



MLM News MACHINE-What's HOT Today?

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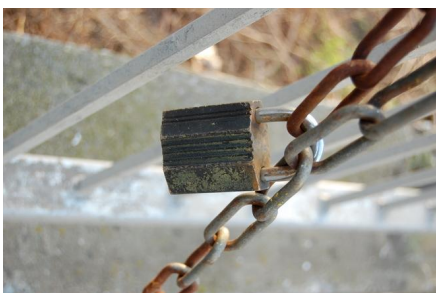
Current MLM Law, News & Videos

MLMLegal.com

MLM Startup Conference
Las Vegas, Nevada
May 20, 2016

Featured Article this Issue

MLM Startup Capital: The Business Plan



Believe, it or not, most of the giants of direct sales started with the dream of one individual. And usually, that individual had little or no money. You can just picture

This Month's Top Network Marketing/MLM Headlines

- [Do Incentives Increase Sales? How Worthwhile Are Consultant Incentives?](#)
- [4Life Colombia Opens Sixth Office](#)
- [Starting and Running the MLM – A Deep Focus Conference – Las Vegas, Nevada – May 20, 2016](#)
- [USANA Once Again Named A Top](#)

yesteryear's MLM moguls mixing laundry detergent in their bathtub or a future cosmetics tycoon selling bibles door-to-door with free giveaways of perfume. And some were the lucky ones who could build a network marketing empire without the financial assistance of others.

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Trending Video this Issue

How Many People Would I Need in My Organization to Make Over \$10,000?



How will the stock market rise tomorrow? Who will win the Kentucky Derby? If one knew the answers these questions, he or she would be rich. To learn more watch the video with expert network marketing Attorney, Jeff Babener.

[Watch now](#)

**Vemma vs. FTC -
Guidance for the Direct
Selling Industry -
Welcometo the Future**

Revenue-Generating Company

- [Nerium International Ranks No. 38 on Seventh Annual DSN Global 100](#)
- [Is Tupperware Brands \(TUP\) a Great Dividend Stock For 2016?](#)
- [DSN Announces the 2016 Global 100!](#)
- [Melaleuca Enters Era of Rapid Growth With Record Revenues](#)
- [Mannatech Reveals New Company Brand Designed to Transform Lives](#)
- ["Tupperware has no customers, has fans"](#)
- [Natural Health Trends to Report First Quarter 2016 Financial Results on April 27th and Announces Preliminary Revenue Estimate](#)
- [SEC files crime raps vs firm in pyramiding scam](#)
- [LifeVantage Announces Refinancing of Term Loan](#)
- [Network Marketing: The Legal Implications](#)



Q: In FTC vs. Vemma pyramid allegation who will prevail?

A. With the BurnLounge court having set the legal standard (what is the primary motivation of distributor purchases..... product sales to ultimate users or rewards for recruitment?), the result will be fact driven. ***The party who "owns the facts" will prevail.***

Direct selling companies and their distributors should tune in to two magic words in your future:

1. Facts: Do the facts support a program driven by product sales to ultimate users or one driven by rewards for recruitment?

[Read more](#)

Did you know?

MLMLegal.com offers:

- [Industry Stock Watch](#)
- [Directory of over 700 MLM company profiles](#)
- [Vendor Directory](#)

- **Multi-Level Marketing: A Heart-Centered Approach**
- **Selling beautiful clothes, à la private party**
- **Q&A: Local entrepreneur does business with giving back in mind**
- **Direct Selling Industry Welcomes FSSAI Directive to Restrict Enforcement Activities**

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Free MLM Startup Manual



MLM Startup Conference - May 20, 2016

MLM STARTUP CONFERENCE



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Jeffrey Babener, Editor, MLM News Global



Jeffrey A. Babener, of Portland, Oregon, www.mlmllegal.com, is the principal attorney in the law firm of Babener & Associates. He represents leading U.S. and foreign companies in the direct selling industry. He has been a key advisor to such companies as Avon, Herbalife, Discovery Toys, Nikken, Shaklee NuSkin, Excel, Usana, Fuller Brush, Cell Tech, Enagic, Sunrider, Melaleuca, Nerium International, etc. He is a frequent lecturer and has been interviewed on the industry, and published, in such publications as Money, Inc., Atlantic Monthly, Success, Entrepreneur, Kiplinger's Personal Finance, Home Office Computing, Business Start-Ups, Direct Selling News Magazine, and Money Maker's Monthly. He is editor of the industry publication, Direct Sales Legaline. Mr. Babener is also the author of the books; Tax Guide for MLM/Direct Selling Distributors, Network Marketer's Guide to Success, The MLM Corporate Handbook, Network Marketing: Window of Opportunity, and Network Marketing: What You Should Know (used as the college curriculum textbook at Utah Valley State course on network marketing). He is editor of one of most frequented network marketing educational websites, www.mlmllegal.com. He has served as Chair of more than 70 national conferences on starting and running the



direct selling company. He serves on the Lawyers Council and Government Relations Committees of the Direct Selling Association (DSA), and he has served as General Counsel and on the board of the MLMIA (Multilevel Marketing International Association). He has lectured at major industry trade meetings and at such educational institutions as the Univ. of Illinois, University of Texas, University of Houston, etc. He is a graduate of the University of Southern California Law School where he served as an editor of the USC Law Review, followed by the appointment as a law clerk to Hon. David Williams, U.S. District Court for the Central District of California.

A number of Babener & Associates client companies have been success stories over the last several decades, including several billion dollar and NYSE companies such as Avon, Herbalife, NuSkin, Usana.

Mr. Babener has served as lead trial counsel for multiple cases on direct selling throughout the U.S. Further background material on direct selling will be found at the website, www.mlmllegal.com.

Key MLM Resources

MLMLegal.com - The Best MLM Resource on the Web



www.sheffieldnet.com - The best from compensation plans to total MLM startup.



Multisoft / MarketPowerPro - www.multisoft.com - Affordable MLM Software, eCommerce, replicated sites & more.



www.trinitysoft.net - Trinity Software offers Firestorm®, its flagship Direct Selling Software Platform.



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