



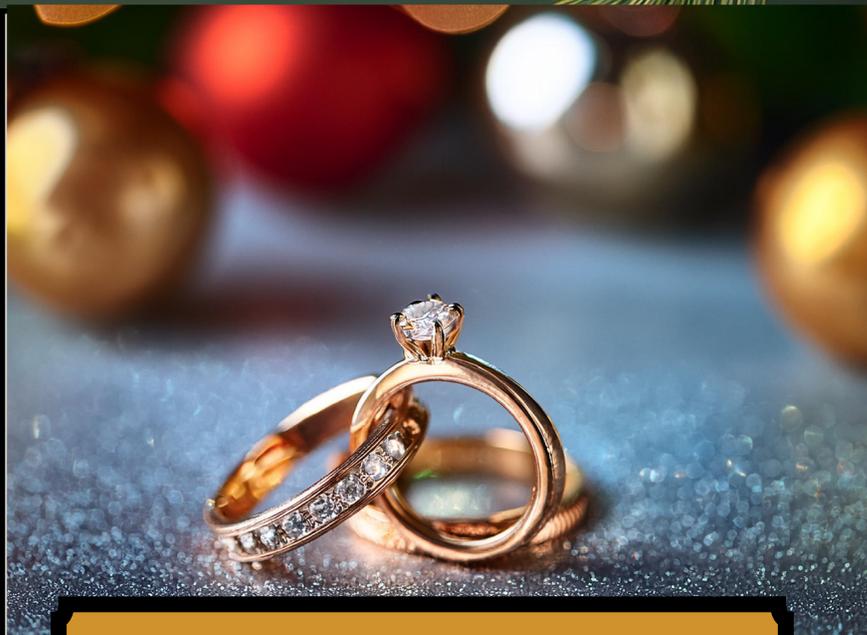
Georgia Jewelers Association

The Official Georgia Gems Newsletter

GEORGIA GEMS | FOURTH QUARTER | DECEMBER 2024

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SAVE THE DATE

Miami Antique Jewelry & Watch

Show	Miami, FL	January 9-13th, 2025
RJO Show	Phoenix, AZ	February 21-24th, 2025
IJO Conference	Palm Springs, CA	March 1-3rd, 2025
JIS Spring	Miami, FL	March 9-11th, 2025
SJTA Atlanta Jewelry Show JA	Atlanta, GA	March 14-16th, 2025
New York Show Spring	New York, NY	March 16-18th, 2025



Tony Cruz, President
JWR Jewelers



Georgia Gems is owned and operated by the Georgia Jewelers Association, an association not for profit, headquartered in Georgia. Each edition is mailed out over 200 members plus other individuals and companies who support the association.

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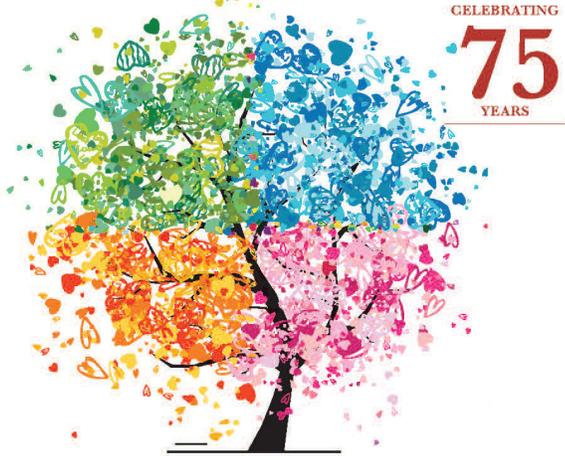
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By: Esther Lander

1. Map your showcase before so you know what to order

It's always best to start with a sketchy plan of what you want your showcase to look like. This way, you can order the jewelry display pieces accordingly.

Don't limit yourself, though! You want an evolving showcase with the freedom to freshen it up as you please. Buy with purpose, but not in exact quantities.

Want your showcase to be designed by a professional? See Allure's complete showcase sets that can be further customized for your store.

2. Include white space

Also known as negative space, in visual merchandising white space refers to the empty space between products. This gives the eye "a break" so that it can process each item without being overwhelmed by the entire display.

As with everything in design, white space is a balance! Too much and your display case looks empty, too little and it looks overcrowded.

Experiment by removing and adding display pieces. Even better, get yourself a second opinion to help get it right.

3. Make use of vertical display space, not only horizontal

What do cities do when their streets reach their dwelling capacity? They move up!

Maximize your showcase space without overcrowding by mixing taller and shorter elements. You'll get additional points for design, plus it's easier on the eye, leaving more of the "white space" between jewelry.

4. Place lots of mirrors

Nobody wants to wait their turn at the mirror. The best way to encourage customers to try on jewelry is by providing plenty of mirrors.

