



MLM News Global

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

MLM News MACHINE-What's HOT Today?

The World of MLM News and Information Delivered to You, from a Trusted Source.

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Issue: 19

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

FDA Health Claims: The Final Rules

[May 2016 Conference was a Success and Statistics](#)



[Amway's John Parker talks about the 'gig economy' – Video](#)

[4Life Enjoys Highest Sales Volume Month](#)

Good News For Networkers

[AmwayKorea reports exponential growth over past 25 years](#)

At the turn of the millennium, six years after passage of the

historic Dietary Supplement Act of 1994, the FDA issued its final rules. And they are good news for networkers – Networkers can "get the word out" on their products. (1) 3rd party literature can be passed out; (2) positive health support claims are permissible (but disease claims are "out"); (3) in its final rules, the FDA expanded its horizon even further to allow health support claims associated with normal stages of life such as "hot flashes" and menopause, memory problems of aging, PMS and menstrual cycles – even "hair loss"!

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Trending Video this Issue

What about Gifting Clubs?



A gifting club usually begins unintentionally between friends, family and neighbors. Unlike the traditional pyramid scheme, gifting clubs are not promoted as an investment by fraudulent financial advisers. Gifting clubs are usually home-grown. Those involved believe that they are genuinely helping one another. However, there is no exchange of

Telekom and Oriflame: a hybrid cloud beauty story

Most Requested Video of the Month: If a Sales Kit or Startup Fee Is Several Hundred Dollars, Then Is This Considered "Frontloading?"

Some Traders See Unusual Bullish Options Activity in Herbalife Ltd.

These home-based franchises can make you rich

Tupperware Brands Corporation (NYSE:TUP): Focus Stock Earnings and Rating Review

How to Cultivate an 'Entrepreneurial Spirit'

Should I Have A Blog For My Direct Sales Business?

How Tonia Jahshan built Steeped Tea into a huge retail empire

A Lot of People Still Don't Know What the Sharing Economy Is

Herbalife Members From Across the Country Travel to Washington D.C. To Meet with Members of Congress

Mary Kay's 'Beauty That Counts' Raises \$9

merchandise and someone always ends up on the losing end.

[Watch now](#)

Who Owns The Downline?



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

[Million And Counting To Benefit Women And Children Worldwide](#)

[The Carlyle Group and Centre Lane Partners Combine Candle-lite Company and PartyLite](#)

[Longaberger's 'Big Basket' on the market](#)

[Herbalife buys its Torrance HQ for close to \\$30M](#)

[Nu Skin Korea chooses Sydney for 2017 incentive](#)

[Unsolicited and door-to-door selling practices still hurting consumers, advocates say](#)

[Performance at a Glance on USANA Health Sciences Inc. \(NYSE:USNA\)](#)

[VORWERK EXPANDS ITS DIGITAL OFFERING: Wuppertal family enterprise reports new sales record](#)

[Oriflame Interim Report 1 January - 31 March 2016](#)

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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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MLM Startup Conference -
October 27 & 28, 2016

MLM STARTUP CONFERENCE



**Jeffrey Babener, Editor,
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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.mlmlegal.com.

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



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