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WESTERN DISTRICT OF WASHINGTON
DEPUTY



07-CV-01070-CMP

UNITED STATES DISTRICT COURT
WESTERN DISTRICT OF WASHINGTON

C 07 - 1070 *RSL*

BLUE NILE, INC., a Delaware
corporation,

No.

COMPLAINT

Plaintiff,

v.

JURY DEMAND

NOVORI, INC., a Delaware corporation,

Defendant.

I. INTRODUCTION

1. This action arises from Novori, Inc.'s knowing, willful and intentional copying of protected elements of Blue Nile, Inc.'s website.

2. Founded in 1999, Blue Nile has rapidly grown into the largest and most successful online retailer of certified diamonds and fine jewelry.

3. The Blue Nile websites are the heart of its business.

4. Building on the premise that, with the right information and tools, educated buyers will purchase higher-end jewelry on the Internet, Blue Nile developed and continues to refine its retail diamond and fine jewelry websites to do just that. Blue Nile's websites are renowned for their industry-leading customization and innovative tools to help customers visualize final customized products.

COMPLAINT - 1

ORIGINAL

Perkins Coie LLP
1201 Third Avenue, Suite 4800
Seattle, WA 98101-3099
Phone: 206.359.8000
Fax: 206.359.9000

Summ. ISSU. SEA 10655

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1 Through its websites, Blue Nile has not only sold goods, Blue Nile has built the
2 "Blue Nile" brand. Today, "Blue Nile" is synonymous with high quality diamonds and fine
3 jewelry and with high-quality online user interface, information and services that provide a near-
4 perfect customer experience.
5
6
7

8 **II. PARTIES**

9
10 6. Plaintiff Blue Nile is a Delaware corporation that maintains its principal place of
11 business at 705 Fifth Avenue South, Suite 900, Seattle, Washington 98104. Blue Nile owns and
12 operates an online diamond and fine jewelry retail sales business through the websites
13 www.blucnile.com, www.bluenile.ca, and www.bluenile.co.uk.
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17

18 7. Defendant Novori, Inc. is a Delaware corporation with its principal place of
19 business in Bellingham, Washington. Novori, Inc. operates an online retail jewelry business
20 under the domain name www.novori.com. The www.novori.com website is distributed and
21 displayed in interstate commerce and within this judicial district. The Novori.com business
22 competes directly with Blue Nile in online retail sales of diamonds and jewelry.
23
24
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28 **III. JURISDICTION AND VENUE**

29
30 8. The Court has subject-matter jurisdiction over Blue Nile's claims pursuant to 28
31 U.S.C. § 1331 (federal question) and 28 U.S.C. § 1338(a) (copyright claims).
32

33 9. Venue is proper in this district under 28 U.S.C. § 1391(b) and (c) because a
34 substantial part of the events giving rise to Blue Nile's claims occurred in this district and
35 because Novori, Inc. is subject to personal jurisdiction in this district.
36
37
38
39

40 **IV. FACTS AND BACKGROUND**

41 **A. THE BLUE NILE COMPANY AND BUSINESS**

42 10. Blue Nile has, since 1999, provided diamond and fine jewelry retail services over
43 the Internet. It is today the market leader in the online diamond and fine jewelry industry.
44
45
46
47

48 11. Blue Nile provides its services and products through the websites,
49 www.bluenile.com (serving the United States), www.bluenile.ca (serving Canadian customers),
50
51

1 and www.bluenile.co.uk (serving the United Kingdom). Blue Nile's websites are available
2 globally, and it sells diamonds and fine jewelry via its websites in interstate commerce
3 throughout the United States, and elsewhere.
4

5
6 12. With no "brick and mortar" stores, the Blue Nile websites are Blue Nile's
7 storefronts and sales clerks. The websites attract the customers, the websites answer questions,
8 and the websites sell the diamonds and jewelry. As an internet-only company in the high-end
9 jewelry market, one of Blue Nile's highest priorities is the customer interface of its websites.
10
11
12

13 13. In Internet commerce, particularly involving the high-end diamond and jewelry
14 markets, detailed high-quality imagery is critical to success. High-quality images give online
15 customers a certain level of comfort that the products purchased will be of suitable quality and
16 that the retailer is really an expert in the field.
17
18
19
20

21 14. As Internet retail experts have commented, Blue Nile is "admittedly obsessed"
22 with the concept of a perfect online order experience.
23
24

25 15. Blue Nile provides extraordinary detail in every aspect of its website and
26 customer experience, from the photographs that display diamonds on Blue Nile's websites to the
27 depth of data accessible to customers to the navigation and selection tools available to customers
28 on the websites.
29
30
31
32

33 16. Through this investment and diligent attention to detail, Blue Nile has proven that
34 luxury items can be sold online. In an online jewelry market where the average purchase is
35 about \$300, Blue Nile customers spend about \$1,536 on each purchase. In addition, where the
36 industry average sale price for an engagement ring is about \$2,800, a typical engagement ring
37 order at Blue Nile is about \$5,500.
38
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44 **B. THE BLUE NILE WEBSITES: WWW.BLUENILE.COM**

