

Date: September 9, 2020

To: All LCRB staff
All Licensees
All Industry Associations
All Local Government, First Nations, and police agencies

Re: Non-Medical Cannabis Retail Store (CRS) Branding and Associations Update

New Policy

The following requirements of the Cannabis Retail Store Terms and Conditions have been repealed immediately:

A non-medical CRS licensee's business must not appear to be associated with another business.

As part of the terms and conditions of the CRS licence, a licensee must not:

- Use a name or other visual identifier (e.g. trademarks) of another business (other than another licensed non-medical cannabis retail store in B.C. or a cannabis store located anywhere outside of B.C.).
- Choose a name that would lead people to believe that they are associated with another business (other than another non-medical cannabis retail store in B.C. or a cannabis store located anywhere outside of B.C.).

Explanation

This policy change allows licensees and CRS applicants greater latitude in selecting business names and branding. It will also create efficiencies in CRS application processing and reduce uncertainty for CRS applicants.

The Liquor and Cannabis Regulation Branch (LCRB) reminds licensees to comply with all federal *Cannabis Act* provisions and provincial rules respecting advertising and promotion for business names (e.g., names cannot appeal to youth). Please note that terms and conditions restricting retail stores from using a name that would lead people to believe that the retail store is a provider of medical cannabis remain in effect.

The LCRB does not consider or grant any intellectual property rights with respect to the store name or other branding, including signage, proposed by an applicant or licensee.

Further Information

This communication contains general information about requirements under the *Cannabis Control and Licensing Act* and is not a replacement for the statute or regulations. It does not contain or constitute legal advice.

Further information regarding liquor and cannabis control and licensing in British Columbia is available on the Liquor and Cannabis Regulation Branch website at <http://www.gov.bc.ca/liquorregulationandlicensing>

Disclaimer

This communication is intended to be used only for general informational purposes and may not apply to all situations. This communication does not constitute legal advice nor is it a comprehensive statement of the legal obligations that arise under the *Cannabis Control and Licensing Act*, regulations or any other applicable laws. When interpreting and applying the information contained in this communication, you are encouraged to seek specific advice from your professional advisors as appropriate in the circumstances.

If you have any questions regarding these changes, please contact the Liquor and Cannabis Regulation Branch toll free in Canada at 1-866-209-2111 or 250 952-5787 if calling from the Victoria area.

Original signed by

Mary Sue Maloughney,
Assistant Deputy Minister and General Manager