



# PAUL COHEN'S

## *Marijuana Hub*

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Cohen Grassroots Research, Inc. is the Nation's Number #1 Micro Cap and Cannabis Research Firm  
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### HOW TO MAKE MONEY IN THE MARIJUANA STOCK MARKET

#### INVESTMENT AWARENESS CAMPAIGNS VS. PUMP AND DUMP

There is a significant difference between a 'pump and dump' and a well thought out long term investment awareness campaign.

Between roughly 2000 and 2013, there were literally tens of thousands of both types. Pump and Dumps for a day or a few days were often orchestrated by third party investors; sometimes issuing companies themselves. They still exist today, but at a much reduced level due to FINRA and the SEC clamping down on the industry. Most serve only the sellers of stocks. They have been rightly morally vilified.

Investment awareness campaigns are normally constructed over a period of time. Their purpose is to make investors aware of their company and its shares. The end game is to create more volume and more shareholders. These campaigns, if well thought out, can serve shareholders and issuing companies very well.

While short term pump and dumps are generally regarded as a 'no no', there is another side of the morality of that equation: creating liquidity in the market, and liquefying a shareholder or issuing company's executives. The end game is enrichment for the sellers, but it also creates notoriety for the company and badly needed potential future investment cash, especially in the cannabis industry. It is a two sided moral issue.

Paul Cohen's Marijuana hub has identified Pazon as one of the very few stocks that can go up in a cannabis Bear Market. Pazon has a well coordinated long term investor awareness campaign comprised of different IR firms and different investor awareness firms. The end result is that this stock has increased in price 5 times, now trades in the 40 or 50 million share range and has increased its shareholder base which is now estimated to be in the thousands.

Pazon and its story are now well known in this industry. This was no pump and dump, nor should it be viewed by anyone as such. IR firms and investment awareness campaigns have a legitimate role in getting a story out. When a company has a significant press release, distribution of this news is a worthy and necessary corporate tool.