

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. He has been called “a marketer who happens to be a lawyer.”

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"
- Counsel and advisor to leaders in the health and wellness/functional medicine and integrative medicine community regarding sale and curation of content, coaching, training, nutritional/supplements/ingestibles.
- 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 video sales letters, FaceBook, YouTube, Instagram, info-marketing, teleseminars, webinars, “launches,” infomercials, PBS specials, crowdfunding, “masterminds,” live events, on-line summits, documentaries, podcasts, apps, direct mail and telemarketing to bring their products and services to the consumer.

The broad scope of his practice includes: structuring of marketing, advertising, & distribution systems; review and analysis of distribution programs; complex transactions; mergers and acquisitions; purchase; 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/tv contracts. Compliance with GDPR, CCPA, CAN-SPAM and related privacy issues have emerged as a key and emerging element of his practice.

He is counsel to entrepreneurs and companies in diverse industries with particular emphasis on distribution, direct marketing, licensing and deal making. Many of his clients are leaders in the fields of: health, wellness, fitness, personal development and digital marketing.

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 \$140M enterprise. Directly

involved in establishment of distribution/licensing of multiple product lines domestically and internationally (including UK, Mexico, Europe, Israel, Singapore and China) Negotiated and navigated sale of the company to Berkshire Hathaway.

- Distribution counsel to various manufacturers in diverse industries (housewares, technology, electronic components, beverages)
- Counsel to leading health, wellness and fitness celebrities.
- Counsel to and Advisory Board Member of **Big Bold Health**, an initiative led by Dr. Jeffrey Bland
- Outside counsel to “**Muppet Guys Talking**” – documentary produced by Frank Oz & Victoria Labalme
- Counsel to numerous NY Times bestselling authors with experience negotiating contracts with major book publishers.
- President, HAWBA (Health & Wellness Business Association)
- Privacy Law – GDPR and CCPA compliance initiatives for hundreds of clients

- Counsel and Senior Advisor to:
 - **Financial, sales and real estate education companies**
 - Agora, Inc.
 - Agora Financial
 - Next Phase Media
 - Boardroom, Inc. (Now Bottomline, Inc.)
 - Crowdability
 - Clever Investor
 - Harbour Club – Jeremy Harbour
 - Mike Dillard- Magnetic Sponsoring, betternetworker.com, The Elevation Group
 - Wyatt Research
 - Paul Haarman
 - Brendan Elias – China Import Formula
 - “Attorney X,” Bob Diamond, Ed Diamond and Diamond Law Center
 - REIC Global

 - **Internet Marketing, Training & Direct Response**
 - Agora Financial (Consulting engagement)
 - Ryan Lee
 - Frank Kern
 - Yanik Silver
 - Ryan Levesque
 - Mike Dillard (The Elevation Group, Betternetworker, Magnetic Sponsoring)
 - Alex Mandossian
 - Todd Herman – “90 Day Year”
 - Lisa Sasevich
 - Rick Frishman
 - Michael Stelzner - Social Media Examiner
 - Brian Kurtz – Titans of Marketing
 - Jon Benson
 - David Deutsch
 - Parris Lampropoulos
 - Scott Oldford
 - Warrior Media (Katie & Tyler Bramlett)
 - Mike Chang Fitness/SPS Austin – SixPackShortCuts.com
 - Erin & Allen Baler – Reboot Marketing/4Patriots
 - Steve Gray – Primal Health
 - Dan Martell
 - Chris Winfield
 - Amber Vilhauer
 - Jim Kwik

