

MLM Company Profile: Cupere



**** Trademark of Cupere

Cupere

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Editor's Note:

Welcome to **MLMLegal.Com Company Profiles** at www.mlmllegal.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

Cupere believes that every woman has her own unique style that can be highlighted and enhanced. Jill and Brand Kennison are the founders of the Company. Jill began the Company by first traveling to Asia and doing her own designing for customers.

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Soon after, the Company was launched.

The name Cupere means "to desire."

Impact on the Industry

Cupere is a member of the Direct Selling (www.mlmllegal.com) Association.

Discussion of Products

Cupere makes jewelry that enhances a person's own intrinsic beauty and enhances confidence.

Cupere uses freshwater pearls in the making of its jewelry, including the Keshi, Coin, Baroque, Teardrop, Oval pearls. Cupere use gemstones such as Abalone Shells, Agate, Amethyst, Carnelian, Citrine, Coral, Crystal, Garnet,

Hematite, Iolite, Jade, Jasper, Labradorite, Lapis, Mother-of-Pearl, Onyx, Peridot, Quartz, Tiger's Eye, Topaz, Tourmaline, and Turquoise.

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Cupere has a 60 day money back guarantee policy.

Discussion of Opportunity

For information on becoming a representative with this Company, one must submit an online information form.

Hosts receive ten percent of total show volume as a credit toward free jewelry, up to \$200. Hosts earn a 30 percent discount on one piece of jewelry for every \$500 in show sales (up to four products). For the booking credit, they receive \$40 free (www.mlmllegal.com) product credit for every guest that books and holds a Qualified Show within 60 days (sales of \$600 or more to qualify). When a host hosts a show with sales of \$1500 or more they receive free shipping.

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

Cupere utilizes a party plan and person-to-person sales strategy and multi level compensation plan.

Company Website: www.cuperedesigns.com

At **MLMLegal.Com the intent of **MLM Company Profiles** is strictly educational, and, to provide insight into the broad array of Company offerings from an industry that spans the globe in upwards of 150 countries with sales volume exceeding \$100 billion and distributor involvement in the tens of millions. **MLMLegal.Com** does not promote or endorse any Company. **MLMLegal.Com** offers no value judgments, either pro or con, regarding the Companies. In most instances, descriptive material comes from self description by the Companies themselves. In all presentations, the names and logos of the Companies are obviously the trademarks owned by the Companies and are presented for the express purposes of informing the public about the Companies; and no product or opportunity offered by the Companies is offered in this presentation.*

***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.mlmllegal.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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