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WESTERN DISTRICT OF WASHINGTON
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07-CV-01443-CMP

UNITED STATES DISTRICT COURT
WESTERN DISTRICT OF WASHINGTON
AT SEATTLE

BLUE NILE, INC., a Delaware
corporation,

Plaintiff,

v.

JAMES ALLEN DIAMONDS, INC., a
Maryland corporation, and
JAMESALLEN.COM LLC, a Maryland
limited liability company,

Defendants.

07-1443 z

COMPLAINT

JURY DEMAND

I. INTRODUCTION

1. This action arises from James Allen Diamonds, Inc. and JamesAllen.com LLC's (collectively, "James Allen") knowing, willful and intentional copying of protected elements of Blue Nile, Inc.'s website.

2. Founded in 1999, Blue Nile, Inc. ("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

COMPLAINT - 1

ORIGINAL

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

SEA 12091 Sills

1 refine its retail diamond and fine jewelry websites to do just that. Blue Nile's websites are
2 renowned for their industry-leading customization and innovative tools to help customers
3 visualize final customized products.
4

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

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16 6. Plaintiff Blue Nile is a Delaware corporation with its principal place of business
17 at 705 Fifth Avenue South, Suite 900, Seattle, Washington 98104. Blue Nile owns and operates
18 an online diamond and fine jewelry retail sales business through the websites www.bluenile.com,
19 www.bluenile.ca, and www.bluenile.co.uk.
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25 7. Defendant James Allen Diamonds, Inc. is a Maryland corporation with its
26 principal place of business in Maryland. Defendant JamesAllen.com LLC is a Maryland limited
27 liability company with its principal place of business in Maryland. James Allen operates an
28 online retail jewelry business under the domain name JamesAllen.com. The JamesAllen.com
29 website is distributed and displayed in interstate commerce and within this judicial district. The
30 JamesAllen.com business competes directly with Blue Nile in online retail sales of diamonds and
31 jewelry.
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38 III. JURISDICTION AND VENUE

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40 8. The Court has subject-matter jurisdiction over Blue Nile's claims pursuant to 28
41 U.S.C. § 1331 (federal question) and 28 U.S.C. § 1338(a) (copyright and trademark).
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44 9. The Court has supplemental jurisdiction over Blue Nile's state law claims
45 pursuant to 28 U.S.C. § 1367.
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10. Venue is proper in this district under 28 U.S.C. § 1391(b) and (c) because a substantial part of the events giving rise to Blue Nile's claims occurred in this district and because James Allen is subject to personal jurisdiction in this district.

IV. FACTS AND BACKGROUND

A. THE BLUE NILE COMPANY AND BUSINESS

11. Blue Nile has, since 1999, provided diamond and fine jewelry retail services over the Internet. It is today the market leader in the online diamond and fine jewelry industry.

12. Blue Nile provides its services and products through the websites www.bluenile.com (serving the United States), www.bluenile.ca (serving Canadian customers), and www.bluenile.co.uk (serving the United Kingdom). Blue Nile's websites are available globally, and it sells diamonds and fine jewelry via its websites in interstate commerce throughout the United States and elsewhere.

13. As Internet retail experts have commented, Blue Nile is "admittedly obsessed" with the concept of a perfect online order experience.

14. Blue Nile provides extraordinary detail in every aspect of its website and customer experience, from the photographs that display diamonds on Blue Nile's websites to the depth of data accessible to customers to the navigation and selection tools available to customers on the websites.

15. Through this investment and diligent attention to detail, Blue Nile has proven that luxury items can be sold online. In an online jewelry market where the average purchase is about \$300, Blue Nile customers spend about \$1,536 on each purchase. In addition, where the industry average sale price for an engagement ring is about \$2,800, a typical engagement ring order at Blue Nile is about \$5,500.

16. With no "brick and mortar" stores, Blue Nile's storefronts and sales clerks are the Blue Nile websites. The websites attract the customers, the websites answer questions, and the websites sell the diamonds and jewelry.

