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- Atkins Intellectual Property, PLLC
- Canna Law Group, a practice group of Harris Moure, PLLC
- Cobalt LLP
- Drug Policy Alliance
- Fitzgerald Abbott & Beardsley LLP
- Hinman & Carmichael LLP
- Jackson Lewis P.C.
- Nelson Hardiman, LLP
- Seed Intellectual Property Law Group PLLC
- Stoel Rives LLP
- Vicente Sederberg LLC

Who Should Attend:

Attorneys and business people involved with newly authorized commercial marijuana production and distribution

A Timely New One-Day Seminar on

Marijuana and Intellectual Property

Special issues in product and brand protection for the cannabis industry

July 11, 2014

Seattle, Washington

Washington State Convention Center

Credits: WA 7 CLE (call about others)

Quick when/where: 8:30 a.m., 800 Convention Place

Marijuana and Intellectual Property Seminar

July 11, 2014 | Seattle, Washington
Washington State Convention Center

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- 8:00 Registration Opens**
- 8:30 Introduction & Overview**

Tsan M. Abrahamson, Esq., *Program Co-Chair*
Cobalt LLP ~ Berkeley, CA

Michael G. Atkins, Esq., *Program Co-Chair*
Atkins Intellectual Property, PLLC ~ Seattle, WA
- 8:45 Overview of the Federal vs. State Divide**

Daniel N. Abrahamson, Esq., *Director of Legal Affairs*
Drug Policy Alliance ~ Berkeley, CA
- 9:15 Intellectual Property Protection: An Overview of the Options**

Copyright, trademark, trade dress, trade secret, and patents

Hilary Bricken, Esq.
Canna Law Group, a practice group of
Harris Moure, PLLC ~ Seattle, WA
- 9:45 Selecting Your Overall Approach: Licensing vs. Franchising**

Elements of a license vs. elements of a franchise; applicable law for each; reporting and disclosure for franchising; steps to long-term success for the transaction

Dawn Newton, Esq.
Fitzgerald Abbott & Beardsley LLP ~ Oakland, CA
- 10:30 Break**
- 10:45 Patents: Is There Patentable Subject Matter? Since Marijuana is Illegal on the Federal Level, Would the Patent Office Refuse to Issue a Patent?**

Strains of marijuana plants as patentable subject matter; strategies for patenting packaging or other components in connection with other uses

Karl R. Hermanns, Esq.
Seed Intellectual Property Law Group PLLC ~ Seattle, WA
- 11:30 Copyrights and Trade Secrets for Protecting Recipes and Other Writings**

Copyrights vs. licensing trade secrets; employment law issues and best strategies; contract terms for maintaining protection after the license expires

Nate A. Garhart, Esq.
Cobalt LLP ~ Berkeley, CA

- 12:15 Lunch (on your own)**
- 1:30 Building Your Brand: Trademark and Trade Dress**

Marijuana trademark branding, trademark licensing, and trademark certification

Anne W. Glazer, Esq., *Moderator*
Stoel Rives LLP ~ Portland, OR

Tsan M. Abrahamson, Esq., *Program Co-Chair*
Cobalt LLP ~ Berkeley, CA

Michael G. Atkins, Esq., *Program Co-Chair*
Atkins Intellectual Property, PLLC ~ Seattle, WA
- 3:15 Break**
- 3:30 Data and Privacy Protection in Operations and Licensing**

Identifying compliance requirements and writing terms clearly assigning responsibility and remedies for breaches or other failures to comply

Aaron C. Lachant, Esq.
Nelson Hardiman, LLP ~ Los Angeles, CA

Health Insurance Portability and Accountability Act (HIPAA): Marijuana may be exempt, but how do you handle information about an underlying medical condition?

Ann H. Fromholz, Esq.
Jackson Lewis P.C. ~ Los Angeles, CA
- 4:30 Marketing Plans in Action: Lessons from Development of the Self-Regulatory Structure for the Alcoholic Beverage Industry**

Alcohol regulatory scheme vs. marijuana regulation

John A. Hinman, Esq.
Hinman & Carmichael LLP ~ San Francisco, CA

Practical tips for developing self-regulatory guidelines

Christian E. Sederberg, Esq.
Vicente Sederberg LLC ~ Denver, CO
- 5:30 Evaluations and Adjourn**



About the Seminar

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In November 2012, Washington and Colorado became the first states to legalize the recreational use of marijuana, adding to the states that already have legalized marijuana for medical purposes, and changing the way we think about cannabis.

This seminar will examine the challenging intellectual property issues arising from the creation of the new commercial cannabis industry. Experts will discuss the wide range of intellectual property implications, including trademarks, patents, labeling, product design, privacy issues, state regulations involving cannabis and their alcohol parallels nationwide, efforts to create self-regulatory schemes for the commercial cannabis marketplace, and the effect those regulations may have on prospective business interests.

