



# Cannabis Trending

Insights Ideas What's Next

## Cannabis Market Trends 2020

December 5, 2019

Jason Kornfeld, Counsel, Atrium

Jennifer Gumer, Partner, CGL

As we look at the year ahead, 2020 will be a defining year for cannabis businesses as key legislations get decided on. To help us uncover some of the trends we'll likely see next year, Jennifer Gumer, a cannabis legal expert from [CGL](#), weighs in below.

1. Continued cooling of the US cannabis market
2. More pressure placed on lawmakers
3. Investors will turn towards global cannabis market
4. Certainty around the legal status of hemp and CBD products

Next year will prove to be a critical year for the industry with much activity taking place at both the federal and state levels to better define regulations and provide clarity to the market.

<https://www.atrium.co/blog/cannabis-trends-2020/>

## Super Edibles: How Soon?

Cannabis cuisine and cannabis edibles may come soon to a super market near you; well, at least, they are becoming more prominent in dispensaries all across the country.



A recent trade convention which brochured its visitors with images at San Francisco's Moscone Center, Winter Fancy Food Show, products absent, highlighted the coming popularity of these CBD-infused varieties.

The Special Food Association, Fancy Food's Show's parent, reported a top-10 food trends is, wait for it, cannabis-infused snacks including pet treats.

Imagine a whole grain corn chip called "Stonies."

<http://www.greenstate.com/food-travel/cannabis-ranks-among-the-top-10-fancy-food-trends-of-2018-heres-why/>

## Company Develops Cannabis Business App for B2B Electronic Payments

PayQuick has developed an application every cash-dependent MJ operation has prayed for, or wished for.

Transactions on this new mobile app utilizes Visa and handles electronic payments for cannabis-based business payroll, merchant services, eCommerce, excise tax payments, via web-based interface and mobile app.

## Advocacy: Ailments That CBD Is Reported to Help

Maximum Lifestyles' research has revealed some medical-treatment solutions which have been reported as anecdotal results by people currently taking CBD... as more and more people use CBD, and more research, studies, and reporting are done, it seems that the vast majority of people who use CBD are claiming amazing and sometimes almost instant relief from a wide range of common and more serious ailments.

Here are several of them below:

- Cancer and Cancer treatments
- Epilepsy, and other neurological disorders
- Anxiety and depression
- Insomnia and sleep disorders
- Pain and inflammation
- Diabetes and diabetic nerve pain
- Arthritis
- Spasms
- Gastroparesis and IBS
- Parkinson's
- Cardiovascular disease
- Stress reduction
- MS
- PTSD
- And much, much more!

<http://maximumlifestyles.com/is-cbd-oil-really-the-new-miracle-cure-we-take-a-look/>

Central Tower Building • Beverly Hills/Santa Monica • Las Vegas  
1424 Fourth Street, Suite 214 • Santa Monica, California 90401  
Office: 888-496-8889 • [info@creativebusinessendeavors.com](mailto:info@creativebusinessendeavors.com)



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## Knowledge Drop / On Marijuana: Trademarks & Licensing

### **Your Brand Is Your Competitive Advantage. Think Broadly.**

Trademark rights are not limited to your brand or logo. Consider that color schemes, uniquely crafted packaging, shapes, sounds, scents, even holographic images are protectable. Seeking broad protection for your intellectual property will increase your brand's value at the corporate level and to the consumer.

### **Not All Brands Are Created Equal.**

At the federal level, marijuana use of any kind remains illegal, although the current administration has stopped prosecuting cases in states where the use would otherwise be legal. This means all contracts and legal documents involving marijuana may be invalidated, and engaging in business involving marijuana could subject you to criminal liability. Careful attention to securing intellectual property rights and formulating strong license agreements lowers that risk.

### **Procuring Trademark Rights Is A Three Step Process.**

Selling marijuana is illegal at the federal level so you cannot procure a trademark registration for your brand at the U.S. Patent and Trademark Office, even for medical purposes. You can, however, still secure intellectual property rights.

