

# MLM Pyramid Schemes – Everything You Need to Know All in One Place

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This article was created to bring you all the web pages, videos, and informational material about *pyramid schemes vs. legitimate (legal) MLM companies* from [MLMLegal.com](http://MLMLegal.com) and [MLMAttorney.com](http://MLMAttorney.com) together in one place, for your convenience. This article is accurate to its publication date with all the links available to information about pyramid schemes. Keep checking [www.mlmlegal.com](http://www.mlmlegal.com) and [www.mlmattorney.com](http://www.mlmattorney.com) for updates on the direct selling industry and pyramid schemes!

**Here is a list of all the links within MLMLegal.com and MLMAttorney.com that focus primarily on pyramid schemes.**

## Videos

[Short Course on Network Marketing: Q&A with Jeffrey Babener on Pyramid Schemes](#)

[From a Legal Perspective: The Difference Between a Pyramid Scheme and Legitimate MLM](#)

[How to Tell if a Company is a Pyramid or a Legitimate MLM](#)

[The Legal Issues of Starting and Running a Direct Selling Company](#)

[Not all Direct Selling Companies are Pyramid Schemes](#)

## Articles at MLMAttorney.com

[What Differentiates a Legitimate Direct Selling/Network Marketing Company from an Illegal Pyramid Scheme?](#)

[The Hallmarks of Legitimate Direct Selling/Network Marketing Companies](#)

[And the Leaves that are Green Turn to Brown – MLM Penny Auctions](#)

[Where can I find a legitimate direct selling company to join?](#)

## Links at MLMLegal.com

## *Articles*

[SEC: We Hate Pyramids](#)

[The Snail That Got Mugged – FTC v Direct Sellers](#)

[Is This A Pyramid or a Legitimate MLM?](#)

[Pyramid: Yes or No?](#)

[Dot Com or Dot Scam?](#)

[Identifying Illegal Pyramid Schemes](#)

[Investigating a Network Marketing Opportunity](#)

[Network Marketing: Legal Issues](#)

[FTC Guidelines on Endorsements and Testimonials Resource Center](#)

[FTC Proposed Business Opportunity Rule: Analysis and Updates](#)

[Do a Little Detective Work](#)

[Sidestepping a Definite No-No: The Pyramid Scheme](#)

[The Legal Environment](#)

[The Pyramid Cases](#)

[The Amway Safeguards Rule](#)

[Legal or Pyramid?](#)

[Look for Legitimacy](#)

[Enter the Postal Service](#)

[SEC: Pyramids Are Securities](#)

[Refunds for MLM Distributors](#)

[Avoid “Earnings Hype”](#)

*MLM Headlines*

[YTB is ‘Illegal Pyramid Scheme,’ Claims Class Action](#)

[Pyramid Scheme Nets Arrests in Los Angeles](#)

[Michigan Attorney General's Office Warns Against Internet Pyramid Scheme](#)

[Pyramid Victims Nailed](#)

[MLMLegal.com Blog Posts](#)

[MLM: Legitimacy through Statistics, Global Business Position, and Pyramid Schemes](#)

[An Introduction to Direct Selling and The Basics of MLM](#)

[Paying Commissions on Sales Tools, Sales Kits, and Training Materials.....No!](#)

[The Origin of State Regulation and the Current Direction of State Regulation](#)

[Full Text of SEC Complaint Zeek Rewards](#)

[The Inevitable Question: Is This a "Real" Business](#)

[D-Day: Direct Selling v. FTC](#)

[Stock Plunge on Internal Consumption: Whose Fault?](#)

[MLMAttorney.com Blog Posts](#)

[Interview with MLM Attorney On The Difference Between a Pyramid Scheme and Legitimate MLM](#)

[Are you Starting a MLM Company?](#)

[The Hallmarks of Legitimate Direct Selling/Network Marketing Companies](#)

[What Differentiates a Legitimate Direct Selling/Network Marketing Company from an Illegal Pyramid Scheme?](#)

[ZeekRewards.com Shut Down by SEC for Ponzi Activity](#)

[Is Your Product Real? The Shoe Test...](#)

[FTC v. BurnLounge: Documents and Analysis Available Online](#)

[2003 Bill to prohibit pyramid promotional schemes, and for other purposes](#)

[FTC v. BurnLounge: Lessons Learned for MLM/Direct Selling](#)

[FTC v. BurnLounge: Lessons Learned for MLM/Direct Selling – Part Two](#)

[FTC v. BurnLounge: Lessons Learned for MLM/Direct Selling – Part Three](#)

[Offshore MLM Pirates and Zealot Regulators](#)

[The Legitimate MLM Checklist](#)

[Steering Clear of Illegal Scams: “Red Flags” to Look Out for](#)

[21 Aspects of a Legal Direct Selling Company](#)

[How do I Check if an MLM Company is Legal?](#)

[Direct Selling Literature for MLM Entrepreneurs](#)

[Additional Tools to Consider](#)

[MLMLegal.com on iTunes](#)

[MLM Startup Conference in Las Vegas](#)

[“Direct Selling, Network Marketing, MLM” DVD](#)

[MLM Law in 50 States](#)

[Legaline Publications](#) – Books & Brochures

Make sure to visit our blogs for the latest information on the direct selling industry: [MLMLegal Blog Home](#) and [MLM Attorney Blog Home](#). **HINT: Choose a category to narrow your search for discussion topics!**

Find us on our social networks:

Google Plus:

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

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

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

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

And, as always, visit [MLMLegal.com](#), the best MLM resource on the web. The next *Starting and Running the Successful MLM Company Conference* is quickly approaching! On February 21<sup>st</sup> and 22<sup>nd</sup>, 2013 we are hosting the [MLM Conference](#) for the 25<sup>th</sup> year! This is now our 63<sup>rd</sup>

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 May and October conferences as well.)

[www.mlmlegal.com](http://www.mlmlegal.com)

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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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[www.mlmlegal.com](http://www.mlmlegal.com)