

News

Shaw Quoted in MJBizDaily Story on IP and Cannabis Brands

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Jabari Shaw, an associate in the Vorys Cincinnati office and a member of the intellectual property group, was quoted in a *MJBizDaily* article titled "How cannabis brands are protecting their IP pre-legalization." The article focuses on how cannabis brands are handling the opportunities that would come with potential federal cannabis reform.

Shaw discussed the potential missed opportunities for cannabis brands that have not prepared for such reforms.

"It's important for brands to think about how they situate themselves for future changes in the law," he said. "Planning for federal legalization is like preparing for a race...you want to be ready when the starting gun goes off."

The article explores some of the hurdles currently faced by cannabis brands, how federal legalization offers intellectual property opportunities for these brands and how different approaches to IP can protect brands in different ways.

To read the entire story on the *MJBizDaily* website, [click here](#).