



## FINANCIAL POISE WEBINAR ONE SHEET CANNABIS LAW 2020

### ABOUT THIS SERIES

The U.S. cannabis industry has exploded over the past decade. With every emerging industry comes legislation, rules, investors, and questions. The legalized cannabis industry is no different. And as more states in the U.S. adopt adult use and medical cannabis laws and regulations, it is incumbent on businesspeople and professionals to educate themselves about the challenges and opportunities facing the industry, as well as how to navigate the legal landscape governing cannabis businesses, whether those businesses “touch the plant,” or not. Thankfully, we’re here to help.

In this series, we provide an essential foundation for any businessperson or professional looking to get smart about the cannabis industry. In our first episode, we present an overview of the cannabis industry and the competing legal frameworks at state and federal levels. In our second episode, we will discuss investment strategies for getting involved in the cannabis industry. Our third episode will discuss specific legal issues surrounding intellectual property rights in the cannabis space. And we’ll conclude with our fourth episode, focused on legal and business issues for employers and employees in states where cannabis has been legalized for both medical and adult use.

As with every Financial Poise Webinar, each episode is delivered in Plain English understandable to investors, business owners, and executives without much background in these areas, yet is also valuable to attorneys, accountants, and other seasoned professionals. And, as with every Financial Poise Webinar, each episode brings you into engaging, sometimes humorous, conversations designed to entertain as it teaches. Each episode in the series is designed to be viewed independently of the other episodes so that participants will enhance their knowledge of this area whether they attend one, some, or all episodes.



### **About Episode #1**

#### **Cannabis Basics: Getting up to Speed with Current Laws, Legislation, & Essential Business Issues**

January 29, 2020 at 1:00 PM CST

The cannabis and hemp industries in the U.S. have exploded in recent years due to increased numbers of states allowing businesses to grow, process, and sell cannabis products for medical and adult use. But one may ask: how are these businesses capable of operating if *federal* laws prohibit them?

This series provides an essential foundation for any businessperson or professional looking to get smart about the cannabis industry. In the first episode of this series, our panel of experts will bring you up to speed on the complex and constantly evolving legal framework governing cannabis businesses. With this context, our panelists will also discuss the opportunities and challenges of operating in the cannabis space.

This webinar is delivered in Plain English, understandable to you even if you do not have a background in the subject. It brings you into an engaging, even sometimes humorous, conversation designed to entertain as it teaches. And, it is specifically designed to be viewed as a stand-alone webinar, meaning that you do not have to view the other webinars in the series to get a lot out of it.

### **About Episode #2**

#### **Cannabis Investment: Successes, Failures, & Strategies for the Future**

February 26, 2020 at 1:00 PM CST

The secret is out: the cannabis industry is big business, and there's a lot of money to be made for savvy investors. But when we talk about cannabis investments, what do we mean? And how in the world can good ROI be captured for businesses operating in the U.S., where cannabis remains illegal at the federal level? Moreover, in a modern "Green Rush," is it more profitable to invest in a plant-touching "prospector," or an ancillary service provider who "sells the shovels"?

Our panel of experts will walk through their experience navigating cannabis investments, ranging from successful strategies, pitfalls, unique issues faced by investing in the cannabis industry, and hot-take-prognostications as to where the industry will see growth in the future.

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### **About Episode #3**

#### **Protecting Intellectual Property in the Cannabis Industry**

March 25, 2020 at 1:00 PM CST

As the cannabis industry grows and professionalizes, especially in the U.S., issues surrounding how to effectively protect intellectual property within the industry are coming to the fore with increased frequency. And in an industry that (generally) remains illegal at the federal level, these issues can be fraught.

In this episode of our series, our panelists will walk through Intellectual Property issues specific to the cannabis, hemp, and CBD industry, including how business can (and in some cases cannot) protect their brands, trademarks, and patents. We'll also discuss notable litigation in the space, and how businesses can best position themselves for success in the future.

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### **About Episode #4**

#### **Cannabis Legal & Business Issues for Employers & Employees**

April 22, 2020 at 1:00 PM CST

There is no shortage of legal issues and regulations about which employers and employees must be aware. And with the introduction of state-legalized cannabis products for both medicinal and adult use, the legal landscape governing these relationships has become even more complicated.

Thankfully, you have our panel of experts to help you navigate some of the key issues surrounding cannabis from the perspectives of both employers and employees. In this episode, we'll address numerous issues, including recent changes to state laws regarding medical and adult-use cannabis; best practices for drug testing (and being tested); dealing with employees who are registered users of medical marijuana; and navigating "drug-free workplace" rules for federal contractors, among others.

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