- Use and police your trademarks properly. Improper use will damage your ability to claim rights.
- Seek registrations in any state where you conduct business or license your trademark.
- Seek federal registration for services related to marijuana, but that are not illegal.

### **Copyrights Matter, Too.**

In addition to securing trademark rights, recipes, textual copy, photographic and other artistic images may be protectable in copyright, and like trademarks, can be licensed to third parties. There is no legal issue with seeking copyrights at the federal level.

### **Licenses Should Be State Focused.**

If one licensee will be operating in two states, consider creating two independent agreements. Licensors should also register in states where they do business, and confirm that licensees are registered in the state where the services will be rendered. Licenses should use clear, plain English.

### **The Devil Is In The Details – License With Care.**

A license is a legal document that sets forth the rights and responsibilities of the parties. A licensor has a legal obligation to control the quality of the products or services offered in a license. Accordingly, each license can and should be different, and licensors should do business with companies they trust to protect the value of the brand.

*<http://cobaltlaw.com/on-marijuana-trademarks-licensing/>*

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1424 Fourth Street, Suite 214 • Santa Monica, California 90401  
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## **Pet Talk**

### **Forms of Communication**

#### **VERBAL**

Scientists label human language verbal because of the use of creative symbols (such as alphabets and math signs) with advanced rational thought process.

#### **NON-VERBAL**

Experts suggest here are four categories of animal nonverbal communication:

- **VISUAL:** Shape and color; and special effects like glowing lightening bug.
  - **AUDIBLE:** Barks, growls, hisses, whines, purrs, rattles
  - **CHEMICAL:** Scents of those who mark territory or protect themselves like skunks.
  - **TACTICLE (TOUCH):** Used to show affection to dominate, or to comfort.
- Within these categories can be found types of behaviors ranging from passive to assertive to aggressive.

#### **PET TALK**

Some pets are more communicative than others. One may trail your steps brushing your legs; this tactic when combined with the irresistible “Meooow” or I am starving Whimper.”

# TOP CANNABIS POWER PLAYERS



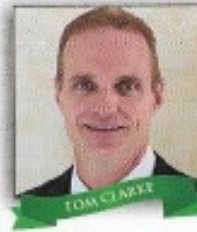
Welcome to the new age of Cannabis, nice to meet you! Since it became recreationally legalized in January of last year, the industry has found unmeasurable success. With many different elements and ways to manufacture the plant, there is nothing stopping it! Now flashing forward to October of 2018, there are 'cannapreneurs' galore, gaining prosperity in a wide variety of sectors in the industry. This Fall issue, we recognize and applaud the Top Power Players in the Cannabis field. These hard-working men and women have gone above and beyond to pursue and create the best product imaginable. From the packaging of the plant to the best CBD oil you can find. This special feature will be sure to not only teach you about the growth Cannabis has made, but how to find and secure the best product for you! MYVEGAS is delighted to congratulate the Top Power Players in Cannabis. *(The Top Cannabis Power Players below are in no particular order).*



**JOEL BORDEAUX**  
His passion for natural healing began from watching his father fight a losing battle with arthritis and cancer. Through years of research on cannabis and the healing benefits of a plant that has been wrongfully placed in a negative light.



**MITCHELL BRITTEN**  
Founder and CEO of two THRIVE Cannabis Marketplace dispensaries in Southern Nevada, as well as a North Las Vegas growing facility. Previously, he worked in Colorado's cannabis industry from 2009-2014, and grew their company tenfold, making him a definite veteran in the industry.



**TOM CLARKE**  
brings a forward-looking, professional perspective to the cannabis industry. Tom has decades of experience coordinating and training teams to accomplish missions in the defense sector, where teamwork and efficiency save lives. He applies these same principals to innovative, efficient, and ultimately successful companies as a respected member of the Las Vegas community. These are the foundations Tom is building upon within the cannabis industry with his latest venture, a cannabis incubator, Hytiva®.

