



**Thursday, June 27, 2019**  
**Grand Hyatt San Francisco**

**Conference Co-Chairs:**

**Kristi K. Brownson, Esq.**

Brownson Norby, PLLC, Minneapolis, MN

**Adam R. Dolan, Esq.**

Goldberg Segalla, White Plains, NY

**Kirk Miller, MBA, CRM, CIC**

Vice President of Risk Management Cannabis Services  
Emergent Risk Insurance Services, LLC, San Francisco, CA

**Agenda Sponsor:**

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ATTORNEYS AT LAW

## Perrin Conferences: Emerging Legal Trends in the Cannabis Industry Grand Hyatt San Francisco Hotel

### Overview:

This conference brings together industry leaders, innovators and advocates to discuss ongoing challenges that face this unique business. Our speakers cut across the entire spectrum of the industry and will provide the highest quality discussion of these and many other varied topics of interest. In-House Counsel, Risk Managers, law firm partners and insurance companies will discuss employment related issues, various insurance coverages available and what companies need to know when deciding on coverage, as well as tackling everything from industry innovation and state of the art challenges, to the changes in the federal landscape with the passage of the Farm Bill. This conference will provide the highest quality discussion on various topics from multiple perspectives and viewpoints. It's a must-attend for anyone interested in or involved with the cannabis industry.

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### Thursday, June 27, 2019

#### 8:00 AM: Registration

#### 8:30 AM: Welcome & Opening Remarks

**Kristi K. Brownson, Esq.**, Brownson Norby, PLLC, Minneapolis, MN

**Adam R. Dolan, Esq.**, Goldberg Segalla, White Plains, NY

**Kirk Miller, MBA, CRM, CIC**, Vice President of Risk Management Cannabis Services, Emergent Risk Insurance Services, LLC, San Francisco, CA

#### 8:45 AM: The Opportunity to Insure Risk in the Cannabis Space

- Discussion of insurable risks from seed to sale in traditional [and non-traditional?] coverage areas.
- What are the challenges carriers face as state and federal laws evolve?
- What steps should carriers consider to protect their interests as well as ensuring compliance with state and federal insurance industry requirements?

**Moderator: Charles V. Pyfrom, MBA**, Senior Vice President – Commercial Programs, CannGen Insurance Services, LLC, Livermore, CA

**Martin Fox-Foster**, Director of Claims, Emergent Risk Insurance Services, LLC, San Francisco, CA

**Beth Zielazny Medvedev**, Underwriting Manager, James River Insurance Company,

Richmond, VA

**Brenda P. Wells, PhD., CPCU, AAI**, Professor, Robert. F. Bird Distinguished Professor of Risk Management & Insurance Program, Department of Finance College of Business, East Carolina University, Greenville, NC

### 9:30 AM: State of Cannabis in 2019: Sales & Consumer Trends

- Real time data and trends showing important patterns in the cannabis marketplace.
- Current product and brand trends for improved sales, customer loyalty and retention.
- Emerging technologies within the sector to help operators make more informed business decisions.

**Moderator: Jocelyn Sheltraw**, Director of Regional Strategy, New Markets, Headset, San Francisco, CA

**Jeremy Abrams**, Owner, One Love Beach Club, Long Beach, CA

**Luna Stower**, Norcal Sales Director, Jetty Extracts, Oakland, CA

**Rico Tarver**, Founder, CannaGather and The Suave Life, LLC, Los Angeles, CA

### 10:15 AM: Break

### 10:30 AM: The Farm Bill is No Free Pass-What's Covered and What's to Come for CBD

- Discussion of the 2018 Farm Bill, including the irony that CBD products may end up being more highly regulated than certain THC products, and perhaps outright illegal
- How can states willingly disregard federal law on marijuana but blindly defer to FDA when it comes to CBD products?
- Overview of the current status of CBD in the regulatory world and appropriate ways to ensure CBD products are safe and effective while keeping producers (and their insurers) comfortably within agency expectations as the market evolves.