B. THE BLUE NILE WEBSITES

17. As an Internet-only company in the high-end jewelry market, one of Blue Nile's highest priorities is the customer interface of its websites, which is critical to its success. A high-quality website gives online customers a heightened level of confidence in products that they consider purchasing as well as confidence that the retailer is really an expert in the field.

18. To attract and build the confidence of customers, Blue Nile's websites explain the complexities of diamond and fine jewelry selection through carefully crafted text, through sharp imagery, and in clear and creative organization and compilations on its websites that are easy for both novice and sophisticated buyers to navigate and understand.

19. One of the most distinctive creative elements of Blue Nile's websites is the "diamond search" webpage. Blue Nile created a webpage that easily, comprehensively and distinctly compiles and displays to customers and potential customers the key factors in diamond selection (*e.g.*, price, cut, color, clarity, carat). Blue Nile's unique compilation and expression of diamond selection criteria includes its creation of vertical visual scales for each criterion. These vertical scales or "sliders" are a visual expression of parameters that diamond-buying customers may consider in evaluating potential diamond purchases. Blue Nile's diamond search page also includes unique display boxes that show further details of diamonds (*e.g.*, depth, symmetry, culet, fluorescence, measurements) identified by Blue Nile's diamond search program pursuant to parameters set by the customer. Blue Nile publicly launched this unique and distinctive expression of its diamond search program in a beta release on February 23, 2006, and in full release on March 23, 2006.

20. Since its release and continuing through today, Blue Nile's diamond search webpage has been distinguished by its unique style and overall appearance, including the search page purchase factor columns featuring vertical sliders and the layout of the purchase factor columns, search result list, and diamond information box. Blue Nile's marketing has enhanced the trade identity significance of these and other distinctive visual features. The total visual

1 image of Blue Nile's diamond search webpage represents substantial and valuable goodwill and
 2 serves as a badge of the company's promise to provide complete and detailed information about
 3 the quality and characteristics of diamonds in a format that is easy to navigate and understand.
 4

5 C. PROTECTION OF BLUE NILE'S COPYRIGHTS

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 8
 9 21. As an Internet-only enterprise, intellectual property is one of Blue Nile's most
 10 important and most valued assets. Consequently, Blue Nile invests significant resources into its
 11 intellectual property and carefully protects its intellectual property rights.
 12

13
 14 22. For example, Blue Nile owns all right, title and interest in the creative
 15 compilations and other expressive elements of its website. Its websites, including diamond
 16 search pages, display copyright notices. Blue Nile has obtained numerous copyright registrations
 17 relating to its website, including related to the diamond search webpage compilation and
 18 expression of its diamond search program. These registrations include:
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 20
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25 Reg. No.	26 Reg. Date	27 Title
28 TX 6-349-238	29 June 21, 2006	30 Blue Nile Diamond Search (Public Beta Version) – 31 Sliders Section
32 TX 6-349-239	33 June 21, 2006	34 Blue Nile Diamond Search with Vertical Sliders 35 (Public Beta Version)

36 True and correct copies of these registration certificates are attached as Exhibit A, pp. 13-14.

37 Screen shots of the registered diamond search feature displayed on BlueNile.com are attached as
 38 Exhibit B, pp. 15-16.
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43 D. JAMES ALLEN IS WILLFULLY AND UNLAWFULLY COPYING BLUE 44 NILE'S PROTECTED DIAMOND SEARCH FEATURE

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 46 23. James Allen has and is willfully and unlawfully copying Blue Nile's protected
 47 diamond search feature.
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1 24. James Allen copies this Blue Nile copyright-registered diamond search feature on
2 the JamesAllen.com website to ease the searchability of its diamonds for its viewers. Screen
3 shots of this diamond search feature on JamesAllen.com are attached as Exhibit C, pp. 17-20.
4
5

6
7 **E. PROTECTION OF BLUE NILE'S TRADEMARKS**
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9 25. Blue Nile also carefully protects its trademarks.

