Submit $50.00 renewal fee.

Renewal must be received by the renewal date to remain active.

Registration Number:
38207

SECRETARY OF STATE
Corporation Division
Business Registry
255 Capitol Street NE Ste 151
Salem, OR 97310-1327
Phone: (503) 986-2200
Fax: (503) 378-4381

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FILED
DEC 04 2019
OREGON
SECRETARY OF STATE

TRADE AND SERVICE MARK APPLICATION FOR RENEWAL

PLEASE TYPE OR PRINT LEGIBLY IN BLACK INK

1. Correspondent's Mailing Address:

Eric E. Gisolfi
Vice President, Associate General Counsel
Advance
One World Trade Center, 44th Floor,
New York, NY 10007

2. Applicant's (owner) business address:

American City Business Journals, Inc.
120 West Morehead Street, Suite 400
Charlotte NC 28202

Renewal must be received by : 12/30/2019	
Original file date : 12/30/2004	

Trade or Service Mark:

"POWER BREAKFAST" IN BLOCK LETTERS

3. Attach a separate page with a drawing or photocopy of the mark as it is actually used. Any change in the mark requires a new registration.

The mark is still in use in Oregon. To renew the trademark, complete this section.

4. Class number(s) of Goods or Services: 135

Complete only if changing class numbers. (See reverse for class list)

To see the filings associated with this trademark go to: http://sos.oregon.gov/business/Pages/trademarks.aspx

5. Applicant declares under penalties of perjury that this application is true, correct, and complete

Whitney R Shaw
Signature

11-15-19
Date

6. Person to contact about this registration:

Amy Birch (Paralegal for Registrant)
Name

212-286-8212
Daytime Phone Number

NEXT RENEWAL DUE DATE: The registration is effective for five years from the renewal due date above.

Make checks payable to the Corporation Division. Submit the form and fee to: Corporation Division, Business Registry, 255 Capitol St NE Ste 151, Salem, OR 97310-1327

Fees may be paid with a major credit card. The card number and expiration date should be submitted on a separate sheet for your protection.

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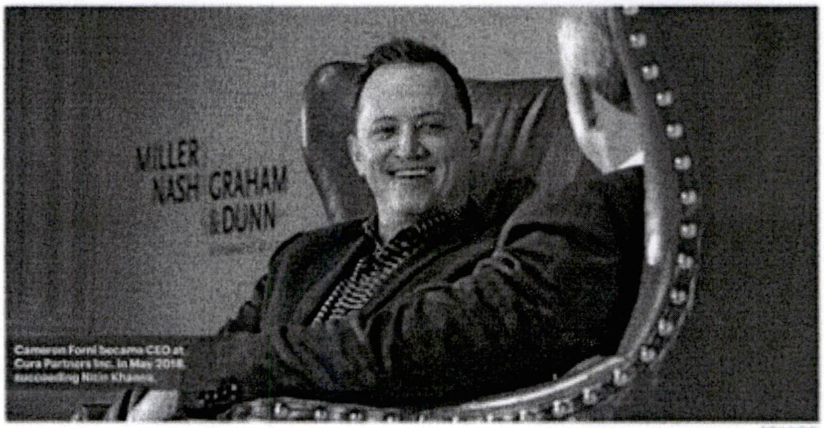
POWER breakfast

Did you miss this month's Power Breakfast with Cameron Forni?



Cameron Forni became CEO at Cura Partners Inc. in May 2018, succeeding Nitin Khanna.

CATHY CHENEY

Few companies in Oregon's young cannabis industry have grown as impressively as Cura Partners Inc. Founded in 2015, the Portland-based cannabis oils company, best known for its Select brand of vape products, topped the Business Journal list of fastest-growing private companies in 2017. It barely slowed down the following year, ranking third with sales of $117.5 million, and now operates units in seven states.

Cameron Forni has been in the middle of all that expansion, first as president and since May 2018 as CEO. He's due to become president of Cannabis Holdings Inc. when the Massachusetts company's acquisition of Cura Partners, announced in May, closes.

Forni sat down recently with Business Journal Publisher Craig Wessel to discuss a range of topics. Here are some highlights:

► On why the company didn't do an IPO: It is very, very difficult managing a public company and managing operations ... It was just a much better deal for us to do an acquisition to expand into other states. It just made a lot more sense from a strategic sense.

► On the strategic benefits of being a cannabis oil company: That's why we developed our business model instead of investing tens of millions or even hundreds of millions like some companies into the infrastructure of grow, extract, retail. By focusing on oils we can move into a state very, very quickly ... If you can take your people and process, which we've been curating and developing here in Oregon, and use those across all the states, that's where you're going to have a brand.

► On how Oregon made it easier to go into other states: Oregon actually did an incredible job setting standards for testing and regulation for products.... So we really took the Oregon practices of not only testing down to parts per million, but testing down to parts per billion, which is like an eye-dropper in an Olympic-sized swimming pool, and took those Oregon testing standards and brought those with us to every single state.

► On the big beer/craft beer analogy for cannabis: What we've seen here in Oregon is cannabis primarily driven on price and volume, but there is an incredible craft market. The problem is there's not a huge amount of the population that wants to pay $70 or $80 for a cartridge ... We're looking at doing some products like that that we really appreciate and enjoy, but we just know they're not the big volume movers in the space.

► On ag and food-and-beverage giants getting into cannabis: I think you're starting to see it. If you look at Canopy Growth that's backed by Constellation Brands with a multibillion-dollar investment (in Canada) and they're just waiting for their opportunity to come in the U.S. ... You're seeing Altria with a big investment into Cronos. You're starting to see a lot of that take place, just not so much of it in the U.S. yet.

► On the vaping health crisis: If you are to ban something like this in a regulated market you now can't control it. All you do is drive people into the illicit market, and you're playing Russian roulette if you're buying from someone off the street. We are highly compliant, we're highly tested, we follow state regulations plus (do) even more testing on our own.

► On news stories about controversial Cura executives, including former CEO Nitin Khanna and recently hired president Nick Sarnicola: Whenever you're a leader in any space and the more value you create, there's always going to be shots taken at the company. There are always going to be difficulties in any company as you're growing and learning. It's just part of being where we're at in the industry we're in.