

[Is a MLM Lawyer a Typical Lawyer?](#)

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This blog post is the companion post to the video: [Is a MLM Lawyer a Typical Lawyer?](#) Find out what differentiates a business lawyer, or a *typical* lawyer, into a MLM legal professional.



Formally, we are the legal advisor to MLM companies; however, we are also a vital part of their business team.

People often ask me “Are you a *typical* lawyer?” Most lawyers are viewed as people who sit in an office, draft contracts and argue cases in the courtroom all day. The answer is *NO*, we are not typical lawyers. We probably know more about multilevel marketing than most of our major clients that have been in the industry for years. We bring that knowledge to bear as we work with our clients

and as they develop their business models. More than half of the discussions we have with our clients are about the MLM business itself as opposed to just purely legal issues. This gives us the opportunity to be challenged, which we welcome and we enjoy.

It is true that the hat we wear is “legal advisor” to many of the leading direct selling companies and startup mom and pop companies. Formally, we are their legal advisor; however, we are also a vital part of their business team. We greatly enjoy the many hats we wear in the direct selling industry. For more information about MLM Attorney Jeff Babener, visit www.mlmllegal.com or www.mlmattoorney.com.

The following links may also prove helpful:

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And, as always, visit [MLM Legal.com](#), the best MLM resource on the web. The next ***Starting and Running the Successful MLM Company Conference*** will be here before you know it! On May 16th and 17th, 2013 we are hosting the [MLM Conference](#) for the 25th year! This is now our 64th annual conference (held almost consistently three times per year over the last 24 years). All executives/owners of MLM, direct selling, network marketing, and party plan companies are welcome to attend. This is the [original MLM Startup Conference](#), hosted and perfected by direct selling industry expert, [MLM Attorney Jeff Babener](#). Call 503-226-6600 or 800-231-2162 to register. (Can't make this event? Keep an eye out for our October and February conferences as well.)

This post is also available online at: <http://mlmlegal.com/MLMblog/?p=391>

Welcome to MLM Legal - a valuable resource to the Multi-Level Marketing and Direct Sales Industry. Use this site to review interesting articles about this high growth industry. Keep current with the law and how it is affecting large and small companies throughout the United States. MLM Legal is sponsored by Jeffrey Babener of [Babener and Associates](#).



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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