

Peter Hoppenfeld

ATTORNEY AT LAW

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Curriculum Vitae

Peter is a seasoned strategist, advisor and transactional, commercial attorney with direct marketing, distribution, licensing, marketing, branding and operational expertise. On a daily basis, this includes assistance in the creation of marketing, merchandising and expansion strategies with an eye towards the impact of these strategies on trade regulations and commercial realities.

A key niche of Peter's practice is the representation of direct marketers, "thought leaders," authors, domestic and international training companies, "information marketers" and their founders in all aspects of their legal and business affairs His firm seeks to:

- Represent the best and brightest trainers, thought leaders, authors and marketers
- Provide insightful advice on cutting edge marketing strategies
- Participate in the implementation of new paradigms in marketing, social networking, publishing and the sale of information products
- Provide honest, forthright advice and service based upon decades of real world experience to entrepreneurs who often have never "put their house in order"
- Create "marriages" and alliances of like-minded businesses for the greater good -- both socially and economically

His practice also involves the representation of "cutting edge" marketing companies. Many clients seek guidance in the use of info-marketing, teleseminars, webinars, "launches," infomercials, seminar sales, telemarketing, network or multi-level marketing to bring their products and services to the consumer.

The broad scope of his practice includes: structuring of seminar, marketing, advertising, franchise & distribution systems; review and analysis of distribution programs; complex transactions; mergers and acquisitions; purchase, sale and leasing of commercial properties; purchases and leases; joint ventures; licensing; financing; implementation of domestic and international sales & marketing programs; coordination of due diligence investigations; implementation of compliance programs for clients; privacy policies, terms of use, contests; FTC and FDA compliance; negotiations with regulators; monitoring industry trends and regulatory climate; negotiating publishing and film contracts.

He is counsel to entrepreneurs and companies in diverse industries with particular emphasis on distribution, direct marketing, licensing and deal making.

Selected Accomplishments & Assignments

- Senior Advisor for Business & Legal Affairs, **Peak Potential Training & T. Harv Eker**. Activities include expansion of program and content distribution in North America, Australia, Malaysia, Singapore and England.

- General Counsel of **RFMW, Ltd.**, an international distributor of electronic components. Helped launch the enterprise from start-up through launch and initial capitalization to a \$50M enterprise. Directly involved in establishment of distribution/licensing of multiple product lines domestically and internationally (including Mexico, Europe, Israel and China)
- Distribution counsel to various manufacturers in diverse industries (housewares, technology, electronic components, retail)
- Senior Compliance Counsel and Strategic Advisor to **Trump University**
- General Counsel and Advisor to **SANG** (Speakers and Authors Networking Group) and **Larry Benet**
- Outside General Counsel – **Ryan Lee, Elevation Group**
- Franchise counsel to national franchisors including: **Party City & Blimpies**
- General Counsel and Senior Executive of a successful direct marketer of financial, real estate and business education, which used infomercials and seminars as its prime sales methodology. Integral in growth from start-up to over \$120 Million in revenue.

- Counsel and Senior Advisor to:

- **Self-improvement/Personal Development**

- Vishen Lakhiani & Mindvalley
 - Lisa Sasevich – “The Invisible Close”
 - Matt Morris – “The Unemployed Millionaire”
 - Mark Comer – “The Accidental Guru”
 - Ted Miller
 - Dustin Matthews & Dave VanHoose – Speaking Empire
 - Richard Krawczyk
 - Greg Habstritt – SimpleWealth & Engage Today
 - Dave Austin – MindWorks2 & Beyond the Field
 - Glenn Deitzel
 - Jane Deuber
 - Marie Forleo
 - Christopher Howard
 - Wendy Lipton-Dibner
 - Lisa Cherney
 - Alexis Martin Neely
 - Sally Hogshead
 - Gary Kadi
 - Mike Litman – dedicatedemails.com
 - Sally Anderson
 - Gary W. Goldstein
 - Noah St. John
 - Julie Cottineau – Brandschool.com
 - Jivan Shakti – Dr. Naram
 - Dennis Cummins

- **Internet Marketing**

- Mike Dillard (The Elevation Group, Betternetworker, Magnetic Sponsoring)
 - Alex Mandossian

- Ryan Lee – “The Continuity King”
 - Frank Kern
 - Yanik Silver
 - Michael Stelzner - Social Media Examiner
 - **Master Sha** – highly respected teacher, healer and author
 - Steve Gray
 - Jim Kwik
 - Ramit Sethi – “I Will Teach You To Be Rich”
 - DC Fawcett
 - Doug Fath
 - Stroll – Pimsleur Language
 - Kevin Gianni
 - Manny Goldman
 - Mike Geary
 - Chris Farrell
 - Derek Halpern – socialtriggers.com
 - Kent Emmons
 - Blaine & Honey Parker
 - Ed O’Keefe – marined3.com
 - Erin & Allen Baler – Reboot Marketing
 - Rick Lugash – Optimal Wellness
 - Adam Ginsberg
 - Justin Goff
 - Mike Chang Fitness – SixPackShortCuts.com
 - Jeff Salzenstein Tennis
 - Teddy Garcia
 - Ian Clark & Activation Products
 - Robert Doseck
 - Andrew James
 - Ferny Ceballos – No Excuses Summit
- **Financial, sales and real estate education companies**
 - Boardroom, Inc.
 - Mike Dillard- Magnetic Sponsoring, betternetworker.com, The Elevation Group
 - Paul Haarman
 - Stepsto.com
 - “Attorney X,” Bob Diamond, Ed Diamond and Diamond Law Center
 - REIC Global
 - REEDC
- **Body Focus International & Physicians Marketing Solutions & Dr. John Hayes “NeuropathyDR” –**
 - **Jeff Corwin**, celebrity conservationist and Animal Planet star’s web-portal
 - **Carolyn Kepcher** – www.workherway.com
 - **SAM Retreat – sponsored by Andrew Lock & Ryan Lee**
 - Internet and book “Launch”experts - **JV Launch Pros & Jim Kwik**
 - Telemarketing firms – **Prosper Learning, GMA, Business Mentoring Center, LLC**

- Seminar companies & Trainers - **Trump University, AOA & Saen Higgins, Jack Daly, Doug Fath, Luke Hoppel, Debbie Phillips – “Women on Fire”**
- **The Women Speakers Association** – Liora Mendeloff & Gail Watson
- Consulting and branding companies – **Rob Berkley & GroupMV, BrandU**
- Internet product offers and vendors – **Marketing101university.com,**
- Public relations professionals – **Rick Frishman, The Dowd Agency**
- Marketing strategist & copy master extraordinaire – **Michael Fishman**
- MLM Experts and Visionaries - **Curtis Broome & Your Vision Partners**
- Product development and distribution – **Free Play Dog Company, Zotes Sunflower Seeds, Stephen Shapiro & Personality Poker**
- Negotiated numerous publishing agreements for authors with major Publishing Houses

Speaking Engagements: Author 101, The SAM Retreat I & II, SANG, Seven Steps to Launch Conference

Education:

Benjamin N. Cardozo School of Law, Juris Doctor, 1981
SUNY @ Stony Brook, BA, History, 1978

Bar Admissions:

New York State, 1982; US District Court, Southern & Eastern Districts of NY, 1982