45 17. To attract and build the confidence of customers, Blue Nile's websites explain the
46 complexities of diamond and fine jewelry selection through carefully crafted text, through
47
48
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51

1 excellent sharp imagery, and in clear and creative organization and compilations on its websites
 2 that are easy for even novice and other potential buyers to navigate and understand.
 3

4 18. Specifically, Blue Nile's websites include exquisite pictures of diamonds that
 5 illustrate the many beautiful stones and jewelry items Blue Nile offers.
 6

7 19. Blue Nile's diamond photographs are particularly distinctive. The qualities of cut
 8 diamonds and the way diamonds reflect light make them extremely difficult, costly and time-
 9 consuming to photograph. Also as a result of diamonds' qualities and the way they reflect light,
 10 every photograph of a diamond is as unique as a fingerprint.
 11

12 **C. PROTECTION OF BLUE NILE'S COPYRIGHTS**
 13

14 20. Due to the nature of its business—sales of high-end items exclusively over the
 15 Internet—intellectual property is one of Blue Nile's most important and most valued assets.
 16 Consequently, Blue Nile invests significant resources into its intellectual property and carefully
 17 protects its intellectual property rights.
 18

19 21. For example, Blue Nile owns all rights, title and interest, including copyrights, in
 20 and to the photographs of diamonds displayed on its websites. Blue Nile has registered
 21 copyrights in the diamond photographs displayed on its websites, including the following
 22 registration for the prominent Asscher, Emerald, Heart, Marquise, Pear, Princess, Oval, and
 23 Round cut photographs displayed on Blue Nile websites:
 24

25

Reg. No.	Reg. Date	Title
TX 6-066-539	Sept. 23, 2004	Diamond Wire Frames, V 1

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36 A true and correct copy of this registration certificate is attached as Exhibit A, pp.8-9. Screen
 37 shots of the registered photographs displayed on BlueNile.com are attached as Exhibit B, pp. 10-
 38 17.
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1 **D. NOVORI.COM IS WILLFULLY AND UNLAWFULLY COPYING BLUE NILE'S**
2 **WEBSITE TEXT, PHOTOGRAPHS AND COMPILATIONS.**

3
4 22. Novori.com is willfully and unlawfully copying Blue Nile's protected
5
6 photographs.

7
8 23. Specifically, Novori.com copies Blue Nile copyright-registered photographs on its
9
10 website to exemplify Asscher, Emerald, Heart, Marquise, Pear, Princess, Oval, and Round cut
11
12 diamonds to its viewers. Screen shots of these photographs on Novori.com's website are
13
14 attached as Exhibit C, pp. 18-25.

15
16 **V. CLAIM**

17
18 **COPYRIGHT INFRINGEMENT, 17 U.S.C. § 101 et seq.**

19
20 24. Blue Nile realleges and incorporates by reference the allegations in paragraphs 1
21
22 through 23 above as if fully set forth herein.

23
24 25. Blue Nile has registered copyrights in its unique and original photographs.

25
26 26. Novori.com had access to Blue Nile's websites, including the photographs on
27
28 Blue Nile's websites.

29
30 27. Novori.com copied and/or created derivative works from the photographs on Blue
31
32 Nile's websites.

33
34 28. The photographs on the Novori.com website are substantially similar to Blue
35
36 Nile's original copyright-protected photographs.

37
38 29. Novori.com is not licensed or authorized by Blue Nile to use Blue Nile's
39
40 copyrighted works.

41
42 30. At all times relevant, Novori.com obtained direct financial benefit from the
43
44 infringement and had the right and ability to control the infringing conduct, and/or intentionally
45
46 induced, encouraged, caused or materially contributed to the infringement.

1 31. The foregoing acts of Novori.com constitute direct infringement, vicarious
2 infringement and/or contributory infringement of Blue Nile's exclusive rights in its copyrighted
3 works under 17 U.S.C. § 106.
4

5
6 32. Upon information and belief, Novori.com's actions were intentional, willful,
7 wanton and performed in disregard of the rights of Blue Nile.
8

9
10 33. Blue Nile has been and will continue to be damaged, and Novori.com has been
11 unjustly enriched, by Novori.com's unlawful infringement of Blue Nile's copyrighted works in an
12 amount to be proven at trial.
13
14

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16
17 **VI. JURY DEMAND**

18 34. Pursuant to Federal Rule of Civil Procedure 38(b), Blue Nile demands a trial by
19 jury as to all issues so triable in this action.
20
21

22 **VII. PRAYER FOR RELIEF**

23 WHEREFORE, plaintiff Blue Nile, Inc. prays for the following relief:
24

25 1. A preliminary injunction and permanent injunction pursuant to 17 U.S.C. § 502
26 enjoining and restraining Novori.com, its officers, agents, servants, employees and all persons in
27 active concert or participation with them, during the pendency of this action and thereafter
28 perpetually from copying, distributing, displaying, creating derivative works or otherwise using
29 protected elements of Blue Nile's copyrighted works, including, but not limited to, Blue Nile's
30 photographs;
31

