

Navigating Potholes: Trademark and intellectual property protection for the cannabis, hemp and CBD industry

Location

Webinar

Date & Time

Start Date: 04/17/2023

Start Time: 10:00 am

End Time: 11:40 am EDT

Jonathan Gale and **Ashley Kessler** will present this webinar on the challenges of protecting intellectual property in the cannabis, hemp, and CBD industry. The creation and ongoing development of the cannabis, hemp, and CBD industry present unprecedented opportunities as well as unprecedented challenges. Given the exponential growth of this new market and the influx of new entrants into this market, one significant challenge is establishing and distinguishing one's products and services from others within the market. As in other markets and industries, you must adequately identify and protect your intellectual property and branding. However, that is much easier said than done, particularly in light of the constant shifts, variations, and evolution of the law pertaining to this industry, as well as the federal illegality of cannabis. Jonathan and Ashley will detail the best ways to protect and safeguard intellectual property and branding in the cannabis, hemp, and CBD industry at this time.

Key topics to be discussed:

- The laws pertaining to cannabis, hemp, and CBD goods and services, particularly intellectual property
- Federal trademark protection and registrations
- State trademark protection and registrations
- Delta-8 Tetrahydrocannabinol

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