10
11 26. For example, Blue Nile owns common law rights in the BUILD YOUR OWN
12 RING mark.
13

14 27. Blue Nile has applied for a federal trademark registration for the BUILD YOUR
15 OWN RING mark. When the registration issues, Blue Nile will amend this complaint to assert
16 claims based on the registered mark.
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18

19 28. BUILD YOUR OWN RING has been used in commerce by Blue Nile since at
20 least as early as October 1999. Blue Nile's use has been substantially continuous and exclusive.
21 A true and correct copy of the BUILD YOUR OWN RING mark being used on BlueNile.com to
22 signify Blue Nile's interactive ring creation service is attached as Exhibit D, p. 21.
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25 29. Blue Nile has expended considerable advertising and marketing resources to build
26 strong name recognition in the BUILD YOUR OWN RING mark.
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29 30. Blue Nile has developed substantial goodwill in the BUILD YOUR OWN RING
30 mark.
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33 31. From 2003 through 2006, over 12 million U.S. customers or potential customers
34 used Blue Nile services bearing the BUILD YOUR OWN RING mark, as measured by unique
35 website visitors. From 1999 through 2006, Blue Nile's U.S. sales under the BUILD YOUR
36 OWN RING mark have resulted in more than \$639 million in revenue. In the same period, Blue
37 Nile's sales outside the United States under the BUILD YOUR OWN RING mark have resulted
38 in more than \$7 million in revenue. In fact, the majority of revenue for the Blue Nile business is
39 generated by the use of services offered by Blue Nile under the BUILD YOUR OWN RING
40 mark.
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F. JAMES ALLEN IS UNLAWFULLY USING THE "BUILD YOUR OWN RING" MARK

32. James Allen is unlawfully using the BUILD YOUR OWN RING mark in commerce. A true and correct copy of the BUILD YOUR OWN RING mark being used on JamesAllen.com is attached as Exhibit E, p. 22.

33. James Allen is using the BUILD YOUR OWN RING mark to (1) falsely suggest that the interactive ring creation service on the JamesAllen.com website is or originates from the renowned Blue Nile interactive ring creation service; (2) falsely suggest an association, affiliation or connection between Blue Nile and the JamesAllen.com website or James Allen; or (3) falsely represent that JamesAllen.com is authorized to use, copy and/or otherwise replicate Blue Nile's original interactive ring creation service.

34. James Allen's use of the BUILD YOUR OWN RING mark causes confusion and mistake and is likely to deceive customers and potential customers regarding the origin, affiliation, association, connection and/or endorsement of the interactive ring creation service, the JamesAllen.com website, and/or James Allen with or by Blue Nile.

35. At no time has Blue Nile authorized or consented to James Allen's use of the BUILD YOUR OWN RING mark or any other Blue Nile intellectual property.

36. At no time has Blue Nile had any association, affiliation or connection with, or endorsed, the JamesAllen.com website or James Allen.

37. In using the BUILD YOUR OWN RING mark, James Allen has willfully and deliberately sought to profit from Blue Nile's pre-established goodwill and reputation.

V. CLAIMS

FIRST CAUSE OF ACTION

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

38. Blue Nile realleges and incorporates by reference the allegations in paragraphs 1 through 24 above as if fully set forth herein.

39. Blue Nile has registered copyrights in its unique and original diamond search feature.

40. James Allen had access to Blue Nile's websites, including the diamond search feature on Blue Nile's websites.

41. James Allen copied and/or created derivative works from the diamond search feature on Blue Nile's websites.

42. The diamond search feature on the JamesAllen.com website is substantially similar to Blue Nile's original copyright-protected diamond search feature.

43. James Allen is not licensed or authorized by Blue Nile to use Blue Nile's copyrighted works.

44. At all times relevant, James Allen obtained direct financial benefit from the infringement and had the right and ability to control the infringing conduct, and/or intentionally induced, encouraged, caused or materially contributed to the infringement.