32 2. An award of damages sustained by Blue Nile pursuant to 17 U.S.C. § 504(b) and
33 as otherwise permitted by law;
34
35

36 3. An accounting and award of profits and other unjust enrichment derived by
37 Novori.com from its unlawful conduct pursuant to 17 U.S.C. § 504(b) and as otherwise permitted
38 by law;
39
40

41 4. At Blue Nile's election, an award of statutory damages pursuant to 17 U.S.C.
42 § 504(c) and as otherwise permitted by law;
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- 1 5. An award of Blue Nile's costs of suit, including reasonable attorneys' fees
- 2
- 3 pursuant to 17 U.S.C. § 505, and as otherwise permitted by law;
- 4
- 5 6. An award of prejudgment and post-judgment interest; and
- 6
- 7 7. For such further and other relief as the Court deems just and proper.
- 8
- 9

10 DATED: July 11, 2007

PERKINS COIE LLP

11

12

13 By: 

14 _____

15 Elizabeth L. McDougall, WSBA No. 27026

16 Rebecca S. Engrav, WSBA No. 33275

17 Angela R. Martinez, WSBA No. 38326

18 1201 Third Avenue, Suite 4800

19 Seattle, WA 98101-3099

20 Telephone: 206.359.8000

21 Facsimile: 206.359.9000

22 Email: EMcDougall@perkinscoie.com

23 REngrav@perkinscoie.com

24 AMartinez@perkinscoie.com

25 Attorneys for Plaintiff Blue Nile, Inc.

Certificate of Registration



This Certificate issued under the authority of the Copyright Office in accordance with section 71 of the United States Code, attests that registration has been made for the work identified below. The information on this certificate has been made a part of the Copyright Office records.

COPY

Margybeth Peters

Register of Copyrights, United States of America

Form TX
For a Non-dramatic Literary Work
UNITED STATES COPYRIGHT OFFICE

REGISTRATION NO. TX 6-066-539



DATE OF REGISTRATION

SEP 23 2004
Month Day Year

DO NOT WRITE ABOVE THIS LINE IF YOU NEED MORE SPACE, USE A SEPARATE CONTINUATION SHEET

1

TITLE OF THIS WORK ▼
Diamond Wire Frames, V 1

PREVIOUS OR ALTERNATIVE TITLES ▼

PUBLICATION AS A CONTRIBUTION If this work was published as a contribution to a periodical, serial, or collection, give information about the collective work in which the contribution appeared. Title of Collective Work ▼

If published in a periodical or serial give: Volume ▼ Number ▼ Issue Date ▼ On Pages ▼

2

a NAME OF AUTHOR ▼
Blue Nile, Inc

DATES OF BIRTH AND DEATH
Year Born ▼ Year Died ▼

Was this contribution to the work a work made for hire?
 Yes
 No

AUTHOR'S NATIONALITY OR DOMICILE
Name of Country
OR Citizen of: _____
Domiciled in: _____

WAS THIS AUTHOR'S CONTRIBUTION TO THE WORK
Anonymous? Yes No
Pseudonymous? Yes No
If the answer to either of these questions is "Yes" see detailed instructions.

NATURE OF AUTHORSHIP Briefly describe nature of material created by this author in which copyright is claimed ▼
entire computer program, text, photographic images, and illustrations

NOTE

Under the law the author of a work made for hire is generally the employer not the employee (see instructions) For any part of this work that was made for hire check "Yes" in the space provided give the employer (or other person for whom the work was prepared) as Author of that part and leave the space for date of birth and death blank.

b NAME OF AUTHOR ▼

DATES OF BIRTH AND DEATH
Year Born ▼ Year Died ▼

Was this contribution to the work a work made for hire?
 Yes
 No

AUTHOR'S NATIONALITY OR DOMICILE
Name of Country
OR Citizen of: _____
Domiciled in: _____

WAS THIS AUTHOR'S CONTRIBUTION TO THE WORK
Anonymous? Yes No
Pseudonymous? Yes No
If the answer to either of these questions is "Yes" see detailed instructions.

NATURE OF AUTHORSHIP Briefly describe nature of material created by this author in which copyright is claimed ▼

c NAME OF AUTHOR ▼

DATES OF BIRTH AND DEATH
Year Born ▼ Year Died ▼

Was this contribution to the work a work made for hire?
 Yes
 No

AUTHOR'S NATIONALITY OR DOMICILE
Name of Country
OR Citizen of: _____
Domiciled in: _____

WAS THIS AUTHOR'S CONTRIBUTION TO THE WORK
Anonymous? Yes No
Pseudonymous? Yes No
If the answer to either of these questions is "Yes" see detailed instructions.

