

# **RULES**

## **1. PURPOSE OF THE RULES**

To provide equal opportunities for all Associates, Liberty League International, LLC (Company) has adopted these Associate Rules (Rules) to govern Associate conduct, activity, and compensation. Requirements for Associate authorization, as well as procedures for solving problems, are covered in the Rules. The Rules are intended to foster appropriate conduct among all participants, to enhance the reputation and image of the company, to build an environment of goodwill, service and integrity, and enable all Associates to enjoy their Liberty League experience by following proper practices and being considerate of other Associates.

## **2. CODE OF ETHICS:**

- 2.1 I will make the “Golden Rule” my standard of conduct, treating others as I wish to be treated.
- 2.2 I will be totally honest.
- 2.3 I will serve those whom I bring into this Program, realizing that service is a fundamental principle for all Associates.
- 2.4 I will always remember that I can only succeed by helping others succeed.
- 2.5 I will endeavor to make a difference for good in the lives of others around me by my attitude, courtesy, behavior, performance, commitment, and my personal assistance.
- 2.6 I will follow the Rules in their literal definition as well as the spirit in which the rules are written.
- 2.7 I will always represent the Company’s products and opportunity, including the Rules, clearly, completely, and correctly, to avoid misunderstandings and misrepresentations.

## **3. DEFINITION:**

The following definition will help all Associates better understand the Rules by establishing what key terms and words mean.

- 3.1 Company: Liberty League International, LLC
- 3.2 The program: The overall opportunity provided by the company to enable Associates to be successful and earn money while participating and distributing Company products.
- 3.3 Associate: A person (or entity) in any phase of the program, who is currently authorized as an independent contractor to sell the Company products and to bring others into the Program.
- 3.4 Enrolling Associate: The Associated who is immediately responsible for enrolling another Associate in the program.
- 3.5 Advisor: An Associate who has earned the privilege of ordering any particular product directly from the Company at Advisor’s Cost. There are three levels of Advisors: Summit, Liberty, and Freedom.

- 3.6 Suggested Retail Price (SRP): The price the Company recommends that Associates charge to retail customers for products. Advisors are free to set their own retail prices.
- 3.7 Wholesale (Advisor Cost): The price Advisors pay to the Company for products.
- 3.8 Retail Profit: The difference between Advisors Cost and the amount an Advisor charges for a product sold.
- 3.9 Register: The group of an Advisor's Associates who must sell through that Advisor to qualify as Advisors themselves. Associates are placed on the Register in the order in which their first training sales is made. This register will also include any and all retail sales as well.
- 3.10 To be "Released": An Associate is "released" by an Associate's then-qualified sales of a specific product taking place, through the Advisor, and may then purchase product at wholesale for the Company and sell at retail.
- 3.11 Freedom Associate: An Associate who has made the first training sale to begin qualification to become a Freedom Advisor.
- 3.12 Liberty Associate: An Associate who has made the first training sale to begin qualification to become a Liberty Advisor.
- 3.13 Summit Associate: An Associate who has made the first training sale to begin qualification to become a Summit Advisor.

#### **4. ASSOCIATE AUTHORIZATION:**

- The Rules that govern the accepting and retaining of Associates' authorization to participate in the Program.
- 4.1 To become a Liberty League International Associate, an Applicant must complete and submit a current Associate Application and Agreement form and purchase an at-cost New Associated Business Development Kit. Applicants are temporarily authorized to function as an Associate by mailing the Application to the Company following the Kit purchase. The Company will then accept or reject the Application in writing. The Company reserves the right to reject any Application for any reason.
  - 4.2 Associate authorization extends until December 31<sup>st</sup> of the current year for Applicants received by the company prior to October 1<sup>st</sup>, and until December 31<sup>st</sup> for the following year for Applications received after September 30<sup>th</sup>. Current authorization must be maintained by an annual renewal process.
  - 4.3 Corporate or organization applicants must submit applications signed by a person authorized to bind the applying entity. A complete list of all principals, officers and shareholders or those with beneficial interest shall be provided upon request of the Company.
  - 4.4 Applicant must be of the age of majority in the state in which they reside.
  - 4.5 No individual may have any interest in or be a part of more than one Associate entity at any time without prior written approval of the Company.
  - 4.6 Husbands and wives must be part of the same Associate entity, unless two existing Associates marry, in which case they may maintain separate Associate positions.

