



Building an Intellectual Property Portfolio

Omar Figueroa, Esq.
Lauren Mendelsohn, Esq.

Presented for the Humboldt County Growers Alliance & Origins Council



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About the Speakers



Omar Figueroa, Esq.

[Omar Figueroa](#) is the Founder and Principal Attorney of the Law Offices of Omar Figueroa, one of the leading cannabis licensing, regulatory compliance, and intellectual property law firms in California. Omar frequently speaks at cannabis events and has taught dozens of continuing legal education (CLE) seminars related to cannabis law and legal ethics. Omar is a Director of the [National Cannabis Industry Association](#), the [California Cannabis Tourism Association](#), and the Sebastopol Center for the Arts. He is also a Chapter Leader of the Sonoma County ACLU Chapter.

He is also a Founding Lifetime Member and former Director of the [International Cannabis Bar Association](#), a Lifetime Member of the [NORML Legal Committee](#), and recognized with the rare [Distinguished Counsel's Award](#) by NORML.

Omar is the author of numerous legal reference works on [California Cannabis Laws and Regulations](#) as well as [New York Cannabis Laws and Regulations](#).

Omar is a graduate of Yale College, Stanford Law School, and the Trial Lawyers College. He has also completed an Executive Education program for directors of corporate boards at the Wharton School in Philadelphia.

As a member of the prestigious [Ganjiier Council](#), Omar collaborated with cannabis luminaries in developing a curriculum for training cannabis sommeliers as well as a Systematic Assessment Protocol (SAP) for judging fine cannabis.



About the Speakers



Lauren Mendelsohn, Esq.

Lauren Mendelsohn is a Senior Associate Attorney at the Law Offices of Omar Figueroa, a boutique Sonoma County-based law firm focusing on the cannabis and hemp industries. She is an activist at heart who enjoys helping individuals and businesses navigate regulatory regimes and the criminal justice system. She was named a 2020 and 2021 Northern California Rising Star by Super Lawyers®.

Lauren focuses on cannabis permitting and licensing, regulatory compliance, business formations and transactions, intellectual property, government relations, and post-conviction relief. She formerly chaired the Board of Directors of [Students for Sensible Drug Policy \(SSDP\)](#), an international non-profit aimed at ending the counterproductive “War on Drugs.”

Lauren currently sits on the Board of Directors of the [International Cannabis Bar Association](#) and the [Sonoma County Growers Alliance](#). Lauren earned her J.D. from the University of California, Irvine School of Law and her B.S. in Psychology from the University of Maryland.



Outline

- Introduction to Intellectual Property
- Copyrights
- Trademarks
- Trade Secrets
- Patents
- Appellations of Origin
- City of Origin, County of Origin, and City & County of Origin
- OCal (comparable-to-organic)
- Intellectual Property Holding Companies
- Q & A

Introduction to Intellectual Property

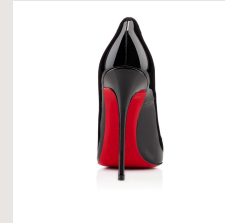
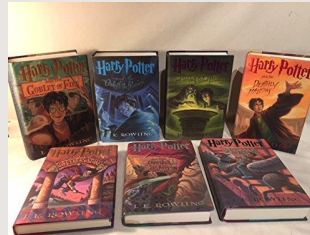


Introduction to Intellectual Property (IP)

According to the World Intellectual Property Organization (WIPO), “Intellectual Property (IP) refers to creations of the mind such as:

- Inventions
- Literary and artistic works
- Designs, and
- Symbols, names and images used in commerce.

Avoid infringing on someone else’s IP if you want to avoid litigation.



Copyrights



Copyrights

- Article 1, section 8, clause 8 of the United States Constitution give Congress the powers to enact laws to “promote the progress of science and useful arts, by securing for limited times to authors and inventors the exclusive right to their respective writings and discoveries.”
- According to the US Copyright Office, “Copyright is a type of intellectual property that protects original works of authorship as soon as an author fixes the work in a tangible form of expression.”
- According to WIPO, copyright (or author’s right) is a legal term used to describe the rights that creators have over their literary and artistic works.
- Use of © symbol



Copyrights

Copyright.gov | U.S. Copyright Office



Although the laws and regulations themselves cannot be copyrighted, a carefully curated compendium of the laws and regulations can be copyrighted. The creative selection and arrangement of the materials is copyrightable as a compilation.

