



MLM News MACHINE–What's HOT Today?

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Current MLM Law, News & Videos

MLMLegal.com

MLM Startup Conference
Las Vegas, Nevada
October 27 & 28, 2016

Featured Article this Issue

This Week's Top Network Marketing / MLM Headlines

What Are Some Network Marketing Myths?



We have all heard the following claims in the zeal of promotion and recruitment.

- [Infographic:U.S. Health Claim Regulations](#)
- [Naturainvests in new sales channels to rekindle growth](#)
- [Ackman'sPershing Square Just Posted Another Big Loss](#)
- [NewAvon LLC Appoints Jack Stahl Chairman of the Board of Managers](#)

1. Multi-level marketing (MLM) classes are taught at Harvard Business School.
2. Network marketing has produced more millionaires than any other type of business.
3. MLM will dominate the economy in the 21st century.

Unfortunately, these statements are “urban” MLM myths that are over the top and damage the credibility of distributors and companies, as they promote the truly positive opportunities of direct selling.

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Trending Video this Issue

What Are Some Network Marketing Myths?



Unfortunately, there are many urban MLM myths that are over the top and damage the credibility of consultants and companies as they promote the truly-positive network marketing opportunities. To learn more watch the video with expert network marketing Attorney, Jeff Babener. Visit www.mllegal.com for more information about the MLM industry.

[Watch now](#)

- [How Two Dermatologists Built A Billion Dollar Brand In Their Spare Time](#)
- [Mannatech: Leading the Revolution to End BMI as a Measure of Health](#)
- [YoungLiving Expands Global Sales Leadership Team](#)
- [Morinda Named a Four-Time Winner in 22nd Annual Communicator Awards](#)
- [Andres Ruff is the new CEO of Direct Selling Europe](#)
- [Cosmetics Market in Brazil to Grow at a CAGR of 11% During 2015-2019](#)
- [Sephora CEO tells Canadian retailers: digital is the way forward](#)
- [CEO Mary Kay: How to be happy? Change the angle of view](#)
- [Here's how to make money from the gig economy](#)
- [Hard Facts about a Growing Industry – Updated 2016 for 2014](#)
- [SmartOffice™ Signs with Avon Canada Inc.™ to Deliver Their Mobile Strategy](#)
- [Likethis lipstick? Sell it to your friends](#)
- [Most Small Businesses Are Discovered Online First](#)
- [Amway sells luxury cosmetics brand to Japanese company](#)

Are there MLM company programs that help personal and professional growth within the company?



The question of "rights in the downline" is one which is clearly headed for the courts within the next few years. Many MLM companies take the position that they are the sole owners of "downlines." Many key distributors market their "downline structures" from one MLM company to another as if downline structure was a piece of property which could be marketed at will. When the "process" of multilevel, as a form of marketing is closely examined, the better argument is probably that neither of these positions is correct.

Multilevel marketing is a form of one-on-one direct selling by which companies contract with independent distributors to market products and compensate those distributors through sales commissions on sale of product produced by their sales organization, as well as offering distributors the opportunity to profit through the differential between wholesale and retail price. A downline is, in reality, a sales organization made up of independent distributors...

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- [What Franchise Buyers Need To Know About "Business Opportunities"](#)
- [Why Avon Products Inc \(NYSE:AVP\) is an Excellent Choice?](#)
- [Amway parent sells \\$175M cosmetics subsidiary](#)
- [NuSkin Enterprises Inc \(NYSE:NUS\): Can It Move Higher?](#)
- [Analyst Revises Accenture plc. \(NYSE:ACN\) Stock Target](#)
- [Amway sells luxury cosmetics brand to Japanese company](#)
- [Quotes Of The Week: From Pele, Mary Kay Ash And Others](#)
- [Most Requested Video of the Month – How Many Levels Deep is it Legal to Go?](#)

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Jeffrey Babener, Editor, MLM News Global

Jeffrey A. Babener, of Portland, Oregon, 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. 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.

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.



www.mlmatorney.com - The sister site to MLMLegal.com.



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