

# TRADEMARK PROTECTION FOR THE U.S. CANNABIS INDUSTRY: DEALING WITH THREATS AND CHALLENGES

## Webinars

March 10, 2020  
3pm - 4:30pm

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Despite its widespread legalization in many U.S. states, the “use in commerce” of cannabis and related products is still considered illegal under the Controlled Substances Act (CSA). This legal barrier leaves cannabis-related trademarks unprotected under federal law making it vulnerable to infringement. Without substantial changes at the federal level, trademark protection for cannabis companies will always be difficult.

However, cannabis companies seeking to protect their brands are not entirely without recourse.

Listen as a panel of key thought leaders and practitioners, including Melissa Subject, Cannabis Practice Leader, offer a discussion of the fundamentals as well as updates regarding the latest and significant issues surrounding trademark protection for U.S. cannabis companies. This LIVE Webcast aims to help trademark owners and their counsel address current and emerging threats concerning brand protection.

Key topics include:

- Cannabis Trademarks and the Controlled Substances Act (CSA)
- Recent Legal Developments:
  - USPTO Guidance
  - 2018 Farm Bill
- Current and Emerging Issues
- Brand Protection Strategies
- Outlook

**Who Should Attend**

## Attorneys

Melissa Subject

## Practices & Industries

Cannabis & Hemp

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Trademark Lawyers, Trademark Specialists, Intellectual Property Professionals, Cannabis Lawyers, Dispensary Owners and Retailers, In-House Counsel, Brand Owners, Brand Managers

To register, click here: <https://www.theknowledgegroup.org/webcasts/u-s-cannabis-trademark-protection/>

