

I'm Over Cannabis Brands That Don't Like Cannabis Users

June 11, 2022

Cannabis practice group chair **Heidi Urness** (Seattle) was quoted in an article in *High Times* detailing the disconnect between some cannabis companies, their branding, and marketing efforts, and the consumers who purchase their products.

*... I was recently on a panel with cannabis attorney **Heidi Urness**, who also agreed with me that cannabis brands need to stop focusing on this fake customer they want so badly to appear out of thin air. "You might make a product that appeals to a customer you didn't intend for it to appeal to," she said. "That's your customer now! Serve them!" I couldn't agree more.*

Click [here](#) to read the full piece.

Related people

Heidi Urness