

**FILED**

OCT 07 2019

STATE OF OKLAHOMA  
DEPARTMENT OF  
CONSUMER CREDIT

**BEFORE THE ADMINISTRATOR OF CONSUMER CREDIT  
STATE OF OKLAHOMA**

STATE OF OKLAHOMA *ex rel.* )  
DEPARTMENT OF CONSUMER CREDIT,) )  
 )  
Petitioner )  
 )  
 )  
v. )  
 )  
DIAMONDS DIRECT USA OF )  
OKLAHOMA LLC D/B/A )  
DIAMONDS DIRECT, )  
 )  
Respondent )

Case No. 19-0251-DIS

**CONSENT ORDER**

Petitioner, State of Oklahoma *ex rel.* Department of Consumer Credit ("Petitioner") and Respondent, Diamonds Direct USA of Oklahoma LLC d/b/a Diamonds Direct, ("Respondent") voluntarily enter into this Consent Order as an informal disposition of this individual proceeding to avoid litigation. Respondent agrees to waive its right to a hearing under the Oklahoma Administrative Procedures Act and both parties agree as follows:

- (1) Petitioner restates and incorporates by reference the allegations made by Petitioner in the Notice of Hearing filed in this matter.
  - a. Respondent is a domestic limited liability company under the State of Oklahoma, Oklahoma Secretary of State filing number 3512493806, active filing status.
  - b. Respondent transacts business at 5521 N. Pennsylvania Ave., Oklahoma City, OK 73112.
  - c. On July 18, 2019, Jimmie Ray and Michael Thompson, Consumer Credit Investigators, called Respondent and spoke to Sarah, an employee. The investigators asked if Respondent buys diamonds. Sarah stated they did. Sarah described the process as the consumer brings the diamond into the location for an appraisal, the consumer can request cash and the check will be ready for the consumer in 48 to 72 hours at the store location.

d. On July 29, 2019, the investigators visited Respondent's business location and spoke to Nelson Lopez, the General Manager. The investigators asked if Respondent purchases precious metals and gemstones. Mr. Lopez advised Respondent purchases loose diamonds from consumers. Mr. Lopez advised the consumers could get diamonds appraised and pick up a check at the location within 48 or 72 hours. Nelson also advised Respondent has been in operation since 2015 at the current location. The investigators requested to review Respondent's purchase receipts. Mr. Lopez advised he could not allow the investigators to view any receipts per company policy. The investigators asked Mr. Lopez to provide a statement advising why he would not allow Petitioner access to the requested information, and Mr. Lopez provided one. Later in the day, the investigators received an email from Mr. Ross, attorney for Respondent. The email stated he would produce the documents requested from Respondent and would provide any material the investigators would need to investigate Respondent. Mr. Ross emailed Respondent's purchase receipts for review. The purchase receipts show Respondent does purchase diamonds from consumers for cash.

e. As of the date of the investigation, Respondent was not licensed as a precious metal and gem dealer with the State of Oklahoma. On September 27, 2019, Petitioner received a precious metal and gem dealer license application with filing fee from Respondent.

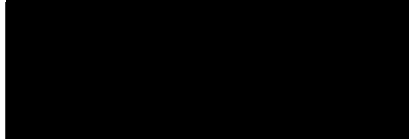
(2) Respondent does not admit to the allegations made by Petitioner in the Notice of Hearing filed in this matter and incorporated by reference in this Consent Order, except that Respondent admits the facts necessary to establish the Department's jurisdiction over Respondent and the subject matter of this action.

(3) Respondent agrees to pay a \$2,000.00 civil penalty payable to the Oklahoma Department of Consumer Credit, on or before October 25, 2019.

(4) The payment shall be made payable by check or money order to the Oklahoma Department of Consumer Credit, shall indicate the payment is for Case Number 19-0251-DIS and shall be addressed to the attention of John T. Coyne, Chief Enforcement Attorney, Department of Consumer Credit, 3613 N.W. 56<sup>th</sup> Street, Suite 240, Oklahoma City, Oklahoma 73112.

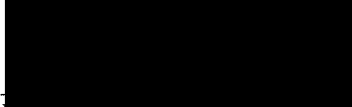
(5) A file stamped copy of this Consent Order will be returned to Respondent upon signature of the Administrator of the Department of Consumer Credit or the Deputy Administrator of the Department Consumer Credit.

(6) If Respondent fails to comply with the terms of this Consent Order, the Administrator of the Department of Consumer Credit is authorized to file an application to enforce this Consent Order in the District Court of Oklahoma County, Oklahoma in accordance with the provisions of 14 O.S. § 6-113(4).



Scott Leshner  
Administrator  
State of Oklahoma  
Department of Consumer Credit

Dated: 10/7/19



Diamonds Direct USA of Oklahoma  
d/b/a Diamonds Direct

Dated: 10-2-19

VERIFICATION OF CONSENT ORDER, CASE NUMBER 19-0251-DIS

STATE OF OKLAHOMA )  
 )  
COUNTY OF OKLAHOMA )

Signed and sworn to (or affirmed) before me on 10/2 2019  
by Kelly Lo of Diamonds Direct USA of Oklahoma d/b/a  
Diamonds Direct.

  
\_\_\_\_\_  
Diamonds Direct USA of Oklahoma  
d/b/a Diamonds Direct

(Seal, if any)

  
\_\_\_\_\_

Title (and Rank): Notary Public

My commission expires:  
5-18-24

