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Filing date: **01/13/2014**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91204296
Party	Plaintiff JJI International, Inc.
Correspondence Address	CRAIG M SCOTT SCOTT BUSH LTD ONE TURKS HEAD PLACE 4TH FLOOR PROVIDENCE, RI 02903 UNITED STATES cscott@scottbushlaw.com, smcgurk@scottbushlaw.com, pstroke@scottbushlaw.com
Submission	Testimony For Plaintiff
Filer's Name	Craig M. Scott
Filer's e-mail	cscott@scottbushlaw.com, erenner@scottbushlaw.com, smcgurk@scottbushlaw.com,pstroke@scottbushlaw.com
Signature	/Craig M. Scott/
Date	01/13/2014
Attachments	Notice of Filing Testimony - D. Kincaid.pdf(32295 bytes) Kincaid Dec.pdf(48476 bytes) Kincaid Declaration - Exhibit 1, Part 1.pdf(4306616 bytes) Kincaid Declaration - Exhibit 1, Part 2.pdf(2388760 bytes) Kincaid Declaration - Exhibit 1, Part 3.pdf(3315080 bytes) Kincaid Declaration - Exhibit 1, Part 4.pdf(5111361 bytes) Kincaid Declaration - Exhibit 2.pdf(1218740 bytes)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
THE TRADEMARK TRIAL AND APPEAL BOARD

JJI INTERNATIONAL, INC. :
Opposer, : Appl. Ser. No.: 85356064
v. : Opposition No.: 91204296
SPARKLE LIFE, LLC :
Applicant. :

NOTICE OF FILING OF TESTIMONY

TO: Thomas E. Toner
Lowndes, Drosdick, Doster, Kantor & Reed, P.A.
215 North Eola Drive
Orlando, Florida 32801
tom.toner@lowndes-law.com

Sven W. Hanson
PO Box 357429
Gainesville, Florida 32635-7429
swhanson@bellsouth.net

Pursuant to Trademark Rule of Practice 2.123(b) and 2.125 and TBMP 703.01(b),
Opposer, JJI International, Inc. (“JJJ”), hereby files with the Trademark Trial and Appeal Board
the testimony declaration of Dale Kincaid, Chief Executive Officer, along with Exhibits 1
through 2, as identified in the declaration.

A copy of said declaration and exhibits are enclosed and thereby served upon you.

JJI INTERNATIONAL, INC.

By: /Craig M. Scott/
Craig M. Scott, Esq.
SCOTT & BUSH LTD.
One Turks Head Place, 4th Floor
Providence, RI 02903
Phone: (401) 865-6035
Fax: (401) 865-6039
Email: cscott@scottbushlaw.com

Attorney for Opposer

Dated: January 13, 2014

CERTIFICATE OF SERVICE

I hereby certify that a true and complete copy of the foregoing *Notice of Filing of Testimony* has been served on counsel to Sparkle Life LLC by sending said copy on January 13, 2014 via electronic mail and First Class Mail, postage prepaid to:

Sven W. Hanson
PO Box 357429
Gainesville, Florida 32635-7429
swhanson@bellsouth.net

Thomas E. Toner
Lowndes, Drosdick, Doster, Kantor & Reed, P.A.
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/s/ Craig M. Scott/

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE
THE TRADEMARK TRIAL AND APPEAL BOARD

JJI INTERNATIONAL, INC. :
Opposer, : Appl. Ser. No.: 85356064
v. : Opposition No.: 91204296
SPARKLE LIFE, LLC :
Applicant. :

DECLARATION OF DALE KINCAID

I, Dale Kincaid, under oath depose and state as follows:

1. I am the Chief Executive Officer of JJI international, Inc. (“JJJ”). I make this Declaration in support of JJI’s Opposition to application Serial No. 85356064 for the mark, SPARKLE LIFE, filed June 24, 2011 in the name of Sparkle Life, LLC (“Applicant”). The statements I make in this Declaration are based on my personal knowledge.

2. I have worked at JJI as Chief Executive Officer for 25 years.

3. My responsibilities at JJI include product development, review of business indicators, market and industry research, business measurements and infrastructure, finance, corporate expansion and new business development.

4. I have access to the books and records of JJI relevant to the matters covered herein, including all relevant records pertaining to JJI’s sales and advertising activities.

5. As a result of my responsibilities at JJI, I have personal knowledge of the nature of JJI’s products, customers, sales, business practices and plans, accounting and administrative records and records systems, financial data, including sales data, and accounting and administrative records and records systems.

JJI's Business and SPLASHES & SPARKLES® Trademark

6. Formed in 1989, JJI successfully designs, sources and manufactures a wide variety of jewelry, decor, gifts and accessories.
7. JJI markets, sells and has sold products bearing well-known brands, such as MOVADO® (watches), KINCAID® (clocks) and SPLASHES & SPARKLES® (jewelry) in the United States.
8. In or about September, 2004, JJI adopted the SPLASHES & SPARKLES® mark and has been using it in commerce continuously since then in connection with the marketing and sale of jewelry products.
9. JJI's President, Lisa Weingeroff, coined the SPLASHES & SPARKLES® mark after being inspired by an article written about her sister-in-law.
10. When JJI adopted the SPLASHES & SPARKLES® mark, it intended to develop a lifestyle brand that encompassed other categories besides jewelry, but over time it became evident that the focus should be jewelry because of the great acceptance of the brand in the marketplace.
11. To protect the substantial goodwill associated with its line of jewelry products branded with the trademark, SPLASHES & SPARKLES®, JJI applied for a federal trademark registration.
12. On October 11, 2005, the United States Patent and Trademark Office ("PTO") granted JJI a federal trademark registration for the mark, SPLASHES & SPARKLES® (Reg. No. 3,005,830), in connection with jewelry products.
13. JJI has not changed the nature of its jewelry products sold under the SPLASHES & SPARKLES® mark from 2004 to the present.

14. The SPLASHES & SPARKLES® trademark registration is valid and subsisting. It is incontestable as a matter of law.

15. Notwithstanding JJI's longstanding rights in and to the SPLASHES & SPARKLES® mark, on or about June 24, 2011, Applicant filed the subject application to register the designation, SPARKLE LIFE, for use in connection with "bracelets; charms; costume jewelry; necklaces; precious and semi-precious crystal stones and beads for use in jewelry" in International Class 14, claiming July 1, 2010 as the date of the first use of the mark.

JJI's Continuing and Uninterrupted Use of Its SPLASHES & SPARKLES® Trademark

16. JJI has continuously sold jewelry products under the SPLASHES & SPARKLES® mark in United States commerce from 2004 to the present. JJI's sales of its jewelry products under the SPLASHES & SPARKLES® mark have been substantial and have resulted in significant sales revenues. Over the past five years, JJI sold approximately \$6,500,000.00 of its SPLASHES & SPARKLES® branded jewelry products (\$1,300,000.00 annual average). JJI continues to offer and sell its SPLASHES & SPARKLES® branded jewelry products in commerce and sales of the SPLASHES & SPARKLES® branded jewelry products remain significant.

The SPLASHES & SPARKLES® Mark Is Strong

17. During its long, widespread and continuous use of the SPLASHES & SPARKLES® mark, JJI has invested heavily in advertising and promoting its SPLASHES & SPARKLES® branded jewelry products. Over the past five years, JJI incurred advertising expenses associated with products bearing the SPLASHES & SPARKLES® mark of approximately \$530,000.00 (\$106,000.00 annual average).

18. Since launching its SPLASHES & SPARKLES® branded products in 2004, JJI has advertised and promoted its SPLASHES & SPARKLES® branded products in the following

media: promotion to retail consumers through JJI's website; print advertising in and distribution of press releases and product samples to magazines, trade journals and trade publications; distribution of catalogs, brochures and promotional materials to retail consumers; and product displays at retail locations and at large industry trade shows. In addition, JJI uses sales support and independent sales representatives to sell its SPLASHES & SPARKLES® branded products; JJI has over 100 such independent sales representatives.

19. Among others, JJI attends annually trade shows in Atlanta, Dallas, California, Ohio, New York, Philadelphia, Chicago and Boston. JJI advertises its SPLASHES & SPARKLES® branded products in its exhibitor spaces and in trade publications distributed at these trade shows. The documents attached as Exhibit 1 are true and accurate copies of portions of JJI's catalogs and other promotional materials that JJI has used to promote its SPLASHES & SPARKLES® products for the years 2006 to 2013.

20. Through its promotion and advertising and the quality of products associated with the SPLASHES & SPARKLES mark, the SPLASHES & SPARKLES® mark has become established in the retail market and JJI has developed considerable goodwill in the mark. JJI's customers associate the SPLASHES & SPARKLES® brand with JJI's line of quality jewelry products. Accordingly, the SPLASHES & SPARKLES® mark is an extremely valuable commercial asset.

21. JJI continues to expended significant advertising expenses to promote its SPLASHES & SPARKLES® branded jewelry products to this day.

Overlapping Channels of Trade and Distribution Channels for JJI's Jewelry Products Sold Under the SPLASHES & SPARKLES® Mark and Applicant's Jewelry Products Sold Under the SPARKLE LIFE Mark

22. Commencing in 2004, JJI has sold its SPLASHES & SPARKLES® branded products in retail channels, primarily to wholesale accounts through which the products are

distributed to retail consumers. The types of wholesale accounts to which JJI sells its SPLASHES & SPARKLES® branded products include gift stores, small chain stores, hospital gift shops and major retailers across the United States.

23. Applicant markets and/or promotes its jewelry products under the SPARKLE LIFE mark in the same or similar channels, i.e., trade shows, consumer catalogs, trade publications and company catalogs. For example, Applicant attended at least the 2012 Atlanta International Gift & Home Furnishing Market trade show, which JJI also attended, marketed and offered for sale its SPLASHES & SPARKLES® products. (See Applicant's Responses to JJI's First Request for Production of Documents, Exhibit 12.)¹

24. Moreover, I am aware that Applicant attended, promoted and offered for sale its jewelry products bearing the SPARKLE LIFE mark at the 2013 Atlanta International Gift & Home Furnishing Market trade show, which JJI also attended, promoted and offered for sale its SPLASHES & SPARKLES® jewelry products. The documents attached hereto as Exhibit 2 are true and accurate copies of photographs taken at the 2013 Atlanta International Gift Market of advertising for Applicant's products bearing the SPARKLE LIFE mark. In fact, Applicant's exhibitor space at the 2013 Atlanta Gift Market was on the same floor as JJI's exhibitor space. As a result, Applicant promoted and offered for sale its SPARKLE LIFE jewelry products to the same customers as JJI promoted and offered for sale its SPLASHES & SPARKLES® jewelry products. Additionally, Sparkle Life's advertising from the 2013 Atlanta Gift Market states "As Featured in GIFTBEAT." Many gift stores to which JJI promotes and sells its SPLASHES & SPARKLES® jewelry products subscribe to this publication.

25. Applicant markets and sells its jewelry products under the SPARKLE LIFE mark to the same or similar customer class, i.e., wholesale retail accounts. Applicant refused to

¹ JJI will file Applicant's Responses to JJI's Document Requests with the Board under cover of a Notice of Reliance.

produce in discovery a customer list or disclose the identities of customers to whom it markets and sells products bearing the SPARKLE LIFE mark. As a result, I am unable to determine the extent to which Applicant markets and sells its products under the SPARKLE LIFE mark to the same customer accounts as those whom JJI markets and sells its jewelry products under the SPLASHES & SPARKLES® mark.² However, as described above, Applicant has promoted and offered for sale its jewelry products under the SPARKLE LIFE mark in the same channels of trade, to the same class of customers and at the same trade shows where JJI promoted and offered for sale its jewelry products under the SPLASHES & SPARKLES® mark.

