



## Alexa Steinberg

Counsel

ASteinberg@ggfirm.com

Ph. 310-785-6831

Fax 310-553-0687

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, 2023–2025
- *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

M&A Seller



Represented Talley Inc., an industry-leading provider of network infrastructure products, in the sale of the company to Rexel USA.

M&A Seller



Represented LA Sight in the sale of its laser eye surgical center.

M&A Seller



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.

M&A Seller



Represented Facile Management LLC in the sale of its medical spa assets to PhyNet Dermatology LLC.

M&A Seller



Represented Tumbleweed Educational Enterprises in its acquisition by First Student.

M&A Seller



Represented Frieda's Inc. in its sale to Legacy Farms LLC, a portfolio company of Silver Oak Services Partners.

M&A Seller



Represented Wine of the Month Club in its acquisition by Gold Medal Wine Club.

M&A Buyer with Financing



Represented founder of Monrow in the buy-out of the other founder and related financing for the transaction.

M&A Seller



Represented Jobbers Meat Packing Co. in the sale of the company to Randall Foods, a portfolio company of Highview Capital.

Real Estate



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.

M&A Seller



Represented Tom Oberheim and Marion Systems in the sale of the company to Focusrite Investments Inc. (LON:TUNE).

M&A Seller



Represented ACES LA Inc. in a minority stock sale acquisition by SAAW Inc.

M&A Seller



Represented Innovative Solutions Insurance Services in the sale of the company to The Liberty Company Insurance Brokers.

M&A Seller






Represented TGA Premier Sports in its acquisition by Youth Athletes United.

M&A Buyer



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.

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

## Insights

June 5, 2025

**Chambers USA 2025 Recognizes 14 Greenberg Glusker Lawyers and Five Practice Areas**

May 15, 2025

**Purpose: Preserving Family Wealth**

*The Founder's Sandbox*

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&rdquo...

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,&rdquo...

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...