



MEMORANDUM

TO: Cannabis Regulatory Commission Board
FROM: Jeff Brown, Executive Director
SUBJECT: Name Change Requests – Adult Use and Medicinal Operators
DATE: [JUNE 1, 2023](#)

BACKGROUND: On February 6, 2023, Ryan Magee, Counsel for 1st Choice Health & Wellness LLC (“1st Choice”) submitted a letter along with the amended Certificate of Formation issued by the Division of Revenue and Enterprise Services validated on November 22, 2022, evidencing their change of name from 1st Choice Health & Wellness LLC to Alta Life LLC. This is a full name change and not an amendment to utilize a “doing business as”.

1st Choice was awarded a dispensary permit endorsement to operate an Alternative Treatment Center by the Board of Commissioners via Final Agency Decision on December 7, 2021.

On April 14, 2023, Michael McQueeny, Counsel to Community Wellness Center of NJ, LLC (“Community Wellness”) submitted a letter along with the amended Certificate of Amendment issued by the Division of Revenue and Enterprise Services validated on April 13, 2023, evidencing their change of name from Community Wellness Center of NJ LLC to RIPT Dispensary LLC. This is a full name change and not an amendment to utilize a “doing business as”.

Community Wellness was awarded a dispensary permit endorsement to operate an Alternative Treatment Center by the Board of Commissioners via Final Agency Decision on December 7, 2021.

On March 29, 2023, Kirti Desai, Chief Administrative Officer for Sanctuary Medicinals LLC (“Sanctuary”) submitted a letter along with the amended Certificate of Amendment issued by the Division of Revenue and Enterprise Services validated on March 7, 2023, evidencing their name change from Sanctuary Medicinals LLC to Sanctuary Cannabis Dispensary LLC. This is a full name change and not an amendment to utilize a “doing business as”.

Sanctuary was awarded a dispensary permit endorsement to operate an Alternative Treatment Center by the Board of Commissioners via Final Agency Decision on December 7, 2021.

On March 9, 2023, Pravin Asokan, Co-founder of A21 Health and Wellness, LLC (“A21”) submitted a letter along with the amended Certificate of Amendment issued by the Division of Revenue and Enterprise Services validated on March 9, 2023, evidencing their change of name



from A21 Health and Wellness, LLC to A21 Wellness Dispensary LLC. This is a full name change and not an amendment to utilize a “doing business as”.

A21 was awarded a conditional license by the Board of Commissioners via Final Agency Decision on September 12, 2022.

On April 14, 2023, Michael McQueeny, Counsel to Goldfinch Retail NJ LLC (“Goldfinch”) submitted a letter along with the amended Certificate of Amendment issued by the Division of Revenue and Enterprise Services validated on April 6, 2023, evidencing their change of name from Goldfinch Retail NJ LLC to Goldfinch LLC. This is a full name change and not an amendment to utilize a “doing business as”.

Goldfinch was awarded an annual Class 5 Retailer license by the Board of Commissioners via Final Agency Decision on March 8, 2023.

On April 17, 2023, Michael McQueeny, Counsel to Green Scientific Labs NJ, LLC (“GSL”) submitted a letter along with the amended Certificate of Amendment issued by the Division of Revenue and Enterprise Services validated on April 13, 2023, evidencing their change of name from Green Scientific Labs NJ, LLC to Smithers CTS NJ LLC. This is a full name change and not an amendment to utilize a “doing business as”.

GSL was awarded a testing laboratory license by the Board of Commissioners via Final Agency Decision on March 8, 2023.

On April 18, 2023, or Royal Highness Dispensary LLC (“Royal Highness”) submitted a letter along with the amended Certificate of Amendment issued by the Division of Revenue and Enterprise Services validated on April 5, 2023, evidencing their change of name from Royal Highness Dispensary LLC to Hello High Dispensary LLC. This is a full name change and not an amendment to utilize a “doing business as”.

Royal Highness was awarded an annual Class 5 Retailer license by the Board of Commissioners via Final Agency Decision on or about October 27, 2022.

AUTHORITY: As Alternative Treatment Centers, these awardees are subject to the Medicinal Marijuana regulations set forth in N.J.A.C. 17:30A. To establish a consistent process for awardees to request changes to their applications, they have been informed that they must follow N.J.A.C. 17:30A-7.8 which is the designated subchapter for “Amendments to alternative treatment center permits”.