**Moderator: Thomas J. Norby, Esq.**, Brownson Norby, PLLC, Minneapolis, MN

**Amanda R. Conley, Esq.**, Brand & Branch LLP, Oakland, CA

**Rod Kight, Esq.**, Kight Law Office, Asheville, NC

**Preston O. Lee, Esq.**, Maron Marvel Bradley Anderson & Tardy LLC, Jackson, MS

### 11:15 AM: Smoke Break? The Retail Future of CBD and Cannabis is Edible

- The development production and sale of cannabis products presents major business challenges and opportunities for innovation, one that is much broader than traditional combustibles.

- Discussion among legal counsel and food science experts of the legal and business challenges faced in developing, labeling and marketing innovative products spanning the food, beverages supplement and cosmetic spaces.

**Moderator: Kristi K. Brownson, Esq.**, Brownson Norby, PLLC, Minneapolis, MN  
**Shantelle Lucero, Esq.**, General Counsel, Infinite CBD, Lakewood, CO  
**Andy Roche, CPA**, Vice President Finance, Poseidon Investment Management, San Francisco, CA  
**Lindsey Streicher, Esq.**, Brownson Norby, PLLC, Minneapolis, MN  
**Ilan Weiss**, Owner and Founder, MNFuse, Minneapolis, MN

### **12:00 PM: Lunch (on your own)**

### **1:15 PM: UCANN or UCANN'T: Are Cannabis Patents and Trademarks Enforceable?**

- Until mid-2018 no patent holder was willing to challenge the enforceability of a cannabis patent until UCANN filed suit against Pure Hemp in the United States District Court in Denver, Colorado. The panel will discuss how a federal court may view property rights in a substance that is still a Schedule 1 drug under the Controlled Substances Act and other issues raised by the case.
- The panel will also discuss the evolution of intellectual property law in the cannabis market, including potential federal policy changes following the passage of the 2018 Farm Bill.

**Dale C. Hunt, Esq., PhD**, Founder, Plant & Planet Law Firm, San Diego, CA  
**Michael J. Laszlo, Esq.**, Laszlo Law, Boulder, CO  
**Jeffrey Zuber, Esq.**, Zuber Lawler & Del Duca LLP, Los Angeles, CA

### **2:00 PM: Developing a State of the Art: Current Science in Cannabis Products**

- Discussion of the current status of the science behind cannabis products and challenges segments of the industry may expect to face in the future.
- Does the medical and scientific focus change depending on the intended use of the product, whether recreational or medical? Are there differences depending on the composition of the product from pure CBD to THC/CBD blends?
- What steps should producers and insurers consider to protect business and consumers based on surveying this evolving area?

**Moderator: Joseph J. Welter, Esq.**, Goldberg Segalla, New York, NY  
**Tom A. Lewandowski, Ph.D., DABT, ERT, ATS**, Principal, Gradient, Seattle, WA

**Angela Perez, PhD**, Senior Toxicologist, CTEH, LLC, Portland, OR  
**Leslie Zellers, Esq.**, Richman Law Group, San Francisco, CA

### **2:45 PM: Break**

### **3:00 PM: Products Liability & Dram Shop Liability**

- Discussion about the potential litigation exposure that could arise out of edible marijuana packaging and labeling (the “attractive nuisance” theory)
- Overview of the potential for litigation arising out of labeling for CBD products after the FDA recently issued a stern warning about touting the health benefits of CBD products.
- The “high driving” and the lack of state dram shop laws for marijuana could lead to liability exposure.

**Ausra O. Deluard, Esq.**, Dentons, Oakland, CA  
**Eduardo Provencio**, General Counsel, Mary's Medicinals, Denver, CO  
**David F. Standa, Esq.**, Locke Lord LLP, Chicago, IL  
**Ian Stewart, Esq.**, Wilson Elser Moskowitz Edelman & Dicker LLP, Los Angeles, CA

### **3:45 PM: Legal Challenges in Multi-State Cannabis Markets**

- A discussion of the impact of conflict of laws in this evolving multi-state marketplace.
- What are the venue considerations that implicate multiple jurisdictions in this evolving area?