You can even have foldable mirrors if you choose, such as Allure's leather folding mirror below, especially if you are displaying your jewelry at a show.



5. Think how portable you want displays to be

If you plan to remove them from the showcase every night, or are setting up for a show, consider displays that are easy to move around.

Some options include lightweight trays, fold-over necklace stands, chain boards with easels, and more.

6 JEWELRY DISPLAYS EVERY JEWELRY RETAILER OR BOUTIQUE SHOULD HAVE

Below, you'll find ideas for jewelry displays that can add diversity to an otherwise blah showcase.

Use these jewelry displays in moderation for your statement pieces, or get creative by placing more of them to tie your showcase together in a streamlined way. (Example: align them in a row in the front or back of a setup.)

1. Watch or Bangle Pillow



A watch or bangle pillow adds variation and a touch of softness to your overall setup. This watch pillow displayed here can also stand upright for a more dramatic presentation.

2. Single Ring Stand for Statement Ring

Part of the goals for visual merchandising is, of course, to highlight a product's inherent beauty. A single ring stand achieves this goal perfectly.

This retail jewelry display idea does not have to be a classic ring finger! There are other great single ring displays that will add a wow factor to your showcase.

Consider these:



3. Earring Tree

An earring tree shows those dangling beauties like no other earring display can. Like the name implies, earring trees allow you to “hang” earrings off its branches.

Include one or more in your set. Earring trees are also great for varying heights!



4. Bases and Risers

Jewelry display bases and risers provide more vertical space and also add interest to your showcase. They are a must-have if you are aiming for a bona fide professional look.

Even when looking at an image exclusively showing bases and risers, it’s easy to see why they would give a professional touch. Just look at that modern modular effect!

5. Tall Neck

Tall neck jewelry displays are more versatile than you might think. In addition to that gorgeous necklace you want to display, tall neck busts are great for layering several thinner pieces at once.

The tall neck featured here is a window staple! Use two tall necks in a face-off position for a dominating window display.



6. Bracelet Ramp or Bracelet Dome

Whether you prefer them gently sloped or with a straight incline, bracelet ramps give your display a neat flow.

If your showcase was missing the element to tie it all together, this may just be it!

Place the taller end of a bracelet ramp next to a display piece of medium height to gently guide the eye down. These are typically placed toward the front of a display setup.



No need to worry about the bracelet slipping off! This bracelet ramp has an elastic to keep the bracelet in place.

To see our displays visit:

<https://allurepack.com/pages/jewelry-displays>.

WHEN THE UNEXPECTED & UNINTENDED HAPPENS

HC-3 DET 101 H-46 Un-Planned Landing On The USS
CONE DD-866, Tonkin Golf on December 11, 1972



RISK MANAGEMENT AND PLANNING

"Repetition of the same thought or physical action develops into a habit which, repeated frequently enough, becomes an auto-ma tic reflex."

Norman Vencent Peale

The success of the crash landing above was the result of proper training and continuous drilling, there is no substitute for preparation and repetition. When I took the picture above, we were never trained for a crash landing on a Gearing Class Destroyer but a well trained crew of the ship and Helicopter turns potential disaster into success.

How Is Your Training?



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The Importance of Design Patents for Jewelry Designers

By Olivia Arnold

Disclaimer: This article is for informational purposes only and does not constitute legal advice. For specific guidance, please consult a qualified attorney.

In the competitive world of jewelry design, protecting one's unique creation is paramount. Jewelry designers know all too well the labor of love taken to create each unique piece, but in an industry where imitation is all too common, how can you protect your creations from being copied? Design patents offer a legal avenue for designers to safeguard their original designs, ensuring that their intellectual property remains exclusively their own. This article delves into the uses and importance of design patents, outlining how to obtain a patent, eligibility criteria, duration, and the protection they afford.

What is a Design Patent?

Design patents “legally protect what an invention or creative work looks like, its shape and configuration, and any specific ornamentation or coloration” (35 U.S.C § 171). Unlike utility patents, which protect the specific functionality of a single invention, design patents focus *solely* on the aesthetic aspects of the product. For jewelry designers, this means the unique visual qualities of their piece - such as its shape, surface ornamentation, or overall unique combination - that make it original and distinctive, can be legally protected through a design patent. Say, for example,

you created a ring with an innovative shape and surface design, a design patent can help ensure that no other jewelry designer can legally produce the same piece.

