

LETTER OF APOLOGY FROM MOLLY’S JEWELRY

To Molly’s Jewelry customers and Native American artists and artisans:

I am issuing this letter of formal apology on behalf of Molly’s Jewelry due to the fact that I knowingly misrepresented and marketed products as authentic Native American jewelry. By doing so, Molly’s Jewelry negatively impacted the economic livelihood of Native American artists and businesses.

I recognize that my conduct harmed customers and affected Native American artists, artisans, and businesses that depend on the sale of authentic work. I understand that it also undermined confidence in the market for authentic Native American jewelry. I accept responsibility for my actions and sincerely regret the harm they caused.

In sum, please accept my formal apology on behalf of Molly’s Jewelry for misrepresenting jewelry as authentic (Native American and Navajo) and know that the consequences are not worth the unlawful gain.

Please educate yourself and others about the Indian Arts and Crafts Act (“IACA”), which is a truth-in-marketing statute that governs the sale of American Indian art and craftwork. It is illegal to offer or display for sale, or sell, any art or craft product in a manner that falsely suggests it is Indian produced, an Indian product, or the product of a particular Indian or Indian tribe or Indian arts and crafts organization, resident within the United States. More information can be found here: <https://www.doi.gov/iacb/act>.

Sincerely,

Molly Breivis

Owner, Molly’s Jewelry