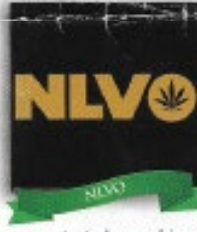


TRACY A. GALLEGOS

**TRACY A. GALLEGOS**  
is a partner in the Las Vegas office of Fox Rothschild LLP, a national law firm with 800 attorneys in 21 offices. Her practice spans corporate, real estate and regulatory law, with an emphasis on clients in the cannabis industry. She speaks fluent French and Tagalog.



**JILLIAN NELSON**  
is a Las Vegas native and has been a part of the Nevada cannabis industry since its inception. Jillian graduated from UNLV and worked at one of the largest law firms in Las Vegas before transitioning to cannabis. She currently is the Operations Manager for Nevada's largest edible company, Evergreen Organix. She has been an integral part of Evergreen Organix and has led the company in developing its operations, branding, social media, compliance, licensing, and product menu.



**NLVO**  
is a licensed, state-of-the-art cultivation and production facility currently serving dispensaries in Nevada with luxury marijuana flower, infused products, extracts and premium disposable vapes. Our line of topicals is formulated with naturally concentrated cannabis and a blend of essential and fruit oils. As science uncovers more reasons why cannabinoids work so well to provide beneficial properties to the body, NLVO continues to be at the forefront of creating innovative cannabis products.



PHARMA XTRACTS

**PHARMA XTRACTS**  
sells the finest, purest CBD products at the lowest prices you will find anywhere. With over three decades of combined experience in the CBD industry, PharmaXtracts is a Band of Brothers who decided the CBD market needed a serious intervention. Committed to saving the world one person at a time!



CHRISTIAN SEABROOK

**CHRISTIAN SEABROOK**  
is the manager of Cultivate dispensary in Chinatown. For several years he has consulted in both financial analysis and cannabis operations. He is an advocate for ethical business, ending the drug war, and communal growth in Las Vegas, where he has lived for 20 years.



JOSH ZWAGIL

**JOSH ZWAGIL**  
began as a chess prodigy who ultimately went to university on a chess scholarship. But when he recognized how long chess and studies would procrastinate his career as a social entrepreneur, he left college to build companies that have generated tens of millions of dollars in sales.



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## Las Vegas officials say no pot lounges until 2019, despite openings in Colorado, Massachusetts

THOMAS PEIPERT / ASSOCIATED PRESS

By Chris Kudialis (contact)

Monday, March 5, 2018 | 2 a.m.

Meredith Wharton, 25, works at The Coffee Joint in Denver, Friday, Feb. 9, 2018. It received the city's first social-use marijuana permit license to become the initial pot consumption lounge in Denver.

The Coffee Joint in Denver received the city's first social-use marijuana permit license last week to become the initial pot consumption lounge in an area leading the way in pot regulation.



The city's Cannabis Consumption Establishment allows adults to consume legal quantities of marijuana by vaping, dabbing or consuming edible products inside the venue. The shop doesn't allow smoking, which is only permitted outdoors.

While private "consumption clubs" also have popped up recently in other parts of Colorado and Massachusetts, representatives from the Clark County Commission and Las Vegas City Council said valley jurisdictions will take a wait-and-see approach instead of joining in immediately.



LEGALEASE

## STATE TO ANNOUNCE NEW MARIJUANA LICENSING PERIOD THIS MONTH

by Amanda Connor, Esq. and Natalie Locke of Connor & Connor

**T**hose hoping to enter the retail marijuana business may be in luck because the Department of Taxation (DOT) is gearing up to issue the latest round of marijuana licenses. This includes licenses to operate retail marijuana stores (and possibly other retail stores). It is anticipated that the DOT will announce when they will accept the applications for new retail stores sometime this month.

