

## CBD and Hemp

### Practices and Industries

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#### PRIMARY CONTACTS

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At Haynes Boone, you will find a cross-functional team of experienced attorneys to assist businesses with navigating every step of the constantly evolving CBD and hemp industry.

Our CBD and Hemp Industry Group includes former in-house counsel and government attorneys with significant cannabis industry experience, allowing us to view the complex landscape from multiple (and practical) perspectives. We use our industry knowledge to advise clients ranging in size and complexity from start-ups to franchise systems.

We have counseled businesses across many disciplines, including FDA compliance, patents, brand protection, trade secrets, advertising, and investigation matters arising from CBD and hemp activities. We have also advised clients whose businesses intersect with the cannabis industry, including retailers and private equity clients.

With our diverse and dynamic experience, our multi-disciplinary team is uniquely positioned to address the sophisticated needs relating to the business of CBD and hemp. Our experience includes:

- Conducting multi-state anti-counterfeit investigation for leading CBD manufacturer
- Assisting manufacturer with responding to law enforcement seizures of legal CBD products
- Drafting and negotiating key supply and manufacturing agreements for retailers and consumer products companies seeking to produce and sell hemp and CBD products
- Advising clients on key considerations related to CBD product marketing and labeling
- Designing strategies to minimize potential risks associated with specific categories of hemp and CBD products