- 4.7 Associates may sell or transfer rights under the terms of their Associate authorization. Upon the death of an Associate, rights will be transferred in accordance with the law. Successor Associates must comply with the current Program requirements. Written approval of all sales or transfers must be obtained from the Company. Such approval will not be unreasonably withheld.
- 4.8 Associate authorization includes rights to participate in the Compensation Plan in the United States and in such other countries as have been declared “opened” by the Company.
- 4.9 Associates may terminate their authorization at any time, for any reason, by providing written notice to the Company at its principal business address.
- 4.10 The Company may terminate Associate authorization at any time for cause. Such termination is effective upon the Company’s depositing notice thereof in the United States mail, addressed to the Associate at the last address provided to the Company by the Associate.

**5. ASSOCIATE PRACTICES:**

- Things every Associate should know or do.
- 5.1 Associates are not employees or agents of the Company or their Advisors; rather, they are independent contractors, and as such, shall not imply that they are employed by or represent Advisors of the Company, using any medium, written, auditory, or electronic means or methods.
- 5.2 Associates are responsible for their own taxes, including, but not limited to, income, Social Security, unemployment, and sales taxes. Associates also pay for their own licenses, fees, insurance, and other expenses related to their businesses.
- 5.3 Associates are free to set and determine their own hours, levels of effort, selling, marketing, management methods, and planning. Associates will make this clear in all presentations.
- 5.4 While giving presentations concerning the program, Associates will make it clear that: a) Product purchases are not required of any Associate to participate or to advance to any level in the Program, and b) No Associate is compensated solely for enrolling others into the program.
- 5.5 Associates will represent products to customers honestly, fully disclosing product qualities and how to use them. Associates shall not make claims concerning Company products and programs that are not made in official Company publications.
- 5.6 Associates will provide to each Customer who makes a purchase, an official Company Purchaser’s Agreement which contains all pertinent information (Associate and customer name, address, phone number, products purchased, quantity, purchase price, etc.) regarding each purchase. Associates will retain copies of such records and provide them to the company upon request.
- 5.7 Advisors are responsible for returning money promptly to customers who cancel their orders under the Buyer’s Right to cancel option. Sufficient money will be retained by Advisors right to do so until the cancellation time and any other return conditions promised by Associates have expired.
- 5.8 In the event that Company refunds money to any customer for any reason, the

- selling Advisor who should have refunded the money will immediately reimburse the Company. Failure to do so may result in the Advisor's termination from the program and the reimbursement obligation passing up to the next Advisor in line.
- 5.9 Should the Company determine, at its sole discretion, that a refund must be issued to any customer for any reason, the Company will notify, in writing, the Advisor who made the sale that the refund is due. The selling Advisor who made the sale will issue the refund to the customer within 48 hours of receipt of said notice. Failure to do so will result in the Advisor's termination from the program and the refund obligation passing up to the next Advisor in line.
- 5.10 An Advisors obligation to reimburse or issue refunds is not satisfied by an Advisor's resignation or termination from the Program but shall continue for a period of twelve (12) months following termination of Advisor's Associate Authorization. The Company and/or a refunding or reimbursing Advisor shall have the right to pursue whatever legal means necessary to collect money amounts owing under paragraphs 5.8 and 5.9 above and shall be entitled to all amounts owing and all collection costs including a reasonable attorneys' fee.
- 5.11 Within 72 hours of customer product purchase, an Advisor will ship the product to the customer or remit money to Company to pay for the wholesale cost of said product. Failure to do so may result, at the Company's sole option, in disciplinary penalties, in termination of Associate Authorization, and/or in collection proceedings to recover the wholesale cost of the product together with all collection costs including a reasonable attorney's fee. The obligations under this Rule shall continue even after termination of Associate Authorization.