- (a) An ATC shall submit to the Commission an application for an amended permit, together with fees, if applicable, pursuant to N.J.A.C. 17:30A-7.10, prior to any:
1. Change of the alternative treatment center's location;
 2. Change of the alternative treatment center's ownership;
 3. Change of the alternative treatment center's name;
 4. Change in the alternative treatment center's capacity; or
 5. Modification of or addition to the alternative treatment center's physical plant.
- (b) The alternative treatment center shall submit the application to the permitting authority no later than 30 business days prior to the change.

Additionally, under N.J.A.C. 17:30A-7.1(b)(2), Each applicant for an ATC permit, including the information for each subcontractor or affiliate to the entity named in the application shall submit: Documentation of a valid Business Registration Certificate on file with the New Jersey Department of the Treasury, Division of Revenue and Enterprise Services;

There are no fees associated with name change amendments under the regulations.

REQUESTS:

1ST CHOICE HEALTH & WELLNESS LLC (MEDICINAL)

Proposed New Name: ALTA LIFE LLC

SUBMISSION	Letter w/ Request	Yes
	Filed Amendment with NJ Dept of Treasury, Division of Revenue and Enterprise Services	Yes

COMMUNITY WELLNESS CENTER OF NJ, LLC (MEDICINAL)

Proposed New Name: RIPT DISPENSARY LLC

SUBMISSION	Letter w/ Request	Yes
	Filed Amendment with NJ Dept of	Yes



	Treasury, Division of Revenue and Enterprise Services	
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SANCTUARY MEDICINALS LLC (MEDICINAL)

Proposed New Name: Sanctuary Cannabis LLC

SUBMISSION	Letter w/ Request	Yes
	Filed Amendment with NJ Dept of Treasury, Division of Revenue and Enterprise Services	Yes

A21 HEALTH AND WELLNESS, LLC (ADULT USE)

Proposed New Name: A21 Wellness Dispensary LLC

SUBMISSION	Letter w/ Request	Yes
	Filed Amendment with NJ Dept of Treasury, Division of Revenue and Enterprise Services	Yes

GOLDFINCH RETAIL NJ LLC (ADULT USE)

Proposed New Name: Goldfinch LLC

SUBMISSION	Letter w/ Request	Yes
	Filed Amendment with NJ Dept of Treasury, Division of Revenue and Enterprise Services	Yes



GREEN SCIENTIFIC LABS NJ, LLC (ADULT USE)

Proposed New Name: Smithers CTS NJ LLC

SUBMISSION	Letter w/ Request	Yes
	Filed Amendment with NJ Dept of Treasury, Division of Revenue and Enterprise Services	Yes

ROYAL HIGHNESS DISPENSARY LLC (ADULT USE)

Proposed New Name: Hello High Dispensary LLC

SUBMISSION	Letter w/ Request	Yes
	Filed Amendment with NJ Dept of Treasury, Division of Revenue and Enterprise Services	Yes

RECOMMENDATION: Staff recommends approval of the request to amend the aforementioned Alternative Treatment Center permits and adult use licenses with the new business names. It does not appear that the newly proposed names will have a detrimental effect on the patient or consumer populations. Further, the entities have properly filed their amendments with the New Jersey Department of Treasury, Division of Revenue and Enterprise Services.

APPENDIX

N.J.A.C. 17:30A-7.8 - Amendments to alternative treatment center permit

(a) An ATC shall submit to the Commission an application for an amended permit, together with fees, if applicable, pursuant to N.J.A.C. 17:30A-7.10, prior to any:

1. Change of the alternative treatment center's location;
2. Change of the alternative treatment center's ownership;
3. Change of the alternative treatment center's name;
4. Change in the alternative treatment center's capacity; or
5. Modification of or addition to the alternative treatment center's physical plant.

N.J.A.C. 17:30A-7.1 Permit application procedures and requirements for alternative treatment centers

(a) An applicant for an ATC permit shall submit an application form and the fees required at N.J.A.C. 17:30A-6.5, as well as all other required documentation on forms obtained from the permitting authority or on the Commission's website at <http://www.nj.gov/cannabis>.

(b) In addition to the application, the documentation shall include the following:

1. The legal name of the business entity applying for a permit, a copy of the entity's organizational documents and by-laws, evidence that the business entity is in good standing with the New Jersey Department of the Treasury, and a certificate certified under the seal of the New Jersey State Treasurer as to the legal status of the business entity; and
2. Each applicant, including the information for each subcontractor or affiliate to the entity named in the application shall submit:
 - i. Documentation of a valid Business Registration Certificate on file with the New Jersey Department of the Treasury, Division of Revenue and Enterprise Services;