



CONNECTICUT Consumer Protection

TO: Licensed Cultivators, Micro-Cultivators, Product Manufacturers, Food and Beverage Manufacturers and Product Packagers

FROM: Connecticut Consumer Protection, Drug Control Division

DATE: May 24, 2024

RE: Guide on Submitting Brand Registrations Using eLicense

In an effort to support both new and existing licensees, the department has developed a step-by-step guide on how to submit a brand registration for cannabis and cannabis products using the eLicense system.

Pursuant to Section 21a-421j-31(c) of the department's [policies and procedures](#), "A producer, cultivator, micro-cultivator, product manufacturer and food and beverage manufacturer shall submit for brand name registration with the department." Effective July 1, 2024, Section 18(e) of [Public Act 24-76](#) allows a product packager to expand the product packager's authorized activities to include the authorized activities of a product manufacturer. A product packager who has submitted the application to expand their authorized activities to include the authorized activities of a product manufacturer, paid the \$30,000 fee, and has been approved by the Department will be permitted to register cannabis and cannabis product brands. The application and requirements for the expanded authorized activities are in development and will be available to product packagers with a final license on or after July 1, 2024.

We hope you find these materials helpful. Should you have specific questions regarding brand registration, please contact the department at DCP.cannabislicensing@ct.gov.



eLicense Brand Registration User Guide

Brand and Label Registration

This guide is subject to change and designed to assist Producers, Cultivators, Micro-Cultivators, Product Manufacturers, Food and Beverage Manufacturers, and Product Packagers using the Connecticut eLicense Portal.

Helpful Tips

Fields with a red asterisk (*) are mandatory.

Brand names must comply with [Chapter 420h](#) of the general statutes as well as with the Department of Consumer Protection's (DCP's) policies and procedures. Specifically, please review section [21a-421j-31](#) of the policies and procedures as well as section [21a-421bb](#) of the general statutes for guidance.

Prior to starting an application, have the following information and documents available:

- National Drug Code (NDC) number. The NDC number is a unique 11-character number assigned to each product registered and is generated by the cannabis establishment. Each cannabis establishment is assigned a distinct NDC-prefix by the Department. Email DCP at dcp.mmp@ct.gov to obtain your cannabis establishment's prefix for assigning NDC numbers or for more information about generating NDC numbers;
- Certificate of analysis (COA) from the laboratory;
- Image(s) displaying the entire product label;
- For products with a delivery cartridge, image(s) displaying the entire delivery cartridge label; and,
- Image(s) of product in its packaging so that the product and details of the packaging components and labeling can be clearly seen.

Only one file can be uploaded where file uploads are required. If you need to upload multiple documents or images, combine them into one file before uploading. Files can be uploaded in the following formats: .bmp, .doc, .docx, .jpeg, .jpg, .pdf, .png, .tif, .tiff, .txt, .xls, and .xlsx. Have the files you need to upload ready including:

- One file which includes all relevant information for the certificate of analysis;
- One file which includes clear images of the product labeling;
- For products with a delivery cartridge, one file which includes clear images of the delivery cartridge label; and,
- One file which includes clear images of the product, product packaging, and label.

It is recommended you use a desktop or laptop computer. Webpages may not display properly on a tablet or mobile device.

Make sure to scroll through the entire page and answer all of the questions before clicking **Next**.

Applications can be saved during the application process by clicking the red **Close and Save** button at the bottom of the screen and exiting the application.

Each new brand requires a new business registration and will have its own account.

Once the application and fee are submitted, you will not be able to access the application again. It is recommended that you print a copy of your application before final submission and save it for your records.

If you encounter any difficulties or have questions while completing your application, please email DCP at dcp.cannabislicensing@ct.gov.

The Department does not review or pre-approve packaging or labeling of adult-use cannabis or medical marijuana products.

Brand and Label Registration

Step 1) Create a new account in e-license (<https://elicense.ct.gov/>) by clicking **Register**.

The screenshot shows the eLicense website homepage. At the top, there is a navigation bar with 'Login' and 'Register' links. A yellow arrow points to the 'Register' link. Below the navigation bar, there is a 'Welcome' section with a 'Log In' button. A yellow arrow points to the 'Log In' button. To the right of the 'Log In' button, there are links for 'Forgot Password?' and 'Forgot User ID?'. A yellow arrow points to the 'Forgot User ID?' link. The main content area is divided into three columns: 'VERIFY A LICENSE & ROSTER:', 'LICENSE RENEWAL:', and 'FAST TRACK RENEWAL:'. Each column contains a list of instructions and links. A yellow arrow points to the 'Register' link in the 'Log In' box.

