

MLM Company Profile: DEAXIS, LLC



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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

The founder and CTO is Dea Wilson. She has a master degree from the University of Washington and an MBA from the Wharton School (www.mlmllegal.com) of Business. Before starting DEAXIS, she founded several other companies and worked as a business lawyer.

She happened upon direct sales while working on a research paper in business school. She soon grew to love the business. After graduating, she joined a direct sales company and in a few months became the 4th sales leader in the company's United States sales organization.

DEAXIS is located in Silicon Valley, Northern California.

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The Company's timeline is presented as follows:

JANUARY 2006

- Déaxis launches its operations in California

APRIL 2006

- Déaxis becomes a pending member of the Direct Selling Association

JUNE 2006

- Déaxis attends the Direct Selling Association (www.mlmlegal.com) Annual Meeting
- revamped Déaxis website is launched

JANUARY 2007

- Actress KATE BOSWORTH gets her first Déaxis T-shirt.

JANUARY 2007

- Actress MARISKA HARGITAY, comedian ELLEN DEGENERES and OPRAH WINFREY get their very own Déaxis tops.

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FEBRUARY 2007

- PARIS HILTON and RENE RUSSO add Déaxis apparel to their impressive wardrobe.

FEBRUARY 2007

- JENNIFER LOVE HEWITT, DREW BARRYMORE and NANCY O'DELL get several pieces of the trendy Déaxis apparel.

MARCH 2007

- SHARON STONE, SARAH JESSICA PARKER and (www.mlmlegal.com) FERGIE join the list of celebrities who own Déaxis T-shirts and tops.

MARCH 2007

- EVA LONGORIA sends a note to Déaxis about how much she loves the apparel.

APRIL 2007

- JENNIFER GARNER, CARMEN ELECTRA, ELISABETH RÖHM and PENELOPE CRUZ include Déaxis apparel in their wardrobe.

Impact on the Industry

DEAXIS is a member of the Direct Selling Association.

Discussion of Products

DEAXIS sells jewelry, which includes bracelets, rings and necklaces.

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Customers can buy DEAXIS products either at home parties or online. Online orders can be returned unopened within 30 days of purchase.

Discussion of Opportunity

Hosts are eligible to receive a percentage of the sales in free products and apparel at half price.

Consultants can begin with the Company by making a small investment in a Starter Kit. To join DEAXIS, one must contact the Company through its website. (www.mlmllegal.com)

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

NA

Company Website: www.deaxis.com

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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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