



Alexa Steinberg

Counsel

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Alexa is a corporate and transactional attorney for middle-market companies and entrepreneurs.

Acting as outside general counsel, Alexa represents privately held companies in a wide range of general corporate and transactional matters, including entity formation, structuring, and commercial transactions. With a focus on mergers and acquisitions, she offers clients guidance on structuring deals and ensuring compliance with relevant laws and regulations.

With her deep industry experience across various sectors, including branded consumer products, Alexa possesses the knowledge and skills to structure and execute successful transactions. Alexa takes a personalized approach to client representation, priding herself on being attentive and becoming an integral part of her clients' team. She understands the importance of truly getting to know her clients, their businesses, and their goals. By taking the time to build strong relationships, Alexa gains a deep understanding of her clients' unique needs and aspirations, and works to offer valuable insights and guidance that goes beyond mere legal considerations.

Alexa's strategic approach enables her clients to navigate the intricate processes involved in these transactions, from due diligence to negotiation and closing. By leveraging her extensive network of industry professionals, executives, investors, advisors, and industry insights, Alexa helps her clients forge valuable partnerships and achieve growth and success in the corporate landscape. She remains engaged throughout their journey, providing ongoing support and guidance as their businesses evolve. This dedication to her clients' success is a testament to her professionalism and her genuine investment in their growth and achievements.

Recognized as an "Up and Coming" lawyer in *Chambers USA* for Cannabis Law, Alexa has developed a unique skillset, vast network, and deep roots in the cannabis, hemp and CBD space. As one of the founders of the firm's The Grass is Always Greenberg podcast, she actively monitors the ever-evolving local, state, and federal regulations.

Through her board involvement with Naturally LA, a trade organization focused on consumer-packaged goods and wellness, and the Women of ACG, the Association of Corporate Growth, Alexa strengthens her expertise and stays updated on the latest trends and developments in the corporate world enhancing her ability to provide the most effective solutions and guidance to her clients.

Publications

- Co-Author, "[Legal Weed: A Comprehensive Guide to California Cannabis Law & Regulation](#)"

Professional Affiliations

- Association for Corporate Growth (ACG) - Los Angeles
 - Committee Member, Women of Association for Corporate Growth - Los Angeles
 - Member, Young Professional Committee
- Naturally Los Angeles
 - Board Member
 - Secretary
- Member, International Cannabis Bar Association
- Member, Los Angeles County Bar Association (LACBA)
- Member, LACBA Pro Bono Cannabis Panel
- Policy Committee, Los Angeles County Bar Association Cannabis Section
- Member, California Attorneys for Criminal Justice
- Member, Women Lawyers Association of Los Angeles
- Pro Bono Counsel, Cannabis Equity Retailers Association

Charitable & Civic Involvement

- Councilwoman, Studio City Neighborhood Council
- Board Member, Studio City Neighborhood Council Bylaws Committee
- Reporting Secretary, Studio City Neighborhood Council Board
- Social Entrepreneurship & Change Advisory Board, Pepperdine University Graduate School of Education and Psychology

Awards

- *Chambers USA*, Up and Coming Lawyer in Cannabis Law, 2023-2024
- *Best Lawyers: Ones to Watch® in America*, 2024–2025
- *Southern California Super Lawyers Rising Stars*, 2020-2025
 - Selected in both *Up-and-Coming 50: Women* and *Up-and-Coming 100* lists, 2023















Bar Admissions




- California

Education

- Southwestern Law School (J.D., 2014)
- University of California, Davis (B.A., *with honors*, 2008)
 - Communications/Political Science