Infringement: cannot sue if material is not registered with the U.S. Copyright Office.

Trademarks



Trademarks & Service Marks

- At the state level, trademarks (and service marks) indicating the source of the goods in lawful commerce can be registered, usually with the Secretary of State.
- For example, the California Secretary of State registers cannabis trademarks as long as the marks are used in lawful commerce in California. California law does not allow for intent-to-use registrations or certification mark registrations.
- At the federal level, the US Patent and Trademark Office (USPTO) does not register trademarks for cannabis, but does register trademarks for hemp, defined as “the plant Cannabis sativa L., with a delta-9-tetrahydrocannabinol (THC) concentration of not more than 0.3 percent on a dry weight basis.” This is because a mark must be legally used in interstate commerce in order to be eligible for registration.
- Symbols: ® TM SM





USPTO: Trademarks & Certification Marks

TSDR ASSIGN Status TTAB Status (Use the "Back" button of the Internet Browser to return to TESS)

SWAMI SELECT

Word Mark SWAMI SELECT
Goods and Services IC 031. US 001 046. G & S: Non-edible natural plants and flowers in the nature of raw hemp herbs and raw herbs from the plant Cannabis sativa L., all with a delta-9 tetrahydrocannabinol (THC) concentration of not more than 0.3 percent on a dry weight basis; all of the foregoing excluding hemp for consumption as a cooking food or product
Standard Characters Claimed
Mark Drawing Code (4) STANDARD CHARACTER MARK

United States of America
United States Patent and Trademark Office




Reg. No. 6,310,040
Registered Mar. 30, 2021
U.S. P.T.O.

Original Equity Group, SPC (CALIFORNIA CORPORATION)
2261 Market Street, #4
San Francisco, CALIFORNIA 94114


The certification mark, as used or intended to be used by persons authorized by the certifier, certifies or is intended to certify that the goods provided have been produced by a business that meets the standards set by a U.S. state, county, or city social equity program that seeks to address social inequalities and policy concerns related to gender and sexuality, race, age, mental or physical disability, class, ethnicity, language, education, civil rights, socioeconomic status or religion, by requiring that a business's ownership structure, operations, employment practices or charitable contributions demonstrate a commitment to justice and equality.

for September 8, 2020
Opposition
Owner (APPLICANT) Sacred Treasure House Inc. CORPORATION CALIFORNIA 44911 Hwy 101, #174 Laytonville CALIFORNIA 95454
Attorney of Record LAUREN MENDELSON, ESQ.
Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "SELECT" APART FROM THE MARK AS SHOWN
Type of Mark TRADEMARK
Register PRINCIPAL
Live/Dead Indicator LIVE


Performing the Functions and Duties of the
Under Secretary of Commerce for Intellectual Property and
Director of the United States Patent and Trademark Office

THE CERTIFICATION MARK, AS USED OR INTENDED TO BE USED BY PERSONS AUTHORIZED BY THE certifier, certifies or is intended to certify that the goods provided have been produced by a business that meets the standards set by a U.S. state, county, or city social equity program that seeks to address social inequalities and policy concerns related to gender and sexuality, race, age, mental or physical disability, class, ethnicity, language, education, civil rights, socioeconomic status or religion, by requiring that a business's ownership structure, operations, employment practices or charitable contributions demonstrate a commitment to justice and equality.

SER. NO. 88-682,132, FILED 11-06-2019





Issues Involving Cannabis Trademarks

Case: 22-1041 Document: 18 Page: 1 Filed: 02/25/2022

2022-1041

United States Court of Appeals for the Federal Circuit

In re: JOY TEA INC.,

Appellant.

