



THE NEIGHBORHOOD ENTREPRENEUR LAW PROJECT

Our Mission:

The Neighborhood Entrepreneur Law Project (NELP) of the City Bar Justice Center was founded in 2003 to provide legal services to NYC-based micro-entrepreneurs of limited economic resources to help them start their small businesses on sound legal footing.

To date, NELP has assisted over 20,000 entrepreneurs and small businesses and has worked with volunteer attorneys from over 100 different law firms and corporate in-house legal departments to deliver legal services to individuals who see entrepreneurship as a means of creating economic stability for their households and their communities.



LEGAL ISSUES WE ADDRESS

NELP focuses on transactional legal issues relevant to small businesses. These include:

- Choosing and setting up the right business structure (sole proprietorship, partnership, corporation or LLC)
 - Protecting intellectual property rights through trademark and copyright
 - Drafting and reviewing business contracts
 - Helping clients understand their legal obligations as employers
 - Reviewing commercial leases and assisting in lease negotiations
- We do not provide assistance with non-profit entity formation, litigation, collection matters or disputes.



OUR SERVICES

We deliver our services in three ways:

Presentations

- Attorneys discuss topics of interest to entrepreneurs such as:
 - Business Structure
 - Commercial Leasing
 - Intellectual Property
 - Worker Classifications
 - Crowd Funding
- Presentations are open to all entrepreneurs, regardless of income.

Legal Clinics

- Entrepreneurs get on-the-spot legal advice during a 45-minute appointment with an attorney or team of attorneys about their business law issues.
- Clinics are open to all entrepreneurs, regardless of income

Direct Pro Bono Representation

- Entrepreneurs can get full legal representation for a particular issue, such as forming a limited liability company, through NELP. They are not charged any legal fees, but are responsible for any filing fees.
- Direct pro bono representation is only available to those NYC-based entrepreneurs who qualify for assistance in line with NELP's income guidelines.



Contact us for more information or for help:

Akira Arroyo, Esq., Project Director - aarroyo@nycbar.org

Liam Broderick, Project Coordinator - lbroderick@nycbar.org



nelp@nycbar.org



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212-382-6633





COMMITTEE ON DRUGS
AND THE LAW, NEW
YORK CITY BAR
ASSOCIATION

Cannabis Ancillary Businesses: Key Ancillary Services Used in a Successful Cannabis Business

Alana M. Hans-Cohen, Esq.

SUMMARY OF TOPICS

I. Introduction

**II. NON-PLANT TOUCHING ANCILLARY
INDUSTRIES SERVICING THE CANNABIS
INDUSTRY**

III. INDUSTRY SECTOR OPPORTUNITIES

IV. ANCILLARY OPERATORS



I. INTRODUCTION

Ancillary businesses offer the sorts of products and services that non-cannabis businesses and everyday people engage with regularly, but ancillary businesses don't touch the plant, and therefore don't face the licensing and regulatory hurdles of plant-touching businesses.





II. Non-plant touching Ancillary Industries Servicing the Cannabis Industry



BUSINESSES SERVING THE CANNABIS INDUSTRY

THINK OUTSIDE THE BOX

Ancillary cannabis businesses comprise all other types of companies in the cannabis industry. They offer the sorts of products and services that non-cannabis businesses and everyday people engage with regularly. These companies are vital to the support of plant-touching businesses but are not necessarily involved in the process of breeding, growing, refining or distributing cannabis products. They can include professionals, such as lawyers and marketers, as well as companies that produce packaging or machinery that can improve plant-touching businesses' processes.

III. Ancillary Industry Sector Opportunities



TYPES OF BUSINESSES SERVING THE CANNABIS INDUSTRY

INDUSTRIES SERVING CANNABIS BUSINESSES

- Construction
 - Packaging
- Professional services
 - Marketing
 - Accounting
- Technology (IT)
 - Software Development
- Human Resources
 - Payroll
- Staffing/Recruitment
 - Security
- Equipment Providers
 - Media/Events

Different **business models** in the industry,
both plant-touching and ancillary

Leafly. + Good Tree Capital



Plant
touching



Cultivation



Lab testing



Manufacturing



Distribution



Dispensary
delivery



Social
consumption



Ancillary



Grow lights, packaging, professional services (legal, tax), technology, construction, security, marketing, accessory products

IV. Ancillary Operators



COLLEEN HUGHES

Colleen is considered a NY cannabis industry veteran having consulted for & worked in nearly every department of vertically integrated medical cannabis MSOs for three corporations in NY since 2015.

Prior to transitioning into the cannabis space, Colleen spent over a decade in the beverage industry and was the Executive Director for a vertically integrated multi-national wine company in the Hudson Valley. This experience perfectly prepared her for the wild west of the fledgling, highly regulated, cannabis market.

Colleen is an operations and marketing consultant primarily for cannabis and beverage companies and spends her advocacy time working on policy to improve access to opportunities in cannabis and other industries.

Colleen is the principal of a cannabis business consulting company, CoCo Creative NY, the founder of the TRAEHNY Partnership & Development Corp., and the current Deputy Director of NYC NORML.



ANN LAUREN

Ann Laurén, is a businesswoman and owner of Two Chicks and Flowers™, a cannabis lifestyle brand established in 2021. Ann wears many hats, from real estate investor to CEO of Laurén Media Group, LLC, an MWBE NYS professional branding, event production, and planning company.

Two Chicks and Flowers™ was founded on the reflection of sisterhood who share the influence and interest of pushing the cannabis culture forward.

As a serial entrepreneur hailing from Brooklyn, Two Chicks and Flowers™ plans to change the face of the cannabis industry, one flower at a time!



MARLEE CEROTA

A Sales Development Representative at Fyllo, Marlee comes from a hospitality background and like so many others, found herself looking for new opportunities after COVID-19 ravaged the travel industry. She always had an interest in the marketing and advertising space, and to find a role that infuses marketing with the cannabis industry, talk about a dream come true! In her role at Fyllo she gets to explore and uncover new brands, activate and nurture relationships, and ultimately, help to sell data, media and compliance solutions that are empowering businesses and the industry at large.



UPCOMING WORKSHOPS

OCTOBER 25TH

Cannabis Business
Entity Formation

NOVEMBER 1ST

Cannabis Banking &
Tax

NOVEMBER 8TH

Cannabis Business
Funding

NOVEMBER 15TH

Cannabis Real Estate
& Zoning



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ASSOCIATION

CONTACT
ALANA



PashmanStein
WalderHayden

PHONE

(201) 584-0746

EMAIL

ahans-cohen@pashmanstein.com