## **6. PROSCRIBED PRACTICES:**

- Things Associates must NOT do.
- 6.1 Associates will not purchase, use, promote, or produce materials of any kind using or describing the Company's names, products, programs, trademarks, copyrights, or otherwise protected materials, unless those materials are purchased from the company or approved in writing by the Company prior to use, or are purchased from an approved vendor with such clearance.
- 6.2 Associates will not engage in selling or recruiting activities relating to non-Company products or programs with other Associates not personally enrolled by them, nor attempt to induce Associates to move their enrollment in the Company's program to a different Associate, group, or other company. This rule shall apply during the entire time of an individual's Associate Authorization and for a period of twelve (12) months thereafter.
- 6.3 Associates ordering and receiving organizational reports and mailing lists from the Company will not use them for other than Company-related business. Associates acknowledge and agree that all such information is proprietary and confidential to the Company, that it is transmitted to the Associate in strictest confidence, and that, but for this Agreement of confidentiality, the Company would not provide this information to the Associate.
- 6.4 No Associate will attempt to represent or act as a spokesperson for the Company, its products or programs, in any way, including to or through any media, or any

- other person, agency, or entity.
- 6.5 Associates will not represent that any governmental unit, agency or official has reviewed or approved the Company's Program, Rules, or materials.
  - 6.6 Associates will not exaggerate the opportunities provided by the Plan, nor will they make untrue, deceptive, or misleading statements. If income examples, extrapolations, or geometric progressions are given, the phrase "Some Associates will earn no money at all in the program" must be used.
  - 6.7 Associates will not represent that they or anyone else has an exclusive territory in which to sponsor Associates or sell products.
  - 6.8 Associates will not display, or cause to be displayed, Company product prices in any retail establishment, and will conduct their Liberty League International business separate from any such establishment.
  - 6.9 Associates will not engage in any unlawful practices.

## **7. ADVERTISING AND PROMOTION:**

- The Company's name, trademarks, and proprietary materials must be protected to ensure that distinguishing Company marks, names, phrases, copyrights and other proprietary materials will not be lost or compromised through unauthorized use by others. All representations of and about Company products and programs must remain with the Company.
- 7.1 Advertising: Associates may advertise in classified sections of newspapers only if they use Company-approved ads. Associates who advertise in any other manner must use, without changes, approved Company-generated materials, or materials that have received Company written approval prior to use. No product or program misrepresentations shall be made.
  - 7.2 Unauthorized Production or Use: Associates may use materials using or describing Company's name, product, programs, the Program, and other proprietary material only if those materials have been obtained from the Company or approved in writing by the Company prior to their use.
  - 7.3 Use of the name Liberty League International, or any of its derivatives:  
Associates are allowed to use the name Liberty League International in severely limited ways.
    - 7.3.1 Associates are allowed to use the name Liberty League International only in signing their own name in correspondence which does not describe Company products or programs. Only the following two formats may be used: Liberty League International Independent Associate (Associate name) OR (Associate name) Independent Associate Distributing Liberty League International products
    - 7.3.2 All stationery, including business cards, note cards, letterheads, and envelopes, bearing the Liberty League International name or logo must be purchased by Associates from the Company or from a Company-approved vendor.
    - 7.3.3 No item bearing the Liberty League International names, logos, phrases, etc., may be acquired from any source other than the Company or from a Company-approved vendor, including, but not limited to clothing, sporting goods, pens, key chains, calendars, and other items of any nature.

- 7.3.4 Any Associate may list in the white pages of the telephone directory his or her name, followed by "Liberty League International Independent Associate."
- 7.3.5 No Associate will place display ads of any kind using Company name(s) or logos in the phone directory.
- 7.3.6 Use of Company names or logos on vehicles, buildings, etc., shall be limited to Summit and Liberty Advisors, and requires use of materials and/or formats obtained from the Company, as well as prior written permission. All items bearing Company name(s) or logos must be kept in good repair.
- 7.3.7 Use of the Company's name or proprietary materials or descriptions of products or programs on the Internet or through any Fax on demand system requires use of a Company-approved vendor, or prior written approval from the Company.
- 7.3.8 Liberty League International prohibits the use of its name and services in any manner associated with the transmission, distribution or delivery of any unsolicited bulk or unsolicited commercial e-mail ("Spam").