On Appeal from the Trademark Trial and Appeal Board
regarding Serial No. 88/640,009

BRIEF FOR AMERICANS FOR SAFE ACCESS AND INTERNATIONAL CANNABIS BAR ASSOCIATION AS *AMICI CURIAE* IN SUPPORT OF APPELLANT URGING REVERSAL

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Counsel for Amici Curiae

FEBRUARY 25, 2022

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Cannabis Products Deserve TMs, Advocates Tells Fed Circ.

By Sam Reisman (C) Listen to article

Law360 (February 28, 2022, 7:55 PM EST) — The International Cannabis Bar Association and medical cannabis reform advocacy group Americans For Safe Access have urged the Federal Circuit to reverse a Trademark Trial and Appeal Board decision finding that a CBD-infused tea could not register its trademark.

In the September decision up for appeal before the circuit court, the TTAB had rejected Joy Tea's intent-to-use, or ITU, application for a CBD tea on the grounds that it was unlawful, since the U.S. Food and Drug Administration has not regulated CBD consumable products.

"Today, cannabis product manufacturers and sellers must rely on a patchwork of state trademark laws to protect their brands and thereby protect consumers," the organizations wrote in their friend-of-the-court brief filed Friday. "For obvious reasons, the lack of a national trademark registry for marijuana brands puts cannabis product consumers at risk."

The INCEBA and ASA argued that the U.S. Patent and Trademark Office was unfairly treating cannabis-related ITU applications differently than it did applications for other not-yet-legal products that are expected to become lawful, such as pharmaceutical goods going through the regulatory approval process.

Attached Documents	
Brief	
Useful Tools & Links	
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Editorial Contacts	
Related Sections	
Appellate	
Cannabis	
Food & Beverage	
Intellectual Property	
Public Policy	
Retail & E-Commerce	
Case Information	
Case Title	In re: Joy Tea Inc.
Case Number	



Pot Edibles Maker's Prior-Use Defense Tossed In TM Suit

By Halley Konnath

Law360 (February 18, 2020, 10:05 PM EST) — A California federal judge on Friday partly granted a health food company's motion to toss a marijuana edibles maker's affirmative defenses for using the "Kiva" brand, ruling that the marijuana company can't claim prior use of the mark because its products are illegal under federal law.

Kiva Health Brands Inc. accuses Kiva Brands Inc. of trademark infringement, according to the 2018 suit. Kiva Brands, or KBI, argued that Kiva Health's claims are barred because KBI has been using the trademarks longer. KBI also argued that Kiva Health's claims are barred by estoppel, acquiescence and waiver, according to the court filings.

Kiva Health argued that those defenses should be thrown out, saying KBI could not show prior use of the "Kiva" name. Even if KBI could do so, "that use, in connection with cannabis products, is simply not a cognizable" under federal law, Kiva Health argued.

U.S. District Judge Charles R. Breyer sided with Kiva Health, granting its motion for summary judgment on KBI's prior use affirmative defense and ruling that California law does not prevent a user from securing common law rights to a mark when the mark is used for cannabis products.

2d 1568, at *2-*3; CreAgri, 474 F.3d at 630. California law, however, does not prevent a user from securing common law rights to a mark when the mark is used for cannabis products. Because the state law that allows KBI a common law right in the KIVA mark would encroach on KHB's federal trademark rights (thereby permitting a confusing trademark to operate and "infringing on the guarantee of exclusive use" to the federal trademark holder), the Lanham Act preempts the state law. See Golden Door, 646 F.2d at 352. KBI cannot be the senior user of the KIVA mark.

Attached Documents	
Order	
Useful Tools & Links	
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Save to PDF & Print	
Rights/Reports	
Editorial Contacts	
Related Sections	
California	
Cannabis	
Food & Beverage	
Intellectual Property	
Case Information	
Case Title	Kiva Health Brands LLC v. Kiva Brands Inc.
Case Number	3:19-cv-03459

Trade Secrets



Trade Secrets

- California law defines a trade secret as: “information, including a formula, pattern, compilation, program, device, method, technique, or process, that:
(1) Derives independent economic value, actual or potential, from not being generally known to the public or to other persons who can obtain economic value from its disclosure or use; and
(2) Is the subject of efforts that are reasonable under the circumstances to maintain its secrecy.”

