State of New Jersey
CANNABIS REGULATORY COMMISSION
P.O. BOX 216
TRENTON, N.J. 08625-0216

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Governor

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Lt. Governor

DIANNA HOUENOU, *Chair*
KRISTA NASH, *Commissioner*
AMELIA MAPP, *Commissioner*
CHRIS RIGGS, *Acting Executive Director*

July 15, 2025

VIA CERTIFIED AND ELECTRONIC MAIL *to:* [redacted]
Greater Purpose
[redacted]

Re: NOTICE OF VIOLATION –**GREATER PURPOSE;** INV 97-25

Dear [redacted],

This letter is a Notice of Violation ("Notice"), issued by the New Jersey Cannabis Regulatory Commission ("NJ-CRC") in accordance with N.J.A.C. 17:30-20.4 to Greater Purpose. An investigation which commenced on May 8, 2025, and remains ongoing as of the date of this Notice revealed Greater Purpose committed the following violation:

> **Violation 1: N.J.A.C. 17:30-9.15(f)** - A cannabis business shall provide the Commission with information regarding any delivery vehicles, including the vehicle's make, model, color, vehicle identification number, license plate number, and vehicle registration.
>
> On multiple occasions in April and May 2025, Greater Purpose utilized two vehicles not previously approved by the Commission to deliver cannabis products from its facility to a licensed dispensary.

Within 20 business days of the receipt of the Notice of Violation, Greater Purpose shall (1) Correct the violation; (2) Notify the Commission, in writing, with a postmark date that is within 20 business days of the date of receipt of the Notice of Violation, of any corrective actions taken to correct the violations, and the date of implementation of such corrective actions.

This Notice of Violation satisfies the NJ-CRC's responsibility to provide five-day notice before any enforcement action shall be taken, as required by N.J.A.C. 17:30-20.5. Greater Purpose is notified that the above-referenced violations may result in the imposition of civil monetary penalties in accordance with the schedule set forth at N.J.A.C. 17:30- 20.7.

N.J.A.C. 17:30-20.5(a) establishes that: "In response to a violation of any provision of the Act or this chapter, the Commission is authorized to take enforcement action or impose sanctions upon a license holder. Sanctions may include, but are not limited to, civil monetary penalties; suspension, revocation, non-renewal, or denial of a license; referral to State or local law enforcement, pursuant to N.J.A.C. 17:30-20.6, 20.7, and 20.8; or any combination thereof." Corrective action taken by Greater Purpose does not preclude the NJ-CRC from imposing penalties but may be taken into consideration when considering the penalty to be imposed for each violation. N.J.A.C. 17:30- 20.6(f)(4).

Greater Purpose has acted in violation of the Cannabis Regulatory, Enforcement Assistance, and Marketplace Modernization Act, N.J.S.A. 24:6I-31 et seq., and the adult use regulations by failing to employ properly badged individuals, selling more than the allotted amount of cannabis, and failing to perform a second customer age verification at the time of purchase.

The NJ-CRC hereby orders Greater Purpose to immediately conform its operations with the adult use regulations and its Standard Operating Procedures. The NJ-CRC reserves the right to impose sanctions for these violations.

The NJ-CRC appreciates your expeditious cooperation in this matter. Any questions regarding this correspondence can be sent via e-mail to your assigned Field Monitor.

Sincerely,



Paul Thomas Urbish, Esq. Director
Office of Compliance and Investigations
New Jersey Cannabis Regulatory Commission

Cc: Dianna Houenou, Chairwoman, NJ-CRC
Christopher Riggs, Executive Director, NJ-CRC
Dave Tuason, Chief Counsel, NJ-CRC
Pamela Reimers, Investigator, NJ-CRC
Kevin Healey, Chief, NJ-CRC