Any e-mail sent, or caused to be sent, on behalf of, or using the Liberty League International name or product line may not:

- use or contain invalid or forged headers;
- use or contain invalid or non-existent domain names;
- employ any technique to otherwise misrepresent, hide or obscure any information in identifying the point of origin or the transmission path;
- use other means of deceptive addressing;
- use a third party's internet domain name, or be relayed from or through a third party's equipment, without permission of the third party;
- contain false or misleading information in the subject line or otherwise contain false or misleading content;
- fail to comply with additional technical standards described below;
- otherwise violate LibertyLeague's Terms of Use.

Liberty League International does not authorize the harvesting, mining or collection of e-mail addresses or other information from or through the sale of Liberty League International products, nor does it permit or authorize others to use its services to collect, compile or obtain any information about its customers or subscribers, including but not limited to subscriber e-mail addresses, which are Liberty League International's confidential and proprietary information. Use of Liberty League International services is also subject to the Liberty League International Privacy Statement and the Liberty League International affiliate Terms of Use and Notices agreement.

If Liberty League International believes that unauthorized or improper use is being made of the Liberty League International name or services (including domain name and sales

of the Liberty League International product line), it may, without notice, take such action as it, in its sole discretion, deems appropriate.

Liberty League International may immediately terminate any account on any Liberty League International service which it determines, in its sole discretion, is transmitting or is otherwise connected with any e-mail that violates this policy.

Nothing in this policy is intended to grant any right to transmit or send e-mail to, or through, the Liberty League International services. Failure to enforce this policy in every instance does not amount to a waiver of Liberty League International's rights.

## **8. ENROLLING**

Recruiting other Associates into Liberty League International

- 8.1 Associates in good standing may enroll other Associates into the Program.
- 8.2 All Associates must provide adequate supervision and training to Associates they have personally brought into the Program; failure to do so will result in the loss of enrollment rights and benefits.
- 8.3 Associates may change their lines of enrollment only by resigning from the Liberty League International program, completing a six months severance from the program, relinquishing rights to all enrolled Associates forever, and re-enrolling under a different Associate OR transfer to a different Advisor by obtaining written approval from all original Advisors through the Summit Advisor level.

## **9. COMMISSIONS AND BONUSES:**

No commissions or bonuses are paid to Associates by the Company in the Retail Income Opportunity program in which Associates earn retail profits and bonuses only in sales of products. Bonuses are paid to Associates by the company.

## **10. COMPENSATION PLAN:**

How an Associate earns money through participating in the Liberty League Program.

- 10.1 Freedom Advisor: Associates become Freedom Advisors by being “released” by their Freedom Advisor after enrolling a total of three (3) Associates who each make a training sale through their Freedom Advisor. One of the three Associates making the training sale may be the qualifying Associate who may, but need not, purchase product for personal use. Of the three training sales, one must be a retail Beyond Freedom Program sale. Training sale Associates are placed on the Register of the Freedom Advisor, and the Associate enrolling them retains no rights over them or their future sales or enrolling activity in the Retail Income Opportunity program.
- 10.2 Liberty Advisor: Associates become Liberty Advisors through one of the following two methods:
  - 1) The qualifying Liberty Associate makes one qualifying personal training sales of the Liberty Conference through his/her immediate Liberty Advisor and four

additional sales are made after that qualifying sale on the immediate Liberty Advisor's register.

2) Associates on the qualifying Liberty Advisors personal Liberty Advisor's Register make five (5) Liberty Conferences sales through the existing immediate Liberty Advisor.

