



Mr. Cannabis Law Rebrands to Embrace Broader Services

Mr. Cannabis Law Rebrands to LumaLex Law, Expanding Expertise Beyond Cannabis and Psychedelics

Mr. Cannabis Law is excited to announce its rebranding to LumaLex Law, a full-service law firm catering to clients in emerging and highly regulated industries. These industries include cannabis, psychedelics, alternative health, artificial intelligence (AI), health clinics, ketamine clinics, real estate, technology, and more.

Expanding Horizons

LumaLex Law was founded with a clear principle: a law firm should act as a profit center for its clients, not a cost center. Dustin Robinson, the Founding Partner of LumaLex Law, brings a wealth of expertise to the table. Robinson is an attorney, CPA, investment fund manager, licensed real estate agent, and an experienced entrepreneur who has founded multiple start-ups. This diverse skill set is integral to the firm's mission of treating client [businesses](#) as investments, rather than merely sources of billable hours.

Navigating Complex Regulatory Landscapes

Emerging industries come with their unique regulatory challenges, complex contractual needs, and intensive intellectual property considerations. LumaLex Law leverages its deep industry knowledge to navigate these landscapes, mitigate legal risks, and draft tailored contracts that protect clients' interests as their businesses grow.

LumaLex Law's team of seven attorneys serves clients across Florida, California, New York, New Jersey, Michigan, Connecticut, Washington, D.C., and Arizona. The firm's excellence has not gone unnoticed, earning recognition from Global Health & Pharma as the "Best Cannabis Legal Services Provider – East USA" and the "Best Cannabis Law Firm – USA." Additionally, Psychedelic Invest has listed LumaLex Law among the "Five Psychedelic Law Firms You Should Have on Your Radar."

Continued Excellence in Cannabis Consulting

Mr. Cannabis Law will continue operating as a consulting firm, providing various non-legal services for the cannabis industry. These services include application drafting for obtaining cannabis licenses, real estate procurement, mergers and acquisitions, financial modeling, accounting, and operational strategy. The firm has established itself as a premier consulting firm in the cannabis industry and a recognized brand for its advocacy efforts.

Dustin Robinson, the Founder and CEO of Mr. Cannabis Law, emphasized the significance of the rebranding: “The transition from Mr. Cannabis Law to LumaLex Law marks an important milestone for the future of the company and our clients. As the world continues to evolve and technology continues to emerge, this transition allows us to service more than just cannabis and psychedelics companies, but also emerging and highly regulated industries such as AI, alternative health clinics, real estate, and technology.”

A Strategic Partner for Growth

Robinson highlighted the firm’s commitment to being a responsive, knowledgeable, and value-adding partner for start-ups and growth-stage companies. “In the fast-paced world of start-ups and growth-stage companies, companies need a legal partner who is responsive, knowledgeable, has value-add business savvy, and will treat them with the respect they deserve, and LumaLex Law provides just that,” he stated.

Robinson’s Broader Contributions

Beyond LumaLex Law, Robinson is a founding manager of Iter Investments, a venture capital firm that invests in businesses seeking innovative solutions for wellness, mental health, and behavioral health. He is also the co-founder of Mr. Psychedelic Law, a 501(c)(4) organization focused on responsible legal reform in Florida for psilocybin mushrooms and other entheogens. Additionally, Robinson co-founded Nucleus, a platform offering various tools to help individuals on their mental health journeys.

The rebranding of Mr. Cannabis Law to LumaLex Law signifies a significant expansion of the firm’s expertise and service offerings. With a broader focus on emerging and highly regulated industries, LumaLex Law is poised to become a pivotal player in the legal landscape, providing essential support to businesses navigating complex regulatory environments. Under Robinson’s leadership, the firm will continue to champion innovation and offer strategic legal counsel that aligns with the dynamic needs of its diverse client base.

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