

Kevin Grimes, Esq. — PLSH New Board Member

Kevin Grimes, Benivita PLSH will join the PLSH holding company board. He will join Leslie Buttorff, Chairwoman and Larry Wert.

Kevin Grimes is a highly experienced corporate attorney and recognized authority in direct selling, network marketing, and compliance law, with more than 35 years of legal practice representing clients across the United States. He currently serves as a partner with Thompson Burton PLLC, where his work focuses on advising businesses of all sizes — from startups to multinational companies — on complex legal and regulatory issues within the direct sales and multilevel marketing sectors.

Mr. Grimes is widely regarded as one of the most accomplished network marketing and direct selling attorneys in the country. Over his career, he has advised and represented a “Who’s Who” of industry leaders — including billion-dollar brands — on matters such as compensation plan structuring, distributor contracts, compliance frameworks, advertising regulations, regulatory investigations, and international expansion strategies. His practice also encompasses related areas like consumer protection law and FDA/FTC regulatory compliance.

Before joining Thompson Burton, Mr. Grimes built his legal career in private practice and as founder of the Legal Department at Melaleuca, Inc. beginning in 1992, where he advised senior management on legal, compliance, and international issues. Prior to entering private sector practice, he served as a Judge Advocate in the U.S. Army JAG Corps, managing and defending a significant claims portfolio with notable success.

In addition to his corporate legal work, Kevin Grimes has contributed thought leadership to the field of direct selling law. He authored industry resources on compliance training and legal best practices for network marketing distributors and companies, demonstrating his commitment to elevating professional standards and supporting business integrity.

Mr. Grimes holds a Juris Doctor (JD) from Southern Methodist University School of Law and a bachelor’s degree from The Colorado College. His broad expertise in corporate regulatory landscapes, compliance risk management, and strategic legal counsel would bring valuable oversight and governance perspective to any board.