Representative Closings

<p>M&A Seller</p>  <p>Represented Talley Inc., an industry-leading provider of network infrastructure products, in the sale of the company to Rexel USA.</p>	<p>M&A Seller</p>  <p>Represented LA Sight in the sale of its laser eye surgical center.</p>	<p>M&A Seller</p>  <p>Represented Hospitality Collaborative and roomforty, a full-service event venue and catering business, in its asset sale to Wedgewood Weddings, a national wedding venue operator.</p>
<p>M&A Seller</p>  <p>Represented Facile Management LLC in the sale of its medical spa assets to PhyNet Dermatology LLC.</p>	<p>M&A Seller</p>  <p>Represented Tumbleweed Educational Enterprises in its acquisition by First Student.</p>	<p>M&A Seller</p>  <p>Represented Frieda's Inc. in its sale to Legacy Farms LLC, a portfolio company of Silver Oak Services Partners.</p>
<p>M&A Seller</p>  <p>Represented Wine of the Month Club in its acquisition by Gold Medal Wine Club.</p>	<p>M&A Buyer with Financing</p>  <p>Represented founder of Monrow in the buy-out of the other founder and related financing for the transaction.</p>	<p>M&A Seller</p>  <p>Represented Jobbers Meat Packing Co. in the sale of the company to Randall Foods, a portfolio company of Highview Capital.</p>
<p>Real Estate</p>  <p>Represented Watt Ventures, one of the largest developers, owners, and managers of real estate on the West Coast, in the restructuring of its company into five new entities.</p>	<p>M&A Seller</p> <p>Marion Systems</p> <p>Represented Tom Oberheim and Marion Systems in the sale of the company to Focusrite Investments Inc. (LON:TUNE).</p>	<p>M&A Seller</p>  <p>Represented ACES LA Inc. in a minority stock sale acquisition by SAAW Inc.</p>
<p>M&A Seller</p>  <p>Represented Innovative Solutions Insurance Services in the sale of the company to The Liberty Company Insurance Brokers.</p>	<p>M&A Seller</p>  <p>Represented TGA Premier Sports in its acquisition by Youth Athletes United.</p>	<p>M&A Buyer</p>  <p>Represented Lemonade Holdings, LLC (Kerim Ortanca and Partners) in his acquisition of 80% equity interest in Door Number Six, LLC, a cannabis lounge in West Hollywood.</p>

M&A Buyer	M&A Seller	M&A Seller
<p>CLCA-5</p> <p>Represented CLCA-5 in the acquisition of a 49% minority ownership stake of La Flora Organica.</p>	<p></p> <p>Represented Sequential LLC in its acquisition by Focusrite Investments Inc. (LON:TUNE).</p>	<p></p> <p>Represented Shoreline Treatment Center in its acquisition by Odyssey Behavioral Health, a portfolio company of The Carlyle Group.</p>
M&A Seller		
<p></p> <p>Represented JW Heating & Air in its acquisition by Service Champions, a portfolio company of Center Oak Partners.</p>		

Insights

February 21, 2025

37 Greenberg Glusker Attorneys Selected to 2025 Southern California Super Lawyers and Rising Stars
Super Lawyers

November 25, 2024

Why did California ‘kill’ its booming hemp-derived THC industry?
Los Angeles Times

October 23, 2024

Why Private Equity is Eyeing the NFL – and Why It Matters
Professional Sports and the Law

August 15, 2024

46 Greenberg Glusker Attorneys Named to 2025 Best Lawyers® and Ones to Watch® Lists

June 11, 2024

8 Greenberg Glusker Attorneys Selected to 2024 Southern California Super Lawyers Rising Stars
Greenberg Glusker Press Release

June 6, 2024

Chambers USA 2024 Recognizes 14 Greenberg Glusker Lawyers and Five Practice Areas

May 7, 2024

Greenberg Glusker Advises Talley Inc. in Its Acquisition by Rexel USA

Greenberg Glusker Press Release

August 17, 2023

46 Greenberg Glusker Attorneys Named to 2024 Best Lawyers® and Ones to Watch® Lists

August 14, 2023

Michelle Mabugat and Alexa Steinberg Share Insights on the Business of Cannabis

Los Angeles Times B2B Publishing

July 10, 2023

'Glaring Double Standard': Targeting California's Legal Cannabis Industry As Black Market Booms

Benzinga

June 6, 2023

9 Greenberg Glusker Attorneys Selected to 2023 Southern California Super Lawyers Rising Stars

Greenberg Glusker Press Release

June 1, 2023

Chambers USA 2023 Recognizes 12 Greenberg Glusker Lawyers and Five Practice Areas

May 1, 2023

Greenberg Glusker Hosts "Fashion Your Network"

Greenberg Glusker Press Release

April 7, 2023

Homeless housing expansion in L.A. shrinking map for zoned cannabis retail

MJBizDaily

April 5, 2023

Cannabis business owners should negotiate labor peace agreements before signing

MJBizDaily

March 7, 2023

Greenberg Glusker Provides Tax and Corporate Counsel to Watt Ventures Reorganization

