

CNBC.com Cites Legal Expert, Jeffrey Babener on FTC Business Opportunity Rule

© Jeffrey Babener 2012/2013

CNBC Senior Stocks Commentator, Herb Greenberg, evoked the expertise of leading MLM attorney, Jeff Babener, in the Commentator's blog post "How Multi-Level Marketers Dodged a Bullet."

[CNBC](#) – January 9, 2013

In his article, Commentator Greenberg discussed the effect lobbying dollars spent by the Direct Selling Association (DSA) and Herbalife assisted in the exclusion of consultants from the Business Opportunity Rule, enacted by the Federal Trade Commission (FTC).

Attorney Babener's (editor of www.mlmllegal.com and www.mlmmattorney.com) widely read article titled "The New FTC Business Opportunity Rule – MLM/Direct Selling Exemption Recognized" was quoted saying:

In March 2012, the direct selling industry has occasion to celebrate what a united industry, companies and distributors, can achieve if everyone pulls oars together in the same direction. The fruits of their labor are apparent in a newly-forged, positive relationship with the primary federal agency that regulates a channel distribution..."

He added: "In its final FTC Business Opportunity Rule, the FTC stated its clear intention to relieve companies and distributors from what might have been very onerous conditions of recruitment that would have dramatically impaired the ability of distributors to build their businesses."

Jeff Babener's positive impact on the direct selling industry is widespread. His comments on the proposed FTC Rule were cited several times in the FTC Staff Report, and his efforts, along with many others in the industry, contributed to the FTC decision to effectively exclude MLM, Direct Selling, and Network Marketing Companies, and their millions of distributors, from potentially onerous impact on the Direct Selling Industry.

See his comments to the FTC: [FTC Proposed Business Opportunity Rule: MLMLegal.com Speaks Out](#).

To read more about the Proposed Business Opportunity Rule, visit the following links:

[FTC Guidelines on Endorsements and Testimonials](#)

[FTC Guidelines Resource Center](#)

[FTC Guidelines Endorsements and Testimonials: Detailed Analysis](#)

[FTC News Release on Endorsements and Testimonials](#)

[FTC Complete Guidelines Release](#)

[FTC Short Version Guidelines Release](#)

[FTC Examples of Material Connection](#)

[FTC Regulation of Advertising](#)

[What is the Relationship between MLM and the FTC?](#) Video

Make sure to visit our blogs for the latest information on the direct selling industry: [MLMLegal Blog Home](#) and [MLM Attorney Blog Home](#)

Find us on our social networks:

Google Plus:

<http://plus.google.com/u/0/115279960045099999909#115279960045099999909/posts>

LinkedIn: <http://www.linkedin.com/in/mlmlegal>

Twitter: <http://www.twitter.com/BabenerLawFirm>

Myspace: <http://www.myspace.com/mlmlegal>

Facebook: <http://www.facebook.com/profile.php?id=696968133>

Jeffrey A. Babener, of Portland, Oregon, is the principal attorney in the law firm of Babener & Associates. For more than 25 years, he has advised leading U.S. and foreign companies in the direct selling industry, including many members of the Direct Selling Association. He has lectured and published extensively on direct selling and many of his writings will be found at www.mlmlegal.com, of which he is Editor. He is a graduate of the University of Southern California Law School, where he was an editor of the USC Law Review.

www.mlmlegal.com

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.

www.mlmlegal.com