

Press Release: MLMLegal.com Releases Trilogy of Articles on Personal Use: Herbalife Belgium; Herbalife and Short Sellers; Burnlounge Music Portal

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Herbalife Belgium:

In a dramatic turn, a Belgian appeals court reverses a lower court ruling and holds that Herbalife is not a pyramid, but is in fact a legitimate direct selling business opportunity. The court validates “personal use” by distributors in pyramid analysis.

[Herbalife: Belgian Appeal Court: Herbalife is No Pyramid, Validates Legitimacy – The Next Chapter in Personal Use](#)

Herbalife: What the Short Sellers Missed:

This article tracks major regulatory actions over two decades to suggest that short sellers' reliance on criticism of “personal use” may be misplaced.

[Herbalife: What Short Sellers Missed on the Way to the Press Conference...](#)

BurnLounge: Personal Use Recognized

In this case, a federal court expresses validity to distributor personal use, but rejects purchases of packages and sales tools where the predominant reason for purchase is merely to qualify for recruiting commissions in the opportunity.

[FTC v. BurnLounge: Lessons Learned for MLM/Direct Selling](#)

Editor and direct selling attorney, Jeff Babener of Babener & Associates, discusses these issues in his trilogy of articles on personal use and network marketing.

The pivotal issue of “personal use” will be thoroughly covered in the next *Starting and Running the Successful MLM Company* Conference taking place February 2014.

The conference will be held February 27th & 28th, 2014, which is quickly approaching!

For more than 26 years, leading industry experts have educated the executives of starting and existing MLM, direct selling, network marketing, and party plan companies on how to structure their compensation plans, legalize their companies, recruit key employees and top-ranking distributors, develop business models, generate leads, fund their business, establish their website and technology platforms, better understand the direct selling industry, and so much more.

The next MLM Startup Conference takes place February 27th & 28th, 2014 in Las Vegas. View the conference flyer page at <http://www.mlmlegal.com/srs2.html> to learn more.

This is the *original* MLM Startup Conference – responsible for launching many industry-leading companies – perfected over the course of a quarter of a century to ensure the highest quality of information, the most knowledgeable experts, and the most practical advice from qualified experts.

Over the course of two days, attendees will hear from scores of industry experts, and if they choose, can sign up to meet with the speakers for individual one-on-one time. A full list of speakers and their biographies/credentials can be found at <http://www.mlmlegal.com/bio.html>.

The educational information gained by attending this event is invaluable. Here are just a few of the testimonials from past attendees:

“We have a traditional business at the moment and we are looking to take it into the realm where it’s more personalized, it’s more about building people and an experience. It has been absolutely worth our trip. We are looking to take our business to the next level and build relationships.”

“The reason I came to the show was to learn more about how to launch my direct sales company. I’m very comfortable and accustomed to selling through more traditional networks; however, I believe that the product that I’m launching is more suitable for direct sales; to get direct-to-consumer faster and in greater sales.”

“[I’ve] been in network marketing for 30 years [but] we are learning a lot of things about how to launch, how to reach the people we need to have, and again, the things that are required to make a successful company, not only for us but especially for our customers and for our affiliates.”

Each attendee will receive a FREE copy of the [Starting and Running the Successful MLM Company Manual](#).

How do you find out more information?

Visit our website:

www.mlmlegal.com

Visit our blogs:

<http://mlmlegal.com/MLMBlog/>

<http://mlmattorney.com/blog/>

Watch the Conference videos:

[MLMlegal Releases New Film on MLM Startup Conference – Produced by Networkingstar.com](#)

[The MLM Startup Conference in Las Vegas](#)

[MLM Startup Conference – A Must for Executives of Startup and Existing MLM Companies](#)

Contact Us : REGISTER TODAY! 503-226-6600 or 800-231-2162

The next MLM conference will be held February 2014 in Las Vegas (keep a look out for the May and October conferences as well). Each day will begin at 9:00AM and end at 4:00PM, when the one-on-time will begin and end around 7:00PM. For more information visit:

<http://www.mlmlegal.com/srs2.html> or call 800-231-2162/503-226-6600. Registrations are taken by phone and questions are always welcome.

Visit our website to find out how to receive two free tickets to the event by participating in our February 2014 *Innovation Campaign* :

<http://www.mlmattorney.com/innovationcampaign.html>.

Presented by one of the most trusted individuals in direct selling and MLM, Jeffrey Babener, Editor of www.mlmlegal.com.

About Attorney Jeffrey Babener : Conference Host and Chairman, Editor of www.mlmlegal.com, as well as the leading direct selling attorney in the United States – With over 25 years of experience as a direct selling attorney, Jeffrey Babener has advised leading companies in the MLM/Direct Selling industry, ranging from Avon to Nikken, to Herbalife, to Melaleuca, to USANA, and to Excel Communications, plus many more. He's been published in national magazines such as *Money, Inc.*, *Atlantic Monthly*, *Entrepreneur* magazine, *Direct Selling News*, *Direct Sales Journal*, *Success* magazine, *Money Maker's Monthly*, among countless others. He's authored several books, including his most popular *Network Marketing: What you should know*. Mr. Babener has chaired more than 64 national conferences on direct selling.

Contact: Babener & Associates/MLMLegal.com
Telephone: 503-226-6600/800-231-2162
<http://www.mlmllegal.com>

View the Press Release [HERE](#).

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This article is also available online at: <http://mlmllegal.com/MLMblog/?p=769>

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Jeffrey Babener

On Assignment

On any given day you can catch [Jeffrey Babener](#) lecturing on Network Marketing at the University of Texas or the University of Illinois, addressing thousands of distributors in Los Angeles, Bangkok, Tokyo and Russia, or writing a new book on Network Marketing, an article for Entrepreneur Magazine or a chapter for a University textbook. Over two decades he has served as marketing and legal advisor to some of the world's largest direct selling companies, the likes of Avon, Nikken, Melaleuca, Discovery Toys, NuSkin, and he has provided counsel to the most successful telecom network marketing companies...Excel, ACN, World Connect, ITI, AOL Select and Network 2000. An active spokesperson for the industry, he has assisted in new legislation and served on the Lawyer's Council, Government Relations Committee and Internet Task Force of the Direct Selling Association (DSA) as well as serving as General Counsel for the Multilevel Marketing International Association. He is an MLM attorney supplier member of the DSA and has served as legal counsel and MLM consultant on MLM law issues for many DSA companies.

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