California Uniform Trade Secrets Act, codified at Civil Code § 3426.1.

- Trade secrets can include client lists, secret formulas, or secret recipes.
- Famous trade secrets: Google search algorithm, recipe for Coca-Cola
- Trade secrets are not registered; registration would destroy the secret.



Trade Secrets

Trade secrets are also protected under federal law pursuant to the Defend Trade Secrets Act of 2016 (DTSA). The definition of a “trade secret” in the DTSA protects all types of proprietary information as long as reasonable measures are taken to keep such information secret and the information derives independent economic value from not being generally known:

the term “trade secret” means all forms and types of financial, business, scientific, technical, economic, or engineering information, including patterns, plans, compilations, program devices, formulas, designs, prototypes, methods, techniques, processes, procedures, programs, or codes, whether tangible or intangible, and whether or how stored, compiled, or memorialized physically, electronically, graphically, photographically, or in writing if—

- (A)**the owner thereof has taken reasonable measures to keep such information secret; and*
- (B)**the information derives independent economic value, actual or potential, from not being generally known to, and not being readily ascertainable through proper means by, another person who can obtain economic value from the disclosure or use of the information*

Implementing a comprehensive trade secret protection program buttressed by NDA’s, etc. is critical.

Patents



Introduction to Patents

- According to USPTO, “A patent for an invention is a grant of a property right to the inventor, issued by the United States Patent and Trademark Office.
Generally, the term of a new patent is 20 years from the application filing date.
- The right conferred by the grant of the patent is, in the language of the statute and of the grant itself, “the right to exclude others from making, using, offering for sale, or selling” the invention in the United States, or “importing” the invention into the United States.
- What is granted is not the right to make, use, offer for sale, sell or import, but the right to exclude others from making, using, offering for sale, or importing the invention.



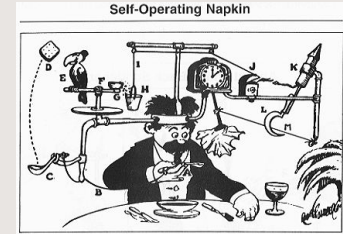
Types of Patents

There are three types of patents:

1) **Utility patents** may be granted to anyone who invents or discovers any new and useful process, machine, article of manufacture, or composition of matter, or any new and useful improvement thereof;

2) **Design patents** may be granted to anyone who invents a new, original, and ornamental design for an article of manufacture; and

3) **Plant patents** may be granted to anyone who invents or discovers and asexually reproduces any distinct and new variety of plant.



I claim as my invention:
The variety of avocado tree herein described characterized by its summer ripening, medium-sized fruits, of purple color having a leathery skin which is thin for a Guatemallian, and borne on long stems, with a small tight seed and with creamy flesh of excellent color and nutty flavor, smooth with no fibre and butter-like consistency.

RUDOLPH G. HASS.



Patents: Plant Patents (Asexually Reproduced)

Limited scope of protection of plant patents: the protection is limited to asexual reproduction (cannot be asexually reproduced or cloned without permission).
Provides no protection against unauthorized sexual reproduction (via pollination).

(12) **United States Plant Patent Kubby**

- (54) **CANNABIS PLANT NAMED 'ECUADORIAN SATIVA'**
- (50) Latin Name: *Cannabis sativa*; ssp. *sativa* and *Cannabis sativa* ssp. *indica* (Lam.)
Varietal Denomination: **Ecuadorian Sativa**
- (75) Inventor: **Steven Wynn Kubby**, South Lake Tahoe, CA (US)
- (73) Assignee: **KUBBY PATENT AND LICENSES, LIMITED LIABILITY COMPANY**, Burnet, TX (US)

(57)

ABSTRACT

Unique herbaceous annual '*Cannabis sativa*' female plants, having numerous glandular flowers in a congested and elongated inflorescence, hollow stems a characteristic of the fiber-producing strains of '*Cannabis sativa* ssp. *sativa*' but absent in strains of '*Cannabis sativa* ssp. *indica*.' The plants are intoxicating, characteristic of '*Cannabis sativa*, ssp. *indica*', but absent in subspecies *sativa*. The new strain has energizing and motivating psychoactive effects as opposed to the lethargy normally associated with ssp. *indica* and show hypotensive effects. Morphologically, the plants have a few branched hairs on the stem that are not characteristic of the species, but are ordinary in most other respects.



