

Direct Selling Compliance at Federal and Provincial Levels

October 18, 2023

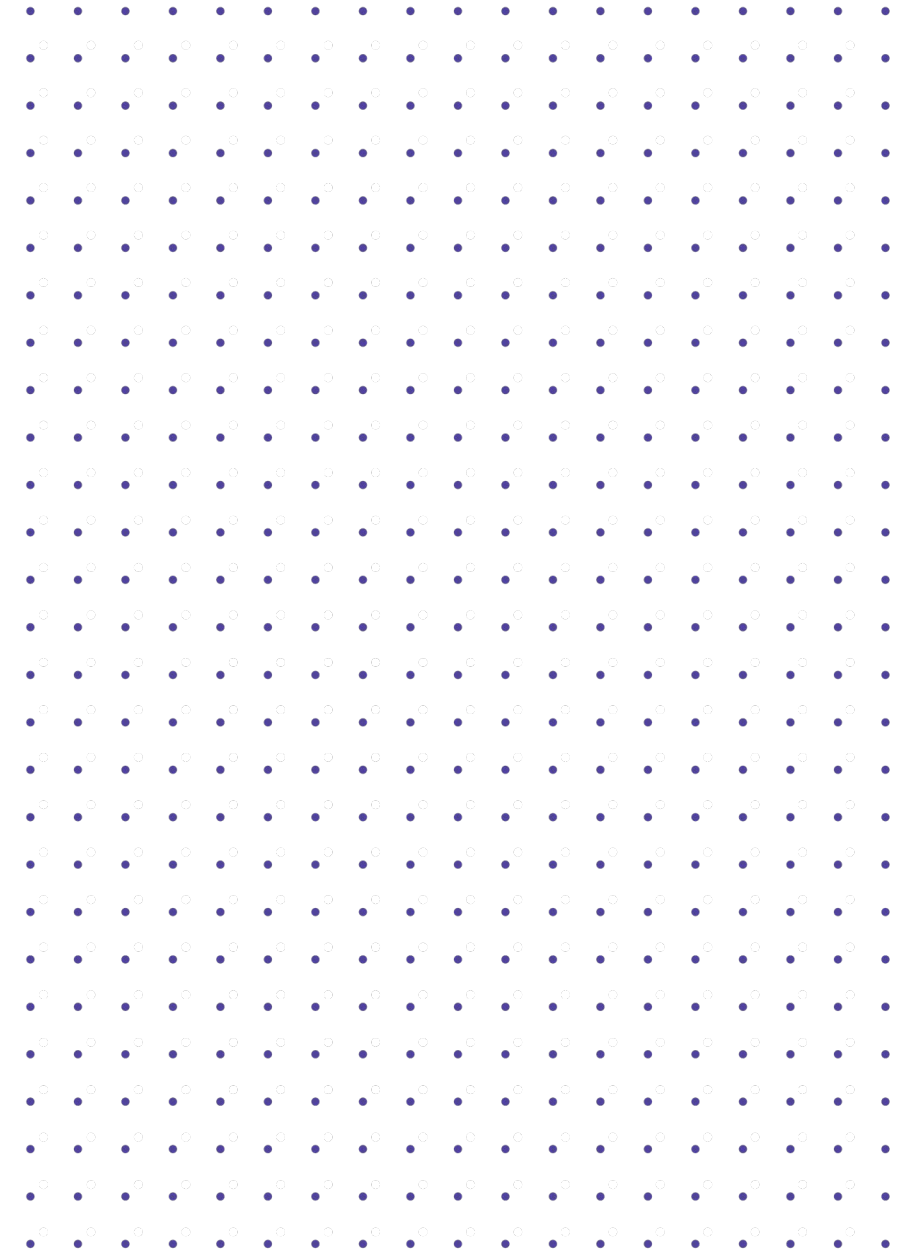
Michael Weinberger

SISKINDS | The law firm



Roadmap

- About Us
- Understanding the Canadian Legislative Landscape
- The Golden Ticket
- The Provinces
- Timelines



About Us

Full service law firm headquartered in London,
Ontario

Offices in:

Toronto

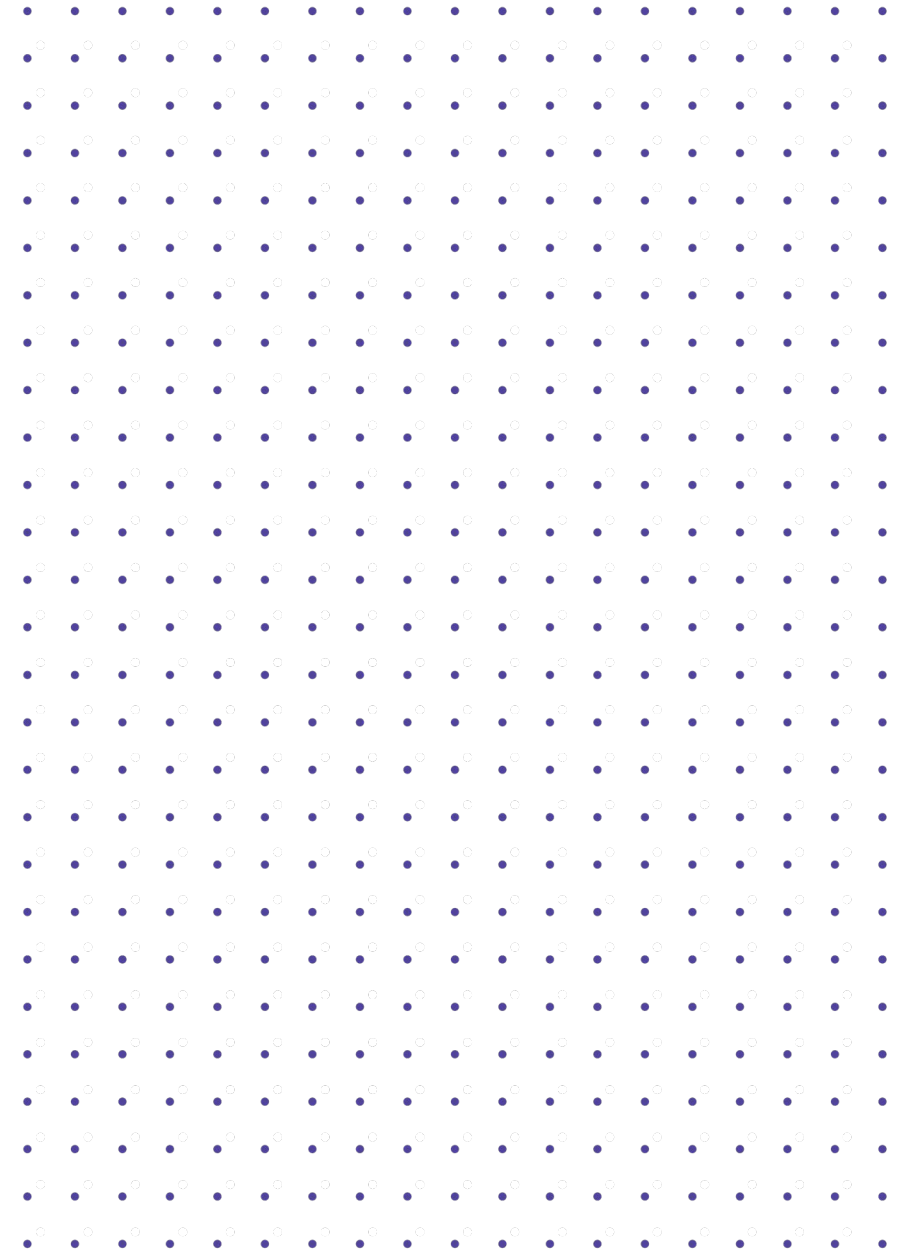
Sarnia

Quebec City

Vancouver

Over 90 lawyers working in over 25 specialized
practice areas

SISKINDS | The law firm



Michael Weinberger

Associate

Practice Focuses on Direct Selling
and MLM Industry

Fluent in Spanish, French, German

Called to the Bar in Ontario



Involvement in the Direct Selling Industry

- Member of Canadian DSA
- Advising Direct Sales Clients since the 1990s
- Advise MLMs both large and small
- Subject Matter Experts



Understanding the Canadian Landscape

- The Competition Bureau, i.e. the Canadian FTC
- The Commissioner of the Competition Bureau, i.e. the Chairperson of the Federal Trade Commission
- The Provinces

The Written Opinion

What is it?

What gets reviewed?

Why does everyone get it?

Why is this so important?

- People Business
- Trust
- Legitimacy
- Leaders

So now what?



SISKINDS | The law firm

The Provinces



Provincial Rules

- Written Opinion Required?
 - Alberta, Saskatchewan, Manitoba
- ISC Licenses
 - Variety of provinces
- ISC ID Cards
 - A few of provinces
- Bonding
 - Most, but not all provinces
- Mandatory Direct Selling Wording

Timelines

Competition Bureau

- Hourglass Sideways
- Provinces: Weeks to months
- Cosmetics?
- NHPs?
- Trademarks?



Why hire a Siskinds lawyer?

- You can do this by yourself, but...
- Precise legal documents
- Market insights
 - Crawl, Walk, Run
- Speed to market
- Responsiveness

Contact Us



Michael Weinberger

Direct Sales Lawyer

Email:

michael.weinberger@siskinds.com

Phone: 519-660-7843

Cell: 519-521-5902