



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

This Month's Top Network Marketing / MLM Headlines

Is This A Pyramid or a Legitimate MLM?



The Inevitable Question

OK, you have either been recruited for a network marketing opportunity or you

- [Most Requested Video: U.S. and International Trend in Recognizing the Validity of Personal Use by Distributors in Pyramid Cases?](#)
- [Atale of two hedge fund bets: Ackman takes hit, Einhorn wins big](#)
- [Younique Announces Brand Expansion Into Spain](#)

are the one doing the recruiting. Inevitably, this question will come up: Is this a pyramid scheme or a legitimate business opportunity?

A Checklist:

1. Product and Price
2. No Investment Required
3. Purchase and Inventory Requirements
4. Sales Commissions Sources
5. Buy-Back Policy
6. Retail Sales
7. Active Role for Distributors
8. Earnings Misrepresentations
9. Good Training

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Trending Video this Issue

What Does a MLM Company Have to Do in Order to Join the DSA?



The DSA (Direct Selling

- [Avonloss widens on dollar and restructuring costs](#)
- [TheEVP of Tupperware \(NYSE: TUP\) is Selling Shares](#)
- [MostRequested Video of the Month – Difference Between Sponsoring and Recruiting](#)
- [Stella& Dot CEO on creating "flexible" business for women](#)
- [Medifast,Inc. Announces First Quarter 2016 Financial Results](#)
- [AustralianConsumer Law Review - An opportunity for direct selling companies to have theirsay on the "unsolicited consumer agreement" provisions](#)
- [Directsales of cosmetics rose by 2.2% in Spain](#)
- [AnExtraordinary Life: Manhattan woman sold Avon until she was 93](#)
- [Herbalifesays it's in advanced talks with FTC, shares soar](#)
- [Yesterday'sAvon lady is today's #momtrepreneur - how good are the paydays?](#)

Association) is a national trade association for the direct selling Industry. It has been around for about 100 years and is quite involved in setting standards for direct selling as well representing the industry to federal and state legislatures and regulatory agencies. Learn what you need to join by watching this video by expert MLM Attorney, Jeff Babener.

Watch now

MLM Law: Protecting Your Copyright



We See It Everywhere.

In the marketing field, we see the term "copyright" everywhere, but few marketers and few consumers really know what it's all about. Everyone seems to know that the term denotes a special property right, but exactly what?

Some people confuse copyright with trademark or patent rights, which are entirely different. Patent rights protect inventions and trademarks protect the mark or logo that is associated with a product or service.

- [JensenRejoins Agel Enterprises](#)
- [LifeVantageAnnounces Third Quarter Fiscal Year 2016 Results](#)
- [Directselling market to touch Rs 64,500 crore by 2025: Report](#)
- [AmwayChina books New Zealand's 'largest ever incentive trip'](#)
- [QNet:"It is a chain where a person is fooled and then he is trained to fool othersto earn money" says Bombay HC order](#)
- [USANAHealth Sciences Reports First Quarter Financial Results](#)
- [MaryKay Visits Albany, New York to Lobby for Domestic Violence PreventionLegislation](#)
- [MONATGlobal Wins GOLD Stevie Award as Startup of the Year in 2016 American BusinessAwards](#)
- [AmorePacific Posts Record Earnings on Brisk Chinese Sales](#)
- [LagunaBlends Inc. Announces Mr. Ray Grimm Jr. as New President](#)

Copyright on the other hand is associated with "original works of authorship." This may take its form in countless methods of expression, for example, books, magazines, motion pictures, musical works, computer programs, CD-ROMS, photographs, drawings and paintings, greeting cards, jewelry, toys, fabrics, video games, ad infinitum.

So What Is A Copyright?

[Read more](#)

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MLMLegal.com offers:

- [Industry Stock Watch](#)
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- [Federal and State Regulations](#)
- [Free MLM Startup Manual](#)
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- [QNet:Secret SFIO report says MLM, Ponzi schemes 'a threat to national security'](#)

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Free MLM Startup Manual



MLM Startup Conference - May 20, 2016

MLM STARTUP CONFERENCE





Jeffrey Babener, Editor, MLM News Global

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