45. The foregoing acts of James Allen constitute direct infringement, vicarious infringement and/or contributory infringement of Blue Nile's exclusive rights in its copyrighted works under 17 U.S.C. § 106.

46. Upon information and belief, James Allen's actions were intentional, willful, wanton and performed in disregard of the rights of Blue Nile.

47. Blue Nile has been and will continue to be damaged, and James Allen has been unjustly enriched, by James Allen's unlawful infringement of Blue Nile's copyrighted works in an amount to be proven at trial.

SECOND CAUSE OF ACTION

TRADEMARK INFRINGEMENT, 15 U.S.C. § 1125(a)

48. Blue Nile realleges and incorporates by reference the allegations in paragraphs 1-17 and 25-37 above as if fully set forth herein.

1 49. Blue Nile owns common law rights in the BUILD YOUR OWN RING mark that
2 date back to 1999.
3

4 50. At all times relevant, James Allen exercised ownership or control over the
5 JamesAllen.com website, and knowingly cooperated in and/or induced, encouraged, enabled or
6 aided the infringement of Blue Nile's trademark rights on the JamesAllen.com website.
7
8

9 51. James Allen's use of the BUILD YOUR OWN RING mark in interstate
10 commerce is likely to cause consumer confusion or to cause mistake or to deceive as to the
11 origin of the interactive jewelry creation service on JamesAllen.com and as to JamesAllen.com's
12 affiliation, connection, or association with and/or endorsement or approval by Blue Nile.
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14

15 52. The foregoing acts of James Allen constitute false designation of association,
16 affiliation, connection, endorsement and/or approval under 15 U.S.C. § 1125(a), and/or vicarious
17 or contributory infringement of Blue Nile's rights under 15 U.S.C. § 1125(a).
18
19

20 53. Upon information and belief, James Allen has engaged in such false designation
21 of origin, association, affiliation, connection, endorsement and/or approval knowingly, willfully,
22 deliberately, and in conscious disregard of Blue Nile's rights, making this an exceptional case
23 within the meaning of 15 U.S.C. § 1117.
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26 54. Blue Nile has been damaged and will continue to be damaged, and James Allen
27 has been unjustly enriched, by such unlawful conduct in an amount to be proven at trial.
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30 55. In addition, James Allen's conduct described herein has caused and, if not
31 enjoined will continue to cause, irreparable damage to Blue Nile's rights in its marks, and to the
32 business, positive reputation and goodwill of Blue Nile, which cannot be adequately
33 compensated solely by monetary damages. Blue Nile therefore has no adequate remedy at law
34 and seeks permanent injunctive relief pursuant to 15 U.S.C. § 1116.
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THIRD CAUSE OF ACTION

TRADEMARK INFRINGEMENT UNDER WASHINGTON LAW

56. Blue Nile realleges and incorporates by reference the allegations in paragraphs 1-17 and 25-37 above as if fully set forth herein.

57. Blue Nile owns common law rights in the BUILD YOUR OWN RING mark that date back to 1999.

58. The acts and conduct of James Allen as alleged in these paragraphs constitute trademark infringement under the common law of Washington.

59. As a direct and proximate result of James Allen's conduct, Blue Nile has been damaged in an exact amount to be proven at trial.

FOURTH CAUSE OF ACTION

UNFAIR COMPETITION

60. Blue Nile realleges and incorporates by reference the allegations in paragraphs 1-17 and 25-37 above as if fully set forth herein.

61. James Allen's activities as alleged in these paragraphs constitute unfair competition in violation of the common law of Washington.

62. Blue Nile has been damaged and will continue to be damaged by James Allen's unlawful conduct in an amount to be proven at trial.

