
DIRECTOR'S ORDER UNDER SECTION 157

OF THE *FAIR TRADING ACT*

TO

LOUISVILLE MARKETING INC

AND

JIC NATION LLC

AND

JEWELRY IN CANDLES

AND

PAUL MICAH BUSE

AND

ANY EMPLOYEE, REPRESENTATIVE, OR AGENT OF LOUISVILLE MARKETING INC, JIC NATION LLC, JEWELRY IN CANDLES OR PAUL MICAH BUSE

This Director's Order was issued under s. 157(1) of the *Fair Trading Act* in response to, in the opinion of the Director, contraventions of the Act. As mandated by s. 157.1(1) of the *Fair Trading Act*, this Director's Order is part of the public record.

Albertans who have questions or concerns about this business are encouraged to contact the Service Alberta Consumer Contact Centre at 1-877-427-4088.

For more information on the *Fair Trading Act*, business licensing in Alberta or to search for a licensed business, please click here:

[Search for a Licensed Business, Charity or Fundraiser](#)

To view a tipsheet on this business licence category, please click here:

[Tipsheets](#)



Service Alberta

Consumer Programs

3rd Floor, Commerce Place
10155 - 102 Street
Edmonton, Alberta
Canada T5J 4L4

DIRECTOR'S ORDER UNDER SECTION 157 OF THE FAIR TRADING ACT

TO

LOUISVILLE MARKETING INC

AND

JIC NATION LLC

AND

JEWELRY IN CANDLES

AND

PAUL MICAH BUSE

AND

**ANY EMPLOYEE, REPRESENTATIVE, OR AGENT OF LOUISVILLE MARKETING INC,
JIC NATION LLC, JEWELRY IN CANDLES OR PAUL MICAH BUSE**

ISSUE

On May 24, 2016 a representative of Jewelry In Candles hosted a home party in Alberta and sold products for this company.

This activity constitutes a "direct selling business" requiring the person or business to be licensed under Section 104(1) of the *Fair Trading Act*. A Direct Selling Business means the activities of soliciting, negotiating or concluding in person, at any place other than the seller's place of business, sales contracts for the provision of goods or services, where the buyer is a consumer.

The receipt issued to the consumer at the house party in May of 2016 failed to meet the requirements of Section 35 of the *Fair Trading Act*.

Jewelry In Candles is a trade name registered in Louisville, Kentucky by Louisville Marketing Inc. The Jewelry In Candles website now shows the name JIC Nation. The

CEO of Jewelry In Candles, the owner of Louisville Marketing Inc. and a partner of JIC Nation LLC is Paul Micah Buse.

Neither Louisville Marketing Inc., JIC Nation LLC, Jewelry In Candles nor Paul Micah Buse held a Direct Selling Business License in Alberta at the time of this sale.

On September 12, 2016, Jewelry In Candles was informed of the direct selling business license requirements, but has yet to obtain the required license, nor have they responded to the Consumer Investigations Unit enquiries.

On November 23, 2016, Paul Micah Buse and Louisville Marketing Inc., o/a Jewelry In Candles was informed of the direct selling business licensing requirements, but has yet to obtain the required license, nor have they responded to the Consumer Investigations Unit enquiries.

ORDER

- Louisville Marketing Inc. must immediately:
 - cease from engaging in the activities of a Direct Selling Business in Alberta until the licensing requirements have been met; and
 - ensure that all direct sales contracts include the terms required by the *Fair Trading Act*.
- JIC Nation LLC must immediately:
 - cease from engaging in the activities of a Direct Selling Business in Alberta until the licensing requirements have been met; and
 - ensure that all direct sales contracts include the terms required by the *Fair Trading Act*.
- Jewelry In Candles must immediately:
 - cease from engaging in the activities of a Direct Selling Business in Alberta until the licensing requirements have been met; and
 - ensure that all direct sales contracts include the terms required by the *Fair Trading Act*.
- Paul Micah Buse, either in his own capacity or when acting on behalf of a corporation in which he has an interest or by which he is employed, must immediately:
 - cease from engaging in the activities of a Direct Selling Business in Alberta until the licensing requirements have been met; and
 - ensure that all direct sales contracts include the terms required by the *Fair Trading Act*.

- Any employee, representative, agent or associate of Louisville Marketing Inc., JIC Nation LLC, Jewelry In Candles or Paul Micah Buse must immediately:
 - cease from engaging in the activities of a Direct Selling Business in Alberta until the licensing requirements have been met; and
 - ensure that all direct sales contracts include the terms required by the *Fair Trading Act*.

NON COMPLIANCE WITH ORDER

ANY PERSON WHO FAILS TO COMPLY WITH AN ORDER OF THE DIRECTOR UNDER SECTION 57 OF THE *FAIR TRADING ACT* CONTRAVENES THIS ACT AND IS GUILTY OF AN OFFENCE AND MAY BE PROSECUTED PURSUANT TO SECTION 163 OF THE *FAIR TRADING ACT*



Scott Hood
Director of Fair Trading (as delegated)
March 21, 2017