10.3 Summit Advisor:

Associates become Summit Advisors through one of the following two methods:

1) The qualifying Summit Associates makes one qualifying personal training sale of the Summit Conference through his/her immediate Summit Advisor and four additional sales are made after that qualifying sale on the immediate Summit Advisor's Register.

2) Associates on the qualifying Summit Advisors personal Register make five (5) Summit Conference sales through the existing immediate Summit Advisor.

**11. JUDICIAL PROCEDURES:**

How the Company handles problems, hopefully at the lowest possible level with the lowest required magnitude of action.

11.1 Associates noticing a violation or problem on the part of another Associate should first talk to that Associate directly, pointing out the violation of a Rule or procedure. Most problems are related to a lack of understanding. Hopefully this simple procedure will solve the problem.

11.2 An Associate who persists, after being contacted as indicated in 11.1 above, and commits the violation again, should be reported to his/her Advisor. The report should be in writing, and include dates, details, and any supporting evidence or testimony.

11.3 If the problem can't be solved by the Freedom Advisor, it should be referred to the Liberty Advisor, then the Summit Advisor. If it can't be solved by the Summit Advisor, it should be referred to the Ethics Committee of the Advisory Council, who will make a recommendation for action to the Company, in accordance with Advisory Council Rules and Procedures.

11.4 Violations by Associates which are observed by other Associates and which involve section 7 Rules (names, proprietary materials) should be referred directly to the Company for action. Associates who commit any sort of violation may be required to take measures to correct violations, such as canceling advertising, destroying unauthorized literature, removing offending signs, disconnecting phone numbers with no referral, and any other remedy deemed appropriate by the Company. Company-related service may be terminated without notice. Violators' associate authorization may be cancelled with complete loss of benefits. Violators will be liable for any damages sustained by the Company or other Associates as the result of violations, including attorney's fees, arbitration and legal costs, and any other expenses.

**12. AMENDING THE RULES:**

How the Company updates and changes the Rules to meet its needs and those of its Associates.

- 12.1 The Rules may be amended at such times and in such ways as deemed beneficial by the Company, after consultation with the Advisory Council.
- 12.2 Amendments to Rules take effect ten days after Company publication such as Fax on Demand or on the Internet, and will be binding on all Associates who continue in the Program after that time.

## **COMPLIANCE GUIDE**

### **ASSOCIATE RESPONSIBILITIES:**

The guiding principles for Associate standards are best expressed in the first part of Liberty League International (hereafter “LLI”) Rules, called the Code of Ethics, reprinted here:

### **CODE OF ETHICS:**

All Associates agree to follow this Code of conduct:

1. I will make the “Golden Rule” my standard of conduct, treating others as I wish to be treated.
2. I will be totally honest.
3. I will serve all of my customers and those whom I bring into the Program, as well, realizing that good service is a fundamental principle for all Associates.
4. I will always remember that I can only succeed by helping others succeed.
5. I will endeavor to make a difference for good in the lives of others around me by displaying my positive attitude, courtesy, behavior, performance, commitment and personal assistance.
6. I will follow the Rules in their literal definitions as well as the spirit in which the Rules are written.
7. I will always represent the Company’s products, income opportunity and Rules clearly, completely and correctly, to avoid misunderstandings and misrepresentations.

All Associates are expected to adhere to this Code. In addition, all Associates are required to know how to conduct their businesses in a manner compliant with all regulations and do so without exception.

The very best way for Associates to accomplish this is to read and understand the Liberty League International Compensation Plan RULES and COMPLIANCE, hence the production of this guide.

### **COMPLIANCE PRINCIPLES:**

Laws have been designed and adopted at the federal and state levels to regulate various kinds of businesses. Liberty League International endeavors to understand and comply with those laws.

We want everyone to know what kind of an opportunity we are offering, as well as what types of programs, businesses or structures we are NOT. We are choosing our language

properly to avoid being stereotyped or categorized erroneously. Following are some overall principles every Associate should be aware of:

We are not asking people to invest money. No purchase of product is required at any level of in the program. The only monetary requirement for participation in the Compensation Program is the purchase of a fully refundable, “at -cost” New Associate Business Development Kit. The purchase of the kit should never be described as an investment.