VI. JURY DEMAND

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

VII. PRAYER FOR RELIEF

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

1. A preliminary injunction and permanent injunction enjoining and restraining James Allen, its officers, agents, servants, employees and all persons in active concert or participation with them, during the pendency of this action and thereafter perpetually from:

1 a. Copying, distributing, displaying, creating derivative works or otherwise
2 using protected elements of Blue Nile's copyrighted works, including, but not limited to, Blue
3 Nile's diamond search feature;
4

5
6 b. Using the BUILD YOUR OWN RING mark or any other marks or
7 symbols that are confusingly similar to marks owned by Blue Nile in connection with any goods
8 and services marketed, advertised or sold in the diamond, jewelry and watches marketplace or
9 with respect to computerized online services in the field of diamonds, jewelry and watches,
10 including, but not limited to, on any website owned, operated or controlled by James Allen; and
11

12 c. Unfairly competing with Blue Nile in any manner.
13

14 2. An award of damages sustained by Blue Nile pursuant to 15 U.S.C. § 1117, 17
15 U.S.C. § 504(b) and as otherwise permitted by law;
16

17 3. An accounting and award of profits and other unjust enrichment derived by James
18 Allen from its unlawful conduct pursuant to 15 U.S.C. § 1117, 17 U.S.C. § 504(b) and as
19 otherwise permitted by law;
20

21 4. At Blue Nile's election, an award of statutory damages pursuant to 17 U.S.C.
22 § 504(c) and as otherwise permitted by law;
23

24 5. An award of increased or exemplary damages pursuant to 15 U.S.C. § 1117
25 including, but not limited to, treble damages or treble profits, whichever is greater, and as
26 otherwise permitted by law;
27


28 6. An award of Blue Nile's costs of suit and reasonable attorneys' fees pursuant to 15
29 U.S.C. § 1117, 17 U.S.C. § 505 and as otherwise permitted by law;
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31 7. An award of prejudgment and post-judgment interest; and
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1 8. For such further and other relief as the Court deems just and proper.
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5 DATED: September 14, 2007
6
7

PERKINS COIE LLP

8 By: 
9 Elizabeth L. McDougall, WSBA No. 27026
10 Rebecca S. Engrav, WSBA No. 33275
11 Angela R. Martinez, WSBA No. 38326
12 1201 Third Avenue, Suite 4800
13 Seattle, WA 98101-3099
14 Telephone: 206.359.8000
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17 REngrav@perkinscoie.com
18 AMartinez@perkinscoie.com
19

20 Attorneys for Plaintiff Blue Nile, Inc.
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JUL-17-2006 13:33

REC & PROC DIV

2027071899 P.01/03

Certificate of Registration

Jul-11-06 2:08PM;

Page 2



This Certificate issued under the seal of the Copyright Office in accordance with title 17, 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.

Margbeth Peters

Register of Copyrights, United States of America



Form TX

For a Non-Resident Alien's Work
UNITED STATES COPYRIGHT OFFICE

TX 5-348-238

REGISTERED

EFFECTIVE DATE OF REGISTRATION

JUN 21 2006

Year Day Year

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

1

TITLE OF THIS WORK

Blue Nile Diamond Search (Public Beta Version) - Sliders Section

PREVIOUS OR ALTERNATIVE TITLES

PUBLICATION AS A CONTRIBUTION Is this work first 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 or Pages

2

NAME OF AUTHOR

a Blue Nile, Inc.

DATE 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 U.S.A.

OR Domiciled in

WAS THIS AUTHOR'S CONTRIBUTION TO THE WORK

Anonymous

☐ Yes ☒ No

Pseudonym

☐ Yes ☒ No

If you answer to either of these questions in "Yes" and checked "Anonymous" or "Pseudonym" in "No" you must so state in the space provided.

NOTE

Under the law, the "author" of a "work made for hire" is generally the employer, not the employee (see Copyright Act, 17 USC 101). For any part of the work that was "made for hire" under "You" in the space provided, give the employer for whom the work was prepared as "author" of that part, and indicate the date of birth and death date.

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

Serial code

NAME OF AUTHOR

DATE 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 U.S.A.

