

New Video Segments from MLMLegal.com – Cross-examination of Dr. William Keep by Travelmax Trial Counsel, Jeffrey Babener

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New Video Featuring the Cross-examination of Dr. William Keep by Lead Travelmax Trial Counsel, Jeffrey Babener

Although Dr. Keep was called by the State of Kentucky as an expert witness to support the State's case on pyramiding, the cross-examination, which focused on the credentials of Dr. Keep, revealed that Dr. Keep's special area of focus was in the area of "retailing" and that his background and study in MLM/Direct Selling/Network Marketing was limited. The cross examination and voir dire (examination as to credentials as an expert) covers a wide range of legal and business issues in the direct selling field. In the end, Dr. Keep did not claim to be qualified to testify either as to the legitimacy or illegitimacy of the Travelmax marketing program. The cross-examination appears in the following segments:

An Inside Look at a MLM Trial – [Dr. William Keep – Travelmax Trial 1997 – Part One](#)

An Inside Look at a MLM Trial – [Dr. William Keep – Travelmax Trial – 1997 – Part Two](#)

An Inside Look at a MLM Trial – [Dr. William Keep – Travelmax Trial – 1997 – Part Three](#)

An Inside Look at a MLM Trial – [Dr. William Keep – Travelmax Trial – 1997 – Part Four](#)

An Inside Look at a MLM Trial – [Dr. William Keep – Travelmax Trial – 1997 – Part Five](#)

An Inside Look at a MLM Trial – [Dr. William Keep – Travelmax Trial – 1997 – Part Six](#)

An Inside Look at a MLM Trial – [Dr. William Keep – Travelmax Trial – 1997 – Part Seven](#)

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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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