JJI Enforces Its Rights in the SPLASHES & SPARKLES® Mark

26. JJI enforces its trademark rights in the SPLASHES & SPARKLES® mark.

27. For example, on November 19, 2010, The Bazar Group, Inc. (“Bazar”), a jewelry manufacturer and seller, filed federal trademark Application No. 85180816 to register the mark, SPARKLE, for “jewelry” in the PTO.

28. In January 2011, JJI notified Bazar that its use of the mark, SPARKLE, in connection with jewelry, infringed JJI’s federally-registered SPLASHES & SPARKLES® mark.

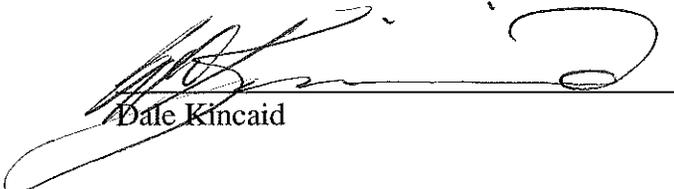
29. On or around April 7, 2011, Bazar expressly abandoned its application to the PTO for the SPARKLE mark. However, Bazar did not cease its use of the mark, SPARKLE, in connection with jewelry.

30. In May 2011, JJI initiated litigation in the Federal District of Rhode Island (JJI International, Inc. v. The Bazar Group, Inc. C.A. No. 11-206-ML), involving JJI’s SPLASHES & SPARKLES® mark and Bazar’s allegedly infringing SPARKLE mark.

31. In November 2013, JJI and Bazar entered into a confidential settlement agreement resolving the litigation.

² JJI will file Applicant’s Answers to JJI’s Interrogatories, along with Applicant’s Responses to JJI’s Document Requests, with the Board under cover of a Notice of Reliance.

I declare under penalty of perjury that the foregoing
is true and correct.



Dale Kincaid

Dated: January 13, 2014

EXHIBIT 1

(Part 1)



Nickel Free Hoops

Totally allergy-free.
Will never tarnish!

JA9358

120 Pc. Asst.
\$330.00/\$2.75
40 Styles: 3 Each
60 Pc. Sterling Silver Plate
30 Pc. Goldtone Plate
30 Pc. Tutone(Goldtone/Silvertone)
Rotating display is FREE
with assortment!



Rotating display is FREE
with assortment!

4 Nickel Free Jewelry



Display is FREE
with assortment!



Nickel Free CZ Basics Earrings And Necks

Totally allergy-free.
Never tarnish finish.
Sparkling cubic zirconia
stones hand set into
sterling silver plated
mountings.

JA9371

72 Pc. CZ Asst.
\$198.00/\$2.75 12 Each
3 Sizes Necks, 3 Sizes Earrings
Display is FREE
with assortment!



Sparkling Cubic Zirconia's



Splashes
&
Sparkles™





Splashes & Sparkles™

2007 CATALOG

JJI00017

Nickel Free Jewelry

TOTALLY ALLERGY-FREE and WILL NEVER TARNISH!



JW440 Side 1



JW440 Side 2



JW443 Side 1



JW443 Side 2

Jet Silver/Colors Pearls

JW440

Combined Side 1 & 2 Above

60 Pc. Earring Asst.

Styles shown above.

30 Pc. Genuine Austrian Crystals,

Faux Pearls and Epoxy

30 Pc. Jet & Silvertone

\$240.00/\$4.00

DS-NF2 2-sided display is

FREE w/ asst.



6 63742 10141 3



Tailored/Etched Nickel Free Hoops

JW443

Combined Side 1 & 2 Above

60 Pc. Earring Asst.

Styles shown above.

30 Pc. Etched Silvertone Hoops

30 Pc. Fancy Mixed Tailored Hoops

\$240.00/\$4.00

DS-NF2 2-sided display is

FREE w/ asst.



6 63742 10145 1



Splashes & Sparkles™

ORDER ONLINE at www.jjiinternational.com

JJI00026

© JJI INTERNATIONAL, INC.

J



J



I



Splashes & Sparkles™



2008

JJI00033

“DELUXE”

4 Sided Display



“DELUXE”

JW446

120 Pc. Assortment

Includes Sides 1 Thru 4 on Page 7

\$480.00/\$4.00

30 Pc. “Jet”

30 Pc. “Color”

30 Pc. “Large Etched Hoops”

30 Pc. “Tailored”

DS-NF 4 Sided Display is FREE w/asst.

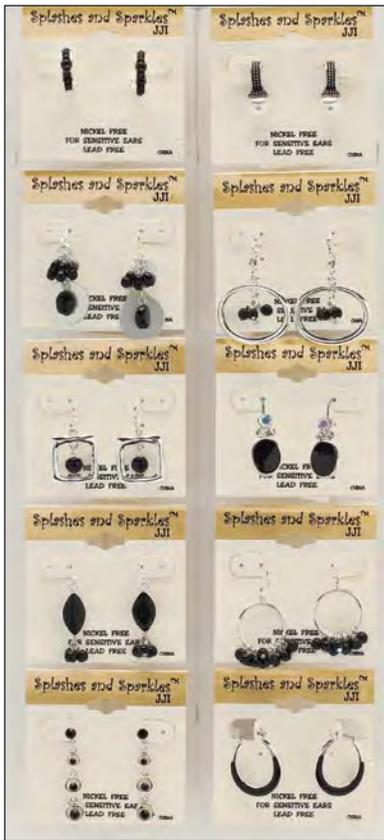


Splashes & Sparkles™

"DELUXE"

Reorder or Mix N'Match

JW441 Side 1



JW442 Side 2



JW441 Side 1

"Jet Hoops"
30 Pc 10 Styles, 3 each
\$120.00 Pk: 1
No Display



JW442 Side 2

"Color Hoops"
30 Pc 10 Styles, 3 each
\$120.00 Pk: 1
No Display



JW444 Side 3



JW444 Side 3

"Large Etched Hoops"
30 Pc 10 Styles, 3 each
\$120.00 Pk: 1
No Display



JW445 Side 4

"Tailored Hoops"
30 Pc 10 Styles, 3 each
\$120.00 Pk: 1
No Display



JW445 Side 4



JJI

Splashes & Sparkles™
Nickel Free • Lead Safe
2009



JJI INTERNATIONAL, INC.
200 First Avenue, Cranston, RI 02910

Toll FREE: 866.732.8668 FAX: 401.780.8778

info@jjiinternational.com www.jjiinternational.com JJI00049

"BASIC BEST SELLER!"

4 Sided Display

Nickel Free
Never Tarnish
Lead Free
Splashes & Sparkles™

JJI International

© 2008

"BASIC BEST SELLER"

JW400

120 Pc. Assortment

Includes sides 1 Thru 4 on page 5

\$360.00/\$3.00

30 Pc. 2-Tone Hoops (Gold/Silver)

30 Pc. Goldtone Hoops

60 Pc. Silvertone Hoops

DS-NF 4 sided display is FREE w/asst.



Splashes & Sparkles™

© JJI INTERNATIONAL, INC.

ORDER ONLINE at www.jjiinternational.com

JJI00052

never tarnish • nickel free • lead safe



splashes  sparkles.
BY JJI INTERNATIONAL

2010

JJI00077

Allergy-Free, Nickel Free, Lead Safe, Never Tarnish!

Thank you for your interest in Splashes & Sparkles® by JJI International! Our allergy-free accessories SELL LIKE CRAZY, provide a fabulous 3 TIME MARK UP and allow you to sell \$1200 in under 1 square foot of space. We hope you will enjoy all of our popular best sellers and the many new styles available in our 2010 catalog.

Why Nickel Free?

It is estimated that over 36% of all women are allergic to Nickel. When used in jewelry, the result is red, hot and itchy skin. This does not happen with JJI's jewelry! Even if your customer is not allergic to nickel, our stylish earrings, necklaces and rings appeal to a wide range of customers.

Splashes & Sparkles® Accessories by JJI International are...

- Nickel Free
- 100% Hypoallergenic
- Will Never Tarnish
- Lead Safe

Buy Our Best Sellers!

Our pre-set assortments automatically come with a FREE rotating display. Each "side" of the display features 30 pairs of earrings, pendants or rings. When you are ready to reorder, you have the opportunity to select the pre-pack of the side you wish to bring back, or try a new "side" from the many options available.

New in 2010!

In addition to our fabulous assortment of earrings, Splashes and Sparkles® is pleased to announce the addition of beautiful new pre-pack necklace and ring assortments. All designed to increase your sales and maximize your profits!

Create Your Own Display!

You also have the option to MIX & Match different "sides" to create your own custom display! It couldn't be easier! Select an empty display and merchandise it with your favorite "sides".



DS-NF2
2-Sided Empty **EARRING**
OR NECKLACE Display
15" x 6"

663742101444



DS-NF
4-Sided Empty **EARRING**
& **NECKLACE** Display
17.5" x 10.5"

663742101581



NFR2
2-Sided Empty
RING Display
14" x 8.25"

663742106418



NFR4
4-Sided Empty
RING Display
14" x 10.25"

663742106401

TOP SELLERS

JW444 LARGE ETCHED HOOPS



JW444
LARGE ETCHED HOOPS
 30 Pc. 10 Styles 3 Each
 \$120/\$4 PK 1
 No Display

663742101628

JW856 CONTEMPORARY



JW856
CONTEMPORARY
 30 Pc. 10 Styles 3 Each
 \$120/\$4 PK 1
 No Display

663742103271



2-SIDED DISPLAY

JW1187
"TOP SELLERS" 60 PC. ASSORTMENT
 \$240/\$4.00
 30 Pc. Large Etched Hoops
 30 Pc. Contemporary
 DS-NF2 2-sided display FREE with assortment

663742105398

NECKLACE ASSORTMENT

N100 SALLY

N101 KAY



N100
Sally Necklaces
30 Pc. 10 Styles 3 Each
\$120/\$4 PK 1
No Display

663742106425

N101
Kay Necklaces
30 Pc. 10 Styles 3 Each
\$120/\$4 PK 1
No Display

663742106432

2-SIDED NECKLACE DISPLAY

N102
60PC. NECKLACE ASSORTMENT
\$240/\$4 Each
30 Pc. Sally
30 Pc. Kay
DS-NF2 2-sided display FREE with assortment

663742106449

EXHIBIT 1

(Part 2)

nickel free • never tarnish • earrings • necklaces • rings

*Celebrating
20 Years
2011*



splashes  sparkles.
BY JJI INTERNATIONAL

JOLIE jewels.
BY JJI INTERNATIONAL®

TRY SOME GLAM & SPARKLE...
SAME GREAT ~~QUALITY~~ & VALUE

Allergy-Free, Nickel Free, Lead Safe, Never Tarnish!

Thank you for your interest in Splashes & Sparkles® and Jolie Jewels® by JJI International! Our allergy-free jewelry provide a fabulous 3 TIME MARK UP and allows you to sell \$1200 in under 1 square foot of space.

Splashes & Sparkles® and Jolie Jewels® Jewelry by JJI International are...

- Nickel Free
- 100% Hypoallergenic
- Will Never Tarnish
- Lead Safe

Why Nickel Free?

It is estimated that over 36% of all women are allergic to nickel. When used in jewelry, the result is red, hot and itchy skin. This does not happen with JJI's jewelry! Even if your customer is not allergic to nickel, our stylish earrings, necklaces and rings appeal to a wide range of customers.

NEW Online Ordering

Convenient online ordering 24 hours a day, 7 days a week, 365 days a year.

Buy Our Best Sellers!

Our pre-set assortments automatically come with a FREE rotating display. Each "side" of the display features 30 pairs of earrings, pendants or rings. When you are ready to reorder, you have the opportunity to select the pre-pack of the side you wish to bring back, or try a new "side".

Create Your Own Display!

