

Sarine Guidelines and Terms of Use for Its Website and Other Materials

All materials contained in the websites owned by Sarine Technologies Ltd (“Sarine”) are copyrighted by and belong exclusively to Sarine, and no third party may use any text, graphics or other content contained on such websites in violation of the terms of use set forth in this policy.

Certain Sarine materials are available for download and use by Sarine customers who exclusively deal in natural diamond production, manufacture, processing or distribution (i.e. not lab-grown diamonds). These materials are contained on Sarine’s websites or in designated Google Drive folders specified in its websites. These items and their content all belong to Sarine, or Sarine has permission to use them and to authorize use by its customers in accordance with this policy. Customers may copy and/or download these items in their entirety, but may not modify or alter their form or content in any way, and may not delete or alter Sarine’s identifying statements, trademarks, service marks, or other unique identifying features in their use thereof. Customer must agree to accept the terms and conditions set forth below by checking the box indicating such acceptance, and must adhere to such rules in the use of Sarine materials.

More specifically, Sarine customers who exclusively deal with natural diamonds may use Sarine’s graphic design visuals, videos, written educational materials, brochures, video cards and other items under the following terms and conditions:

- The materials can be downloaded from the special link (Google Drive) that is designated on the websites or otherwise provided by Sarine’s Marketing Communication (“Marcom”) department.
- It is prohibited to delete any copyright or trademark designation or similar notice (e.g. the Sarine logo, “®” mark, “™” mark, “©” mark, etc.) from any graphics, images, icons, or other visual renderings or presentations.
- It is strictly prohibited for anyone to use in any materials, in any form, Sarine’s corporate slogan/tagline/service mark entitled, “The Diamond Industry, Reimagined™”.
- Every Sarine item, frame or visual that is used must retain the "Powered by Sarine" tagline/service mark on the bottom right side of such item, and such mark cannot be removed for any reason when such item is used by the customer.
- It is prohibited for anyone to use Sarine’s rough and polished diamond drawings/icons without the Sarine “©” mark as illustrated below.



- In instances where customers desire to include their own logo or other identifying emblem or insignia on Sarine-produced educational and promotional materials, the customer may include such logos/emblems on such items for use in their stores, websites and social media as long as using the tagline/service mark “Powered by Sarine” is included and appears (i) at the end of full-length videos, or (ii) at the bottom right of the use of specific frames or snapshots.
- Sarine art visuals related to “Sarine Light™ Performance”, “AI” (artificial intelligence), the “4Cs” of diamond grading, and “Sarine Diamond Journey™” may be used only as a full and complete visual accompanied by the Sarine logo or “Powered by Sarine”. All such marks and designations may not be removed or altered in any way in the use by the customer.
- Sarine’s descriptions and designations of its AI-based grading system that are contained in any of its materials must not be removed, altered or modified in any way, and must be retained as-is in its specific forms when quoted or otherwise reproduced by customer.
- Customers may re-post, in their entirety, Sarine retailer guides, e-guides, webinars and another educational materials and/or print them for their in-store experience or other marketing purposes, and such materials shall retain the “Powered by Sarine” service mark on the bottom right side on the respective cover pages of such materials. If customer wishes to white label such materials and place its own name and logo thereon, customer may do so as long as the “Powered by Sarine” service mark is retained on the bottom right side on the respective cover pages of such materials.
- Customers must follow relevant regulations and best practices as recommended by the Sarine MarCom department, and customer shall instruct its employees and representatives in the specific terms of this policy and the corresponding rules related to the use of Sarine materials.