

① A DIAMOND DEEMED "COME INTO BEING" IS WHERE IT IS FORMED IN THE EARTH.

② CONSUMERS AND TRADE BUYERS PERCEIVE THE TERMS "CANADIAN DIAMOND" OR SYMBOLS TO MEAN MINED AND CUT OR POLISHED IN CANADA.

③ MY CUSTOMERS EXPECTATIONS OF A "CANADIAN DIAMOND" IS A STONE MINED AND POLISHED IN CANADA.

④ THE INDUSTRY PRACTICE TO REFER TO DIAMONDS OR GEM MATERIAL ORIGIN IS WHERE IT IS MINED.

MOST GEM MATERIAL CAN BE TRACED TO ORIGIN DIAMOND ROUGH CAN NOT.

ONCE DIAMOND ROUGH IS EXPORTED THERE IS NO WAY TO TRACE IT.

A DIAMOND CAN BE LABELED WITH WHATEVER YOU WANT. ONCE IT IS CUT.