



TruTrace Technologies to Present at CBD Expo WEST conference in San Diego

TORONTO, December 5, 2019 – TruTrace Technologies Inc. (CSE: TTT) (OTCQB: TTTSF) ("TruTrace" or the "Company"), creator of the first fully-integrated blockchain platform that registers and tracks intellectual property for the cannabis industry, today announced that CEO Robert Galarza will speak at the CBD Expo WEST conference to be held in San Diego, California on December 5-6, 2019.

Mr. Galarza will speak on a panel on Thursday, December 5 titled "**IP Freely: Protecting Your Intellectual Property**." The panelists will discuss effective methods for safeguarding intellectual property, in addition to examining why this is such a worthwhile endeavor. In the rapidly-expanding CBD marketplace, it is more important than ever to ensure that valuable ideas are not vulnerable to those looking to take advantage.

"This event is a great opportunity to exchange ideas with manufacturers and other stakeholders participating in the fast-growing CBD space," said TruTrace Technologies CEO Robert Galarza. "Our StrainSecure traceability platform certainly has benefits for consumers and medical professionals, but equally important is its ability to catalog and protect the intellectual property of the companies developing and selling the products."

CBD Expo WEST is the finale for the CBD Expo Tour, a series of events designed to bring together formulators across the natural products industry and unite them with the comprehensive knowledge and resources they need to adapt and thrive in the ever-growing cannabinoid realm. The event features more than 75 exhibitors, along with a substantial lineup of speaker presentations, panel discussions, demos and workshops from experts in the research, technology, production, globalization and sale of CBD products. More information is available on the [CBD Expo website](#).

About TruTrace Technologies:

TruTrace Technologies has developed the first integrated blockchain platform to register and track intellectual property in the cannabis industry. TruTrace's technology allows cannabis growers and breeders to identify and secure rights to their intellectual property. It also streamlines the administrative process and reduces the costs of genetic and mandatory quality-control testing for legal cannabis. TruTrace's technology is proprietary, immutable and cryptographically secure, thereby establishing an accurate and permanent account for cannabis strains from ownership to market.

For More Information:

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