~ Program Co-Chairs: **Tsan M. Abrahamson, Esq., Cobalt LLP ~ Berkeley, CA**
and **Michael Atkins, Esq., Atkins Intellectual Property PLLC ~ Seattle, WA**



Tsan Abrahamson, *Program Co-Chair*, partner, Cobalt LLP, focuses on intellectual property, advertising, trademark clearance, trademark and copyright prosecution, licensing, and other business transactions. She has significant experience prosecuting trademarks domestically and internationally. She also has vast licensing experience, including cannabis process and manufacturing licenses for edible medical products.

Michael Atkins, *Program Co-Chair*, Atkins Intellectual Property, PLLC, focuses on trademark and copyright issues, including prosecution, litigation, and strategy. An increasing number of his clients are preparing to compete in Washington’s legal recreational marijuana industry. He also teaches trademark law at the University of Washington School of Law and publishes in the Seattle Trademark Lawyer blog. The World Trademark Review recently named him a “recommended expert” on trademark law issues.

Anne Glazer, *Moderator*, partner, Stoel Rives LLP, provides business intellectual property services in the food, beverage and hospitality industries. She counsels companies on trademark and copyright laws; licensing; internet and website; consumer information privacy and security; advertising; food labeling and packaging, including FDA compliance review.

Daniel Abrahamson, Director of Legal Affairs, for the Drug Policy Alliance - the national’s leading organization devoted to drug policy and drug law reform. He has co-authored several state and local legislative initiatives and statues on matters of marijuana tax and regulation, medical marijuana, asset forfeiture, drug overdose prevention, and sentencing reform.

Hilary Bricken, attorney, Canna Law Group, a practice group of Harris Moure, PLLC, focuses on state trademark services to protect the names of a cannabis business, cannabis-infused product, or the strains. She also counsels in federal and international trademark services for qualified cannabis-related products and services.

Ann Fromholz, partner, Jackson Lewis P.C., represents employers and individual defendants in all types of employment litigation, including the defense of claims of sexual harassment, unlawful employment discrimination and retaliation, failure to provide reasonable accommodations, breach of employment contract, and invasion of privacy. She is experienced in defending employers in wage and hour litigation, including representative and class action lawsuits.

Nate Garhart, partner, Cobalt LLP, assists businesses with various aspects of their intellectual property. Through registering the trademarks and copyrights, representing the business and its assets, enforcing its rights in trademark, copyright, and trade secrets, reviewing advertising, marketing and promotional activities, and negotiating licenses.

Karl Hermanns, managing partner at Seed Intellectual Property Law Group PLLC, specializes in chemical-related patent matters, including strategic management of patent portfolios, investment due diligence, and early stage company counseling and licensing for start-up and venture-backed pharmaceutical and biotechnology companies. In addition, he is an adjunct professor at the University of Washington School of Law where he teaches patent prepare and prosecution, as well as the Department of Chemistry where he teaches a course entitled “IP for Scientists”.

John Hinman, partner, Hinman & Carmichael LLP, is experienced in the alcohol beverage industry. He is an administrative hearing advocate, and is one of the leading alcoholic beverage trade practice, marketing, and distribution lawyers in the United States. He has published numerous articles and treatises.

Aaron Lachant, partner, Nelson Hardiman, LLP, is experienced in representing medical marijuana providers in all aspects of their businesses with a focus on regulatory compliance, business strategy, and practical solutions to vexing problems. He has also represented medical marijuana providers in litigation involving both U.S. and California constitutional issues and has worked with local governments in developing regulatory programs for the cultivation and distribution of marijuana.

Dawn Newton, partner, Fitzgerald Abbott & Beardsley LLP, Chair of the firm’s Intellectual Property Practice Group, advises clients on franchising, trademark and copyright issues. She is recognized by the State Bar of California’s Board of Legal Specialization as a certified specialist in franchise and distribution law, and advises clients on trademark, copyright and licensing issues.

Christian Sederberg, partner, Vicente Sederberg LLC, provides general guidance to medical marijuana businesses, ancillary businesses and caregivers about local and state medical marijuana ordinances, regulations and laws. He provides real estate and business transactional and regulatory assistance to the medical marijuana community, including negotiating the purchase and sale of medical marijuana businesses.



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Tuition: Regular tuition for this program is \$695 with a group rate of \$520 each for two or more registrants from the same firm. For government employees, we offer a special rate of \$465. For students, people in their job for less than a year, or involved in the cannabis industry, our rate is \$347.50. All rates include admission to all seminar sessions, food and beverages, and all course materials. Make checks payable to Law Seminars International. Financial aid is available to those who qualify. Contact our office for more information.

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a \$50 cancellation fee, if we receive your cancellation by 5:00 p.m. on Friday, July 4, 2014. After that time, we will credit your tuition toward attendance at another program or the purchase of a Homestudy.

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 Cobalt LLP



Michael Atkins, Esq.
 Atkins Intellectual Property PLLC

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Public-Private Partnership Projects	October 8, 2014	Atlanta, GA

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