NATURE OF AUTHORSHIP Briefly describe nature of material created by this author in which copyright is claimed ▼

3

a YEAR IN WHICH CREATION OF THIS WORK WAS COMPLETED
2004
This information must be given in all cases.

b DATE AND NATION OF FIRST PUBLICATION OF THIS PARTICULAR WORK
Month: July Day: 29 Year: 2004
USA
Nation

4

COPYRIGHT CLAIMANT(S) Name and address must be given even if the claimant is the same as the author given in space 2 ▼

Blue Nile, Inc
705 Fifth Avenue South, Suite 900
Seattle, WA 98104

TRANSFER If the claimant(s) named here in space 4 is (are) different from the author(s) named in space 2 give a brief statement of how the claimant(s) obtained ownership of the copyright ▼

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TWO DEPOSITS RECEIVED
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MORE ON BACK ► Complete all applicable spaces (numbers 5-8) on the reverse side of this page. See detailed instructions. Sign the form at line 8.

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Page 1 of 2 pages

*Amended by C.O. from phone call to Gretchen Stroud of Cooley Godward LLP on Jan 07, 2005.

EXAMINED BY SA FORM TX
 CHECKED BY _____
 CORRESPONDENCE
 Yes

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PREVIOUS REGISTRATION Has registration for this work or for an earlier version of this work already been made in the Copyright Office?

Yes No If your answer is Yes why is another registration being sought? (Check appropriate box) ▼

- a. This is the first published edition of a work previously registered in unpublished form
- b. This is the first application submitted by this author as copyright claimant
- c. This is a changed version of the work as shown by space 6 on this application

If your answer is Yes give Previous Registration Number ▶

Year of Registration ▶

5

DERIVATIVE WORK OR COMPILATION

Preexisting Material Identify any preexisting work or works that this work is based on or incorporates ▼

Material Added to This Work Give a brief general statement of the material that has been added to this work and in which copyright is claimed ▼

6

See instructions before completing this space

DEPOSIT ACCOUNT If the registration fee is to be charged to a Deposit Account established in the Copyright Office give name and number of Account Name ▼ Account Number ▼

CORRESPONDENCE Give name and address to which correspondence about this application should be sent Name / Address / Apt / City / State / ZIP ▼

Gretchen R. Stroud, Cooley Godward LLP
 Five Palo Alto Square, 3000 El Camino Real
 Palo Alto, California 94306-2155

Area code and daytime telephone number ▶ 650-843-5036

Fax number ▶ 650-857-0663

Email ▶ STROUDGR@cooley.com

CERTIFICATION I, the undersigned hereby certify that I am the

Check only one ▶

- author
- other copyright claimant
- owner of exclusive right(s)
- authorized agent of Blue Nile, Inc

of the work identified in this application and that the statements made by me in this application are correct to the best of my knowledge

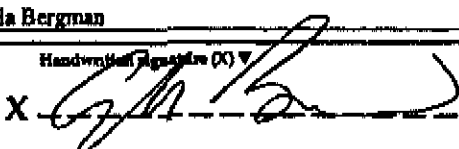
Name of author or other copyright claimant or owner of exclusive right(s) ▼

Typed or printed name and date ▼ If this application gives a date of publication in space 3 do not sign and submit it before that date

Angela Bergman

Date ▶ 9/15/2004

Handwritten Signature (X) ▼

X 

8

Carthoets will be mailed in window envelope to this address

Name ▼ **Gretchen E. Stroud
 Cooley Godward LLP**

Number/Street/Apt ▼ **5 Palo Alto Square
 3000 El Camino Real**

City/State/ZIP ▼ **Palo Alto, CA 94306-2155**

YOU MUST
 Complete all necessary spaces
 Sign your application in space 8

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3. Deposit material

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17 U.S.C. § 506(e) Any person who knowingly makes a false representation of a material fact in the application for copyright registration provided for by section 409 or in any written statement filed in connection with the application, shall be fined not more than \$500



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sample image, not actual size

0.51-Carat Asscher-Cut Diamond

This Very Good-cut, H-color, and SI1-clarity diamond comes accompanied by a diamond grading report from the GIA.

GIA

Order now for delivery loose on **Wednesday, July 11** or set in jewelry on **Friday, July 13.**

Price: \$1,137

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ABOUT THIS DIAMOND

Diamond Information:

Stock number: LD00334940
 Price: \$1,137
 Bank wire price: \$1,120

Depth %: 69.3%
 Table %: 68%
 Symmetry: Very good
 Polish: Very good
 Girdle: Slightly thick to thick
 Culet: None
 Fluorescence: None
 Measurements: 4.65 x 4.53 x 3.14 mm
 Length/width ratio: 1.03

Cut: Very Good

signature ideal very good good fair

This diamond has been cut to allow it to reflect nearly all light as fire and brilliance. This is an outstanding cut with a negligible visible difference from an ideal-cut diamond, but at a lower price.

Color: H

D E F G H I J

This diamond offers an exceptional balance of color and cost in the near-colorless range. If you choose an H-color grade diamond, you can buy a larger diamond for the same price as a higher color grade. The very slight tint is generally not noticeable.

