and the products you sell;
- S.4. communicate to business partners your commitment to compliance with the law;
- S.5. resolve all customer complaints promptly and fairly.

III. COMPLIANCE PRACTICES

The JVC recommends:

- P.1. each member organization maintain each of the JVC compliance publications at each of its business locations, readily accessible to all management and sales personnel;
- P.2. management personnel make reasonable efforts to confirm that the JVC compliance publications have been read, and that each employee has committed to compliance with the law;
- P.3. each member organization make reasonable efforts to conduct periodic training sessions on compliance requirements pertinent to its business functions and products with emphasis on current or common problems related thereto, and with regular emphasis on accurate and fair representation and disclosures;
- P.4. each member organization make reasonable efforts to remain current on changes in the law which pertain to their business, and make reasonable efforts to ensure that the most current information is communicated to all appropriate staff;
- P.5. the member organization's commitment to compliance be fully communicated to business partners, with a particular emphasis on requiring a similar declared commitment to compliance.

AGREEMENT CONCERNING USE OF THE JVC LOGO

1. We grant you the limited right to use the JVC logo as shown above to indicate your membership in the JVC.
2. You may use the logo only so long as you are in full compliance with the JVC Membership Standards and Compliance Practices ("Standards and Practices") which you sign annually to maintain your JVC membership.
3. The logo may only be used in advertising or on your letterhead. It may be used only in a non-prominent manner compared to other matter in the advertising or letterhead, and set apart from any other trademarks, service marks or other logos used on advertising or letterhead.
4. Your use of the logo must be in a manner so as not to confuse the purchasing public into thinking we sponsor your organization that we endorse or sell your products. All such use will be sent to us for approval before being published. We will also review your use once a year to confirm that it is in conformity with this agreement.
5. You agree to immediately cease all use of the logo if we instruct you to do so because of objectionable use or non-compliance by you with the Standards and Practices.
6. The logo may only be used exactly as set forth herein.
7. You agree to indemnify and hold JVC harmless from all claims, suits, damages, demands, monies, attorney's fees and similar subject matter including but not limited to product liability matters.
8. You shall have no right or license in the logo except as explicitly stated herein.
9. We shall have the right to sue infringers of the logo and at our option to assume all defense costs if you are sued for infringement of the logo.
10. We make no warranties or representations with respect to the logo or your use thereof.
11. This agreement is to be construed in the state of New York in accordance with New York state law and represents the complete understanding of the parties concerning the subject matter hereof.