

MLM Company Profile: Children's Art Café



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Children's Art Café

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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

Children's Art Café is located in Arlington, Texas. The brainchild of Children's Art Café is Rhonda James, who observed her own children eating the art they created. She (www.mlmllegal.com) decided to combine her two passions: art and cooking to develop a company that enriched children's individuality, creativity and learning.

The company launched on May 17, 2003 as DabaDoodle in Dallas, Texas. Since then it has appeared in major local newspapers, magazines, and has caught the attention of The Oprah Show and QVC.

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On March 6, 2006, the Children's Art Café debuted nationally on the Food Network's hit show "UNWRAPPED."

Impact on the Industry

The Children's Art Café has been featured in the Rachel Ray Magazine and on the Food Network.

Discussion of Products

The Children's Art Café offers edible children's paint and art products that work just like regular paints except for being safe to eat. The primary and secondary paint colors are available in flavors such as tutti fruity and cotton candy.

Although the art products are safe to eat, the Children's Art Café does not encourage children to eat and drink the products.

The Children's Art Café also offers birthday parties and café classes for children.

Discussion of Opportunity

Distributors can start with the company by first purchasing a modestly-priced starter kit which including the following:

- *1 DABA Tote - 15- 2oz paints*
- *1 8oz Set*
- *1 Set of DABA Dough (4 colors)*
- *1 month Kid Chef Art*
- *10 DABADOODLE Samples*
- *10 Paint Brushes*
- *10 Chef hats*
- *25 DABA Demo Invitations*
- *1 Guidebook*

Distributors can obtain their own website for a minimal startup fee and a monthly maintenance fee.

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Distributors earn income by purchasing products at a wholesale price and selling them at a retail price.

Bonuses are rewarded – including a brief overview of the compensation plan - to those able to achieve the (www.mlmlegal.com) following:

Wholesale totals of \$500 - \$1000 receive a 5% bonus

Wholesale totals of \$1001 - \$2000 receive a 10% bonus

Wholesale totals of \$2001+ receive a 15% bonus

Over-rides for qualifying Lead Distributors are as follows:

First Line Recruit 5%

When you sponsor 10 new distributor's you will become a Senior Lead Distributor. Your must maintain a personal sales goal of \$10.00 per month in order to keep your status. You can earn quarterly over-rides on the wholesale totals of your downline. If a Senior Lead Distributor fails to meet there monthly sales goals of \$10.00 they will forfeit their over-ride commissions earned for that quarter, however you will not lose your downline.

Over-rides for qualifying Senior Lead Distributors are as follows:

First Line Recruit 5%

Second Line Recruit 3%

Commission over-rides are paid quarterly and checks will be mailed once the Distributor has a minimum of \$25.00 in commission over-rides.

Account Inactivity

A Distributor will be considered inactive, when (www.mlmlegal.com) there is no account activity for 60 days.

Lead Distributors that are inactive for 60 days or more will also become inactive and lose their downline.

All inactive Lead and Senior Lead Distributor's downline will be moved to the Lead or Senior Lead Distributor's direct Upline.

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

NA

Company Website: <http://www.childrensartcafe.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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