Clarity: SI1

FL IF VS1 VS2 SI1 S2

The inclusions in this diamond can be visible at 10x power magnification. Inclusions in diamonds with SI grade clarity might be visible to the unaided eye. SI1 grade diamonds are not as rare as VS1 and VS2 grade diamonds, so they are less expensive and present a great value.

YOU RECENTLY VIEWED DIAMONDS

?? Expert Guidance

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This diamond comes with:

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For phone orders, please mention: 363737

Note: Prices and availability are subject to change without notice. View our [product policies](#) for more information.

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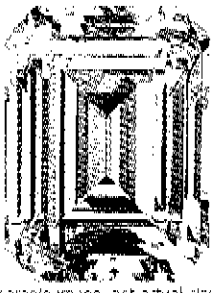
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0.31 Carat Emerald Cut Diamond
 This *Very Good* cut, *E*-color, and *VS2* clarity diamond comes accompanied by a diamond grading report from the GIA.

Order now for delivery loose on **Tuesday, July 10** or set in jewelry on **Thursday, July 12**.

Price: \$512

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Diamond Information

Stock number:	LD00950824	Depth %:	64.1%
Carat weight:	0.31	TASK %:	89%
Cut:	Very Good	Symmetry:	Good
Color:	E	Polish:	Good
Clarity:	VS2	Girdle:	Medium to slightly thick, polished
		Culet:	None
		Fluorescence:	None
		Measurements:	4.32 x 3.62 x 2.32 mm
		Length/width ratio:	1.19

Cut: Very Good

signature ideal | [very good](#) | [good](#) | [fair](#)

This diamond has been cut to allow it to reflect nearly all light as fire and brilliance. This is an outstanding cut with a negligible visible difference from an ideal-cut diamond, but at a lower price.

Color: E

D | [E](#) | [F](#) | [G](#) | [H](#) | [I](#) | [J](#)


An *E*-color diamond is colorless to the unaided eye. Only a trained gemologist using special equipment can determine any color difference between a *D*- and an *E*-color diamond.

Clarity: VS2

FL | IF | [VS1](#) | [VS2](#) | [SI1](#) | [SI2](#) | [SI3](#) | [I1](#) | [I2](#) | [I3](#)

This diamond has few, very small inclusions. The inclusions are very difficult to see under a 10x power magnification, and are almost never visible to the unaided eye. *VS2* grade diamonds present an excellent value in clarity because they are typically free of visible blemishes, and they are less expensive than higher clarity grades.

Diamond Grading Report



GIA

Shipping Information

Order by: 3 PM ET Monday
 Receive on: Tuesday, July 10 loose or Thursday, July 12 when set in jewelry.

Your order will ship **FedEx Priority Overnight**.

Year's Jewelry Guaranteed


Expert Guidance

To speak to an experienced jewelry professional, call 888-565-7641.

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For phone orders, please mention: 363737

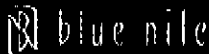
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PAGE 11

7/6/2007



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- Build Your Own Ring™
- Diamond Jewelry

Welcome to Blue Nile



Enlarge image, not actual size

Home > Engagement > Diamonds > Diamond Details

0.47-Carat Heart-Shaped Diamond

This *Good*-cut, *F*-color, and *S12*-clarity diamond comes accompanied by a diamond grading report from the GIA.

GIA

Order now for delivery loose on **Tuesday, July 10** or set in jewelry on **Thursday, July 12**.

Price: \$1,049

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About This Diamond

Diamond Information:		Depth %:	52.8%
Stock number:	LD01061257	Table %:	58%
Price:	\$1,049	Symmetry:	Good
Bank wire price:	\$1,034	Polish:	Good
Carat weight:	0.47	Style:	Thick to extremely thick, faceted
Cut:	Good	Clarity:	Medium
Color:	F	Fluorescence:	None
Clarity:	S12	Measurements:	5.44 x 5.13 x 2.87 mm
		Length/width ratio:	1.06

Cut: Good

very good **good** fair

This diamond has been cut to allow it to reflect most light that enters. A good cut is often significantly less expensive than a very good cut, and is an acceptable choice for most jewelry.

Color: F

D E **F** G H I J


In an *F*-color diamond, no color is visible to an untrained eye. As the least expensive diamond color in the colorless range, *F*-color diamonds display minimal color difference from *D*- or *E*-color diamonds and offer a lower price.

Clarity: S12

K IF1 Vh1 Ws2 VS1 VS2 S11 S12

The inclusions in this diamond can be visible at 10x power magnification. Inclusions in diamonds with *S1*-grade clarity might be visible to the unaided eye. *S12*-grade diamonds are not as rare as *S11* and *VS2*-grade diamonds, so they are less expensive and present a great value.

Diamond Grading Report



GIA

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0.47 Carat Marquise Cut Diamond
This Very Good-cut, D-color, and SI1-clarity diamond comes accompanied by a diamond grading report from the GIA.

