



THE CANNABIS LAW CASE STUDY

MACKRELL INTERNATIONAL

One of the key drivers for any international network is the ability to generate new business through the combined reach and connectivity that membership to the network brings you.

Here is a story of how such an initiative produced hugely successful results for the Mackrell International UK member firm, Mackrell.Solicitors in London.

The concept began at the Barcelona AGM when a topic on the agenda – Legal Marijuana: representing clients in this new and challenging industry – registered particular interest with Nigel Rowley – Managing Partner of Mackrell.Solicitors.

At that time a number of our Mackrell International partner firms in the USA were reporting considerable success by focusing on the needs of the Cannabis Industry in legalised States. The sector specific approach was already a tried and tested theory for our firm with departments already operating in both Sports Law and the Crypto-Currency sectors.

Cannabis law however presented a different type of challenge as despite the UK being one of the biggest producers and worldwide exporters to the Cannabis Industry, it was at the time not legalised for either medical or recreational use.

Discussions continued back in the UK after the AGM with the head of our Regulatory Team. We considered the potential risk versus reward of starting a campaign for providing legal services to an industry that is effectively yet to exist in the UK. A research phase began to investigate the current status of the market. The findings provided us with the following results:

1. The value of the CBD industry in the UK is already worth in excess of £50 million.
2. Currently it is a market with limited regulation allowing products identified as food supplements, the CBD market although developing rapidly, has little professional support and lacks true commercial structure.
3. A government report suggests there is credible grounds to legalise medicinal Cannabis with considerable savings to the taxpayer.

We reached a decision to open our Cannabis Law department in the summer of 2018 and focus primarily on the existing CBD industry in the UK.



We joined the recognised trade association, The Cannabis Trades Association, and

began making contacts with a proactive stance from the off to establish and address the legal needs of its 300 members across the UK. Within months of joining several members of the trade association switched to using our firm and we are now one of only two law firms in the UK advising the trade association directly.

Robert Jappie (Head of our Cannabis Law Team) was invited to speak at the trade association AGM.

Our involvement with the trade association and its members helped us to understand that there is real appetite both from suppliers and consumers alike for a regulated cannabis market to exist with a broader range of products made available.



Elliott Rolfe

Senior Associate | Head of Psychoactive Medicines Law Team

✉ Elliott.Rolfe@mackrell.com

The best way for the UK industry to learn and develop is from a market that already exists and is well regulated – the US. This is how Mackrell International comes in.

Through our Mackrell International firms in Nevada and Colorado, a one week tour of the US Cannabis Industry was arranged with Robert Jappie and Chris Lane (Head of Business Development in our London Office) travelling to Nevada and Colorado in December 2018.

Accompanied by Severin Carlson from member firm Kaempfer Crowell in Nevada and Evan Husney from member firm Foster Graham Milstein & Calisher in Colorado, we visited some of the largest and most established growing facilities, extraction factories and dispensaries in Las Vegas and Denver. The majority of our trip was filmed and will be developed into a promotional production back in the UK.

The information acquired, introductions made and opportunities created for cross-border business development is in part down to the willingness of our firm to venture into the unknown with this project but mainly thanks to the power and cooperation of the Mackrell International network.

Without doubt our strongest asset in the UK cannabis industry is our exclusive access to companies and professional service providers in parts of the world that already operate in a regulated and profitable market. It creates a level of recognition and gravitas for our firm beyond anything we create alone in the time available.

Since our campaign began, the UK has legalised the use of cannabis for a limited number of medical conditions, but there continues to be a compelling case for recreational use following. Whatever direction the industry goes in, we are confident that through the support of Mackrell International, we stand a far greater chance of being the most recognised law firm for Cannabis organisations already operating in the UK or seeking to do so in the future.



Chris Lane

Head of Business Development & Client Relations

✉ Chris.Lane@mackrell.com

mackrell.com



Although helpful, the brief information included in this document is intended as a guide only and does not constitute legal advice. For more detailed information regarding any of the matters raised in this document tailored to suit your specific circumstances please contact a member of our team. This guide was correct at time of publication and is not a substitute for legal advice.

Authorised and regulated by the Solicitors Regulation Authority. SRA numbers 63687 & 667588.