



The Bar Association of San Francisco presents
**The 4th ANNUAL
 CANNABIS CONFERENCE**
 A Detailed Discussion with People Who Know

This program will explore the details of some of the more nuanced developments in cannabis during the past year.

- Appellations
- Alternative Dispute Resolution
- Agency Consolidation & Amendments to Rules

8:45 a.m. - 9:00 a.m.
 9:00 a.m. - 12:30 p.m.

MCLE Registration / Virtual Doors Open
 MCLE Program

**Thursday
 November 18, 2021**

MCLE: 3 Hours

To receive MCLE credit, you must sign in during the designated MCLE registration period. This activity is approved for Minimum Continuing Legal Education credit by the State Bar of California. BASF is a certified provider. Provider #103

Cost

\$35 BASF Cannabis Section Members
 \$60 BASF Members
 \$100 All Others

Location

Virtual

Schedule

9:00 - 10:00 a.m. | **Session I**
 Break / Networking Opportunity
 10:05 - 11:05 a.m. | **Session II**
 Break / Networking Opportunity
 11:10 a.m. - 12:10 p.m. | **Session III**

Sponsorship

Inquiries email events@sfbbar.org

Event Code: G212401

Opening Remarks

Lara De Caro, Leland, Parachini, Steinberg, Matzger & Melnick LLP
 BASF Cannabis Law Section Chair

Session I

APPELATIONS: WHY THEY MATTER TO YOUR CLIENTS

Product identity goes beyond trademarks, especially in the cannabis space. This panel will provide you with an in depth analysis of appellations in California cannabis and why your client should consider securing such rights.

Speakers

Heather Burke, Burke Legal
Ashley Roybal-Reid, Farella Braun & Martel LLP

Session II

ALTERNATIVE DISPUTE RESOLUTION IN CANNABIS

This panel will discuss recent trends and developments in caselaw and regulations regarding ADR, and the reasons for seeking, or avoiding, ADR in the cannabis industry.

Moderator
 Speakers

Diana Kruze, Judicate West
Katy Young, Managing Partner, Ad Astra Legal
Pamela Epstein, General Counsel & Chief Regulatory and Licensing Officer at Eden Enterprises, Inc.
Phillip Neiman, Esq., FCI Arb
 Mediator & Arbitrator, JAMS

Session III

AGENCY CONSOLIDATION WITH AGENCY COUNSEL

The recent changes to California cannabis law substantially altered the regulatory landscape. Come hear from the lead agency's General Counsel on what to expect and give him your feedback on what your clients need from the new administration.

Moderator
 Speaker

Lara L. DeCaro, Leland, Parachini, Steinberg, Matzger & Melnick LLP
Matthew Lee, General Counsel, Department of Cannabis Control

Closing Remarks

BASF Cannabis Law Section Executive Committee Members