Patents: Utility Patents

Utility Patents Offer Greatest Protection

(12) United States Patent Lewis et al.	(10) Patent No.: US 9 (45) Date of Patent:	<p>In some embodiments, the present invention provides Specialty <i>Cannabis</i> plants, plant parts, tissues and cells having a THC content that is $\geq 2.0\%$ but $\leq 90.0\%$ based on the dry weight of plant inflorescences; and, a non-THC CBs content based on the dry weight of plant inflorescences that is $\geq 1.5\%$. Thus, the specialty <i>cannabis</i> plants, plant parts, plant tissues and plant cells of the present invention will have a THC content selected from the group consisting of 2%, 3%, 4%, 5%, 6%, 7%, 8%, 9%, 10%, 11%, 12%, 13%, 14%, 15%, 16%, 17%, 18%, 19%, 20%, 21%, 22%, 23%, 24%, 25%, 26%, 27%, 28%, 29%, 30%, 31%, 32%, 33%, 34%, 35%, 36%, 37%, 38%, 39%, 40%, 41%, 42%, 43%, 44%, 45%, 46%, 47%, 48%, 49%, 50%, 51%, 52%, 53%, 54%, 55%, 56%, 57%, 58%, 59%, 60%, 61%, 62%, 63%, 64%, 65%, 66%, 67%, 68%, 69%, 70%, 71%, 72%, 73%, 74%, 75%, 76%, 77%, 78%, 79%, 80%, 81%, 82%, 83%, 84%, 85%, 86%, 87%, 88%, 89% and 90%; and, a CBs content selected from the group consisting of 1.5%, 1.6%, 1.7%, 1.8%, 1.9%, 2.0%, 2.1%, 2.2%, 2.3%, 2.4%, 2.5%, 2.6%, 2.7%, 2.8%, 2.9%, 3.0%, 4.0%, 5.0%, 6.0%, 7.0%, 8.0%, 9.0%, 10.0%, 11.0%, 12.0%, 13.0%, 14.0%, 15.0%, 16.0%, 17.0%, 18.0%, 19.0%, 20.0%, 21.0%, 22.0%, 23.0%, 24.0%, 25.0%, 26.0%, 27.0%, 28.0%, 29.0%, 30.0%, 31.0%, 32.0%, 33.0%, 34.0%, 35.0%, 36.0%, 37.0%, 38.0%, 39.0%, 40.0%, 41.0%, 42.0%, 43.0%, 44.0%, 45.0%, 46.0%, 47.0%, 48.0%, 49.0%, 50.0%, 51.0%, 52.0%, 53.0%, 54.0%, 55.0%, 56.0%, 57.0%, 58.0%, 59.0%, 60.0%, 61.0%, 62.0%, 63.0%, 64.0%, 65.0%, 66.0%, 67.0%, 68.0%, 69.0%, 70.0%, 71.0%, 72.0%, 73.0%, 74.0%, 75.0%, 76.0%, 77.0%, 78.0%, 79.0%, 80.0%, 81.0%, 82.0%, 83.0%, 84.0%, 85.0%, 86.0%, 87.0%, 88.0%, 89.0%, 90.0%, 91.0%, 92.0%, 93.0%, 94.0%, 95.0%, 96.0%, 97.0%, and 98%.</p>
(54) BREEDING, PRODUCTION, PROCESSING AND USE OF SPECIALTY CANNABIS	FOREIGN PATENT DOCUM	
(71) Applicant: Biotech Institute LLC , Westlake Village, CA (US)	GB 2459125 10/2009 OTHER PUBLICATION	
(72) Inventors: Mark Anthony Lewis , Westlake Village, CA (US); Michael D Backes , Westlake Village, CA (US); Matthew Giese , Westlake Village, CA (US)	CBD-crew Critical Mass (2012) pp. 1-5.* CBD-crew Sweet and Sour Widow (2012) pp. 1-3.* CBD-crew Launch Interview (2009) pp. 1-3.* Fishedick, J. et al. Phytochemistry (2010) vol. Russo, E.B., The British Journal of Pharmacology pp. 1344-1364.* CBD Crew Sweet and Sour Widow analysis pp. 1-5.* CBD Crew Analysis Report; (Critical Mass, February 21, 2012) pp. 1-2.* CBD Crew Web Page (Critical Mass sample analysis)	
(73) Assignee: Biotech Institute LLC , Los Angeles, CA (US)		