You also have the option to Mix & Match different "sides" of earrings, necklaces and rings to create your own custom display! It couldn't be easier! Select an empty display and merchandise it with your favorite "sides". There is no need to order a display if you have chosen a "Pre-set" assortment, the correct display is already included. See pages 3, 4, 6, 10, 20, 23, 24 and 25 for a selection of "pre-set" assortments.



DS-NF2
2-Sided Empty **EARRING**
OR NECKLACE Display
15" x 6"

663742101444



DS-NF
4-Sided Empty **EARRING**
& NECKLACE Display
17.5" x 10.5"

663742101581



NFR2
2-Sided Empty
RINGS only Display
14" x 8.25"

663742106418



NFR4
4-Sided Empty
RINGS only Display
14" x 10.25"

663742106401

TOP SELLERS

JW1205 ARTISTIC TWO-TONE HOOPS



JW1205
Artistic Two-Tone Hoops
30 Pc. 10 Styles 3 Each
\$120/\$4 PK 1
No Display

663742106074

JW1192 SASSY HOOPS



JW1192
Sassy Hoops
30 Pc. 10 Styles 3 Each
\$120/\$4 PK 1
No Display

663742106012



2-SIDED DISPLAY

JW1360
"TOP SELLERS" 60 PC. ASSORTMENT
\$240/\$4.00
30 Pc. Artistic Two-Tone Hoops
30 Pc. Sassy Hoops
DS-NF2 2-sided display FREE with assortment

663742002260

JJI000342

4-SIDED RING ASSORTMENT

R107

120PC. RING ASSORTMENT

\$780/\$6.50 Each

30 Pc. R100 Carolyn

30 Pc. R101 Valerie

30 Pc. R102 Lucia

30 Pc. R103 Debbie

See "side" panels R100, R101, R102
& R103 on pages 24 & 25.

NFR-4 4-sided display FREE
with assortment



663742106487

RING ASSORTMENT

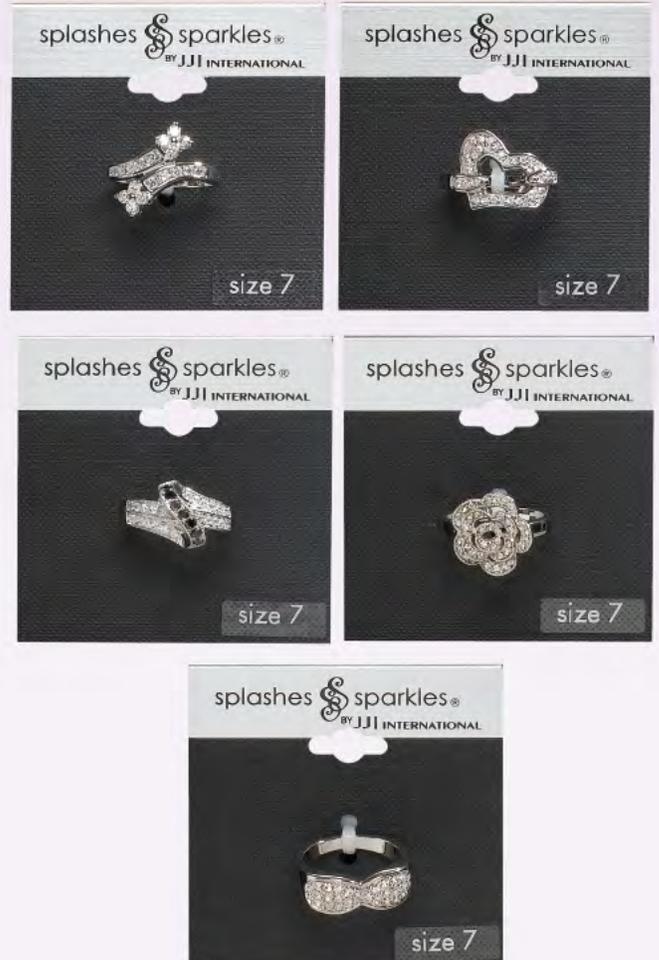
R100 SIDE 1 CAROLYN



663742106357

**R100 SIDE 1
CAROLYN**
30 piece ring assortment
5 Styles 3 Sizes: 7,8,9
2 rings each size each style
\$195/\$6.50 PK 1
No Display

R101 SIDE 2 VALERIE



663742106364

**R101 SIDE 2
VALERIE**
30 piece ring assortment
5 Styles 3 Sizes: 7,8,9
2 rings each size each style
\$195/\$6.50 PK 1
No Display

**R104
PAM - SIZE 6**
Size 6 ring assortment
6 Styles, Size 6 ONLY (as shown)
\$39/\$6.50 PK 1
No Display

663742106395



JJI000365

JJI INTERNATIONAL... IN FASHION FOR OVER 20 YEARS!!

eye
event.
BY JJI INTERNATIONAL®



Jjewels
BY JJI INTERNATIONAL®

splashes & sparkles.
BY JJI INTERNATIONAL®



JJI0000412

3 GREAT PROGRAMS... 1 GREAT COMPANY... JJI INTERNATIONAL

Why Choose Splashes & Sparkles® & J. Jewels™?

- Proven Sell-through
- 3x Mark-up
- Sell \$1200 in less than 1 square foot of space
- 800+ Styles of Earrings and Rings
- Earrings \$3/\$4
- Rings \$6.50/\$8.50
- FREE Rotating Displays
- NEW Bracelets!

Dear Valued Customer,

We at JJI would like to take this opportunity to THANK our loyal customers and WELCOME those of you who are new to the world of JJI International.

Three Great Programs... One Great Company... JJI

Basics with a Twist... Splashes& Sparkles®

J. Jewels™ Everything's More Fun with a little Sparkle!

Eye Event® Has an eye for fashion!

Allergy-Free, Nickel Free, Lead Safe!

It is estimated that over 36% of all women are allergic to nickel. When used in jewelry, the result is red, hot, itchy skin. This doesn't happen with JJI's earrings and rings! Even if your customer is not allergic to nickel, our stylish earrings and rings appeal to a wide range of customers.

Buy Our Best Sellers! Our pre-set assortments automatically come with a FREE rotating display. Each "side" of the display features 30 pairs of earrings or rings. When you are ready to reorder, you have the opportunity to select the pre-pack of the side you wish to bring back, or try a new "side". We also have a new bracelet assortment. See page 15 for details.

Create Your Own Display! You also have the option to Mix & Match different "sides" of earrings and rings to create your own custom display! It couldn't be easier! Select an empty display and merchandise it with your favorite "sides". There is no need to order a display if you have chosen a "Pre-set" assortment, the correct display is already included. See pages 3, 4, 6, 10, 14, 26 and 27 for a selection of "pre-set" earring and ring assortments.

Everyday is an *eye* event. with JJI! JJI makes it easy and affordable to get into a High-Quality Fashion Readers Program for only \$150! Each pre-pack assortment has 25 pairs at \$6.00 each and comes with a FREE Lucite Counter-top Display with eye-catching graphics. Readers feature spring-hinge temples and high quality optical lenses.



DSNF2
2-Sided Empty
EARRING Display
15" x 6"

663742101444



DSNF
4-Sided Empty
EARRING Display
17.5" x 10.5"

663742101581



DSNF8
Double High Counter-Top
8-panel **EARRING** Display
9.25" W x 30.5" H

663742002802



NFR2
2-Sided Empty
RINGS only Display
14" x 8.25"

663742106418



NFR4
4-Sided Empty
RINGS only Display
14" x 10.25"

663742106401



NFR8
Double High Counter-Top
8-panel **RING** Display
9.25" W x 30.5" H

663742500995

SPLASHES & SPARKLES® BASICS WITH A TWIST!



JW400
120 Pc. "BASIC BEST SELLER"
ASSORTMENT
Includes Sides 1-4 (opposite page)
\$360/\$3.00
30 Pc. Goldtone Hoops
90 Pc. Silvertone Hoops
DS-NF 4-sided display FREE
with assortment

663742100997

BASIC BEST SELLER EARRING ASSORTMENT

JW402C
SIDE 1



JW402A
SIDE 2



JW402C SIDE 1
Silvertone Hoops
30 Pc. 10 Styles 3 Each
\$90/\$3 PK 1
No Display

663742105329

JW402A SIDE 2
Silvertone Hoops
30 Pc. 10 Styles 3 Each
\$90/\$3 PK 1
No Display

663742103349

JW402B
SIDE 3



JW402B SIDE 3
Silvertone Hoops
30 Pc. 10 Styles 3 Each
\$90/\$3 PK 1
No Display

663742103356

JW403 SIDE 4
Goldtone Hoops
30 Pc. 10 Styles 3 Each
\$90/\$3 PK 1
No Display

663742103363

JW403
SIDE 4



JJI INTERNATIONAL...
IN FASHION FOR OVER 20 YEARS!!

Jewels
BY JJI INTERNATIONAL



splashes & sparkles.
BY JJI INTERNATIONAL



eye
event.
BY JJI INTERNATIONAL



JJI0000456

Why Choose Splashes & Sparkles® & J. Jewels™ ?

- Nickel Free Jewelry
- Proven Sell-through
- 3x Mark-up
- Earrings \$4.00
- Rings \$8.00/\$10.00
- Sell \$1200 in less than 1 square foot of space
- 800+ Styles of Earrings and Rings
- FREE Rotating Displays
- NEW Bracelets!

Dear Valued Customer,

We at JJI would like to take this opportunity to THANK our loyal customers and WELCOME those of you who are new to the world of JJI International.

Three Great Programs... One Great Company... JJI

Splashes& Sparkles® Basics with a Twist

J. Jewels™ Everything's More Fun with a little Sparkle!

Eye Event® Has an eye for fashion!

Allergy-Free, Nickel Free, Lead Safe!

It is estimated that over 36% of all women are allergic to nickel. When used in jewelry, the result is red, hot, itchy skin. Our stylish earrings and rings not only appeal to a wide range of customers, they are safe for those with an allergy to nickel.

Buy Our Best Sellers! Our pre-set assortments automatically come with a FREE rotating display. Each "side" of the display features 30 pairs of earrings or rings. When you are ready to reorder, you have the opportunity to select the pre-pack of the side you wish to bring back, or try a new "side".

Create Your Own Display! You also have the option to Mix & Match different "sides" of earrings and rings to create your own custom display! It couldn't be easier! Select an empty display and merchandise it with your favorite "sides". There is no need to order a display if you have chosen a "Pre-set" assortment, the correct display is already included. Browse this catalog for our fabulous selection of "pre-set" earrings and rings.

Everyday is an **eye event.** with JJI! JJI makes it easy and affordable to get into a High-Quality Fashion Readers Program for only \$150! Each pre-pack assortment has 25 pairs of readers at only \$6/\$7 each and comes with a FREE Lucite Counter-top Display with eye-catching graphics. Readers feature spring-hinge temples and high quality optical lenses.



DSNF2
2-Sided Empty
EARRING Display
15" x 6"



DSNF
4-Sided Empty
EARRING Display
17.5" x 10.5"



DSNF8
Double High Counter-Top
8-panel **EARRING** Display
9.25" W x 30.5" H



NFR2
2-Sided Empty
RINGS only Display
14" x 8.25"



NFR4
4-Sided Empty
RINGS only Display
14" x 10.25"



NFR8
Double High Counter-Top
8-panel **RING** Display
9.25" W x 30.5" H



NEW

4-SIDED SPINNER



NEW 4-SIDED SPINNER!

ADD A COUNTER TOP SPINNER OF EARRINGS AND CREATE A SPARKLING NEW PROFIT CENTER!

