HUSCH BLACKWELL



# Alyssa B. Samuel

**SENIOR COUNSEL**


THE LINK VIRTUAL OFFICE
PHONE: 213.356.2991

LOS ANGELES, CA*
PHONE: 213.337.6550

EMAIL: ALYSSA.SAMUEL@HUSCHBLACKWELL.COM


## OVERVIEW

With more than a decade of experience in highly regulated industries, Alyssa advises clients on corporate structure, fundraising, mergers and acquisitions, and regulatory matters in the cannabis, hemp, alternative protein, food and beverage, and hospitality sectors. She practices from the San Francisco Bay Area as a member of our virtual office, The Link.

Alyssa represents emerging and high-growth companies with respect to strategic transactions where corporate and regulatory matters intersect. She oversees mergers, acquisitions, joint ventures, divestitures, and other transactions, negotiating terms, drafting agreements, and advising clients on the best strategies to achieve their business goals. Her extensive regulatory experience in alcohol, cannabis and consumable hemp enables her to structure transactions that account for licensing requirements, safety issues and other industry-specific concerns.

Alyssa devotes a specific portion of her practice to hemp-based food and beverage clients and serves as a key contact for that sub-practice group. She helps clients navigate the patchwork of state regulations that emerged following the Agriculture Improvement Act of 2018 (Farm Bill), providing practical guidance on business operations, distribution, and regulatory compliance. Her practice also includes work with alternative protein companies and other emerging food technologies, focusing on entrepreneurs, emerging companies and their investors.

## Industry

Financial Services & Capital Markets

## Services

Alcohol Beverage
Cannabis
Corporate
ESG Strategy & Compliance
Food Safety & Regulation
Functional Foods & Beverages
Hemp Food & Beverage
Hospitality
Mergers & Acquisitions
Securities & Corporate Governance

© 2026 HUSCH BLACKWELL LLP. ALL RIGHTS RESERVED

Alyssa began working with cannabis companies when the industry was still nascent, developing specialized skills for guiding early-stage companies in emerging industries. When she first began assisting growers and providers, Colorado was just beginning to navigate the regulation of cannabis – an experience with no roadmap and no precedents. She draws on this background when advising clients on critical corporate transactions within complex regulatory frameworks, from securing venture-backed funding for hemp-based beverage companies to acquisitions of cannabis operations.

In addition to her transactional work, Alyssa helps clients communicate with regulatory and administrative agencies and advises on general compliance matters. She is well-versed in labeling laws, trade secret questions and food safety matters. She also has experience with the complexities of alcohol licensing in the hospitality industry, particularly in related real estate and hotel transactions.

## Experience

- Represented Colorado-based LivWell Holdings, Inc. in its closed sale to PharmaCann Inc., the largest privately held, vertically integrated cannabis company in the United States.
- Represented cannabis cultivator Los Sueños Farms as seller's counsel in its recent $67 million sale to Curaleaf, one of the world's largest cannabis companies.
- Advised on liquor licensing requirements in hotel acquisitions.
- Developed social equity initiative through Husch Blackwell Communities for Change, assisting social equity applicants for cannabis licensing with their corporate structuring.
- Provided regulatory and compliance guidance to a publicly traded cannabis company in multiple states as in-house counsel.
- Determined structure of mergers and acquisitions as in-house counsel and managed the drafting of transactional documents.
- Successfully represented cannabis clients before the Colorado State Attorney General and in court.
- Led regulatory due diligence on some of the largest public company transactions in the cannabis industry.

© 2026 HUSCH BLACKWELL LLP. ALL RIGHTS RESERVED

## Experience

- Represented clients on the sale of the largest cultivation operation in Colorado to a public company.
- Provided corporate and regulatory guidance on funding rounds for clients in the legal marijuana space.
- Assisted a brand built in the regulated marijuana space in reorganizing and transitioning to a national hemp beverage brand.
- Advised multiple hemp beverage clients on corporate structuring and reorganization prior to seeking outside investment.
- Represented a hemp beverage brand in a venture backed capital raise.
- Successfully negotiated a contested termination of a hemp distribution agreement for a hemp beverage company.
- Represented hemp beverage clients in the negotiation of distribution and co-manufacturing agreements in multiple states.
- Aided a hemp beverage client resolve a dispute with a co-manufacturer.
- Routinely provide state-by-state client specific regulatory guidance and risk analysis.
- Conduct reviews of hemp food and beverage labeling and marketing materials.

## Recognition

- *Best Lawyers: Ones to Watch® in America*
    - Corporate Law, 2024 and 2025
    - Mergers and Acquisitions Law, 2024 and 2025
- *The Legal 500 United States*
    - Cannabis, Leading associate, 2023-2026

© 2026 HUSCH BLACKWELL LLP. ALL RIGHTS RESERVED

## Education

- J.D., University of Denver Sturm College of Law
- B.A., University of San Francisco

## Admissions

- California
- Colorado

## Clerkship

- 18th Judicial District, Colorado

---

*Contact Alyssa to set up an in-person appointment in our Los Angeles office or in the San Francisco Bay Area.




*The Legal 500* United States

© 2026 HUSCH BLACKWELL LLP. ALL RIGHTS RESERVED