Step 2) On the Register New Account page, select **Business**.

Step 3) Select **No** under **Prior Licensing Interaction**. Click **Next**.

Note: "Yes" will automatically be selected if you have registered your business in eLicense prior to this new brand registration. This must be changed to "No". It is important not to link to an existing account.

The screenshot shows the 'Register new Account' page. At the top, there is a blue header with the text 'Register new Account'. Below the header, there is a section titled 'Fields marked with an asterisk * are required. Step 1. Business or Individual'. Under this section, there is a 'Register as:' label. Below the label, there are two radio buttons: 'Individual' and 'Business'. A yellow arrow points to the 'Business' radio button. Below the radio buttons, there is a 'Note: Register as the Individual or Business to whom the credential will be issued.' Below the note, there is a section titled '**PLEASE READ**'. Below this section, there are three bullet points: 'You will not be able to reinstate, renew or access information for an existing license if you register a new account.', 'You must use the User ID and Password linked to that account.', and 'Please contact the issuing agency below to request your User ID and Password.' Below the bullet points, there is a section titled 'Has the Individual or Business ever had any prior Licensing interaction(s) with any of the following State agencies:'. Below this section, there is a list of state agencies: 'Department of Public Health', 'Department of Consumer Protection', 'Department of Agriculture', 'Department of Developmental Services', 'Office of Early Childhood', and 'Office of the State Fire Marshal'. Below the list, there are two radio buttons: 'Yes' and 'No'. A yellow arrow points to the 'No' radio button. At the bottom of the page, there are two buttons: 'Next' and 'Cancel'. A yellow arrow points to the 'Next' button.

Step 4) Complete the **Registration** fields starting with **Account Information**. Enter the product's brand name as your **User ID**. Your brand name will also be your Business Name (in Step 7 below) and must reflect what appears on your product's label.

Brand names should comply with [Chapter 420h](#) of the general statutes and the Department's [policies and procedures](#). For specific guidance, please review [section 21a-421j-31](#) of the policies and procedures as well as [section 21a-421bb](#) of the general statutes. Be sure to include the last five digits of your product's NDC in your product's brand name. *Example: 10 Pack Sour Matcha Gummies 12345.*

Your User ID must be entered with no spaces and must be at least 5 characters. **Note: The User ID must be unique.**

Step 5) Enter the **email address** that you use to correspond with the Department of Consumer Protection.

Step 6) Enter a **Password**.

Step 7) Under **Personal Information**, enter a **Business Name**. This is the brand name of the product you are registering. This must match exactly what is on the label.

Step 8) Fill in the **Public Address** of your business, including a contact person.

Step 9) While nearly all communications are sent electronically to the email address on file, the **Mailing Address** is where you will any receive written correspondence for this brand. If your **Mailing Address** is the same as your **Public Address**, click the box. If your business has its corporate headquarters or administrative office somewhere else, fill in the fields with the mailing address.

Step 10) Enter the **Captcha Verification** code into the **Enter Code** field.

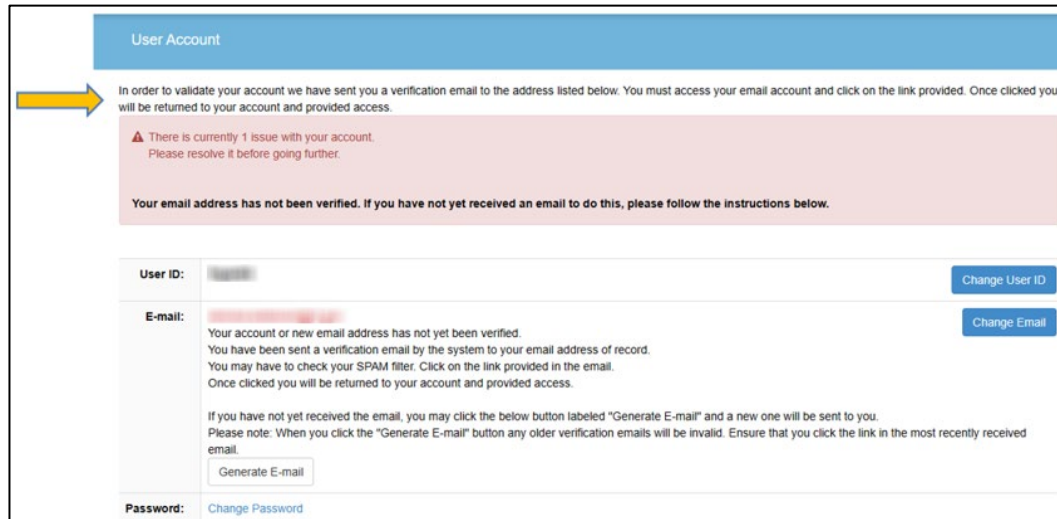
Step 11) Click **Create Account**.

