

# Cultivating a Cannabis Brand

## Articles

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Archer Partner **Kate Sherlock** was recently published in Issue 260 of NJ Cannabis Insider. In the article, “Cultivating a cannabis brand,” Kate discusses the necessary steps to cultivating and protecting a cannabis brand by walking through several alternative options to combat the inability to register cannabis trademarks at the federal level and protect their cannabis trademarks.

To read the article, [click here](#).

## Related People



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