

MLM Company Profile: Big Yellow Box



**** Trademark of Big Yellow Box

Big Yellow Box

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Editor's Note:

Welcome to **MLM Legal.Com Company Profiles** at www.mlmlegal.com. Here you will find brief summaries of pertinent information about hundreds of MLM, Direct Selling, Direct Sales, Network Marketing and Party Plan Companies. As a general matter, the summary information is derived from Company published information, generally posted at Company websites, public information releases or posts at industry trade sites.*

Founding Story

Crayola has been in classrooms for over 100 years. In 1984, Crayola LLC, which was formerly known as Binney & Smith, became a subsidiary of Hallmark Cards. In 2004, Crayola began reaching into people's homes by launching the Big Yellow Box Company. Crayola is headquartered in Easton, Pennsylvania. Big Yellow Box is a subsidiary of Crayola.

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Impact on the Industry

NA

Discussion of Products

Big Yellow Box's products hope to bring creative play and imagination into the hands of people of all ages. Big Yellow Box hopes to inspire creativity through color, design, and personal style.

Big Yellow Box's products are classified simply as educational materials and include products like Race Car Bookends, Goody Machines, Crayola Creations Apron, Once Upon a Time Mirror, Doodle Flower Treasure Box, and Budding Beauties.

Discussion of Opportunity

Big Yellow Box is currently not advertising the company online.

Discussion of Distributor Base and Sales Volume in U.S.

NA

Company Website: www.crayola.com

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***MLMLegal.Com** typically provides a link to official Company websites so that readers can become more fully informed about Companies that are profiled. The descriptive material offered is best categorized as "snapshot" information and represents a good starting point for research on Company products, services and opportunities. It should be clearly understood that such information may need updating in a dynamic and changing business marketplace. In addition, the information is gathered and presented in good faith for educational purposes, and if errors in information become apparent, **MLMLegal.Com** will attempt to correct the information, or if necessary, delete the Profile altogether. A reading of a Company Profile is properly followed up with visits to the Company website, research on major internet search engines, discussions with industry professionals and experts and feedback from those acquaintances who have had direct experience with the Companies. In addition, a wealth of information on MLM, Direct Selling, Direct Sales, Network Marketing and Party Plan will be found at www.mlmlegal.com, including scores of articles, video, resource opportunities and detailed analysis on industry issues and factors to consider in both starting and running a MLM Company or a MLM home based business.*

Jeffrey A. Babener, principal attorney in the Portland, Oregon, law firm Babener & Associates, represents many of the leading direct selling companies in the United States and abroad.

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