



# Davis+Gilbert Counsel 2U® Advertising + Marketing Webinar | Guiding You Through the Weeds: Hot Topics in CBD and Cannabis Advertising

As more and more states legalize recreational and medical cannabis and the federal government eases certain restrictions on hemp-based products, such as CBD, publishers, ad tech companies, creative agencies and others in the marketing industry are anxious to jump into this potentially lucrative new industry. Taking advantage of these opportunities requires understanding the rules, risks and industry landscape.

We will explore the nuances, changes in policies and limitations in cannabis and CBD advertising with Eric Meth, the Founder & CEO of Good Harvest Co., a cannabis audience data company.

The seminar will focus on:

- Advertising opportunities and challenges in this new environment
- Current status of state and federal laws regarding CBD and cannabis
- Regulatory actions and industry guidance

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## Featured Speaker

- Eric Meth, Founder & CEO of Good Harvest Co.

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## Davis+Gilbert Speaker

Gary Kibel, Partner, Privacy + Data Security

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## Events Details

Time: 1:00 p.m. – 2:00 p.m.

Location: Webinar

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## Who Should Attend

Senior management, in-house counsel, and advertising and marketing executives. These seminars are also appropriate for both newly admitted and experienced attorneys.

Legal CLE Credit Available: 1.0 hour

Cost: Complimentary

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*Possessing, using, distributing, and/or selling marijuana or marijuana-based products is illegal under federal law, regardless of any state law that may legalize or decriminalize such activity under certain circumstances. Although federal enforcement policy may at times defer to states' laws and not enforce conflicting federal laws, interested businesses and individuals should be aware that compliance with state law in no way assures compliance with federal law, and there is a risk that conflicting federal laws may be enforced in the future. No legal advice we give is intended to provide any guidance or assistance in violating federal law.*

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## **Related People**

### **Gary Kibel**

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