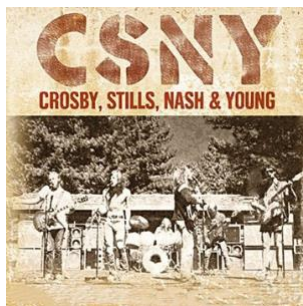


**STRICTLY PRIVATE AND CONFIDENTIAL**

The contents of this document are strictly confidential and may only be disclosed and forwarded with the written approval of David Crosby, Steven Sponder, or Donald Belovich of Stikeman Elliott LLP or their respective agents and representatives.

**OPPORTUNITY TO EXCLUSIVELY LICENSE THE ICONIC  
DAVID CROSBY™ NAME AND LIKENESS IN THE CANNABIS INDUSTRY**



**ICONIC FOUNDER OF CROSBY, STILLS, NASH & YOUNG, THE BYRDS, AND GLOBAL CANNABIS CONNOSSEUR**

**The Opportunity**

**Exclusive Worldwide License** of the globally-recognized music icon, celebrity and cannabis connoisseur **DAVID CROSBY**, his name, likeness and marks for use by a leading cannabis company. *(Licensee to produce a David Crosby branded line of medical and/or recreational cannabis products.)*

**Mr. Crosby's Unique Value Proposition**

**Global Celebrity Status:** Two-Time Rock & Roll Hall of Fame Inductee with over 35 million albums sold and an international fan base in the tens of millions.

**David Crosby epitomizes the cannabis culture:** He is known by millions as a lifelong advocate of the cannabis industry. His fan base includes tens of millions of baby boomers as well as their offspring.

**Global Media Influencer:** David Crosby has first tier access to the global press which would be leveraged for a mass media campaign to market the licensee's David Crosby branded cannabis products. He also has close relationships with countless other iconic musicians, entertainers and public figures who could help in supporting the brand. David Crosby also has a significant global social media following and his name appears millions of times on Google and various social media sites. Depending on the terms negotiated, Mr. Crosby would also serve as a brand ambassador.

**Depth of Knowledge:** Mr. Crosby is extremely informed in matters related to the cannabis industry. He and his associates will advise the licensee as to the development of the Branded Products.

**Market Validation:** According to Chris Walsh, founding editor of Marijuana Business Daily. *"Celebrities influence cannabis buying decisions like no other force. Consumers are willing to pay an average of a 25% markup over the same type of product that does not have a celebrity name on it".*

**About David Crosby**

David Crosby is the founding member of two of the most successful rock bands ever – **Crosby, Stills, Nash & Young** and **The Byrds**. With his long white hair and mustache, David Crosby is instantly recognized by millions worldwide. As a social activist in the public eye for over six decades, David Crosby is known as *"the voice of a generation"*. Mr. Crosby has twice been inducted into the Rock & Roll Hall of Fame and is in the history books for performing at Woodstock. His music career is as vibrant as ever with four new albums in the last four years and an international concert tour.

**Specifications of License**

The prospective licensee would be granted the exclusive right to design, produce, name and sell a range of David Crosby Branded Cannabis Products with creative license on terms to be negotiated. Mr. Crosby suggests using the name "MIGHTY CROZ™" for the Cannabis product line because his fans call him "CroZ", but this is not a requirement.

**Requirements for Licensee**

The Branded Products to be of top-quality from a leading Cannabis company. A presentation pertaining to the business plans, vision and prospects of the Licensee will be required.

**License Arrangements**

A combination of upfront payment, equity and royalties from Branded Products will be considered.

**Contact Details**

[www.MightyCroz.com](http://www.MightyCroz.com) - Contact **Steven Sponder** at (954) 304-4000 or [steven@mightycroz.com](mailto:steven@mightycroz.com) or **Donald Belovich** of Stikeman Elliott, Toronto at (416) 869-5606 or [dbelovich@stikeman.com](mailto:dbelovich@stikeman.com)