

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"
- Counsel and advisor to leaders in the health and wellness community regarding sale and curation of content, coaching, training, nutritionals/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, 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.

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 \$70M enterprise. Directly involved in establishment of distribution/licensing of multiple product lines domestically and internationally (including UK, Mexico, Europe, Israel, Singapore and China)
- Distribution counsel to various manufacturers in diverse industries (housewares, technology, electronic components, retail)
- Counsel to leading health, wellness and fitness celebrities.
- Counsel to numerous NY Times bestselling authors with experience negotiating contracts with major book publishers.
- Counsel and Senior Advisor to:
 - **Internet Marketing & Direct Response**
 - 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 – SixPackShortCuts.com
 - Erin & Allen Baler – Reboot Marketing/4Patriots
 - Steve Gray – Primal Health
 - Kelsey Heenan
 - Jim Kwik
 - Jeff Samis
 - Ramit Sethi – “I Will Teach You To Be Rich”
 - Bill & Steve Harrison – Publicity Summit
 - Scott Duffy – “Business & Burgers”
 - thingCHARGER
 - MAGFAST
 - Joe Barton – Barton Publishing
 - David Gonzalez – Internet Marketing Party

- Thrive Marketing/Epic Matcha – Christie & Jared Turley
- Stroll – Pimsleur Language, Dan Roitman
- Kevin Gianni
- 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
- Taki Moore
- Troy Broussard
- Mike Litman – dedicatedemails.com
- Peter Vargas –Advance Your Reach
- Ed O’Keefe
- Rick Lugash – Optimal Wellness
- Justin Goff
- Robert Doseck
- Andrew James
- Larry Benet –SANG (Speakers and Authors Networking Group)
- Ferny Ceballos – No Excuses Summit

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

- Vishen Lakhiani & Mindvalley
- JJ Virgin – The Virgin Diet
- Mindshare Collaborative
- Abel James
- Institute For The Psychology of Eating (Marc David & Emily Rosen)
- Master Sha –teacher, healer and author
- Destiny Health
- KnewHealth – James Maskell
- Pedram Shojai- Well.org
- Chris Kresser
- Dan Kalish
- Mastin Kipp
- Kellyann Petrucci
- Tom O’Bryan
- Jim Kwik
- Food Revolution – Ocean Robbins
- Dara Dubinet – morewithdara
- Ian Clark & Activation Products
- American Posture Institute
- Revelation Health/HCF Seminars
- Alternative Daily
- Peter Osborne
- Michael & Izabella Wentz
- Samantha Skelly

- Jolene Brighten
 - Functional Medicine Coaching Academy
 - Destiny Well (Tom Blue, Michele Drielick, Dr. Rob Sheeler, Dr. Angela O'Neill)
 - Aviva Romm
 - Leanne Ely
 - Ritamarie Loscalzo
 - Trevor Cates – The Spa Dr.
 - Michael Breus (The Sleep Doctor)
 - Anne Marie Gianni Natural Cosmetics
 - Christa Orecchio
 - Kristine Carlson
 - Robb Wolf
 - Teri Cochrane
 - Alan Christianson
 - Kelly Brogan
 - Noah St. John - Afformations
 - Jamey Schreier
 - Holistic MBA – Carey Peters & Stacey Morganstern
 - Perfect Origins – Gauher Chaudry, Charles Livingston, Brad Callen
 - Jordan Reasoner & Stephen Wright
 - Trupti Gokani
 - Australian Excellence
 - Epic Matcha/Thrive Marketing – Christie & Jared Turley
 - Kendall Summerhawk
 - Dave Austin – Extreme Mental Fitness
 - Sara Gottfried
 - Jeff Spencer
 - Marie Forleo
 - Lisa Cherney
 - Sally Hogshead
 - Gary Kadi
 - Gary W. Goldstein
 - Dennis Cummins
- **Financial, sales and real estate education companies**
 - Boardroom, Inc. (Now Bottomline, Inc.)
 - Clever Investor
 - Mike Dillard- Magnetic Sponsoring, betternetworker.com, The Elevation Group
 - Paul Haarman
 - Pivot Point Enterprises -- DocNDO
 - Brendan Elias – China Import Formula
 - Stepsto.com
 - “Attorney X,” Bob Diamond, Ed Diamond and Diamond Law Center
 - REIC Global
- **SAM Retreat – sponsored by Andrew Lock & Ryan Lee**
 - Telemarketing firms – **Prosper Learning, GMA, Business Mentoring Center, LLC**

- Seminar companies & Trainers - **AOA & Saen Higgins, Jack Daly, Doug Fath, Luke Hoppel,**
- **The Women Speakers Association** – Liora Mendeloff & Gail Watson
- Consulting and branding companies – **Rob Berkley & GroupMV, BrandU**
- 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: 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)

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