Appellations of Origin

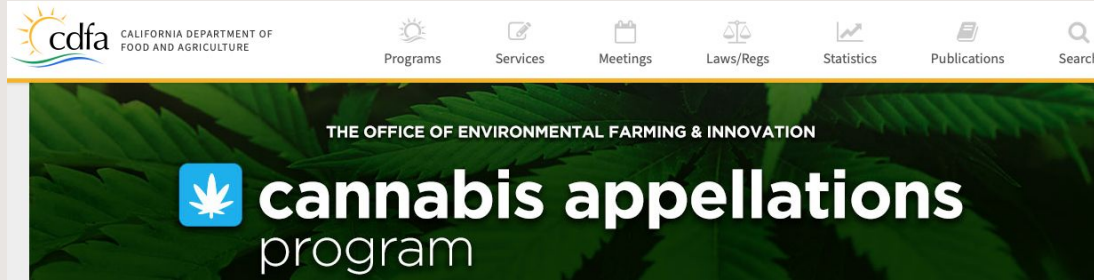


Appellations of Origin

- California law requires the Department of Food and Agriculture (CDFA) to “establish a process by which licensed cultivators may establish appellations of origin, including standards, practices, and cultivars applicable to cannabis produced in a certain geographical area in California.” Business & Professions Code § 26063(b).
- These appellations of origin are terroir-based. “An appellation of origin shall not be approved unless it requires the practice of planting in the ground in the canopy area and excludes the practices of using structures, including a greenhouse, hoop house, glasshouse, conservatory, hothouse, and any similar structure, and any artificial light in the canopy area.” § 26063(c).



Appellations of Origin



The Cannabis Appellations Program is not accepting applications at this time. OAL approved CDFA's proposed regulations detailing the process by which outdoor cultivators may establish appellations of origin for cannabis. Prior to accepting petitions to establish an appellation, the Department is developing the administrative structure for the program and establishing a review panel to support the fair and thorough evaluation of petitions. In early 2022, the Department will hold a virtual stakeholder meeting to discuss program progress. CDFA intends to announce the opening of appellation of origin petition acceptance in the middle of 2022. Petitions received prior to an announcement from the Department will not be accepted. Please sign up for the program listserv (top right-hand side of this page) as





Petition to Establish an Appellation of Origin

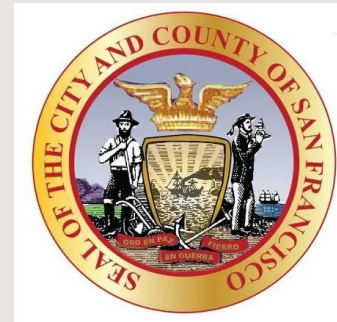
- Description of name and history of the proposed appellation of origin, including an explanation of how the name has been used in the geographical area covered by the proposed appellation of origin
- Maps and narrative description of boundary
- Narrative description of the distinctive geographical features affecting cannabis production
- Identification of at least one specific standard, practice, or cultivar requirement which acts to preserve the causal link(s) between one or more distinctive geographical feature(s) and the cannabis, including:
 - Description of the mechanism by which the requirement preserves or maintains the causal link, and
 - A clear distinction between cultivation methods which are allowed and prohibited under each requirement

City of Origin, County of
Origin, and City & County
of Origin



City of Origin, County of Origin & City and County of Origin

- California law requires the Department of Food and Agriculture (CDFA) to “establish a process by which a licensed cultivator may designate a county, city, or city and county of origin for cannabis.” Business & Professions Code § 26063(a).
- “To be eligible for the designation, 100 percent of the cannabis shall be produced within the designated county, city, or city and county, as defined by finite political boundaries.



