

Cannabis in California Urged To Get Serious — By Doing the Boring Things Other Businesses Do Every Day

News

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San Diego Partner Danielle Moore provided commentary in the article “Cannabis in California Urged To Get Serious — By Doing the Boring Things Other Businesses Do Every Day.”

The article, which appeared June 9 in *The San Diego Union-Tribune*, spoke about the importance of marijuana industry business owners learning the regulatory and compliance laws that have, until recently, been ignored and overlooked.

Overlooking details can lead to battles in court that can threaten the very existence of a nascent business, said Moore.

“Everybody wants to be part of the industry because it has so much potential,” Moore said. “They think it’s going to be easy. It’s not easy.”

To read the full article, please visit [*The San Diego Union-Tribune*](#).

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