OR Domiciled in

WAS THIS AUTHOR'S CONTRIBUTION TO THE WORK

Anonymous

☐ Yes ☒ No

Pseudonym

☐ Yes ☒ No

If you answer to either of these questions in "Yes" and checked "Anonymous" or "Pseudonym" in "No" you must so state in the space provided.

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

NAME OF AUTHOR

DATE 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 U.S.A.

OR Domiciled in

WAS THIS AUTHOR'S CONTRIBUTION TO THE WORK

Anonymous

☐ Yes ☒ No

Pseudonym

☐ Yes ☒ No

If you answer to either of these questions in "Yes" and checked "Anonymous" or "Pseudonym" in "No" you must so state in the space provided.

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

3

YEAR IN WHICH CREATION OF THE WORK WAS COMPLETED

2006

DATE AND NATION OF FIRST PUBLICATION OF THIS PARTICULAR WORK

Serial code: 02 Date: 7-11-06 Year: 2006

4

COPYRIGHT CLAIMANT'S Name and address must be given even if the claimant is the author of the work.

Blue Nile, Inc.
705 Fifth Ave. 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.

APPLICATION RECEIVED

6-21-06

7-11-06

ONE DEPOSIT RECEIVED

6-21-06

TWO DEPOSITS RECEIVED

6-21-06

FINDER RECEIVED

TIPS ON BACK:

- Complete all applicable spaces (including 6-9) on the reverse side of this page.
- Use dashed lines.
- Sign the form at the bottom.

DO NOT WRITE BELOW

Page 1 of 2 pages

JUL-17-2006 13:34

REC & PROC DIV

2027071899 P.02/03

JUL-7-00 8:28AM;

Page 2

Certificate of Registration



This Certificate issued under the seal of the Copyright Office in accordance with title 17, 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.

Marybeth Peters
Register of Copyrights, United States of America

Form TX
For a Microfilm Library Mark
UNITED STATES COPYRIGHT SERVICE
TX 6-248-239
EFFECTIVE DATE OF REGISTRATION
JUN 21 2006

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

1

TITLE OF THIS WORK

Blue Nile Diamond Search with Vertical Sliders (Public Beta Version)

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 collection work in which the contribution appeared. Title of Collection Work

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

2

NAME OF AUTHOR

a 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
ON ☒ Citizen of U.S.A.
☐ Domiciled in

WAS THIS AUTHOR'S CONTRIBUTION TO THE WORK
Anonymous? ☐ Yes ☒ No
Pseudonym? ☐ Yes ☒ No

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 the work that was "made by hire" (e.g., "TSP" in the above provided) give the employer (or other person for whom the work was prepared) as "author" of that part, and leave the space for dates of birth and death blank.

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

Text, compilation and hard code

NAME OF AUTHOR

b

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
ON ☐ Citizen of
☒ Domiciled in

WAS THIS AUTHOR'S CONTRIBUTION TO THE WORK
Anonymous? ☐ Yes ☒ No
Pseudonym? ☐ Yes ☒ No

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

NAME OF AUTHOR

c

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
ON ☐ Citizen of
☒ Domiciled in

WAS THIS AUTHOR'S CONTRIBUTION TO THE WORK
Anonymous? ☐ Yes ☒ No
Pseudonym? ☐ Yes ☒ No

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

3

YEAR IN WHICH CREATION OF THE WORK WAS COMPLETED
2006

DATE AND NATION OF FIRST PUBLICATION OF THIS PARTICULAR WORK
Country: USA Date: 21 Year: 2006

4

COPYRIGHT CLAIMANT(S) Name and address must be given even if the claimant is the owner of the author given in space 2.

Blue Nile, Inc.
705 Fifth Ave. 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.

APPLICATION RECEIVED
7-1-06 6-21-06
COPYRIGHT RECEIVED
6-21-06
TWO DEPARTMENTS RECEIVED
FUNDS RECEIVED

NOTE ON BLACK: • Complete all copyright owner functions (a-f) on the reverse side of this page.
• The dated registration. • Sign the form at the bottom.

