

## High Hopes Dashed — Challenges in Protecting Trademarks for Marijuana-Related Products and Services

Like other industries, businesses selling marijuana-related products are turning to branding and marketing to help distinguish their products and services from those of their competitors, and to build brand loyalty and credibility. However, marijuana businesses face a problem that most other retail businesses do not encounter.

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

**Date Created**

April 10, 2017