

Cannabis and Liquor Law

Harrang Long lawyers are deeply experienced in complex regulated industries such as marijuana, hemp, and liquor. Our highest successes occur at the administrative level, where we have taken matters into the appellate process. We take pride in standing up for business owners with tough compliance requirements and bring an in-depth knowledge of Oregon regulatory law.

As highly regulated industry spaces, successful cannabis and liquor businesses depend on diligent attention to detail and ongoing management. We help businesses set up in-house procedural guidelines and compliance protocols, avoid OLCC violations and defend your assets, and obtain licensure – especially in jurisdictions that are or may be hostile to your product or industry.

Harrang Long can:

- Handle and closely advise communications with OLCC or other regulatory agencies;
- Represent your business in tough matters that involve violations or difficult litigation issues;
- Defend you when state agencies attempt to diminish your revenue and business potential; and
- Guide you through the licensing process from start to finish.

Cannabis Law

Are you facing OLCC violations or regulatory challenges in Oregon's cannabis industry? Our team specializes in OLCC compliance and enforcement issues, offering expert guidance to protect your business. With deep knowledge of state regulations and a proven track record of resolving violations, we work to minimize penalties, navigate legal complexities, and keep your operations running smoothly. Whether you're dealing with licensing issues, fines, or enforcement actions, we provide the strategic counsel you need to safeguard your business.

We are often sought out for a second opinion, contested administration proceedings, or to repair the mistakes and missteps of prior counsel, particularly in matters involving sales of OLCC-licensed businesses, and administrative litigation such as license revocation proceedings.

Our Cannabis Law practice group leader, Kevin Jacoby, has become one of Oregon's preeminent cannabis litigators. He has earned a reputation as a leader in the cannabis industry and legal community as an effective attorney with a long-standing commitment to cannabis stakeholders. Kevin serves in leadership roles in various local cannabis organizations and industry groups and has been a member of the Oregon State Bar's Cannabis and Psychedelics Law Section since its inception, as well as Special Litigation Counsel for the Cannabis Industry Alliance of Oregon.

Recent matters include:

- When the Oregon Liquor and Cannabis Commission moved to ban botanical terpenes added to vape cartridges, Kevin Jacoby, along with other cannabis lawyers, were the go-to attorneys and provided a quick, effective response, which revoked the ban, saving companies and jobs, and preserved consumer choice.
- When cannabis producers were reeling from a new testing rule for a ubiquitous microorganism, *Aspergillus*, which threatened the viability of many producers and a substantial portion of the 2023 fall outdoor harvest, the industry turned to Kevin's expert guidance to petition the Oregon Court of Appeals and strike down the requirement. On August 25, 2023, the Court of Appeals did just that.
- Represented the respondent in the first reported hearing involving OLCC-regulated cannabis: a proposed license denial after a failed background check. The client in that case now has a license and operates a very successful retail store.

Oregon Liquor Law

Complying with regulations in today's heavily-regulated environment requires creative thinking, unique legal plans, and excellent know-how around liquor laws and operating government agencies. Our team is equipped to defend your liquor license and oversee agency engagement or corporate disputes so that you can focus on running your business.

Having served clients in the liquor industry since 2006, our Liquor Law practice group leader, Kevin Jacoby, has the unique background of representing clients in all of Oregon's heavily regulated industries.

We understand the hurdles to obtain a liquor license, and have successfully led many licensees to the ribbon cutting ceremony. Kevin has represented breweries, bars, restaurants, and distributors in many OLCC violation cases as well as general issues with the license application process. We are ready to take on a challenge to save your business, solve a dispute, or start a new liquor brand.

With a proven track record of success in obtaining and maintaining liquor licenses in Oregon, we also advise liquor licensees on the process of legally integrating cannabis into their liquor brand.

Our Services include:

- Liquor License Applications and Renewals
- License Transfers and Sales
- Hearings and Violations
- Compliance
- Craft Brewery and Distillery Law

+ ATTORNEYS



Kevin J. Jacoby
Shareholder



C. Robert Streinger
Shareholder

Practice Contact Kevin J. Jacoby (kevin.jacoby@harrang.com)



Portland

111 SW Columbia Street, Suite 950
Portland, OR 97201-5841
T: 503.242.0000
F: 541.686.6564

Eugene

800 Willamette Street, Suite 770
Eugene, OR 97401-2991
T: 541.485.0220
F: 541.686.6564

Salem

1201 Court Street NE, Suite 310B
Salem, OR 97301-4110
T: 541.485.0220
F: 541.686.6564