JW1485

120 PC. EARRING SPINNER

ASSORTMENT

Includes Sides 1-4

\$480/\$4

30 Pc. JW1426 Totally Two-Tone (pg. 14)

30 Pc. JW1427 Gold Rush (pg. 14)

30 Pc. JW1437 Stylist (pg. 12)

30 Pc. JW1440 Glow (pg. 13)



6 63742 150429 0

DSNF 4-sided, Counter-Top display FREE with assortment or order display, and fill it with any 4 earring panels of your choice.



6 63742 10158 1

NEW

SPLASHES & SPARKLES® BASICS WITH A TWIST!

JW1480 SILVER RUSH



JW1481 SATIN TWO-TONE



JW1480
Silver Rush
30 Pc. 10 Styles 3 Each
\$120/\$4 PK 1
No Display



JW1481
Satin Two-Tone
30 Pc. 10 Styles 3 Each
\$120/\$4 PK 1
No Display

TOP SELLER RING ASSORTMENTS



R1361
120PC. RING ASSORTMENT
 \$1200/\$10
 30 Pc. R114 Kathleen (pg. 35)
 30 Pc. R115 Hannah (pg. 36)
 30 Pc. R116 Michelle (pg. 35)
 30 Pc. R117 Susan (pg. 35)
 NFR-4 4-sided display FREE
 with assortment or fill with 4 "sides"
 of your choice

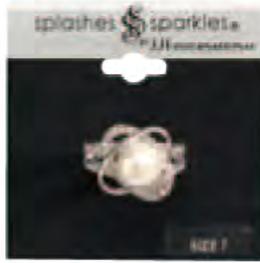


R124
60PC. RING ASSORTMENT
 \$600/\$10
 30 Pc. R122 Elle (pg. 33)
 30 Pc. R123 Chelsea (pg. 34)
 NFR-2 2-sided display FREE
 with assortment

NEW

SPLASHES & SPARKLES® RINGS

R140
MIA



R141
CASSANDRA



R140
MIA
30 piece ring assortment
5 Styles 3 Sizes: 7,8,9
2 rings each size each style
\$300/\$10 PK 1
No Display



6 63742150426 9

R141
CASSANDRA
30 piece ring assortment
5 Styles 3 Sizes: 7,8,9
2 rings each size each style
\$300/\$10 PK 1
No Display



6 63742150427 6



FREE ROTATING JEWELRY FLOOR TOWER WITH ANY 24 ASSORTMENTS!

DSFL-24

"FLOOR DISPLAY" empty display

YOU FILL WITH 24 PANELS OF YOUR CHOICE

Tower Measures 15" x 15" x 61"



OR ORDER OUR TOP SELLING PRESET EARRINGS ASSORTMENT

JW1372 663742002956

720 PC. FABULOUS "FLOOR DISPLAY" EARRING ASSORTMENT

24 panels

\$2,880/\$4.00 Assorted Earrings



JJI INTERNATIONAL - YOUR "GO TO" FOR FAST RETAIL, NICKEL FREE EARRINGS, RINGS AND OPTICAL QUALITY FASHION READERS.

splashes & sparkles.
BY JJI INTERNATIONAL

Jewels
BY JJI INTERNATIONAL

eye event.
BY JJI INTERNATIONAL

Minimum: First Order \$150.00, Reorder \$100

Terms: First Order: Visa, MasterCard, American Express. NO COD.

- Net 30 Terms with approved credit thereafter.
- Splashes & Sparkles[®], J. Jewels[™] and Eye Event[®] purchases will be billed by the parent company, JJI International, Inc.[®]

Freight: Prepaid and added to invoice, unless requested otherwise.

FOB: Rhode Island

JJI INTERNATIONAL, INC.

1 WEINGEROFF BOULEVARD, CRANSTON, RI 02910

JJIINTERNATIONAL.COM TOLL FREE: 866.732.8668 FAX:401.780.8778 INFO@JJIINTERNATIONAL.COM

JJI0000503

EXHIBIT 1

(Part 3)

KRISTINE
ACCESSORIES INC.

1-800-261-2351

www.kristine.com

A Cornucopia of Color



nickel free • never tarnish • earrings • necklaces • rings

NEW!

splashes & sparkles.
BY JJI INTERNATIONAL



Proven Sell-through with 3x Mark-up
Sell \$1200 in less than 1 sq ft
300+ Earrings to choose from
Matching Pendants & "look of real rings"
Earrings & Pendants \$3/\$4, Rings \$6.50/\$8.50
FREE Rotating Displays

Stop by to say "Hi" and pick up your
FREE pair of earrings!



Toll free: 866.732.8668

Fax: 401.780.8778

info@jjiinternational.com

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Next Generation DBA | TM 1028 | 866.748.2299 | www.NextGenerationDBA.com

JJI000505

SOUTHEAST

m.a.r.k.e.t.i.n.g



Ask the Experts
What four top retailers
(and a vendor) have to say

Robin's Picks
Recession-resistant
products that reorder

Printed on recycled paper with 50% recycled content, including 10% post consumer waste. All other printing materials are recycled. Please recycle.

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Lima Rock, AR
Permit No. 1884

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TISA WEINGROFF
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PROVIDENCE RI 02906
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**Managing
the Middle Line**
10 cost-saving tips

Visit our
Showroom:
AmericasMart
Bldg. 2 — #1305 00506

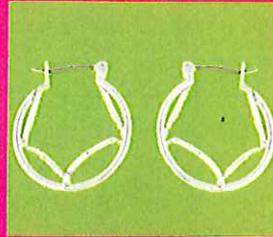
SUMMER | 09

Sell \$1200 In Under 1 Square Foot Of Space!

Nickel Free
Never Tarnish
Lead Free
Splashes & Sparkles™
JJI International

JJI International®
Splashes & Sparkles™

Nickel Free & Lead Safe Earrings
Never Tarnish & Free Displays!



Just \$3.00 To \$4.00 each! 600 Plus Styles To Choose from!

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To Order: 877-752-6604 . www.southeastmarketing.com

Party Packs

Personal Chip-n-Dip and Stemware



No more
double
dipping!



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**Robin's
Picks**

Sell-through superstars
and seasonal
selections

***10 Ways**

to Buy the Right Stuff
Retailers reveal their secrets

**Cleaning
House**

6 tips for clearing
out your store's
inventory



Visit our Showroom:
AmericasMart
Bldg. #1905

SUMMER 08

4 Sallie SALINERO PLUNKETT, joined January 1992

What turns you on? Family, smiles and laughter, the Beatles, ballet and comedy. We have a Beatles room in our house! Our oldest son's middle name is McCartney — I went to a Paul McCartney concert and right after it was over I went into labor with him. **What turns you off?** Prejudice and bigotry, negativity, selfishness, liars and polluters. **What were you in a previous life?** A worker bee, to please my queen (Robin)! **What is your favorite product carried by Southeast Marketing?** Avanti greeting cards, because they are the nicest company to work with. Everyone in the company is witty, charming and smart, just like their cards. Burt's Bees because it is very environmentally conscious, which is important to me. I love all our lines, because if they don't retail, Robin stops representing them.

5 Deb DONAHUE, joined October 1992

What is the most surprising thing about yourself that others may not know? That I met my husband at a concert — he was on tour with Huey Lewis and the News. **What turns you on?** Having time to just relax, sit on our deck and watch the sunset over the water. **What turns you off?** Negativity. We all have our tough days, but it's exhausting to be around someone who has a negative outlook on life. **What is your favorite product carried by Southeast Marketing?** Answering this question is like forgetting to thank someone in an awards speech, so I really can't say I have a favorite — other than ones that make me money! But there are several products I use or have in my house: Burt's Bees, Mark Feldstein flameless candles, Waxcessories, Mary Meyer (my daughter's favorite), Cape Shore, Relevant, Viva Beads and Thirstystone.

6 Natalie GARDNER, joined December 1992

If you could be a superhero, which would you choose? I'd be Batwoman. My talent would be to spread my wings and fly. Each day we have to prioritize and choose what we will do. Each day, I try to make my choices count. If I could fly, think how much more I could do. **What turns you on?** I cherish my family more and more each day. I consider myself upbeat, outgoing and fun, so I want the most out of each and every day. My job is awesome. It allows me the freedom to work productively and have time with my family. This is the attitude that turns me on, and I believe that you should live each day as if it were your last. **What's your favorite product carried by Southeast Marketing?** We sell so many fun and functional lines from so many sources — what more could a sales rep ask for? I have products I can sell to everyone! ▲

SOUTHEAST
m.a.r.k.e.t.i.n.g



Atlanta Gift Mart
Bldg 2, #1305
Phone 800-875-1155

Nickel / Lead Free Costume Jewelry



- Design Your Own Collection
- Mix and Match
- Free Display

Collections:

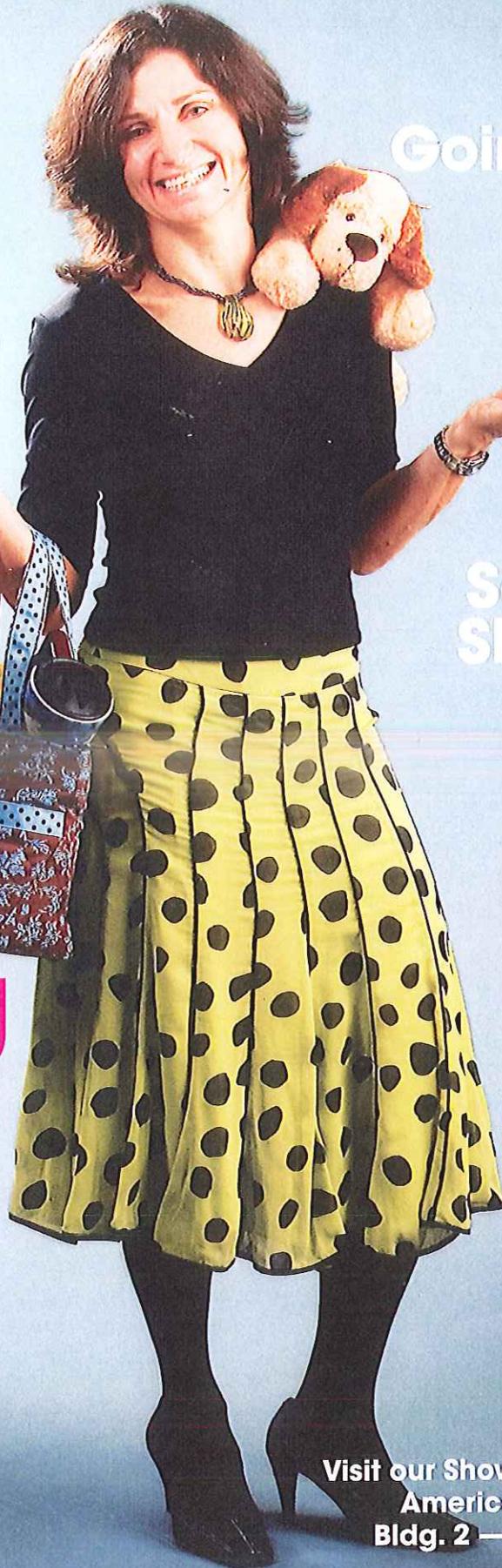
- Gold
- Silver
- Two Tone
- Antique Silver
- Victorian
- Color
- Rhinestones
- Contemporary

JJI INTERNATIONAL - 866-732-8668 - www.jjiinternational.com

JJI0000509

SOUTHEAST

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Ask the Experts

Industry veterans
answer your
retail questions

Retail Is Detail:
Going Green

Southeast Showcase

See Robin Kert's
product picks!

Balancing the Basics

Do's and don'ts —
and one double don't!

Visit our Showroom:
AmericasMart

Bldg. 2 — #11000510

WINTER | 09



DON'T stop carrying something that's selling just because someone else is carrying it. Burt's Bees is a perfect example. It can be found in many places because consumer demand justifies such broad distribution. Do you really want your customers to not find the good stuff in your store? The beauty of Burt's Bees is they hold their price for everyone and all retailers use recommended retail, which puts the independent and the chain stores on an even playing field.