Greenberg Glusker Deal Announcement

March 1, 2023

Social Equity, Cannabis, and LACBA's Pro Bono Program

Los Angeles Lawyer

January 17, 2023

Mastering the Mailbox Rule So IRS Tax Forms Can Arrive on Time

Bloomberg Tax

December 15, 2022

Greenberg Glusker Corporate Social Responsibility Report 2022

August 29, 2022

Harry Potter and the Chamber of Secret QSBS Exclusions

June 7, 2022

11 Greenberg Glusker Attorneys Selected to 2022 Southern California Super Lawyers Rising Stars
Super Lawyers

June 1, 2022

Insight Into California's Increasing Cannabis Litigation
Law360

November 17, 2021

Youth Athletic United Acquired Greenberg Glusker Client TGA Premier Sports

August 6, 2021

It's Time To Get Serious About U.S. Marijuana Stocks
Investors Business Daily

August 3, 2021

Greenberg Glusker Launches Cannabis Industry Podcast: "The Grass is Always Greenberg"
Greenberg Glusker Press Release

June 8, 2021

11 Greenberg Glusker Attorneys Selected to Super Lawyers Southern California Rising Stars
Super Lawyers

April 28, 2021

Greenberg Glusker Advises Sequential on Its Sale to Focusrite
Greenberg Glusker Press Release

November 17, 2020

Post-Election Roundup—California 2020 Cannabis Ballot Measures

August 25, 2020

Cannabis Industry Leaders Join Greenberg Glusker

The Grass is Always Greenberg

Welcome to *The Grass is Always Greenberg®* – the podcast of the Cannabis Industry Group at Greenberg Glusker.

October 2, 2024

Emergency Regulations Issued Banning Intoxicating CBD and Hemp Products in California: Enforcement and Legal Challenges

On September 23, 2024, new emergency regulations went into effect in California impacting hemp and CBD products. With enforcement led by multiple state agencies (namely The Department of Public Health, Department of Cannabis Control, Alcoholic Beverage Control (ABC), and...

August 14, 2023

Michelle Mabugat and Alexa Steinberg Discuss the Business of Cannabis in L.A. Times B2B Publishing

Cannabis attorneys Michelle Mabugat and Alexa Steinberg share insights regarding the latest developments within the business of cannabis. Q: Are cannabis sales still climbing? Michelle Mabugat, Counsel, Greenberg Glusker LLP: No. Legal sales in California are on a declining trend, hitting their lowest...

July 25, 2023

Labor Peace Agreements (LPAs): Critical Considerations In Negotiating Your First Dealings With Unions Episode 25

Greenberg Glusker's Dan Stone joins Alexa Steinberg to discuss essential points to consider – and pitfalls to avoid – in any cannabis venture's first dealings with labor unions. Unionization ultimately depends on employees' desire to join, but an LPA...

October 18, 2022

Cannabis and Bankruptcy Laws

Episode 21

Greenberg Glusker bankruptcy and financial restructuring partner Keith Banner joins his colleagues Alexa Steinberg and Steve Stein for a look at the intersection of cannabis and bankruptcy law. Can cannabis companies obtain protections under bankruptcy law? If not, why? What alternatives do...

August 30, 2022

The Impact of the Wrigley Lawsuit on Cannabis IP Rights

Episode 19

Greenberg Glusker intellectual property lawyer Elizabeth (Liz) Sbardellati joins cannabis practice colleagues Michelle Mabugat, Priya Sopori and Alexa Steinberg to chew over a landmark case in intellectual property law in this edition of "The Grass is Always Greenberg." Liz...

August 10, 2022

Is the Grass Greener? Weighing the Risks and Rewards of Celebrity Branding in the Cannabis Industry – The 2022 Cannalaw Summit: Part 2

Episode 18

In Part 2 of a two-part series, The Grass is Always Greenberg features another excerpt from the 2022 Cannalaw Summit: Weighing the Risks and Rewards of Celebrity Branding in the Cannabis Industry. Priya Sopori and Alexa Steinberg discuss, as...

August 2, 2022

Is the Grass Greener? Weighing the Risks and Rewards of Celebrity Branding in the Cannabis Industry – The 2022 Cannalaw Summit: Part 1

Episode 17

The Grass is Always Greenberg alters its format for a special two-part series covering the 2022 Cannalaw Summit: Weighing the Risks and Rewards of Celebrity Branding in the Cannabis Industry. Greenberg Glusker's Priya Sopori and Alexa Steinberg were featured...

July 22, 2022

Lower Taxes, More Problems? Unpacking the Impact of AB195 on California's Cannabis Industry

Episode 16

California has finally enacted a law, AB195, that provides tax relief for cannabis distributors. But what might seem at first glance to be a win for the cannabis industry potentially complicates things for retailers and consumers. On this edition...