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Price: \$1,358

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sample image, not actual size

Diamond Information

Stock number:	LD01056679	Depth %:	62.9%
Price:	\$1,358	Table %:	55%
Bank wire price:	\$1,338	Symmetry:	Good
Carat weight:	0.47	Polish:	Very good
Cut:	Very Good	Girdle:	Very thin to very thick, faceted
Color:	D	Culet:	None
Clarity:	SI1	Fluorescence:	None
		Measurements:	7.40 x 4.24 x 2.64 mm
		Length/width ratio:	1.75


Cut: Very Good **Color:** D **Clarity:** SI1

This diamond has been cut to allow it to reflect nearly all light as fire and brilliance. This is an outstanding cut with a negligible visible difference from an ideal-cut diamond, but at a lower price.

A diamond of this color grade is highly prized, as a diamond with less color has never been found. This grade of diamond is absolutely colorless.

The inclusions in this diamond can be visible at 10x power magnification. Inclusions in diamonds with SI grade clarity might be visible to the unaided eye. SI1 grade diamonds are not as rare as VS1 and VS2 grade diamonds, so they are less expensive and present a great value.

Diamond Grading Report

 GIA

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0.38-Carat Pear-Shaped Diamond

This Good cut, D-color, and VS1 clarity diamond comes accompanied by a diamond grading report from the GIA.

Order now for delivery loose on **Monday, July 9** or set in jewelry on **Wednesday, July 11.**

Price: \$1,040

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ADDITIONAL INFO

Diamond Information

Stock number: LC01085163
 Price: \$1,040
 Bank wire price: \$1,025

Carat weight: 0.38
 Cut: Good
 Color: D
 Clarity: VS1

Depth %: 58.2%
 Table %: 55%
 Symmetry: Good
 Polish: Good
 Skew: This is very thick.
 Faceted
 Girdle: None
 Fluorescence: None
 Measurements: 6.46 x 4.28 x 2.49 mm
 Length/width ratio: 1.51

Cut: Good

very good **good** fair

This diamond has been cut to allow it to reflect most light that enters. A good cut is often significantly less expensive than a very good cut and is an acceptable choice for most jewelry.

Color: D

D E F G H I J

A diamond of this color grade is highly prized, as a diamond with less color has never been found. This grade of diamond is absolutely colorless.

Clarity: VS1

FL VVS1 VVS2 VS1 SI1 SI2

This diamond has few, very small inclusions. The inclusions are very difficult to see under a 10x power magnification, and are almost never visible to the unaided eye. VS1 grade diamonds present an excellent value in clarity because they are typically free of visible blemishes, and they are less expensive than higher clarity grades.

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0.30-Carat Princess-Cut Diamond

This *Good* cut, *H* color, and *S11* clarity diamond comes accompanied by a diamond grading report from the GIA.

 GIA

Order in the next **1 hour 32 minutes** for delivery loose on **Tuesday, July 10** or set in jewelry on **Thursday, July 12.**

Price: \$331

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DIAMOND INFORMATION

Diamond Information:			
Stock number:	LD00158947	Depth %:	78.9%
Carat weight:	0.30	Table %:	77%
Cut:	Good	Symmetry:	Good
Color:	H	Polish:	Very good
Clarity:	S11	Girdle:	Slightly thick to thick
		Culet:	None
		Fluorescence:	None
		Measurements:	4.01 x 3.97 x 2.66 mm
		Length/width ratio:	1.13

Cut: Good

signare ideal - very good **good** fair

This diamond has been cut to allow it to reflect most light that enters. A good cut is often significantly less expensive than a very good cut and is an acceptable choice for most jewelry.

Color: H

D K F G **H** I J


This diamond offers an exceptional balance of color and cost in the near-colorless range. If you choose an *H*-color grade diamond, you can buy a larger diamond for the same price as a higher color grade. The very slight tint is generally not noticeable.

Clarity: S11

FL IF VS1 VS2 VSI VS2 **S11** S12

The inclusions in this diamond can be visible at 10x power magnification. Inclusions in diamonds with *S1* grade clarity might be visible to the unaided eye. *S11* grade diamonds are not as rare as *VS1* and *VS2* grade diamonds, so they are less expensive and present a great value.

DIAMOND GRADING REPORT



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0.34-Carat Oval Diamond
 This Very Good-cut, E-color, and SI1-clarity diamond comes accompanied by a diamond grading report from the GIA.



Order now for delivery loose on **Monday, July 9** or set in jewelry on **Wednesday, July 11.**

Price: \$558

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0.34-Carat Oval Diamond

Diamond Information:		Depth %:	64.9%
Stock number:	LD00282328	Table %:	57%
Carat weight:	0.34	Symmetry:	Good
Cut:	Very Good	Polish:	Very good
Color:	E	Girdle:	Medium to thick
Clarity:	SI1	Culet:	None
		Fluorescence:	None
		Measurements:	5.16 x 3.96 x 2.57 mm
		Length/width ratio:	1.30

Cut: Very Good

Color: E

Clarity: SI1

This diamond has been cut to allow it to reflect nearly all light as fire and brilliance. This is an outstanding cut with a negligible visible difference from an ideal-cut diamond, but at a lower price.