The image shows a registration form titled "Registration" with a blue header. The form is divided into several sections: "Account Information", "Personal Information", "Public Address", "Mailing Address", and "Captcha Verification".

- Account Information:** Includes fields for "User ID", "Email", and "Password". A blue box labeled "Steps 4-6" is placed over the "User ID" and "Email" fields.
- Personal Information:** Includes a field for "Business Name". A blue box labeled "Step 7" is placed over the "Business Name" field.
- Public Address:** Includes fields for "Address", "City", "State", "Country", "Zip", "Phone Number", and "Cell Phone". A blue box labeled "Step 8" is placed over the "Address" field.
- Mailing Address:** Includes fields for "Address", "City", "State", "Country", "Zip", "Phone Number", and "Cell Phone". A checkbox labeled "Same as Public Address" is present. A blue box labeled "Step 9" is placed over the "Mailing Address" section.
- Captcha Verification:** Includes a "Captcha" image and an "Enter Code" field. A blue box labeled "Step 10" is placed over the "Enter Code" field.
- Create Account:** A blue button labeled "Create Account" is at the bottom right. A blue box labeled "Step 11" is placed over the "Create Account" button.

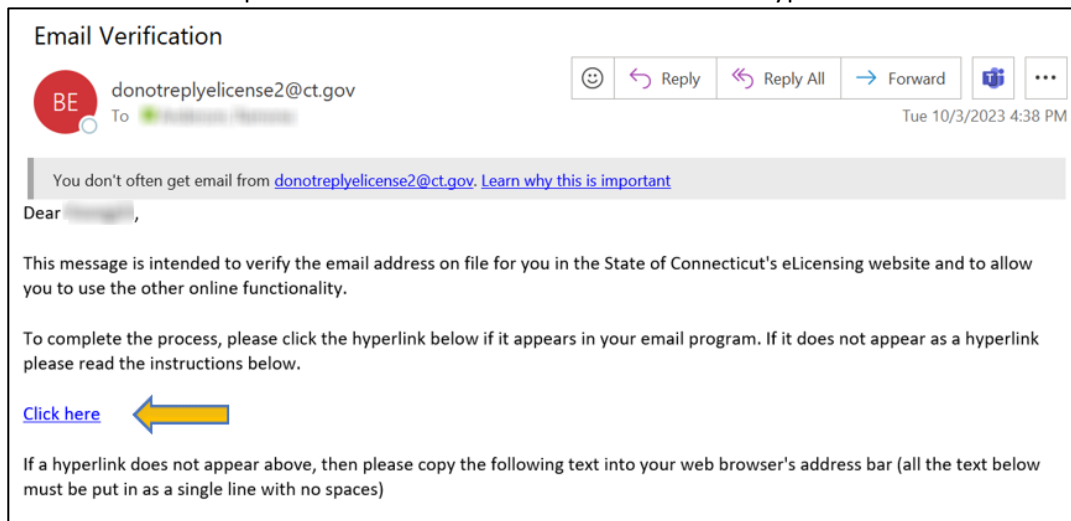
Yellow arrows point from the text steps to the corresponding fields in the form. A blue box labeled "Steps 4-6" is placed over the "User ID" and "Email" fields. A blue box labeled "Step 7" is placed over the "Business Name" field. A blue box labeled "Step 8" is placed over the "Address" field. A blue box labeled "Step 9" is placed over the "Mailing Address" section. A blue box labeled "Step 10" is placed over the "Enter Code" field. A blue box labeled "Step 11" is placed over the "Create Account" button.