DON'T

Get lazy with merchandising.

When things start to look off kilter, do something about it. Better yet, don't let your store get that way in the first place. "Don't allow your displays to get low," Brown says. "If you have best sellers, get them back in stock as soon as possible. You can never sell the last of anything — it's the law."

Hire people just like you.

Always try to hire people who complement your strengths and round out your weaknesses. "If you aren't a stock-room organizer, get someone who is," says Claire Denham, buyer at a chain of Raleigh, N.C.-based Hallmark stores. "Get a nice mix of people. People often hire the same kind of people they are, and that can be a mistake. You need strengths throughout."

Stop carrying something that's selling because someone else is carrying it.

The reality is that consumers can buy any product you have from any number of retailers. The uniqueness of a store comes from many things: the special mix of product,

Sell \$1200 In Just Under 1 Square Foot Of Space!

Nickel Free
Never Tarnish
Lead Free
Splashes & Sparkles™
JJI International



JJI International
Splashes & Sparkles

Nickel Free & Lead Safe Earrings
Never Tarnish & Free Displays!



Just \$3.00 To \$4.00 each! Over 500 Styles To Choose from!

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To Order: 877-752-6604
www.southeastmarketing.com



The Price is Right - or is it?

8 Pricing Strategies that
Work (Sometimes?!)

Page 12

Retailer Corner - page 4

4 Lessons I Learned from
Bad Experiences

Robin's Picks - pages 10-11

Top Reorder Items and
Hot Finds for Fall

Ask The Experts - page 14

Retailers Reveal their
Most Successful Promotions

Also inside

Meet the staff- page 6



Visit our
Showroom:
AmericasMart
Bldg. 2 — #1305

JJI000512

SUMMER | 10

nickel free • never tarnish • earrings • necklaces • rings

splashes & sparkles.
BY JJI INTERNATIONAL



- Proven Sell-through with 3x Mark-up
- Sell \$1200 in less than 1 sq ft
- 300+ Earrings to choose from
- Matching Pendants & "look of real rings"
- Earrings & Pendants \$3/\$4
- Rings \$6.50/\$8.50
- FREE Rotating Displays

Stop by to say "Hi" and pick up your
FREE pair of earrings!

Atlanta Showroom • 230 Spring St. NW #1305 • Atlanta, GA 30303 (404) 584-6333



JJI0000513

Gund Inc.
10% Discount
(800) 448-4863
www.gund.com

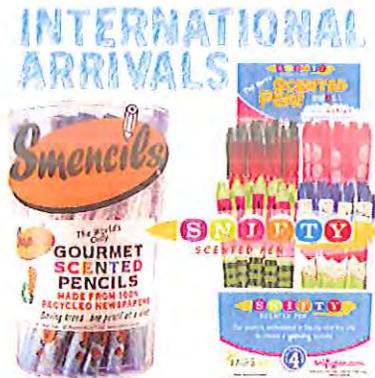
For more than 111 years, GUND plush toys have embodied the very spirit of a hug. With its diverse line of gifts for infants, kids, and adults, GUND has earned and cherishes the trust of consumers around the world.

Showroom: Bldg. 2: 1616

GUND®
since 1898

International Arrivals
10% Discount
(760) 231-7603
www.intlarrivals.com

International Arrivals brings you new and innovative products and gifts including Smencils; environmentally friendly scented pencils made from recycled newspaper and Snifty; scented pens made right here in the USA! If you are looking for something fresh, look no further, International Arrivals... a departure from the norm.



Showroom: Bldg 2:
815 Road Runners

JoAnn Marie Designs
5% Discount
(714) 996-0550
www.joanmarie.com

We are a functional tote and travel bag line with style. Most of our bags are made of microfiber and crinkle nylon. Our prints are exclusively our own. We have great price points and can do custom embroidery or silkscreen. Our minimum orders and reorders are \$100.00.



Showroom: Bldg 2: 1417 Fox Premier

Howard's Jewelry Inc.
5% Discount
(800) 777-5658
www.howardsjewelry.com

With over 56 years in the giftware industry, Howard's Jewelry continues to offer a beautiful line of high quality fashion jewelry and accessories at value driven prices. Our collections of bracelets, watches, earrings, rings, pins, necklaces, scarves, shawls, totes, and fashion glasses are available in classic or trendy styles, designs, and colors.

Showroom: Bldg 2: 1319
Gib Carson Associates



JJI International
10% Discount
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www.jjiinternational.com

Splashes and Sparkles Earrings by JJI International, Inc are 100% Hypo Allergenic, Lead Safe, and Nickel Free for Sensitive Ears. Fashionable styles with coordinating necklaces; Exciting styles of Ladies Fashion Rings. All Programs offer Free Displays, High Profit Margins, Greatest return on investment per square foot in your gift shop.

Showroom: Bldg. 2: 1305 Southeast Marketing



Kristine Accessories Inc.
10% Discount
(800) 261-2351
www.kristine.com

Please Note: Due to the slim margin and low cost, framed wallets are excluded from the extra 5% discount.

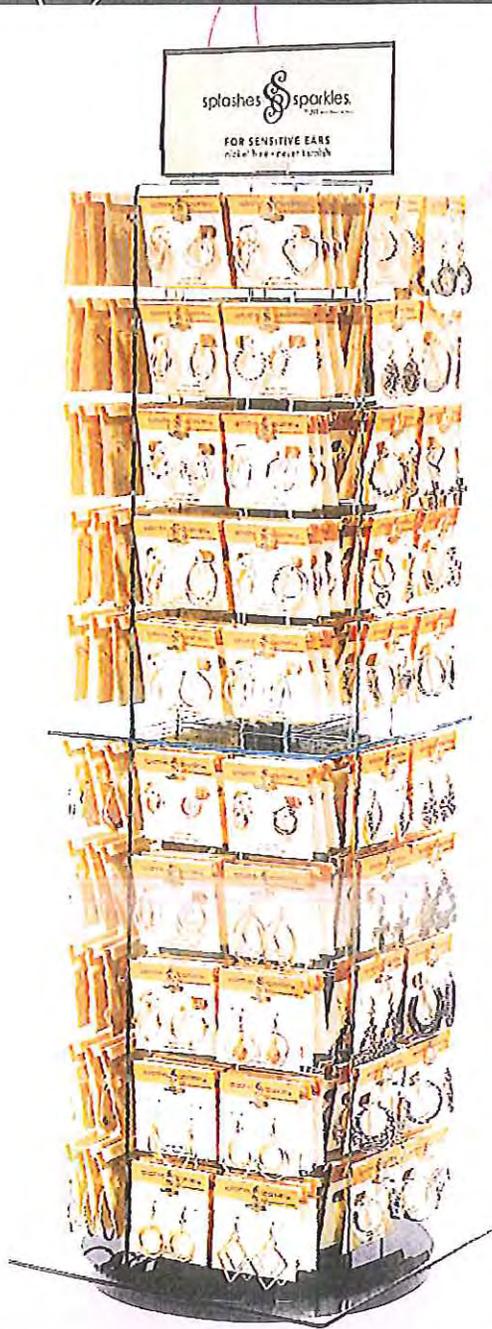
Kristine Accessories is setting the trends for spring 2010! ENCORE; five color quilted collection with matching sandals, Classic black/white PLAIDS with accenting stripes of color, colors bloom with WILDFLOWER; printed small goods to match handbags and sandals in fuchsia, lime and orange, and BOHO CHIC captures the tribal influence of handcrafted embroidery.



Showroom: Bldg 2:
1619 The Southern Link

(Part 4)

EXHIBIT 1



ONLY \$3.60 per pair!

**NICKEL FREE, NEVER TARNISH,
"BASIC JEWELRY WITH A TWIST".**

Every store needs a basic
"everyday" earring program.

JR1607 663742002819
240 Pc. "TOWER OF POWER" ASSORTMENT
8 panels (details on reverse)
\$960/\$4.00

- 30 Pc. JO101 Glam
- 30 Pc. JO102 Luxe
- 30 Pc. JW1318 Crystal Crystal
- 30 Pc. JW1347 Time for Me
- 30 Pc. JW1349 Sleek & Silver
- 30 Pc. JW1344 Flirty Filigree
- 30 Pc. JW1184 Two-tone Dangles
- 30 Pc. JW1163 Silver Hoops

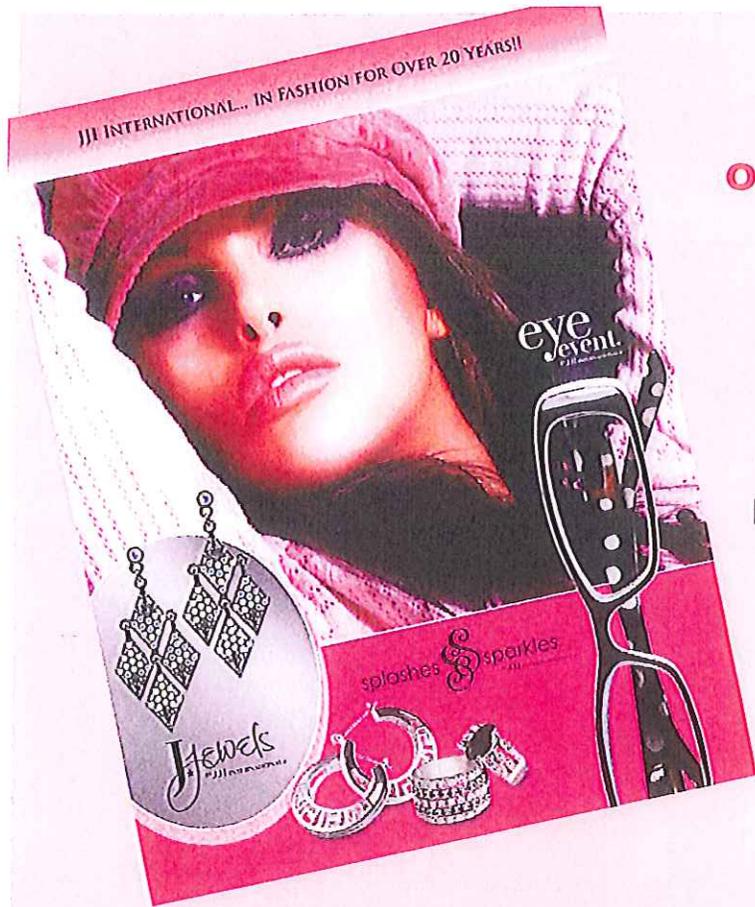
FREE 4-sided, rotating, 8-panel display
with assortment

JJI INTERNATIONAL

200 First Avenue, Cranston, RI 02910
JJIinternational.com | Info@jjiinternational.com
phone: 866.732.8668 | fax: 401.780.8778

BILL TO:		BUYER NAME	
		PHONE NUMBER	
		EMAIL	
		P.O. #	SHIP DATE
SHIP TO:		DATE	CANCEL DATE
		TERMS Net 30	F.O.B. Rhode Island
		NOTES:	

QUANTITY	UNIT	ITEM NUMBER	DESCRIPTION OF ITEM	UNIT COST	TOTAL
		JR1607	240pc. "Tower of Power" Assortment with FREE Display	\$960/\$4.00	
			PPP Discount -10%	\$960 \$864	

