

# New Video – Executive Interview by the DSWA – “Legal Hotspots for Direct Selling Companies” with Jeff Babener

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Nikki Keohohou with the Direct Selling Women’s Association ([DSWA](#)) hosts the Executive Interview Forum titled “Legal Hotspots for Direct Selling Companies.” The interviewee for this hour is Network Marketing Attorney, Jeff Babener, Editor of [www.mlmllegal.com](#).

View the video on our website: [mlmattorney.com](#) or [mlmllegal.com](#); or view it on [Youtube](#).

In this hour-long video, Jeff Babener addresses network marketing industry topics such as:

- Distributor raiding
- Pyramid scheme
- Personal Use
  
- Legal
- Social media
- Recruiting and communication
- Noncompete agreements
- Distributorships with multiple companies
- Company and consultant responsibility
- Startup
- Trademark

- Regulatory
- Compliance
- Funding startups
- Training and education
- Federal Trade Commission
- Keys to startup success
- Passion for company vision and products
- Determination
- Success strategies
- Regulatory environment
- Legal services

To download the entire audio file visit [http://dswa-org.s3.amazonaws.com/audio/2014-03-19\\_InterviewWithNickiAndJeffreyBabener.mp3](http://dswa-org.s3.amazonaws.com/audio/2014-03-19_InterviewWithNickiAndJeffreyBabener.mp3), or visit our blogs to read more: [www.mlmlegal.com](http://www.mlmlegal.com) and [www.mlmattonney.com](http://www.mlmattonney.com).

For more information on the network marketing industry visit [www.mlmlegal.com](http://www.mlmlegal.com) and [www.mlmattonney.com](http://www.mlmattonney.com).

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To read this post at our blog visit: <http://mlmattorney.com/blog/2014/04/10/new-video-executive-interview-by-the-dswa-legal-hotspots-for-direct-selling-companies-with-jeff-babener/>

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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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