Incomes are earned only through individual effort, producing product sales and helping others to make product sales.

In addition to not requiring the purchase of products, LLI doesn't require payments of any kind for materials, training, supplies, etc. LLI has no requirements for Associate participation on any level or in any amount.

Associates do not buy supplies from LLI to make products that we then agree to help them sell. Associates are prohibited from modifying any of our products.

We don't ever ask customers or Associates to make financial commitments with the expectation that producing commissions will be met without effort on their part by their simply “referring” sales to another Associate.

LLI Associates are independent business people. Associates are not required or bound by contract to follow our “Marketing Plan” for promoting the products. Associates are encouraged to devise their own marketing plan within the established framework, or “System”, established and provided by LLI. Associates may not claim any territory, geographic or otherwise.

No person can “buy” a position or pay money for the right to be able to earn money.

An “income opportunity” is offered in conjunction with the LLI Program. Associates are not to market or sell the Compensation Plan as a “business opportunity”.

Associates will not receive money from people they have no contact with or interest in or from those with whom they have no training or supervisory relationship.

No one is paid solely for recruiting.

No incomes are projected or guaranteed. We neither represent that anyone will be successful, nor do we represent success as a result of participation at any given level.

Financial success at any level or value will never be guaranteed in any way, shape, form or time frame.

Associates will not engage in any practice that would swindle monies from, deceive, injure or mislead any customer or Associate affiliated with LLI or its programs. We believe that superior customer service and satisfaction are essential to any enterprise.

In summary, we sell legitimate products to legitimate prices coupled with the option of participation in a solid income opportunity that requires effort to achieve good results. No investment or product purchase is required to participate in the Compensation Program, with exception of the “at -cost” and fully refundable New Associate Business Kit. LLI makes no guarantees whatsoever of success or financial gain as a result of participation in the income opportunity.

Associates who have an understanding of the abovementioned issues have a comprehension of what is expected, in terms of compliance, with the Rules of operation and conduct as set forth by Liberty League International.

**AREAS OF EMPHASIS:**

Following are some areas of emphasis that are key to your understanding of compliance issues, as they relate to Liberty League International, and what you must say and do in several important categories.

**PROGRAM PARTICIPATION REQUIREMENTS:**

Enrollment as an Associate of LLI carries with it two requirements: submission of the completed Associate Application and agreement (signed and dated) and purchase of the “at -cost” New Associate Business Development Kit. **NO PRODUCT PURCHASE IS REQUIRED.** This **MUST** be stated in any and every presentation.

**ADVANCEMENT REQUIREMENTS:**

**NO PRODUCT PURCHASE IS REQUIRED** to advance to any level in the program! The advancement requirement to Freedom Advisor (eligible to earn commissions from Freedom sales) from Independent Associate (enrolled in the compensation program before qualifications have been met to earn money) is three training sales, two of which must come personally from people or entities not enrolled with LLI. Sales to customers, who are not currently LLI Associates, retail and otherwise, always count as training sales and are encouraged strongly. Should an Associate decide to purchase the program at the outset of their involvement with the Compensation Program, that purchase is to be regarded as one of the three training sales required to meet the stipulations as set above to advance to Freedom Advisor. Associates are always at liberty to purchase the product for personal use. Should the new Associate decide not to purchase the program, yet desire to advance to Freedom Advisor, all three training sales must come personally from people or entities not enrolled with LLI.

The Liberty and Summit Advisor qualifications may be met in one of two ways. (“Qualification” being defined here as eligible to earn commissions at each level.) First, Associate may personally purchase the Liberty and/or Summit ticket, thereby securing their position on their Liberty and/or Summit Advisor’s register(s). Once four

product sales have been placed below said Associate, Associate is now qualified as a Liberty and/or Summit Advisor. The four abovementioned product sales are not required to come personally from said Associate. Alternatively, Associate may bypass purchasing the product, thereby committing to personally sell five Liberty and/or Summit tickets to retail customers, passing up these sales entirely, compensating their Liberty and/or Summit Advisor, to meet qualification standards as a Liberty and/or Summit Advisor.