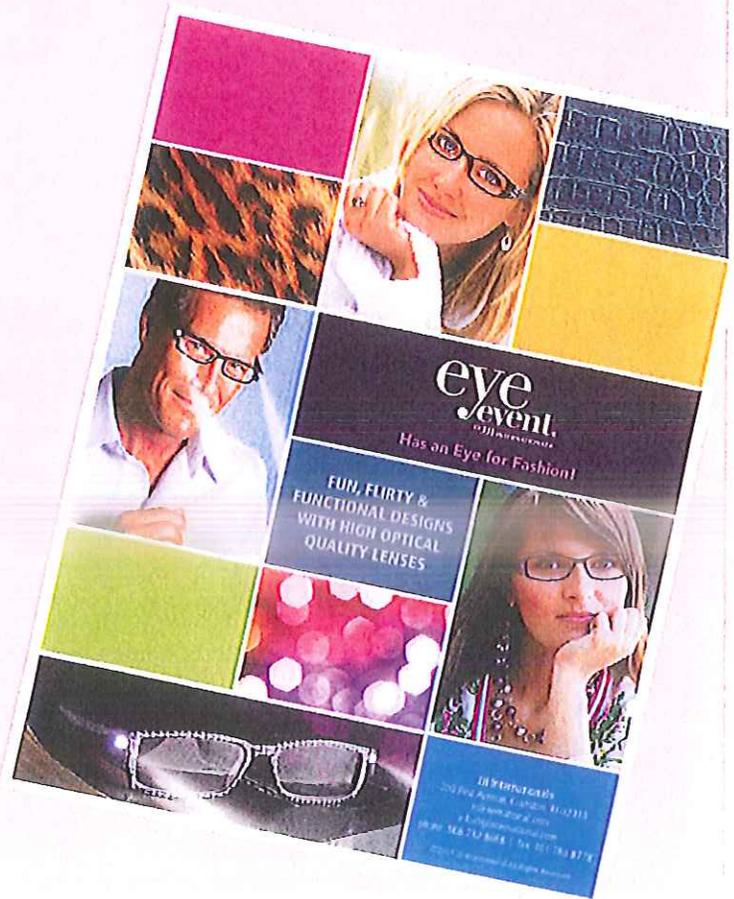


FREE FREIGHT

on any \$500 order or reorder
from our 2011 catalogs.

Visit www.JJInternational.com
for our virtual catalog
Click the Splashes & Sparkles Tab
Click the Jewelry/Readers Online Catalog

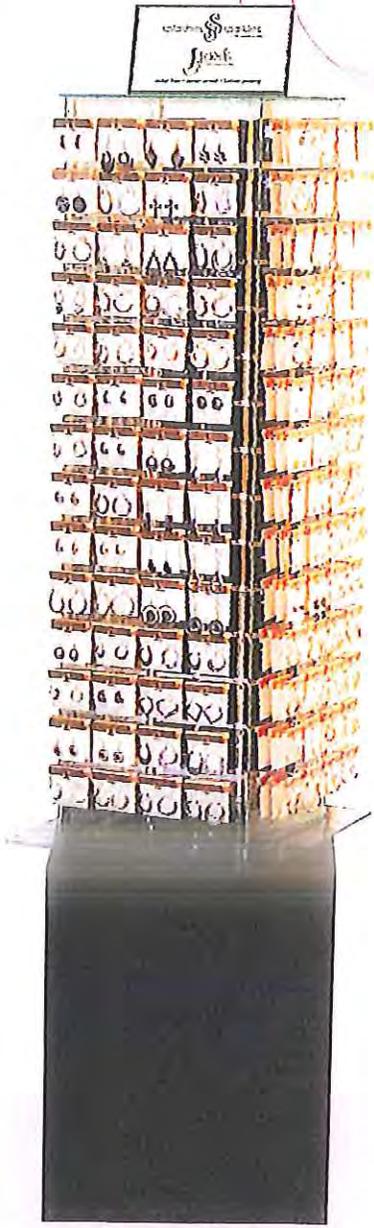
To request our 2011 catalogs
please email: Val@JJInternational.com



- Proven Sell-through with 3x Mark-up
- Sell \$1200 in less than 1 sq ft
- 800+ styles | Earrings | Rings
- Earrings \$4.00
- Rings \$6.50/\$8.50
- FREE Rotating Displays
- Exchange Privileges

BILL TO:		BUYER NAME	
		PHONE NUMBER	
		EMAIL	
		P.O. #	SHIP DATE
SHIP TO:		DATE	CANCEL DATE
		TERMS Net 30	F.O.B. Rhode Island
		NOTES: PPP311	

QUANTITY	UNIT	ITEM NUMBER	DESCRIPTION OF ITEM	UNIT COST	TOTAL
		J0104	120pc. Assortment with FREE Display	\$480/\$4.00	
			Price with PPP Discount -10%	\$432/\$3.60	



ONLY \$3.00/\$4.00 per pair!

NICKEL FREE, NEVER TARNISH JEWELRY

JW 1372 663742002956
720 Pc. FABULOUS "FLOOR DISPLAY" ASSORTMENT
24 panels (details on reverse)
\$2,760/\$3.00 + \$4.00

120 Pc. each \$3.00
JW402C, JW402A, JW403, JW402B
600 Pc. each \$4.00
JO101, JO102, JO105, JO106, JO107, JO108, JW1347,
JW1344, JW1350, JW1316, JW1317, JW444, JW1205,
JW1184, JW1346, JW1318, JW1314, JW1192, JW1349, JW1163

FREE 4-sided rotating floor display with assortment
Dimensions 16" x 16" x 68"

DSFL-24 663742002949
"FLOOR DISPLAY" empty display
fill with 24 panels of your choice

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please email: Val@JJIinternational.com

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BILL TO:		BUYER NAME			
		PHONE NUMBER			
		EMAIL			
		P.O. #	SHIP DATE		
SHIP TO:		DATE	CANCEL DATE		
		TERMS Net 30	F.O.B. Rhode Island		
		Notes:			
QUANTITY	UNIT	ITEM NUMBER	DESCRIPTION OF ITEM	UNIT COST	TOTAL
		JW1372	720 Pc. "Floor Display" Assortment with FREE Display	\$2,760/\$3.00+\$4.00	
				JJI0000527	

720 PC. "FLOOR DISPLAY" ASSORTMENT
(details on reverse)



ONLY \$4.00 per pair!

Try 4 of our fabulous looks!
J. Jewels sparkles, bright silver,
two-tone and silver antique!

The best of all worlds!

JW1380 663742003267
120 Pc. "BEST SELLING 4-SIDED COMBO"
ASSORTMENT
4 sides (details on reverse)
\$480/\$4.00

30 Pc. JW1192 Sassy Hoops
30 Pc. JW1205 Artistic Two-Tone Hoops
30 Pc. JO102 Luxe
30 Pc. JW1344 Flirty Filigree

FREE 4-sided rotating display with assortment

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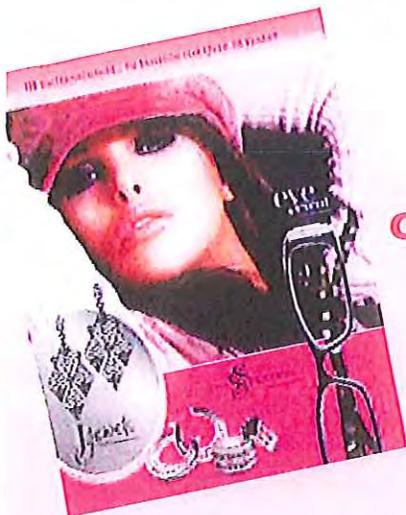


BILL TO:		BUYER NAME			
		PHONE NUMBER			
		EMAIL			
		P.O. #		SHIP DATE	
SHIP TO:		DATE		CANCEL DATE	
		TERMS Net 30		F.O.B. Rhode Island	
		NOTES:			
QUANTITY	UNIT	ITEM NUMBER	DESCRIPTION OF ITEM	UNIT COST	TOTAL
		JW1380	120pc. "Best Selling 4-Sided Combo" Assortment with FREE Display	\$480/\$4.00	
				JJI0000529	

120 PC. "BEST SELLING 4-SIDED COMBO" ASSORTMENT
(details on reverse)



- Proven Sell-through with 3x Mark-up
- Sell \$1200 in less than 1 sq ft
- 800+ styles | Earrings | Rings
- Earrings \$4.00
- Rings \$6.50/\$8.50
- FREE Rotating Displays
- Exchange Privileges



FREE FREIGHT
on any \$500 order or reorder
from our 2011 catalogs.

To request our 2011 catalogs
please email:
Val@JJIinternational.com



JJI000530



PPP Members Save 10%
That's ONLY \$3.60 per pair!

**NICKEL FREE, NEVER TARNISH,
"BASIC JEWELRY WITH A TWIST".**

Every store needs a basic
"everyday" earring program.

JR1607 663742002819

240 Pc. "TOWER OF POWER" ASSORTMENT

8 panels (details on reverse)

\$960/\$4.00 (ORIGINAL PRICE)

\$864/\$3.60 (PPP PRICE)

30 Pc. JO101 Glam

30 Pc. JO102 Luxe

30 Pc. JW1318 Crystal Crystal

30 Pc. JW1347 Time for Me

30 Pc. JW1349 Sleek & Silver

30 Pc. JW1344 Flirty Filigree

30 Pc. JW1184 Two-tone Dangles

30 Pc. JW1163 Silver Hoops

FREE 4-sided, rotating, 8-panel display
with assortment

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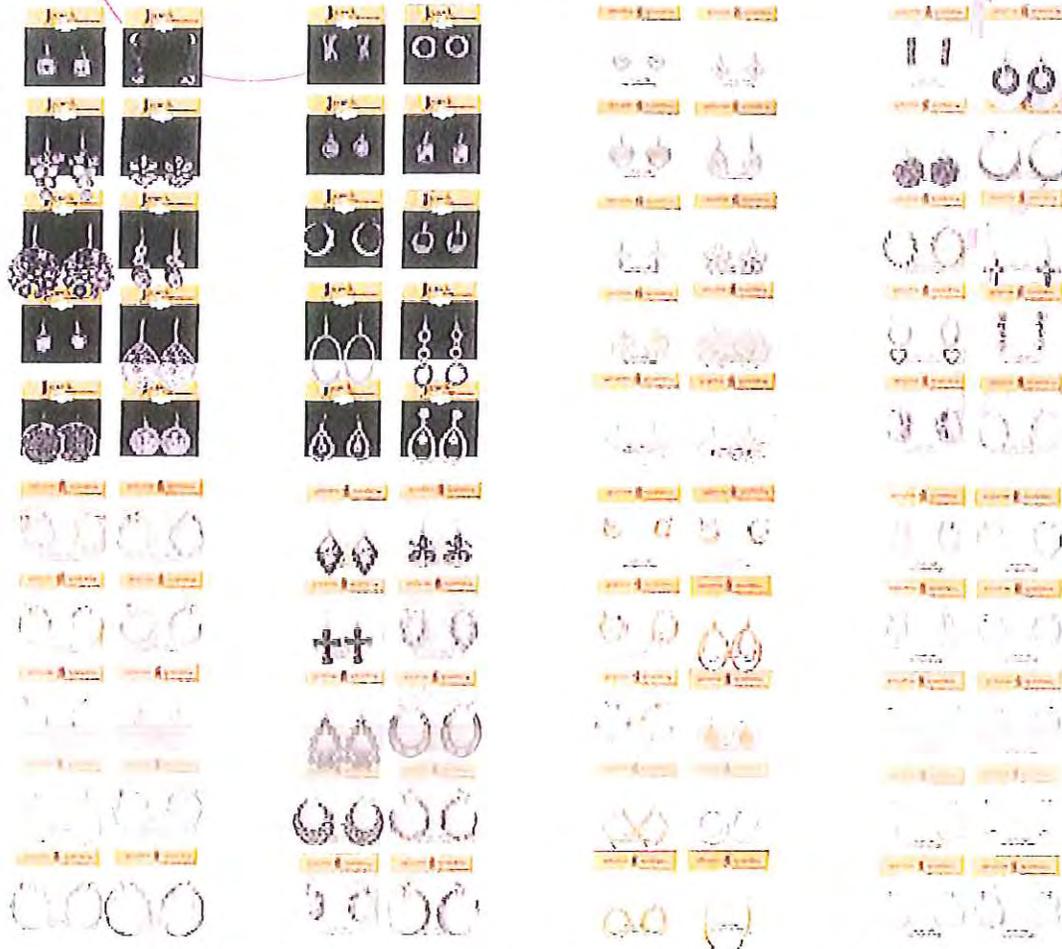
200 First Avenue, Cranston, RI 02910