June 15, 2022

Proposition 65 – Changes That Will Impact the Cannabis Sector

Episode 15

The Grass is Always Greenberg welcomes Greenberg Glusker Environmental Law Partner, Sedina Banks, to discuss changes to California's Proposition 65, officially known as the Safe Drinking Water and Toxic Enforcement Act of 1986. Sedina shares her views with colleagues...

June 8, 2022

A Path Toward Legalizing Interstate Cannabis Sales? Analyzing California Senate Bill 1326

Episode 14

Cannabis remains illegal federally and in many states. The states that have legalized cannabis have a confusing patchwork of rules and regulations. As such, crossing state lines can create major problems in the cannabis space. California Senate Bill No...

April 20, 2022

Four Takeaways for 4/20

Episode 13

4/20 is considered a national holiday for cannabis. It has become a big business day for the cannabis industry and a day to mark how far the cannabis sector has come. This edition of "The Grass is Always Greenberg"...

April 6, 2022

It's Lit? Insight into the Increase in Cannabis-Related Litigation in California

Episode 12

In this edition of “The Grass is Always Greenberg,” Greenberg Glusker’s Alexa Steinberg and Steve Stein discuss the latest trends in cannabis litigation and how cannabis cases often have special considerations. Steve also shares what he learned at the...

March 23, 2022

Overview of California’s New Proposed Cannabis Regulations

Episode 11

California’s Department of Cannabis Control (DCC) has set forth proposals aimed at simplifying and streamlining regulations to refine and strengthen the Golden State’s cannabis framework. In this edition of “The Grass is Always Greenberg,” Greenberg Glusker’s Alexa Steinberg, Michelle...

March 23, 2022

With Provisional Cannabis Licenses Ending in California, March 31 Deadline Has Applicants Scrambling

This article was originally published on L.A. Cannabis News Newcomers to California’s booming cannabis industry will soon be facing much higher barriers to entry, and those looking to get in now are up against a ticking clock. Why? California...

February 14, 2022

Super Bowl Shuffle? Why You Didn’t See Cannabis Ads during the Big Game

Episode 10

Why can sports gambling sites, beer and alcohol brands and crypto companies advertise during the Super Bowl when cannabis companies cannot? Greenberg Glusker’s Steve Stein, Alexa Steinberg and Priya Sopori, in this edition of “The Grass is Always Greenberg,”...

January 18, 2022

Insert Your Prediction for 2022 Here

Episode 9

2022 marks the 5-year anniversary of recreational legality in California, but the Golden State is still trying to figure out how to regulate the market and play catch up with the industry. In our inaugural episode of the year...

December 16, 2021

Mississippi’s Burning Issue

Episode 8

Does the punishment fit the crime? That is the burning issue in a Mississippi case that “The Grass is Always Greenberg” examines in depth. Greenberg Glusker’s Michelle Mabugat, Priya Sopori, Alexa Steinberg and Steven Stein discuss the matter of...

September 27, 2021

Cannabis and Banking

Episode 5

For cannabis companies, banking is anything but business as usual. In this edition of The Grass is Always Greenberg podcast, special guests Stacy Litke and Paul Dunford of Green Check Verified join Greenberg Glusker's Alexa Steinberg, Priya Sopori and...

August 31, 2021

M&A in the Cannabis Sector

Episode 4

If you can't beat 'em, join 'em? In the wake of the industry's evolution, many cannabis companies are contemplating corporate consolidation. In this edition of The Grass is Always Greenberg podcast, Alexa Steinberg and Michelle Mabugat investigate the reasons behind...

July 23, 2021

Federal Regulation and Cannabis: Will Uncle Sam and Aunt Mary Jane Live Happily Ever After?

Episode 3

Now that many states have legalized recreational cannabis, hosts Priya Sopori, Michelle Mabugat, Alexa Steinberg and Steven Stein debate whether federal legalization is on the horizon in this edition of The Grass is Always Greenberg . Over/unders are offered...

July 22, 2021

Cannabis During and After the Pandemic

Episode 2

Join us on the "Grass is Always Greenberg" podcast for an essential look back at how the cannabis business survived, and even thrived, during the COVID-19 pandemic. Find out how cannabis became an essential business leading to a record-breaking...

July 15, 2021

Getting to Know Us and Our Podcast

Episode 1

The first episode of our podcast introduces you to our hosts, Priya Sopori, Michelle Mabugat, Alexa Steinberg and Steven Stein, along with the Cannabis practice at the law firm of Greenberg Glusker. Tune in while they chat a bit...