Source: U.S. Patent and Trademark Office (USPTO) - General Information Concerning Patents

Eligibility for a Design Patent

To qualify for a design patent, a jewelry design must meet the requirements for design patentability set by U.S.C § 171. The first requirement is **Novelty**. The design must be new and not previously disclosed to the public, nor should it have been described in prior patents, publications, or public use before the filing date. Second, the design must be **Original**. To qualify for the patent, the design must originate from the applicant and there must be no evidence that the design is derived from existing works. Third, the design must be purely **Ornamental**. As stated above, design patents function differently than utility patents, so, to obtain a *design* patent, the focus must be on aesthetic qualities rather than the functionality of the design. Next, the design must be “**For an article of manufacture**”. This means it must be a man-made tangible object. Lastly, the design must be **non-obvious**. The design should not be an obvious variation of an existing design.

Source: USPTO - Manual of Patent Examining Procedure (MPEP) §1504



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By Olivia Arnold



How to Obtain a Design Patent

Obtaining a design patent involves several steps and associated costs. First, a designer should conduct a **prior art search** to ensure their design is unique. This can be done by examining prior patents and publications independently or with professional assistance, which may incur additional costs. Next, **prepare the application**, which must include detailed drawings or photographs of the design from various angles, a written description, and formal declarations. Formal declarations refer to the “inventor’s oath” where the designer must declare that they are the original designer, the application was made by said designer, and the information provided in the application is true. Then, the application needs to be **filed with the USPTO**, either electronically or physically, including all fees. USPTO fees are approximately \$408 for a small entity and \$204 for a micro entity but are subject to change. However, attorney fees are often the largest filing costs, ranging from \$2,000 to \$4,000 depending on factors such as size of the applicant and whether you choose to expedite the filing process. Finally, a patent examiner will review your application and ensure it meets all requirements, and if approved, you will be granted the design patent.

Source: USPTO - Design Patent Application Guide



Duration of Design Patents

For design patents, the protection lasts for 15 years after the date when the patent was granted. Design patents also only require the one-time fee of filing the application, unlike utility patents which require maintenance fees. So, once the patent is granted, the design is protected for 15 years with no additional costs.

Source: USPTO - Changes to the U.S. Patent System Under the Hague Agreement

Importance for Jewelry Designers

Imitation is abundant across the jewelry industry, making design patents crucial especially for smaller jewelry designers. These patents help safeguard creativity by protecting the designer’s investment in creating their unique pieces. Design patents can also aid in establishing brand identity by ensuring the signature styles employed by a brand are legally protected. Ultimately, the mere existence of the design patent serves as a deterrent for possible infringers, discouraging them from copying the design for fear of legal repercussions.

Source: Forbes – Protecting Your Designs: Intellectual Property strategies for Jewelry Designers





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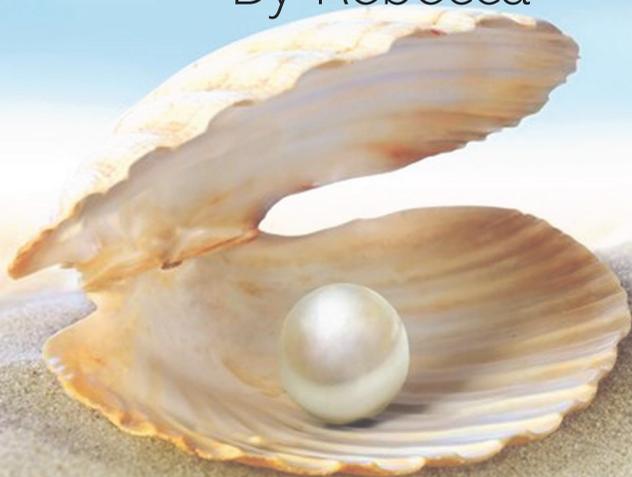
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Tracy Pearls

By Rebecca



Rebecca Shemwell

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There is a lot to be Thankful for at the Butler Home!

On Thanksgiving morning 2024, The Butler family of K.E. Butler Jewelers in Vidalia, GA added its newest member. Earl and Kathy Butler's daughter Joni and her husband Russ, of Pell City, Alabama, gave birth to a beautiful baby girl.

Join us in welcoming Ginger Elizabeth Ford to world.



Ginger Elizabeth Ford



Former GJA President Ron Scott Announces His Retirement

Former Georgia Jewelers Association President, Ron Scott, has announced his retirement this winter. Ronald Scott is the owner of a successful retail store, Scott's Jewelry, located in downtown Americus, GA.

Ron has served the State of Georgia as a jeweler for 47 years. He began in 1978 and for 46 of those years Ron has been an active and contributing member of the Georgia Jewelers Association.

"I have met numerous great friends through the GJA over the years that I have learned from and shared experiences with. It has been a very valued experience for a long time."

With respect for 46 years of service to GJA, including serving as our President, we would like to wish Ronald Scott of Scott's Jewelry the best retirement years. Thank you, Ron! You will be missed.

Scott's Jewelry will be officially closing its doors on January 1st of 2025. If any members are interested in any of our equipment they can call Ron at 229-938-0274.

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