

Alexa Steinberg

Counsel

ASteinberg@ggfirm.com

Phone – 310.785.6831



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

Publications

August 26, 2026

Strategies: Building the off-ramp to prepare for a successful exit

Bizwomen

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

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