**James DiGiulio, Esq.**, O’Toole Scrivo Fernandez Weiner Van Lieu, LLC, Cedar Grove, NJ  
**J. Eric Kirkland, Esq.**, Kirkland Law, Los Angeles, CA  
**Timothy D. Swain, Esq.**, MG+M, Boston, MA

### **4:30 PM: Employer/Employee Relationships and the Proliferation of Medical Cannabis Use**

- Discussion of the questions facing corporations regarding drug testing employees in the face of differing views amongst state and federal laws.
- What type of drug testing policies should be considered in this evolving area? Including the interplay with the ADA or similar state legislation when valid use of medical cannabis is at issue.

**Moderator: Adam R. Dolan, Esq.**, Goldberg Segalla, White Plains, NY  
**Susan M. Cirilli, Esq.**, Paisner Litvin LLP, Philadelphia, PA  
**Sean F. Darke, Esq.**, Litchfield Cavo LLP, Chicago, IL

**Michele G. Haas, Esq.**, Hoagland, Longo, Moran, Dunst & Doukas, LLP, New Brunswick, NJ  
**Melissa K. Roeder, Esq.**, Foley & Mansfield, Seattle, WA

**5:15 PM: Conclusion**

**5:15 PM – 6:15 PM: Networking Cocktail Reception**

*Sponsored by: O’Toole Scrivo Fernandez Weiner Van Lieu, LLC and  
Brownson Norby, PLLC*

*\*Speakers & Agenda are subject to change.*

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## **Perrin Conferences Emerging Legal Trends in the Cannabis Industry**

**Thursday, June 27, 2019  
Grand Hyatt San Francisco  
345 Stockton Street  
San Francisco, CA 94108**

### **REGISTRATION**

#### **Registration Rates:**

- Attorney \$895.
- Non-Attorney \$400.
- Insurance Professionals and In-House Counsel \$0 (complimentary).

All in-house counsel and insurance professionals receive complimentary registration at Perrin Conferences live programs.

Contact Bethany Corio (bcorio@perrinconferences.com) 610-220-1817 or Lynnsey Perrin (lperrin@perrinconferences.com) 610-804-6165 with questions or to register at the complimentary rate.

#### **Register Online:**

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214 Orchard Way  
Wayne, PA 19087

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#### **Register by Phone:**

Lynnsey Perrin	610-804-6165	lperrin@perrinconferences.com
Bethany Corio	610-220-1817	bcorio@perrinconferences.com

Each registration includes private website access to course materials and admission to all networking events including breakfasts, refreshment breaks and cocktail receptions. *Group discounts available, please inquire.*

## **HOTEL ROOM BLOCK**

### **Grand Hyatt San Francisco**

345 Stockton Street, San Francisco, CA 94108

Call the Grand Hyatt (415) 398-1234 and reference Perrin Conferences to receive the conference rate. The conference room rate is \$325 per night. Reservations must be made prior to 6/5/19.

## **CLE CREDIT INFORMATION**

This conference will be approved for 6.5 – 7.8 CLE credits, depending on the state. Please send requests for state specific accreditation to Katie Milnes [kmilnes@perrinconferences.com](mailto:kmilnes@perrinconferences.com).

## **CANCELLATION POLICY**

If you cannot attend the conference, please notify us prior to June 13, 2019 and we will refund your fee. Cancellations received after this date and no-shows are subject to a \$200 administrative fee. You may enroll a substitute at any time before the conference starts.

## **FINANCIAL AID POLICY**

Perrin Conferences is dedicated to providing high-quality continuing legal education to attorneys interested in course offerings. Program registrants who are unable to afford registration fees due to financial hardship may apply for a complete registration waiver or reduction in fee. Factors to be considered include employment status and annual income. Please send a written letter to Lynnsey Perrin addressing your financial situation for consideration. All requests must be submitted 14 days prior to the start of the program and are kept confidential.





**Perrin Conferences – Emerging Legal Trends in the Cannabis Industry**  
Thursday, June 27, 2019 – San Francisco, CA

Mail-in Registration Form

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