OCal

comparable-to-organic



OCal comparable-to-organic

- OCal is a statewide certification program that establishes and enforces comparable-to-organic cannabis standards.
- The OCal Program is intended to ensure that cannabis products bearing the OCal seal have been certified to consistent, uniform standards comparable to the National Organic Program.





OCal comparable-to-organic

Updated 2/25/2022



Certified Operations

Operation	Certifier	Certification No.	Certification Effective Date	Status	Product(s)	License #
Highland Canopy LLC DBA Sonoma Hills Farm	CCOF	R-001 C-001	10/20/2021	Active	Flower	CCL20-0000520
Sensiboldt Organics LLC	CCOF	R-001 C-002	10/20/2021	Active	Flower	CCL19-0001092
Redwood Remedies	CCOF	R-001 C-003	10/24/2021	Active	Flower	C11-001210-LIC; CCL18-0003802; CCL18-003788
Organic Medicinals, Inc.	CCOF	R-001 C-004	11/3/2021	Active	Flower	CCL18-0000937
Dry Farmed Organic Medicinals, LLC DBA Alluvium Organics	CCOF	R-001 C-005	11/3/2021	Active	Flower	CCL20-0001260; CCL20-0001262; CCL20-0001269; CCL20-0001272; CCL20-0001547; CCL20-0001307
Happy Dreams Farm, LLC	CCOF	R-001 C-006	11/3/2021	Active	Flower	CCL20-0001285; CCL20-0001642
Stong Agronomy Management, Inc. DBA Coastal Sun	Envirocann	R-002 C-007	11/24/2021	Active	Immature Plants, Clones, Seeds, and Flower	CCL18-0001210
Zarabanda Inc. DBA Zarabanda Inc. and Santa Cruz Sun Grown	Envirocann	R-002 C-008	12/1/2021	Active	Flower	CCL19-0000670; CL21-0001950; CL210001951
Humboldt Sun Growers Guild, LLC dba True Humboldt	CCOF	R-001 C-009	2/24/2022	Active	Flower, Pre-rolls	CCL19-0004711; C12-0000076-LIC