This announcement will tell us in which 10-day period the Department will begin accepting these applications. Those who do not meet the requirements this time could potentially have other chances in the future. However, those hoping to earn big in the state's newest industry may find that obtaining a license to operate a retail marijuana business is quite prohibitive.

First, only existing medical marijuana establishments are eligible to apply for the new round of licenses. To clarify, the applicant for the new retail store must be the company who has the medical marijuana registration certificate to operate the medical marijuana business. Any operational medical marijuana business in good standing is eligible to apply for these new retail stores – including cultivation, production, laboratories and dispensaries. The application must include the proposed name of the marijuana business, as shown in the medical marijuana registration certificate, along with the articles of incorporation, and, of course, any applicable fees.

Although capable of yielding large returns, marijuana licenses can be costly. In addition to a non-refundable \$5,000 application fee, applicants must pay additional licensing fees depending on the establishment:

- Marijuana Cultivation Facility- \$30,000
- Marijuana Distributor- \$15,000
- Marijuana Production Manufacturing Facility- \$10,000
- Marijuana Testing Facility- \$15,000
- Dispensary- \$20,000

People who do not have medical marijuana registration certificates will not stand a chance of obtaining a license until November 16, 2018 at the earliest, but DOT would have to determine that there is an insufficient number of licenses and open an additional application period.

For the upcoming retail store applications, pursuant to law, the applications will be merit based. This means they will be ranked and scored. In addition to assessing information about the actual business, DOT will take the owners, officers and board members affiliated with the business into account as well. Applicants must provide the proposed name of the establishment, the type of business (corporation, LLC, partnership, etc.), business registration, and operating hours.

A proposed business plan must address the size of the establishment, floor plans, a "seed to sale" inventory tracking system, testing procedures, how the product will



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## Nevada Marijuana Facts and Information 2019

### The Nevada Marijuana Market

Nevada Marijuana, also known as Cannabis among other names and slangs, like “weed”, has never really been that hard to find for medical or recreational use. Any plant that produces a pleasant psychoactive drug called tetrahydrocannabinol (THC) from its 483 compounds; including at least 65 other cannabinoids is a gift that will always be with us.

With a state population of 2,839,172, there are plenty of options to find Nevada marijuana from someone you know, or someone in your [marijuana social network](#). Most likely, of all the 1,200,517 households in NV, there is bound to be a Nevada marijuana grow room or garden very near being managed by one of the 2.7 average people in a Nevada home. With 23.2% of Nevada residents owning a college degree and 7.9% owning an advanced degree, there are surely people taking advantage of their education by becoming NV licensed growers, NV licensed manufacturers, NV licensed distributors, NV licensed lab test facilities, or [licensed marijuana retail businesses](#).

It's hard to say if the NV median household income of \$53,094.00 is being driven by any of this potential marijuana income from [legal marijuana businesses](#) or the black market. Regardless, you can feel safe that Mama's Ganja will only promote legal licensed Nevada marijuana dispensaries and

stores from which to choose.

### Who are the Nevada Marijuana Users?

Earliest recorded uses of marijuana date back to the 3rd millennium BC. Marijuana is most used for its mental and physical effects, like a high feeling, a noticeable change in perception, euphoria, happiness, and an increase in appetite. People using marijuana has continued for centuries, even in the United States until prohibition started in the 1960's. Prohibition of marijuana has been an Industry in itself for over half a century.

Nevada Marijuana is no different, but the user numbers speak loudly and are growing fast. Today, marijuana can be used by smoking, vaporizing, within food, or as an extract of many sorts. Prohibition did not have any effect on the 1,561,545 people who have tried marijuana; that's 55% of the NV general population. What's even more interesting is that 624,618 people currently use, and a healthy 14% say they



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regularly use Nevada Marijuana.