- Step 12) Verify the email address associated with your new **User Account**. You will be directed to access your email for the email address you provided under **Account Information**.



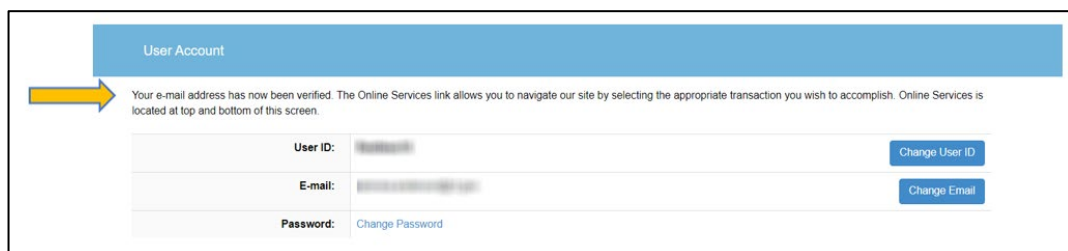
The screenshot shows the 'User Account' page. At the top, a blue header reads 'User Account'. Below it, a message states: 'In order to validate your account we have sent you a verification email to the address listed below. You must access your email account and click on the link provided. Once clicked you will be returned to your account and provided access.' A red warning box follows, stating: 'There is currently 1 issue with your account. Please resolve it before going further.' Below this, a message says: 'Your email address has not been verified. If you have not yet received an email to do this, please follow the instructions below.' The form contains fields for 'User ID' (with a 'Change User ID' button), 'E-mail' (with a 'Change Email' button), and 'Password' (with a 'Change Password' button). A 'Generate E-mail' button is also present. A yellow arrow points to the top message.

You will receive an email from donotreplylicense2@ct.gov with the subject line, "Email Verification". Open the email and click on the "Click here" hyperlink.



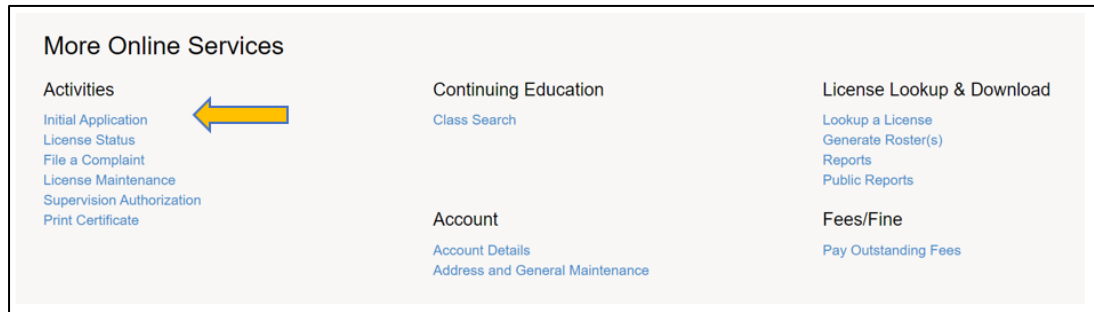
The screenshot shows an email titled 'Email Verification' from 'donotreplylicense2@ct.gov'. The email body says: 'You don't often get email from donotreplylicense2@ct.gov. Learn why this is important'. It then says 'Dear [redacted], This message is intended to verify the email address on file for you in the State of Connecticut's eLicensing website and to allow you to use the other online functionality. To complete the process, please click the hyperlink below if it appears in your email program. If it does not appear as a hyperlink please read the instructions below.' A blue hyperlink 'Click here' is shown with a yellow arrow pointing to it. Below this, it says: 'If a hyperlink does not appear above, then please copy the following text into your web browser's address bar (all the text below must be put in as a single line with no spaces)'.

- Step 13) A new page will open that shows that your email address has been verified. Your **User ID** and **E-mail** are listed.



The screenshot shows the 'User Account' page after successful verification. The header 'User Account' is at the top. A message states: 'Your e-mail address has now been verified. The Online Services link allows you to navigate our site by selecting the appropriate transaction you wish to accomplish. Online Services is located at top and bottom of this screen.' The form shows the 'User ID' and 'E-mail' fields, both with 'Change' buttons next to them. The 'Password' field has a 'Change Password' button. A yellow arrow points to the verification message.