Intellectual Property (IP) Holding Companies

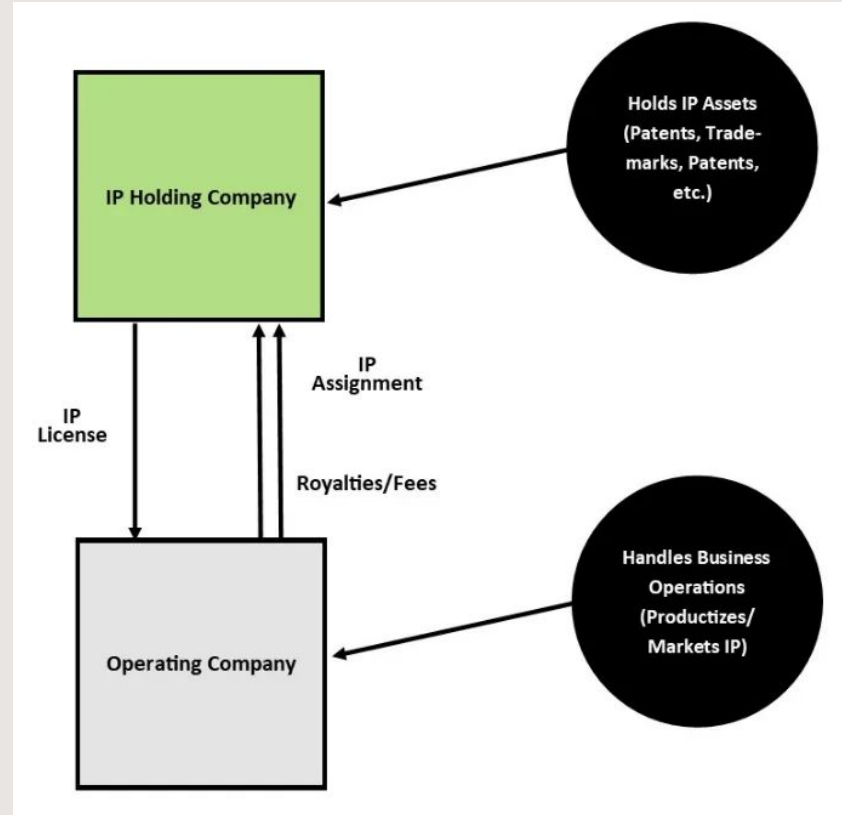


Intellectual Property Holding Companies

IP holding companies hold and actively manage IP assets (copyrights, trademarks, trade secrets, utility patents, plant patents, etc.)

In IP talk, assignment = sale, and license = rental.

IP assets are assigned to the IP Holding Company, which then licenses the IP assets to operating companies; these operating companies use the IP assets to run the business.





Example: IP Holding Company

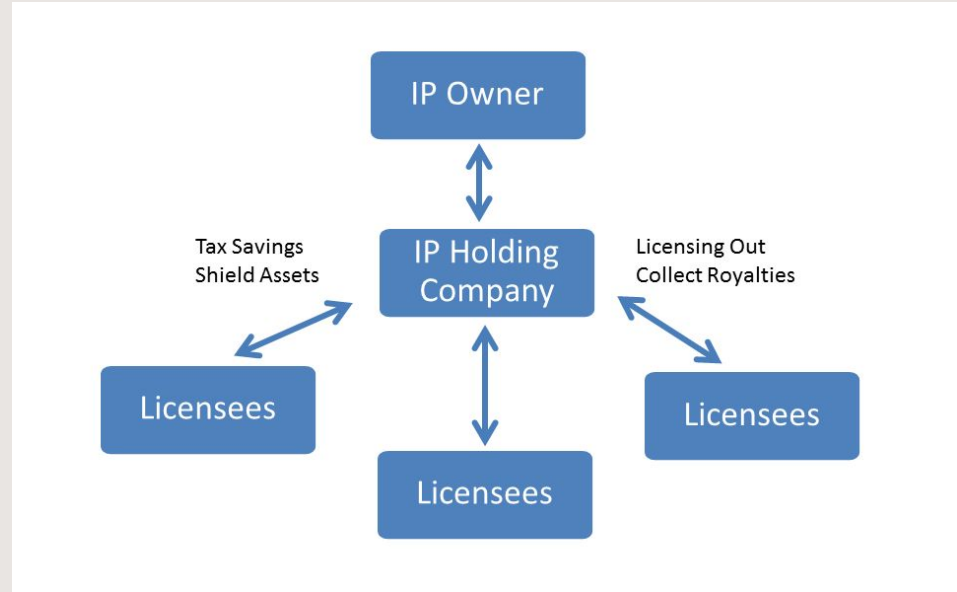
The top secret recipe for the world's most delicious cannabis-infused chocolate chip cookies is owned by a fictitious IP Holding Company named YumNom Holdings.

YumNom Holdings licenses this valuable trade secret to an operating company, which happens to be a licensed cannabis manufacturing facility in California.

The operating company (IP licensee) uses the top secret recipe and ends up with a best-selling product.

In exchange for the IP license, the operating company pays royalties to YumNom Holdings.

Imagine licensees in other states, and all over the world! Would royalty payments multiply?



Avoid “naked” licenses. Control quality.

Q & A





Thank you!

California Headquarters

Lauren Mendelsohn & Omar Figueroa

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