



DAVID S. ATLAS, GG(GIA), CSM(NAJA)

President, D. Atlas & Co., Inc., Est. 1898, 1967-2021.
Working as an individual since 2022

Graduate Gemologist, Gemological Institute of America, 1975.

National Association of Jewelry Appraisers, Senior Member 1992 to 2014.

Certified Senior Member, NAJA 2014-present.

Accredited Senior Gemologist, Accredited Gemologists Association. Member since 1981.

Expertise:

Diamonds, diamond cut grading, colored gems, precious metals, jewelry manufacturing, stone setting, quality control analysis, antique jewelry, enameling, laser and machine engraving, gem identification, and collectibles. Appraisals at all market levels.

Former titles:

Master Gemologist Appraiser designation awarded by Accredited Gemologists Association, 1984-1986.

Accredited Senior Appraiser, Master Gemologist Appraiser®, American Society of Appraisers. 1977-1998.

Certified Gemologist, American Gem Society, 1974-1997.

Formerly:

Dealer in new and estate jewelry, diamonds and colored gems. Experienced in brokerage, consignments and manufacturing of jewelry set with gems.

Gem Laboratory:

GIA graded diamond color master stones are part of the fully equipped D. Atlas lab. GemeWizard used for colored gem references. Type I-Type II diamond discrimination equipment.

David Atlas is known as the creator of the AGA-CERT® and the AGA/NAJA Cut Class grading system, a diamond grading report and automated process that includes a diamond cut grading system developed by David Atlas beginning in 1985. This system has been adopted and incorporated into current technological advances and is widely known and used worldwide. It is a parametric selection/rejection tool.

Professional Experience:

1967 to 2021:

President of D. Atlas & Co., Inc., established in 1898 in Philadelphia by Mr. Atlas' grandfather.

Active in the jewelry business since 1967 and became firm president in 1977. Not only an appraiser but spent 40 years as an active jewelry estate buyer.

During the past 55+ years, Atlas has taken and taught nearly every course available on the subject of jewelry and gem appraising. I now spend most of my educational time teaching or reviewing laboratory certification requests of other appraisers, following my lifelong career path.

Chairman and, since 2024, Chairman Emeritus, NAJA Ethical Issues Committee.
1992 to present

Associate Director NAJA, 1992 to present.

7-hour USPAP Refresher Course provided by The Appraisal Foundation, in Columbus, Ohio, August 2017.

Partnered with long-time gemologist/employee Pamela Kudysch in AGA of Doylestown, LLC. Established July 2001. This firm became solely owned by Ms. Kudysch 2 years later.

Consultant and Appraiser. Philadelphia District Attorney's Office during the Ron Perlstein prosecution in the misrepresentation of diamonds. 1985-1987.



Internal Revenue Service Appraiser. Worked two separate appraisals of donated gems: large topaz located in the Smithsonian Institution, Washington, D.C.; large selection of kunzite crystals located in the American Natural History Museum, New York City, 1986.

Consultant and Appraiser. FBI, Philadelphia District Attorney's Offices, and US Customs. Worked in all matters of seized jewelry property confiscation. Making auction estimates. 1989-2004.

Consultant. Philadelphia Redevelopment Authority in the condemnation of a local business property that included jewelry stores and their inventories. 1990-1993.

Consultant and Instructor. American Society of Appraisers, Master Gemologist Appraiser Program. Developed instructional materials and coordinated testing of candidate members. 1988-1992.
Consultant and Instructor. National Association of Jewelry Appraisers, General Appraisal Course. Developed instructional materials and instructed classes. 1993 to present.

Past-Instructor, The Uniform Standards of Professional Appraisal Practice. A Pennsylvania State Certified Course of 15 hours. Mandatory for real estate appraisers and for all NAJA Members.

From 1993 to 1995, I was a consultant to the Federal Trade Commission regarding colored gem scams through telephone solicitation.

Consultant to the Gemological Institute of America in developing their appraisal course 1995/96.