DO NOT WRITE HERE
Page 1 of 2

http://www.bluenile.com/diamond_search.asp?track=dss&filter_id=0

blue nile

Free FedEx® & 30-day returns on all engagement rings. All loose diamonds are certified.

Home > Engagement > Search for Diamonds > Search Results

Give us your [feedback](#).

Search for Diamonds

Refine Search Criteria

Need Help? [how to use search](#)

Customize Search [search by price or criteria](#)

Shape	Carat	Cut	Color	Clarity	Price
<input checked="" type="checkbox"/> Round	14.72	Signature Ideal	D	FL	\$1,646,376
<input type="checkbox"/> Princess			E	IF	
<input type="checkbox"/> Emerald			F	VVS1	
<input type="checkbox"/> Asscher			G	VVS2	
<input type="checkbox"/> Marquise			H	VSI	
<input type="checkbox"/> Oval			I	S11	
<input type="checkbox"/> Heart			J	S12	
<input type="checkbox"/> Pear	0.23				\$253

Your Search Results: 30,617 Round Diamonds

Carat	Cut	Color	Clarity	Polish	Symmetry	Report	Price	Details
0.26	Good	D	S11	EX	VG	GIA	\$253	view details
0.23	Good	E	VSI	VG	G	GIA	\$280	view details
0.23	Good	D	VSI	G	G	GIA	\$280	view details
0.23	Good	F	VSI	VG	G	GIA	\$281	view details
0.23	Good	D	VSI	VG	G	GIA	\$281	view details
0.24	Good	E	VSI	G	G	GIA	\$292	view details
0.24	Good	F	VSI	G	G	GIA	\$292	view details
0.24	Good	E	VSI	VG	G	GIA	\$292	view details
0.24	Good	E	VSI	G	G	GIA	\$292	view details
0.24	Good	F	VSI	VG	G	GIA	\$293	view details
0.24	Good	E	VSI	EX	VG	GIA	\$293	view details
0.28	Very Good	E	S11	G	G	GIA	\$298	view details
0.23	Ideal	H	S12	ID	ID	AGSL	\$302	view details
0.25	Good	D	VSI	VG	VG	GIA	\$304	view details
0.25	Good	E	VSI	VG	VG	GIA	\$304	view details
0.25	Good	F	VSI	VG	VG	GIA	\$304	view details

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<input checked="" type="checkbox"/> Cut	<input checked="" type="checkbox"/> Cut
<input checked="" type="checkbox"/> Color	<input checked="" type="checkbox"/> Color
<input checked="" type="checkbox"/> Clarity	<input checked="" type="checkbox"/> Clarity
<input checked="" type="checkbox"/> Polish	<input checked="" type="checkbox"/> Polish
<input checked="" type="checkbox"/> Symmetry	<input checked="" type="checkbox"/> Symmetry
<input checked="" type="checkbox"/> Length/Width Ratio	<input type="checkbox"/> Length/Width Ratio
<input checked="" type="checkbox"/> Depth %	<input checked="" type="checkbox"/> Report
<input checked="" type="checkbox"/> Table %	<input type="checkbox"/> Depth %
<input type="checkbox"/> Fluorescence	<input type="checkbox"/> Table %
	<input type="checkbox"/> Fluorescence
	<input type="checkbox"/> Gulet

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Carat	Color	Clarity	Cut	Price			
0.26	Good	D	SI1	EX	VG	SI1	\$283
0.23	Good	D	VS1	G	G	SI1	\$280
0.23	Good	D	VS2	VG	G	SI1	\$281
0.24	Good	E	VS1	G	G	SI1	\$292
0.24	Good	E	VS1	G	G	SI1	\$282
0.24	Good	E	VS2	EX	VG	SI1	\$283
0.23	Ideal	H	SI2	ID	ID	AOSL	\$302
0.25	Good	E	VS1	VG	VG	SI1	\$304