### **TRAINING REQUIREMENTS:**

All Associates are responsible for training and assisting all of their enrolled Associates, especially those on their Registers. Training sales are twofold: they are designed to compensate Advisor for their training efforts, as well as motivate Advisors to assist their new Associates into a money-earning position as soon as possible. When Advisors fail to assist and train, the natural result is that training sales are much slower to happen, if they happen at all. Should an Advisor fail to assist or train their own Associate(s), the Associate may be removed from that Advisor's register onto another active Advisor's register.

### **EXAGGERATED CLAIMS AND PROMISES:**

We believe that the Liberty League International income opportunity is the finest opportunity available today. There is no need to exaggerate about the possible results of participation or to inflate or misrepresent the truth. However, a common mistake is to give a false impression that success is easy or requires little effort. Another fallacy is that you can predict (or guarantee) the success of any particular individual.

Everyone has different skills, attitudes, personalities, levels of persistence and effort. It is impossible to know with complete accuracy who will do well, so don't make claims and promises. Always give disclaimers when discussing the Liberty League International income opportunity with others.

### **DISCLAIMERS:**

The disclaimers that need to be covered for EVERY presentation are these:

1. No Incomes are represented or guaranteed of any amount for any participant.
2. Some Associates will earn no money at all in this Program.
3. No person earns any income solely for enrolling others in the program.
4. The only required purchase to participate in the program is an "at -cost" New Associate Business Development Kit.
5. No purchase of product is required for participation in the program at any level.
6. This program is not endorsed by any federal, state or local agency.
7. All examples are for illustration and explanation purposes only.
8. Any experience shared may be unique to the individuals sharing them and should not be taken as assurances of success for others. Results of participation may vary widely.

Most of these disclaimers should speak for themselves and even sound familiar by now. Review all of them. Read each one word for word out loud as a part of every

presentation.

**ADVERTISING AND PROMOTION:**

One of the best ways Liberty League International can protect its good name and the opportunity it provides to Associates everywhere is to strictly control the advertising, literature and media used to promote or explain the company's products and program. To accomplish this, the company has instituted Rules covering these areas. Violation of these Rules may result in disciplinary action up to, and including, termination from the Liberty League International Program, along with damages and civil penalties.

The following are some guidelines every Associate should know and must follow:

**LITERATURE:**

Associates cannot obtain, produce or sell any literature using the company's name, logo, trademarks or any description of the company's products or programs from any other source but Liberty League International. This also includes faxes, FOD (Fax On Demand) systems, web sites, and Email.

Any exceptions must be reviewed by the Company and approved in writing prior to use or purchased from an approved vendor who has had their materials reviewed and authorized by the Company.

This includes stationary, business cards, promotional items, and anything else that can be linked to the Company.

**ADVERTISING:**

All advertising including classified ads, space ads, billboards, radio or TV ads, faxes and Internet ads must use unchanged Company materials or have the Company's written approval prior to use. Approved classified ads are available from the Company. No display ads are allowed in the phone directory.

**NAME USE:**

Associates are only allowed to use the Liberty League International name in correspondence that

does not describe Company products or programs in the following manner:

Liberty League International

Independent Associate

(Associate's name)

OR

(Associate's name)

Independent Associate Distributing Liberty League International Products.

Use of the Company's name or logos on vehicles, buildings, etc. is limited to Freedom, Liberty and Summit Advisors and requires formats obtained from the Company and prior written permission. Associates may not answer their telephones "Liberty League International," or in any way imply that they are the company.