Consultant to ImaGem, Inc. 1997 to 2015. A digital diamond analysis technology and data management firm.

Active in Pricescope.com as a consumer and trade adviser. 2000 to the present.

Activities:

Only the highlights:

Associate Director, Ethics Committee Chairman, now Chairman Emeritus of the Ethics Committee, and Current Instructor, National Association of Jewelry Appraisers, 1992 - Present.

International Chairman, Gem and Jewelry Committee, American Society of Appraisers, 1991 - 1992.

Advisor and Member, International Board of Examiners, American Society of Appraisers, 1986 - 1987; 1989 - 1992.

Instructor, American Society of Appraisers, Master Gemologist Appraiser Course, 1987-1992.

President, Philadelphia Chapter, American Society of Appraisers, 1988 through 1992

General Overview:

Appeared as an expert panelist several times on radio and television. WWDB radio, KYW TV, WHY TV (PBS).

Used as a source for information and mentioned as an expert in National Jeweler Magazine, Jewelers Circular Keystone Magazine on several occasions. Used as a named source in an April, 1987 issue of U.S. News and World Report, and mentioned as "the acknowledged dean of jewelry appraisers in this area" (Delaware Valley) in an article titled Are Diamonds Forever? published in Inside Magazine, Winter, 1987 issue.

In the Winter, 1988 edition of the Personal Property Journal published by the American Society of Appraisers, an article titled Old Cut Diamonds: Description, Valuation, Estimation, Availability. Also acknowledged as a contributor to Anna Miller's book titled Gems and Jewelry Appraising, Techniques of Professional Practice. 1988.



1990: Creator of the AGA-CERT®, the successor to the Diamond Report Card. This unique diamond grading report gives the trade and the consumer ALL the facts in regard to a diamond's quality and description.

Served as an expert through TASA, Technical Advisory Service for Attorneys for past and ongoing matters. Hired as expert counsel for INOA, a French governmental agency which successfully sought to prevent the trademarking of the French words Champagne and Cognac which are in common usage here and abroad, by Argyle Mines of Australia for their brown color series of diamond production.

Writer of an article titled A Practical Approach to the Four GIA Cut Class Grades. Publication in the "Jewelry Appraiser" June 1993 issue. Primary publication of the National Association of Jewelry Appraisers. Mr. Atlas is the first to publish a practical system on the cut grading of fancy shaped diamonds that meshes with the cut grading of round diamonds. A single cut grade can be established which permits the trade and especially the consumer to know how well their diamond is cut compared to other stones in the market.

Recognized in Modern Jeweler Magazine, Sept. 97 issue as the innovator of diamond cut grading reports beginning as early as 1985.

1983 Atlas developed a price matrix of Old European Cut diamonds that was published by two nationally known and recognized publications. THE GUIDE, and THE NAJA APPRAISER. A specialty of the firm was the buying and selling of antique diamonds, 1983 to 2005.

Also in the same June 1998 issue of Rapaport the AGA Cut Parameter charts for fancy shaped diamonds were published at the end of an article that quoted all the other major diamond labs as not being ready yet to describe the quality of cut in fancy shaped diamonds. Rapaport said "Atlas does it in writing". We have been doing this work for over ten years already while the bigger labs get their act together.

Quoted as the originator of the SI3 grade for diamonds in an article found in JCK Magazine, June 2000 issue. Page 226. The original intent of suggesting an additional clarity grade was to solidify the subjective nature of clarity grading, not to further muddy the waters. SI3 in its present use is not what was being suggested.

"Seeking the Ideal in Fancy Cuts" an article published in the Rapaport Diamond Report Magazine of 4/6/2001

Published February 2008, Rapaport Magazine of the AGA-DFS system for diamond Durability, Finish and Size grading developed by David Atlas with the technical assistance of Dr. Lalit Aggarwal, ImaGem, Inc.

Several other articles and many thousands of comments by Mr. Atlas on the subject of diamonds or appraising are found on the Internet at www.pricescopes.com, www.datlas.com