Lonely stoner? Have no fear, there are 397,484 NV marijuana consumers to take up with today after visiting legal Nevada Marijuana dispensaries and stores! Although it appears a very social drug with 56% of NV residents expressing that it is socially acceptable, many users are very private about their use and appreciate discreetness. This is the likely reason that only 16% of Nevada marijuana users declare they use marijuana for fun.

The majority of users, 84% in fact, declare they use marijuana for a purpose. Generally, the most frequent purpose is medical for pain, anxiety, stress or other ailments that may require over the counter or prescription medication. Socialites can relax, users for fun number 454,268, so there is plenty of people with which to enjoy marijuana.

One group that may be looking for fun is parents of children. There are 1,533,153 users of Nevada marijuana that are parents. With the demands and expectations placed on parents today, how can you blame them for choosing marijuana as a safe alternative to alcohol or other prescription drugs. Nevada marijuana users are not an aging group that will all be gone one day as millennials also enjoy the plant. In fact, 52% of NV users are

millennials. These 1,476,369 millennial marijuana consumers will ensure the plants' support and growing legal usage for years to come.

## How Many People Support NV Marijuana?

Support for legalization of marijuana has never been higher. Many say the genie is out of the bottle and support for legalization has crossed the chasm. It's not a matter of if marijuana will be legalized; it's a matter of when. For Nevada in particular, 83% of residents support medical marijuana, and 49% support full legalization of the plant and its products. That's a lot of people! Specifically, 2,356,513 supporting medical decriminalization, and 1,391,194 supporting full legalization of marijuana.

What's interesting, but not really a surprise, is of all the Nevada supporters of full legalization, users who have tried it, 1,561,545 people, have the highest support rate. However, there are people in NV who have never tried marijuana, 709,793 people, and still support legalization. As of 2017, 70% of users who've tried marijuana support legalization and 25% support legalization. When will marijuana be legalized across the United States is hard to predict, but with support numbers likes these it will happen.





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## Is Marijuana in Nevada Legal for Medical or Recreational Use?

If you're wondering now if it is legal for you to buy marijuana from Nevada marijuana dispensaries and stores, you are not alone. It is not simple to understand the legal landscape with so much changing so fast. However, don't worry; you've come to the right place.

Mama's Ganja only provides and promotes Nevada marijuana dispensaries, stores and businesses that have verified State licenses. Mama's Ganja provides this for each state in the U.S. Let's start with the use of medicinal marijuana. Marijuana has been proven to be effective in the treatment of many symptoms. Some of those symptoms include joint and body pain, arthritis and bursitis, headaches and migraines, multiple sclerosis, hepatitis C, fibromyalgia, nausea and low appetite, HIV and AIDS related illnesses, cancer treatment, Crohn's disease and irritable bowel syndrome, insomnia, depression, seizure prevention, and anxiety disorders.

In Nevada, is the use of CBD for medical reasons legal? The answer is **yes**. Now, let's broaden the scope of the question and ask is the use of marijuana and cannabis products for general medical uses legal? The answer is **yes**. Many states that have passed legislation to allow

marijuana sales for recreational use were once only medical use states. So finally, the broadest questions you can ask. In Nevada, is the use of marijuana legal for recreational purposes? Will you find legal Nevada marijuana dispensaries and stores that supply cannabis products to consumers? The answer is **yes** for recreational and fun uses by adults. We've hopefully made it simple for you to understand how to navigate the ever-changing landscape of Nevada marijuana laws and policies. However, we understand that this subject is very sensitive and some of you may want to do more Nevada marijuana research.

Therefore, if you are curious to learn more about marijuana laws and how they may affect you, then please visit [Nevada marijuana laws](http://Norml.org) on Norml.org. If you are interested in educating yourself on the policies in Nevada related to marijuana uses, then please visit, [Nevada marijuana policy and legislation](http://MPP.org) on MPP.org.

Stay legal and safe out there and only purchase marijuana from legal Nevada marijuana dispensaries and stores. Mama's knows best.

<https://www.mamasganja.com/dispensaries/nv/>