JJIinternational.com | Info@jjiinternational.com

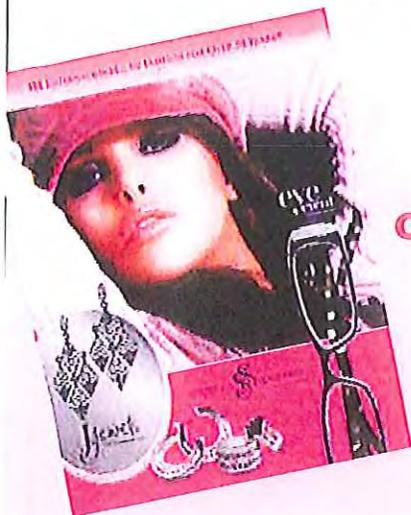
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		EMAIL	
		P.O. #	SHIP DATE
SHIP TO:		DATE	CANCEL DATE
		TERMS Net 30	F.O.B. Rhode Island
		NOTES: PPP311	
QUANTITY	UNIT	ITEM NUMBER	DESCRIPTION OF ITEM
		JR1607	240pc. "Tower of Power" Assortment with FREE Display
			Price with PPP Discount -10%
			UNIT COST
			\$960/\$4.00
			\$864/\$3.60
			TOTAL

240 PC. "TOWER OF POWER" ASSORTMENT
(details on reverse)

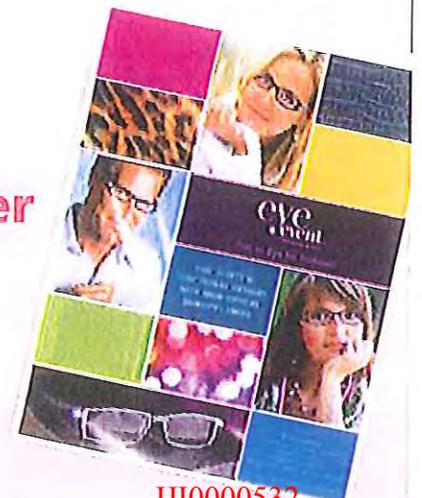


- Proven Sell-through with 3x Mark-up
- Sell \$1200 in less than 1 sq ft
- 800+ styles | Earrings | Rings
- Earrings \$4.00 before PPP 10% discount
- Rings \$6.50/\$8.50 before PPP 10% discount
- FREE Rotating Displays
- Exchange Privileges



FREE FREIGHT
on any \$500 order or reorder
from our 2011 catalogs.

To request our 2011 catalogs
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PPP Members Save 10%
That's ONLY \$2.70 per pair!



NICKEL FREE, NEVER TARNISH,
"BASIC JEWELRY WITH A TWIST".

Every store needs a basic
"everyday" earring program.



JW400 663742100997
120 Pc. "BASIC BEST SELLER" ASSORTMENT
\$360/\$3.00 (ORIGINAL PRICE)
\$324/\$2.70 (PPP PRICE)

30 Pc. Goldtone Hoops
90 Pc. Silvertone Hoops

FREE rotating 4-sided display with assortment

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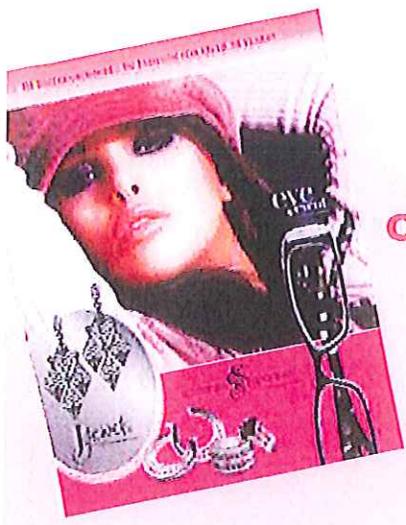
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			EMAIL		
			P.O. #		SHIP DATE
SHIP TO:			DATE		CANCEL DATE
			TERMS Net 30		F.O.B. Rhode Island
			NOTES: PPP311		
QUANTITY	UNIT	ITEM NUMBER	DESCRIPTION OF ITEM	UNIT COST	TOTAL
		JW400	120pc. "Basic Best Seller" Assortment with FREE Rotating Display	\$360/\$3.00	
			Price with PPP Discount -10%	\$324/\$2.70	

JJI0000533

120 PC. "BASIC BEST SELLER" ASSORTMENT
(details on reverse)

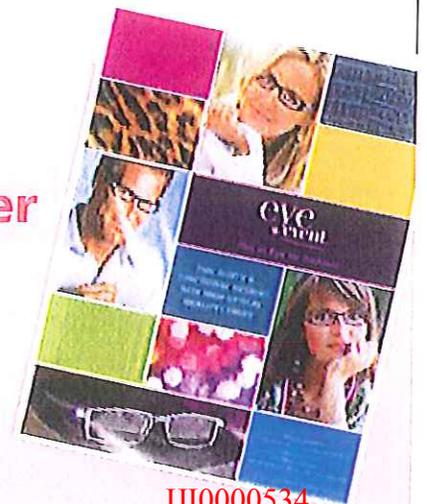


- Proven Sell-through with 3x Mark-up
- Sell \$1200 in less than 1 sq ft
- 800+ styles | Earrings | Rings
- Earrings \$3.00 before PPP 10% discount
- Rings \$6.50/\$8.50 before PPP 10% discount
- FREE Rotating Displays
- Exchange Privileges



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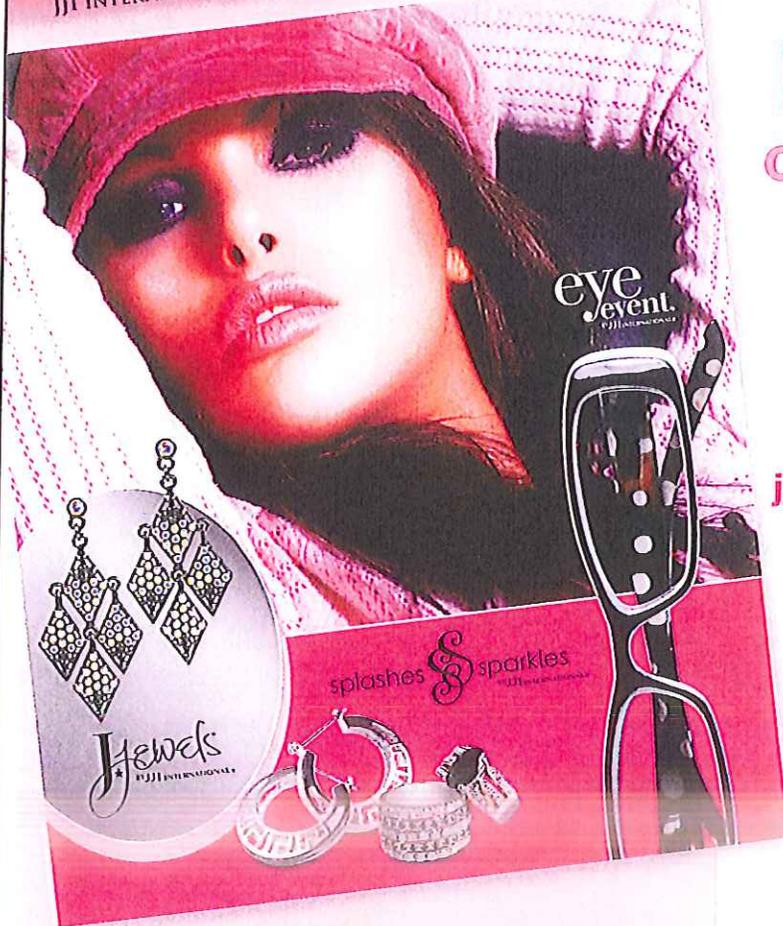


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- Proven Sell-through with 3x Mark-up
- Sell \$1200 in less than 1 sq ft
- 800+ styles | Earrings | Rings
- Earrings \$3/\$4
- Rings \$6.50/\$8.50
- FREE Rotating Displays
- Exchange Privileges

light-up readers™

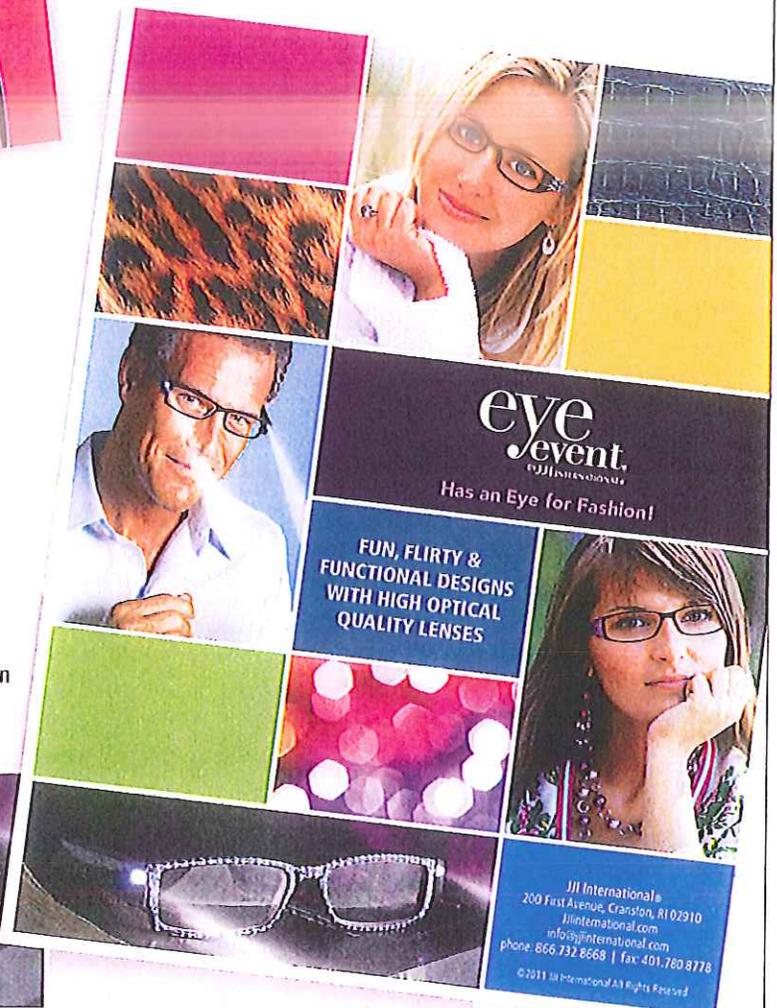
Light-up Readers™ use super-bright LED lights that let you read in the dark! Turn the LED lights off and they become stylish readers. Light-weight polycarbonate frames with optical-quality acrylic lenses. **Only \$7 per pair**



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EVERYTHING IS MORE FUN... with a little sparkle!

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Earrings dripping with
Sparkle and Shine!
Great Quality, Great Price!