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3D View

Hand 3D View

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Diamond Jewelry

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Shape	Carat	Cut	Color	Clarity	Price	Depth	Asymmetry
<input checked="" type="checkbox"/> Round	3	FL	D	FL	\$1,000,000		
<input type="checkbox"/> Princess		Ideal	F	IF		SI(EX)	SI(EX)
<input type="checkbox"/> Radiant						AGS(10)	AGS(10)
<input type="checkbox"/> Emerald		Premium	F	VVS1		SI(EX)	SI(EX)
<input type="checkbox"/> Marquise				VVS2		AGS(10)	AGS(10)
<input type="checkbox"/> Oval		Good	G	VSI		SI(EX)	SI(EX)
<input type="checkbox"/> Pear				VSI		AGS(10)	AGS(10)
<input type="checkbox"/> Heart		Fair	I	S11		SI(EX)	SI(EX)
<input type="checkbox"/> Asscher				S12		AGS(10)	AGS(10)
<input type="checkbox"/> Cushion					\$500		

We have 2728 Round Cut diamonds between 1.00-3.00 carat, D-J color, FL-undefined clarity

details	shape	carat	color	clarity	cut	polysym	price(\$)	certificate	photo
View/Select	Round	1.02	I	S12	ideal	EXEX	3,770	GIA	
View/Select	Round	1.01	J	VSI	ideal	VGVG	2,610	GIA	
View/Select	Round	1.03	J	S11	ideal	VGVG	3,830	GIA	
View/Select	Round	1.02	H	S12	ideal	EXVG	2,490	GIA	
View/Select	Round	1.02	I	S12	ideal	EXEX	3,080	GIA	
View/Select	Round	1.04	J	S12	ideal	EXEX	4,090	GIA	
View/Select	Round	1.01	I	S12	ideal	EXEX	4,100	GIA	
View/Select	Round	1.03	I	S12	ideal	VGVG	4,120	GIA	
View/Select	Round	1.11	I	S12	ideal	EXVG	4,130	GIA	
View/Select	Round	1.01	I	S11	idea	VGVG	4,170	GIA	

10 items per page

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Shape	Carat	Clarity	Color	Cut	Polish	Price
<input checked="" type="checkbox"/> Round						\$1,000,000
<input type="checkbox"/> Princess						
<input type="checkbox"/> Radiant						
<input type="checkbox"/> Emerald						
<input type="checkbox"/> Marquise						
<input type="checkbox"/> Oval						
<input type="checkbox"/> Pear						
<input type="checkbox"/> Heart						
<input type="checkbox"/> Asscher						
<input type="checkbox"/> Cushion						\$400

We have 2720 Round-Cut diamonds between 1.00 3.00 carat, D-J color, FL-undefined clarity

details	shape	carat	color	clarity	cut	polysym	price(\$)	certificate	photo
View/Select	Round	1.02	I	SI2	Ideal	EXEX	3,770	GIA	
View/Select	Round	1.01	J	VSI2	Ideal	VGNVG	3,810	GIA	
View/Select	Round	1.03	J	SI1	Ideal	VGNVG	3,890	GIA	
View/Select	Round	1.02	H	SI2	Ideal	EXXVG	3,910	GIA	
View/Select	Round	1.02	I	SI2	Ideal	EXEX	3,980	GIA	
View/Select	Round	1.04	J	SI2	Ideal	LXNLX	4,050	GIA	
View/Select	Round	1.01	I	SI2	Very Good	EXEX	4,100	GIA	
View/Select	Round	1.00	I	SI2	Ideal	VGNVG	4,130	GIA	
View/Select	Round	1.11	I	SI2	Ideal	EXXVG	4,130	GIA	
View/Select	Round	1.01	I	SI1	Ideal	VGNVG	4,170	GIA	

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om=1&carat_to=3&price_from=&price_to=&fromtabledepth=&totabledepth=&fromtablesize=&totablesize
-&x=73&y=8

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

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