An E-color diamond is colorless to the unaided eye. Only a trained gemologist using special equipment can determine any color difference between a D- and an E-color diamond.

The inclusions in this diamond can be visible at 10x power magnification. Inclusions in diamonds with SI grade clarity might be visible to the unaided eye. SI1 grade diamonds are not as rare as VS1 and VS2 grade diamonds, so they are less expensive and present a great value.

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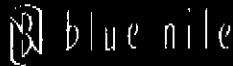
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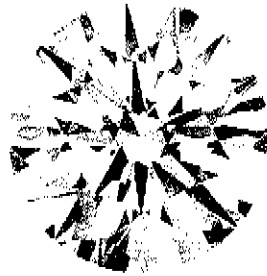
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0.29-Carat Round Diamond

This *Ideal*-cut, G-color, and *S12*-clarity diamond comes accompanied by a diamond grading report from the AGSL.

Order in the next **1 hour 25 minutes** for delivery loose on **Tuesday, July 10** or set in jewelry on **Thursday, July 12**.

Price: \$346



sample image, not actual view

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About this diamond

Diamond information:

Stock number: LD01080364

Carat weight: 0.28
Cut: Ideal
Color: G
Clarity: S12

Depth %: 61.4%
Table %: 54%
Symmetry: Ideal
Polish: Ideal
Girdle: Thin to medium, faceted
Culet: Pointed
Fluorescence: None
Measurements: 4.22 x 4.23 x 2.59 mm

Cut: Ideal

Signature ideal very good good fair

This diamond is cut to the finest proportions as determined by its light performance, proportions, and finish characteristics. This diamond reflects nearly all light as fire and brilliance, as determined by the AGSL. Blue Nile qualifies this diamond as an Ideal cut.

Color: G

D E F G H I J

This diamond is nearly colorless. A diamond with G-color has an extremely faint tint that is only noticeable to a trained gemologist. G-color diamonds make for beautiful jewelry and they offer an outstanding value, since they are less expensive than the colorless grades, but appear to the eye to be colorless when mounted.

Clarity: S12

FL IF VS1 VS2 VSI VS2 S11 S12

The inclusions in this diamond can be visible at 10x power magnification. Inclusions in diamonds with S1 grade clarity might be visible to the unaided eye. S12 grade diamonds are not as rare as S11 and VS2 grade diamonds, so they are less expensive and present a great value.

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Diamond Information

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1.06 carat GIA certified diamond with very good proportions.

Price: \$6,309.00

This diamond has a color grade of E which is completely colorless. Only a trained gemologist can detect the difference between a D and E color grade diamond. This an amazingly beautiful diamond.

The clarity is rated as very slightly included (VS1) meaning that very small inclusions are visible but were difficult for a skilled observer to locate using a 10x microscope. This is a very clean and clear diamond.



(sample image)

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Product details

Email this page

Shape: Asscher

Four C's:

Carat: 1.06

Cut: Very good

Color: E

Clarity: VS1

Proportions:

Dimensions: 5.74 x 5.63 x 3.90 mm

L x W ratio: 1.02 to 1

Table%: 63 %

Depth%: 69.30 %

Pulish: Good

Symmetry: Good

Girdle: Slightly Thick-Thick

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Item#: 1036316

Report: GIA

Certificate#: 14682935

Culet: None

Fluorescence: None



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1.27 carat GIA certified diamond with very good proportions.

Price: \$11,617.00

This diamond has a color grade of D which is completely colorless and is the highest color grade given. This is rare and magnificent color diamond.

This diamond is also rated as internally flawless meaning there are no visible imperfections. Only under a microscope are minor surface blemishes potentially visible. This is a very rare clarity rating.



(sample image)

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Shape: Emerald

Four C's:

Carat: 1.27
Color: Very good
Clarity: D
Clarity: I1

Item#: 1247750
Report: [GIA](#)
Certificate#: 1581971U
Culet: None
Fluorescence: None

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Proportions:

Dimensions: 7.57 x 5.24 x 0.54 mm
L x W ratio: 1.44 to 1
Table%: 69 %
Depth%: 67.60 %
Polish: Very good
Symmetry: Good
Girdle: Slightly Thick-Thick



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Use this diamond

.3 carat GIA certified diamond with very good proportions.

Price: \$675.00

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This diamond has a color grade of D which is completely colorless and is the highest color grade given. This is rare and magnificent color diamond.

The clarity is rated as very very slightly included (VVS1) meaning that very, very small inclusions that are very difficult for a skilled observer to locate using a 10x microscope. This is a clear and beautiful diamond.



(sample image)

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Product details

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Shape: Heart
Four C's:
Carat: .3
Cut: Very good
Color: D
Clarity: VVS1

Item#: 1229510
Report: GIA
Certificate#: 15921029
Culet: None
Fluorescence: None

Print this page

Proportions:

Dimensions: 4.00 x 4.68 x 2.77 mm
L x W ratio: 1.17 to 1
Table%: 59 %
Depth%: 59.20 %
Polish: Very good
Symmetry: Good
Girdle: Thin-Thick

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Diamond Information

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.9 carat GIA certified diamond with very good proportions.

