

In The News

Akerman Partners Zachary Kobrin and Jonathan Robbins Publish *Law360* Article on the Rise Of Cannabis Mobile Commerce

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Cannabis partner [Zachary Kobrin](#) and Practice Chair [Jonathan Robbins](#) co-authored an article for *Law360* discussing the rise of cannabis mobile commerce (m-commerce). TerrAscend and other cannabis operators are recognizing that the reliance on m-commerce is growing so rapidly it will soon become the dominant form of retail sales. In almost all industries, there have been advancements in mobile application sales — with the notable exception of the cannabis industry. The cannabis industry, however, saw a major advancement in m-commerce in June 2021, when Apple updated its app store guidelines to permit applications that facilitate the sale of cannabis through “licensed or otherwise legal cannabis dispensaries.” The authors expect that m-commerce will become influential in the cannabis industry.

“Consumers love m-commerce because it’s convenient. This convenience can drive sales and revenue growth for companies. M-commerce is likely to become a dominant vehicle for shopping and has the potential to change consumer shopping habits,” the authors wrote.

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