- Jeff Samis
- Ramit Sethi – “I Will Teach You To Be Rich”
- Bill & Steve Harrison – Publicity Summit
- Scott Duffy – “Business & Burgers”
- thingCHARGER
- MAGFAST
- Nicholas Kusmich
- Joe Barton – Barton Publishing
- David Gonzalez – Internet Marketing Party
- Thrive Marketing/Epic Matcha – Christie & Jared Turley
- Stroll – Pimsleur Language, Dan Roitman
- Kevin Gianni
- Lifeboost Coffee
- Crowdability
- Dustin Matthews & Dave VanHoose – Speaking Empire
- Baby Bathwater Institute (Mastermind Curated by Hollis Carter & Michael Lovitch)
- Jack Born
- Mike Geary
- Chris Farrell
- Derek Halpern – socialtriggers.com
- Trafficandfunnels.com – Chris Evans & Taylor Welch
- Troy Broussard
- Mike Litman – dedicatedemails.com
- Pete Vargas – Advance Your Reach
- Ed O’Keefe
- Rick Lugash – Optimal Wellness
- Justin Goff
- Robert Doseck
- Larry Benet –SANG (Speakers and Authors Networking Group)
- Ferny Ceballos – No Excuses Summit

- **Self-improvement/Personal Development/Health & Wellness/Tech**

- Vishen Lakhiani & Mindvalley
- JJ Virgin – The Virgin Diet
- Mindshare Collaborative
- Hint – Flavored Waters
- Abel James
- Les Brown
- Institute For The Psychology of Eating (Marc David & Emily Rosen)
- DestinyWell – Tom Blue, Bob Sheeler, Angela O’Neil
- KnewHealth – James Maskell
- Jeffrey Bland, PhD
- Pedram Shojai- Well.org
- Christian Mickelson
- Jonathan Fields
- Marissa Peer
- Dan Kalish
- Alena Chapman
- Sage Lavine
- Khayyam Wakil
- Truegenics
- Laila Ali
- Kellyann Petrucci
- Tom O’Bryan – theDR.com
- Jim Kwik
- Lexicon – Scott Rewick & Chris Clark

- Food Revolution – Ocean Robbins
- Revelation Health/HCF Seminars/Warren Phillips
- Alternative Daily
- Peter Osborne
- Sayer Ji
- Truegenics
- Nalini Chilkov
- Vincent Pedre
- Michael & Izabella Wentz
- Samantha Skelly
- Selena Soo
- Alisa Vitti
- Jolene Brighten
- Functional Medicine Coaching Academy
- Aviva Romm
- Leanne Ely
- Ritamarie Loscalzo
- Trevor Cates – The Spa Dr.
- Michael Breus (The Sleep Doctor)
- Anne Marie Gianni Natural Cosmetics
- Christa Orecchio
- Evan Hirsch, MD – Fix Your Fatigue
- Howard Schwartz, MD – Integrative Cardiology
- Robb Wolf
- Teri Cochrane
- Robbe Richman – X Pill
- Alan Christianson
- Kelly Brogan
- Noah St. John - Affirmations
- Jamey Schreier
- Holistic MBA – Carey Peters & Stacey Morganstern
- Perfect Origins – Gauher Chaudry, Charles Livingston, Brad Callen
- Jordan Reasoner & Stephen Wright
- Kendall Summerhawk
- Dave Austin – Extreme Mental Fitness
- Dara Dubinet – morewithdara
- Ian Clark & Activation Products
- Rich Litvin
- Jeff Spencer
- Marie Forleo
- Lisa Cherney
- Sally Hogshead
- Sojen – CBD Brand
- Master Sha –teacher, healer and author
- Gary W. Goldstein
- Dennis Cummins

- **SAM Retreat – sponsored by Andrew Lock & Ryan Lee**
- Telemarketing firms – **Prosper Learning, GMA, Business Mentoring Center, LLC**
- **The Women Speakers Association** – Liora Mendeloff & Gail Watson
- Public relations professionals – **Rick Frishman, The Dowd Agency**
- Marketing strategist & copy master extraordinaire – **Michael Fishman**
- Product development and distribution – **Free Play Dog Company, Zotes Sunflower Seeds, Stephen Shapiro & Personality Poker**
- Franchise counsel to national franchisors including: **Party City & Blimpies**

Speaking Engagements & Podcasts: 90 Day Year, Author 101, The SAM Retreat I & II, SANG, Seven Steps to Launch Conference, Mastermind On The Mountain, Baby Bathwater, Titans Masterclass, Mindshare Summit, Freedym (Ryan Lee,) Kevin Rogers, Game Changers Radio (SAP), Mike Dillard, Lauera Steward

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