Price: \$5,307.00

[view GIA report](#)

This diamond has a color grade of D which is completely colorless and is the highest color grade given. This is rare and magnificent color diamond.

The clarity is rated as very very slightly included (VVS2) meaning that very, very small inclusions that are very difficult for a skilled observer to locate using a 10x microscope. This is a clear and beautiful diamond.



(sample image)

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Shape: Marquise

Four C's:

Carat: .9

Cut: Very good

Color: D

Clarity: VVS2

Proportions:

Dimensions: 9.23 x 5.13 x 3.22 mm

L x W ratio: 1.8 to 1

Table%: 56 %

Depth%: 62.80 %

Polish: Very good

Symmetry: Good

Girdle: Thin-Very Thick, Facetted

Item#: 1075142

Report: GIA

Certificate#: M-1505

Culet: Small

Fluorescence: None



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Diamond Information

Choose another

Buy this diamond

1.01 carat GIA certified diamond with very good proportions.

Price: \$7,113.00

This diamond has a color grade of D which is completely colorless and is the highest color grade given. This is rare and magnificent color diamond.

The clarity is rated as very very slightly included (VVS2) meaning that very, very small inclusions that are very difficult for a skilled observer to locate using a 10x microscope. This is a clear and beautiful diamond.



(sample image)

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Product details

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Shape: Pear

Four C's:

Carat: 1.01
Cut: Very good
Color: D
Clarity: VVS2

Item#: 1197018
Report: **GIA**
Certificate#: 10575399
Culet: None
Fluorescence: None

Proportions:

Dimensions: 8.14 x 5.49 x 3.56 mm
L x W ratio: 1.48 to 1
Table%: 60 %
Depth%: 64.80 %
Polish: Good
Symmetry: Good
Girdle: Thin-Very Thick



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Diamond Information

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2 carat EGL certified diamond with good proportions.

Price: \$13,986.00

This diamond has a color grade of G which is the highest color grade in the near colorless range. When mounted, a G color diamond will appear colorless and is an excellent value.

The clarity is rated as very very slightly included (VVS2) meaning that very, very small inclusions that are very difficult for a skilled observer to locate using a 10x microscope. This is a clear and beautiful diamond.



(sample image)

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Product details

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Shape: Princess

Four C's:

- Carat: 2
- Cut: Good
- Color: G
- Clarity: VVS2

Item#: 1235576

Report: EGL

Certificate #: 2705458738

Culet: None

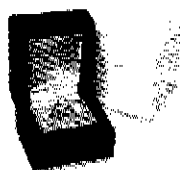
Fluorescence: None

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Proportions:

- Dimensions: 7.24 x 6.83 x 4.95 mm
- L x W ratio: 1.06 to 1
- Table%: 79 %
- Depth%: 72.50 %
- Polish: Good
- Symmetry: Very good
- Girdle: Medium

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Diamond Information


choose another
buy this diamond

.99 carat GIA certified diamond with very good proportions.

Price: \$4,829.00

This diamond has a color grade of D which is completely colorless and is the highest color grade given. This is rare and magnificent color diamond.

The clarity is rated as very slightly included (VS2) meaning that very small inclusions are visible but were difficult for a skilled observer to locate using a 10x microscope. This is a very clean and clear diamond.



(sample image)

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Product details

Shape: Oval

Four C's:

Carat: .99

Cut: Very good

Color: D

Clarity: VS2

Proportions:

Dimensions: 7.65 x 5.60 x 3.49 mm

L x W ratio: 1.35 to 1

Table%: 54 %


Depth%: 62.30 %

Polish: Very good


Symmetry: Good

Girdle: Thin-Thick

Email this page

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<u>Item#:</u>	990024
<u>Report:</u>	GIA
<u>Certificate#:</u>	15607014
<u>Culet:</u>	Small
<u>Fluorescence:</u>	None



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
Diamond Information

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[Buy this diamond](#)

.47 carat GIA certified diamond with exquisite proportions.

Price: \$696.00

 [view GIA report](#)

This diamond has a color grade of F which is the least expensive color grade found in the colorless range. This color is nearly indistinguishable from an E or D color yet less expensive. A beautiful stone.

The clarity is rated as slightly included (SI2) which refers to small inclusions that can be located using a 10x microscope. In some instances, depending on the size of the stone, these inclusions may be visible without need of a microscope. Less rare than the higher clarity grades, this diamond offers a great value.



(sample image)

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Product details

[Email this page](#)

Shape: Round

Four C's:

Carat: .47

Cut: Exquisite

Color: F

Clarity: SI2

Proportions:

Dimensions: 4.91 x 4.94 x 3.01 mm

L x W ratio: 1.01 to 1


Table%: 56 %

Depth%: 61.10 %

Polish: Very good

Symmetry: Excellent

Girdle: Thin-Medium

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Item#: 1300615

Report: GIA

Certificate#: 15504997

Culet: None

Fluorescence: None



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