



# MLM News Global

An E-Newsletter of Contemporary News, Business and Legal from a Trusted Source

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## ~MLM News MACHINE~ What's HOT In Today's News?

The World of MLM News and Information Delivered to You,  
from a Trusted Source, [MLMLegal.com](http://MLMLegal.com).

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July 19, 2016

Issue: 23



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Featured  
Articles  
this Issue

This Week's Top  
Network Marketing /  
MLM Headlines

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FTC Proposed  
Business  
Opportunity Rule  
- Actual Text

- Herbalife settles pyramid scheme case with regulator, inblow to Pershing's Ackman
- Stronger Than Ever - Statement from Herbalife CEO Michael O.Johnson



In April 2006, the FTC released a sweeping proposed change in its FTC Business Opportunity Rule. The proposal was immediately and strongly criticized by representatives of and experts in the MLM, Direct Sales, Direct Selling, Network Marketing and Party Plan industry. The process to a completed Rule is expected to last 18 months to 3 years. Below is listed the actual text of the FTC Public Statement on the FTC Proposed Business Opportunity Rule, which explains the FTC rationale and position on its proposal.

Keep up-to-date on the changes in the direct selling industry at [mlmlegal.com](http://mlmlegal.com).

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## Trending Video this Issue

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### What is the Relationship between MLM and the FTC?



MLM Attorney Jeffrey Babener interviews a successful direct sales company CEO to better understand why some

- [Herbalife \(HLF\) in Focus: Stock Gains 9.9% in Session](#)
- [Statement of DSA President Joseph N. Mariano on Herbalife's Settlement Agreement with the Federal Trade Commission](#)
- [Stock in Positive Territory for the Quarter: USANA HealthSciences Inc. \(NYSE:USNA\)](#)
- [Mary Kay Breaks Ground Soon on New R&D Site](#)
- [Who Should You Consult Before Joining a MLM Company?](#)
- [Herbalife finally settles with the FTC \(Video\)](#)
- ['Life of the Party': The forgotten woman behind the Tupperware Party craze](#)
- [Why Herbalife and Wells Fargo Made Big Moves](#)
- [Herbalife Scores Huge Victory In Its Bill Ackman Battle With FTC Settlement](#)

executives choose MLM as their business model over a traditional business model.

Visit [www.mlmllegal.com](http://www.mlmllegal.com) for more information about the MLM industry.

Watch now

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## The Future of Social Media and Direct Selling



Every company that is serious about direct selling has tried to figure out the best way for consultants to use social media, such as Facebook and Twitter. Companies are trying to develop rules protocol for their consultants on the web. Many network marketing companies decided long ago that it was not in their interest – not compatible with direct selling – to have their distributors offering products at shopping sites such as Ebay and Amazon...

Read more

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## Did you know?

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MLMLLegal.com offers:

- Industry Stock Watch
- Directory of over 700 MLM company

- Searches in Russian offices of Amway may be related to alleged tax evasion - agency
- Final Longaberger workers empty iconic basket building
- Modere Announces Expansion into Italy
- Usana Health Sciences Inc (USNA) Files Form 4 InsiderSelling : Global Ltd Gull Sells 10,000 Shares
- How Brownie Wise got the Tupperware party started
- Tupperware donates \$200,000 for new Brownie Wise Park
- Working from Home: Making the Most of It
- LifeVantage Launches New Business-Building App
- Entrepreneurship for a New Europe
- Mannatech's New Business Ethics Department Partners with Associates to Set

- [profiles](#)
- [Vendor Directory](#)
- [All 50 State Statutes](#)
- [Federal and State Regulations](#)
- [Free MLM Startup Manual](#)
- [The MLM Startup Conference](#)
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## Standard for Industry Compliance

- [Mary Kay to break ground on US\\$100 million plant inSeptember](#)
- [The Next Black Bill Gates In The Making? Tyra Banks IsBecoming A Beauty Mogul](#)
- [Customer Acquisition With Stella & Dot CEO JessicaHerrin](#)
- [Shares of Accenture plc. \(ACN\) Drops by -0.02%](#)
- [Talk Fusion Launches Redesigned Website and All-  
NewTalkFusionInstantPay.com](#)
- [Why it still pays for Eureka Forbes to knock on doorsdespite extending sales online](#)
- [Tustin-based Vivi Jewelry, formerly known as Cookie Lee,files for bankruptcy](#)

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# Free MLM Startup Manual



MLM Startup Conference –  
October 27 & 28, 2016

## MLM STARTUP CONFERENCE



### Jeffrey Babener, Editor, MLM News Global

**Jeffrey A. Babener**, of Portland, Oregon, [www.mllegal.com](http://www.mllegal.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 Legal line. 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.mllegal.com](http://www.mllegal.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.mllegal.com](http://www.mllegal.com).

## Key MLM Resources

[MLMLegal.com](http://MLMLegal.com) - The Best MLM Resource on the Web



[www.sheffieldnet.com](http://www.sheffieldnet.com) - The best from compensation plans to total MLM startup.



Multisoft / MarketPowerPro - [www.multisoft.com](http://www.multisoft.com) - Affordable MLM Software, eCommerce, replicated sites & more.



[www.trinitysoft.net](http://www.trinitysoft.net) - Trinity Software offers Firestorm®, its flagship Direct Selling Software Platform.



[www.mlmattoorney.com](http://www.mlmattoorney.com) - The sister site to MLMLegal.com.



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