## **INTERNET:**

Use of Liberty League International names, logos, trademarks, copyrighted materials, intellectual properties on the Internet and links to the Liberty League International corporate or Associate web sites, are strictly regulated. Here are some rules that apply:

1. No Associate or other party is authorized to use the Liberty League International name, logos, trademarks, copyrighted materials, or intellectual properties on a web site not obtained through a Liberty League International approved vendor.
2. No Associate or other party may link an unapproved web site to an approved corporate or Associate web site.
3. No Associate may send Unsolicited Commercial e-mail (SPAM) at any time. Doing so may subject the Associate to disciplinary action, fines, removal from the Program, and other penalties.
4. No Associate web site may contain exaggerated income claims, income charts, guarantees of income, and misrepresentations of products, services and opportunity.
5. Only approved sample ads may be used on the Internet.

## **DO'S AND DON'TS:**

Here are some “do’s and don’ts” you should understand and follow:

1. DO use only Company approved literature, ads, logo items, etc.
2. DO give good customer service, ALWAYS
3. DO help ensure compliance by pointing out problems to help solve them.
4. DO conduct your business in a responsible manner, fulfilling all your obligations and making a positive impression on customers and other Associates alike.
5. DO remember that we are all a team in keeping this opportunity strong so we can have a stable, profitable business twenty years from now, and beyond.
6. DON'T say that we have been approved (or even examined and disapproved) by any government agency.
7. DON'T misrepresent our products, their features and benefits.
8. DON'T try to recruit the contacts of other Associates.
9. DON'T promote other programs to Associates you did not personally enroll in the Program.
10. DON'T try to be a spokesperson for the Company to agencies or the media.

## **SUMMARY OF GUIDELINES:**

Following are some things we do and say that we don't do and don't say in the Liberty League International program:

1. Ours is a people business. We are successful as we distribute superior products and give superior customer service. We are successful as we train and assist new Associates we've enrolled into the Program. We always do our very best to give assistance, solve problems, and uplift those around us.
2. We always use a Purchaser's Agreement form as a permanent record whenever we sell one of our products.
3. We never exaggerate results or make income claims or guarantee success to anyone. We know that some people won't work hard enough to get any results.
4. We always use company-produced literature and materials unless we have

- permission in writing to do so otherwise.
5. We never use the Company's name on anything without written permission.
  6. We purchase from Company approved vendors when use of the Company's name or programs is involved.
  7. We never make unauthorized or misleading statements about the Company's products or programs.
  8. In every presentation we always make very clear that no product purchase is ever required to join or to advance to any level in the Compensation Plan. In fact, we always give disclaimers.
  9. These are the disclaimers we always give:
    - a. No incomes are represented or guaranteed of any amount for any participant.
    - b. Some Associates will earn no money at all in this program.
    - c. No person earns any income solely for enrolling others in the program.
    - d. The only required purchase to participate in the program is an "at -cost" New Associate Kit.
    - e. No purchase of product is required for participation in the program at any level.
    - f. This program is not endorsed by any federal, state or local agency.
    - g. All examples are for illustration and explanation purposed only.
    - h. Any experiences shared may be unique to the individuals sharing them and should not be taken as assurances of success for others. Results of participation may vary widely.
  10. We never say that our program has been approved by any governmental agency (they don't do that).
  11. We never try to recruit the contacts of other Associates.
  12. We never promote other programs to Associates who are not personally enrolled.
  13. We never try to be a spokesperson for the Company to agencies or any media.
  14. We are always careful in our use of words to give the correct impression. For instance, we always say:
    - a. "Income opportunity" instead of "Business opportunity"
    - b. "Commitment" instead of "Investment"
    - c. "Opportunity to succeed" instead of "Guaranteed success"
    - d. "Proven approach" instead of "Turnkey systems"
    - e. "Compensation Plan" instead of "Marketing Plan."

We can finally summarize by saying that if every Associate reads and follows all the Rules and guidelines published by Liberty League International which are all part of the Associate Agreement, problems will be small and few. They are all designed to protect each and every one of us.

If we were to give some simple rules to follow that cover most everything, they would be these:

1. Be honest.
2. Don't exaggerate or misrepresent.

3. Use proper disclaimers.
4. Work hard for your success.
5. Give service and help others.
6. Treat others as you would like to be treated.