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# Alexa Steinberg

Counsel

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Phone – 310.785.6831



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Alexa Steinberg is a corporate and M&A attorney who advises middle-market branded consumer companies and their founders on acquisitions, sales, and growth transactions.

Acting as outside general counsel, Alexa supports founders on entity formation and structuring, governance and equity matters, and the corporate framework that positions their business to raise, restructure or exit.

Alexa leads clients from early-stage deal strategy and LOI through due diligence, definitive documentation, and closing, negotiating key economics and risk allocation. She works closely with management teams and deal professionals to keep momentum, triage issues early, and move efficiently to signing on a business-driven timetable. Addressing integration early in the deal process, particularly around supply chain continuity and co-manufacturing/distributor relationships, Alexa helps position the business for a smooth transition post-closing.

As outside general counsel, Alexa structures and negotiates the commercial agreements that drive long-term value in consumer companies. She is a trusted advisor to her clients and draws on her relationships to help clients evaluate partnerships, opportunities, and prepare for the company's next stage of growth. She stays involved beyond a single transaction, providing practical guidance as businesses scale, professionalize, and navigate change.

Alexa also advises clients in highly regulated consumer categories, including cannabis and CBD. She is recognized by Chambers USA as an "Up and Coming" lawyer, serves on the board of Naturally Los Angeles, a trade organization focused on consumer-packaged goods and wellness, and is active in Women of ACG (Association of Corporate Growth), staying connected to founders, operators, and transaction professionals across

## Services

- Mergers & Acquisitions
- Corporate
- Corporate Structuring & Operations
- Branded Consumer Products
- Health & Beauty
- Restaurants
- Cannabis
- Licensing
- Food & Beverage

the branded consumer ecosystem.

## 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

## Community and Charitable Organizations

- 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*, Leading Lawyer in Cannabis Law, 2023–2026
- *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

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# Publications

November 7, 2024

**Partnering with Alliance for Children's Rights to Provide Adoption Services**

October 23, 2024

**Why Private Equity is Eyeing the NFL – and Why It Matters**

*Professional Sports and the Law*

October 2, 2024

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

August 14, 2023

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

July 25, 2023

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

April 5, 2023

**Cannabis business owners should negotiate labor peace agreements before signing**

*MJBizDaily*

January 17, 2023

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

*Bloomberg Tax*

December 29, 2022

**Pro Bono Corporate and Regulatory Work for Cannabis Social Equity Applicants**

October 18, 2022

**Cannabis and Bankruptcy Laws**

August 30, 2022

**The Impact of the Wrigley Lawsuit on Cannabis IP Rights**

August 29, 2022

**Harry Potter and the Chamber of Secret QSBS Exclusions**

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**

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**

July 22, 2022

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

June 15, 2022

**Proposition 65 – Changes That Will Impact the Cannabis Sector**