

NASCAR Strips Marijuana Company Logo Off Car Before Race

Description

NASCAR reportedly stripped the logo of Veedwerks, a Colorado based medical marijuana company, off of the hood of driver Carl Long's car last week. NASCAR claims that the logo did not receive prior approval as is required under NASCAR rules.

The situation illustrates the difficulty that marijuana companies are having promoting their brands in ways similar to other businesses. Now not only are the marijuana businesses prevented from registering their brands as trademarks with the U.S. Patent and Trademark Office, they also are being denied other lucrative commercial sponsorship opportunities.

[Marijuana Business Daily reported on the topic](#)

[Read the PS&H Client Advisory on the topic](#)

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