JO103 \$240/\$4.00 (ORIGINAL PRICE)
"LUXE & GLAM" 60 PC. ASSORTMENT 663742002277
30 Pc. Luxe
30 Pc. Glam
FREE 2-sided display with assortment

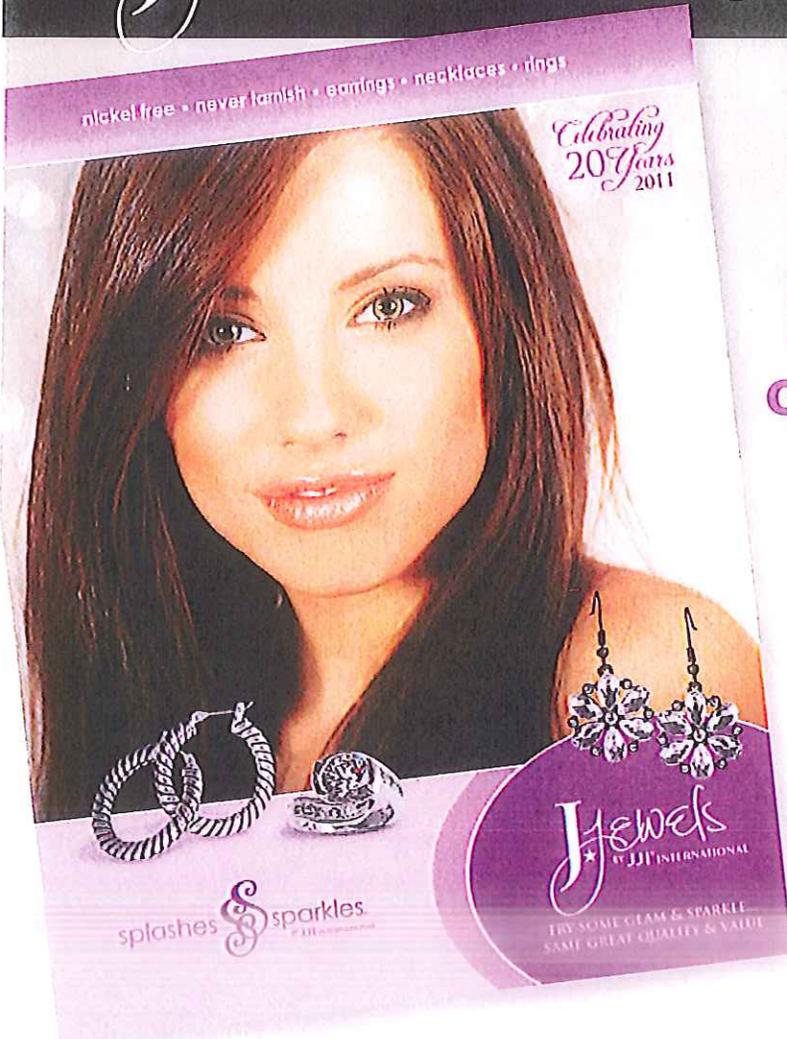


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	TERMS Net 30	F.O.B. Rhode Island
	NOTES: PPP711	

QUANTITY	UNIT	ITEM NUMBER	DESCRIPTION OF ITEM	UNIT COST	TOTAL
		JO103	60pc. "Luxe & Glam" Assortment with FREE Display	\$240/\$4.00	
			PPP -10%	\$216/\$3.60	536



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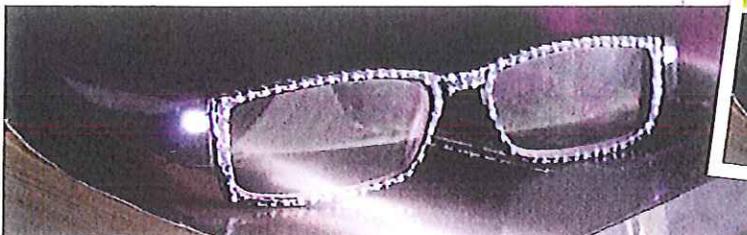
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- Proven Sell-through with 3x Mark-up
- Sell \$1200 in less than 1 sq ft
- 800+ styles | Earrings | Pendants | Rings
- Earrings & Pendants \$3/\$4
- Rings \$6.50/\$8.50
- FREE Rotating Displays
- Exchange Privileges

light-up readers™

Light-up Readers™ use super-bright LED lights that let you read in the dark! Turn the LED lights off and they become stylish readers. Light-weight polycarbonate frames with optical-quality acrylic lenses. **Only \$7 per pair**



JJI0000537

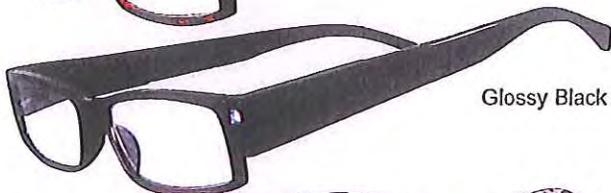
**PPP Members Save 10%
That's ONLY \$6.30 per pair!**



Color Assortment



Tortoise



Glossy Black



Black & White
Herringbone



Multi-Striped



Sage

JJI's Light-Up Readers™ use super-bright LED breakthrough technology to help you read in the dark!

**JF5074 UPC: 663742107620
25 Pc Light-up Readers™ with FREE Display**

- \$175/\$7.00 PK:1 (ORIGINAL PRICE)
- 5 Colors as Shown
- 5 Powers per color (1.25, 1.50, 1.75, 2.00, 2.50)
- Distortion Free Lenses with UV Protection!
- Clear PVC Carrying Case & Batteries included
- Lucite Counter Display: 12.6" L x 10.6" D x 11.4" H

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	TERMS Net 30	F.O.B. Rhode Island
	NOTES: PPP411	

QUANTITY	UNIT	ITEM NUMBER	DESCRIPTION OF ITEM	UNIT COST	TOTAL
		JF5074	25pc. "Light-Up Readers" Assortment with FREE Display	\$175/\$7.00	
			PPP -10%	\$157.50	538

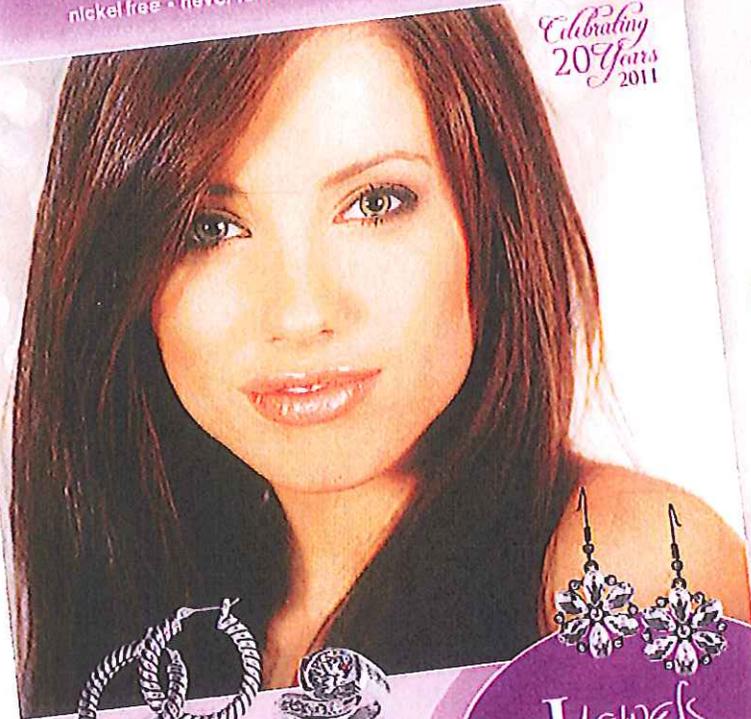
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LIFE SOME GLAM & SPARKLE
SAME GREAT QUALITY & VALUE

- Proven Sell-through with 3x Mark-up
- Sell \$1200 in less than 1 sq ft
- 800+ styles | Earrings | Pendants | Rings
- Earrings & Pendants \$3/\$4
- Rings \$6.50/\$8.50
- FREE Rotating Displays
- Exchange Privileges

light-up readers™

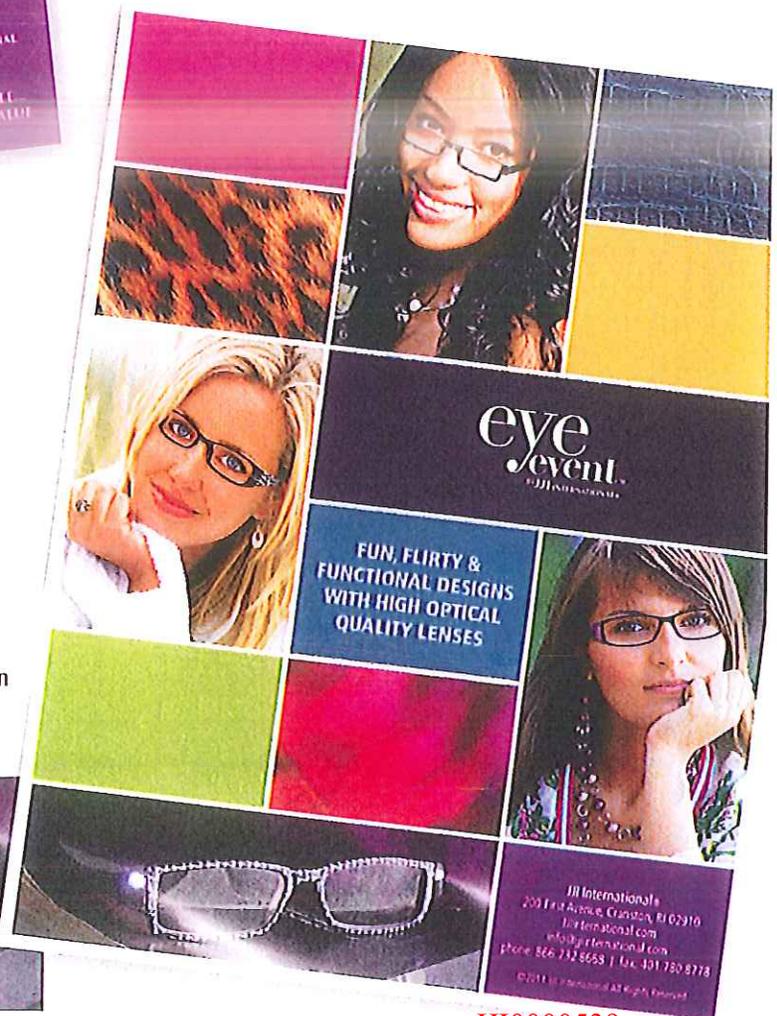
Light-up Readers™ use super-bright LED lights that let you read in the dark! Turn the LED lights off and they become stylish readers. Light-weight polycarbonate frames with optical-quality acrylic lenses. **Only \$7 per pair**



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NICKEL FREE, NEVER TARNISH, "BASIC JEWELRY WITH A TWIST".
Every store needs a basic "everyday" earring program.

PPP Members Save 10%
That's ONLY \$2.70 per pair!



JW400 \$360/\$3.00 (ORIGINAL PRICE)
120 Pc. "BASIC BEST SELLER" ASSORTMENT 663742100997
30 Pc. Goldtone Hoops
90 Pc. Silvertone Hoops
FREE 4-sided display with assortment

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	TERMS Net 30	F.O.B. Rhode Island
NOTES: PPP311		

QUANTITY	UNIT	ITEM NUMBER	DESCRIPTION OF ITEM	UNIT COST	TOTAL
		JW400	120pc. "Basic Best Seller" Assortment with FREE Display	\$360/\$3.00	
			PPP -10%	\$324/\$2.70	180000540

EXHIBIT 2

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APRIL 2013

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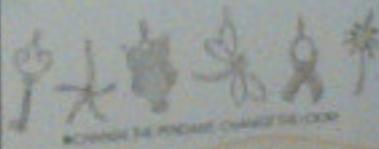
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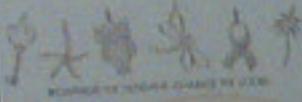
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