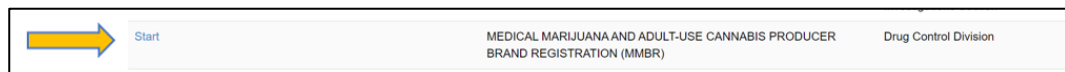
Step 14) Scroll to **More Online Services** towards the bottom of the page. Under **Activities**, click **Initial Application**.



Step 15) Scroll to either **Adult-Use Cannabis** OR **Medical Marijuana**. Click on the category name or down arrow to the right of the category to expand the field.



Step 16) Click **Start** next to **Medical Marijuana and Adult-Use Cannabis Producer Brand Registration (MMBR)**.



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Step 17) Read the **Online Application Start Instructions** and click **Next** at the bottom of the page.

The screenshot shows a web browser window titled "MEDICAL MARIJUANA AND ADULT-USE CANNABIS PRODUCER BRAND REGISTRATION (MMBR)". On the left is a sidebar with two menu items: "Online Application Start Instructions" (highlighted) and "Cannabis Establishment - Brand Instructions". The main content area is titled "Online Application Start Instructions" and contains the following text:

Please Note: THIS APPLICATION SHOULD NOT BE USED TO RENEW OR REINSTATE A CREDENTIAL.
Please email dcp.online@ct.gov to request your User ID and Password to renew.

Welcome to the Department of Consumer Protection online application system.

Complete all questions within the application.

Acceptable forms of payment include: Visa, MasterCard, Discover, American Express and eCheck.

You will be notified via email once your application has been successfully logged into our licensing system for review.

If you are ready to proceed with your application, click NEXT at the bottom.

At the bottom of the page, there are three buttons: "Previous", "Next" (with a yellow arrow pointing to it), and "Close and Save".

Step 18) Read the **Cannabis Establishment - Brand Instructions** and click **Next**.

The screenshot shows a web browser window titled "MEDICAL MARIJUANA AND ADULT-USE CANNABIS PRODUCER BRAND REGISTRATION (MMBR)". On the left is a sidebar with two menu items: "Online Application Start Instructions" and "Cannabis Establishment - Brand Instructions" (highlighted). The main content area is titled "Cannabis Establishment - Brand Instructions" and contains the following text:

Please note that a licensee is responsible for compliance with all applicable laws. Any formal approvals issued by the Department are nontransferable and shall not extend beyond the scope of submitted materials. For each brand registration, any informal discussions with the Department outside of the formal brand submission platform are provided as a courtesy only and have no bearing on the approval process.

The Department only approves brand names and this application only pertains to the registration of the particular brand name submitted. Approval of this application does not constitute approval of the packaging or labeling of the product and does not constitute verification that the packaging or labeling of the submitted product meets packaging and labeling requirements set forth in Section 21a-408-58 of the Regulations of the Connecticut State Agencies, and Sections 21a-421j-31 through 21a-421j-33 of the Department's Policies and Procedures.

A cannabis establishment submitting a brand registration shall not label two cannabis products with the same brand name unless the laboratory test results for each product indicate that they contain the same level of each active ingredient

The Department shall not register any brand name that:

- Is identical to, or confusingly similar to, the name of an existing non-cannabis product;
- Is identical to or confusingly similar to, the name of an unlawful product or substance;
- Is confusingly similar to the name of previously approved cannabis product brand name;
- Is obscene or indecent;
- For medical products, may encourage the use of cannabis for recreation purposes;
- For medical products, may encourage the use of cannabis for a condition other than a debilitating medical condition, as defined in chapter 420f of the Connecticut General Statutes;
- May encourage the use of cannabis by, or is customarily associated with, persons under the age of twenty-one, or patients under the age of eighteen;
- Is related to the benefits, safety, or efficacy of the cannabis product unless supported by substantial evidence or clinical data.

In order to complete this application, laboratory tests results must be available in the cannabis analytics and tracking system (seed-to-sale) prior to submission.

When submitting a brand registration you will be required to provide the following:

1. A complete laboratory report from a laboratory located in Connecticut that has received the appropriate licenses/registrations.
2. The brand name to appear on the product including an exact copy of the label to be used on this cannabis product

All fees are non-refundable and non-transferable.

Questions regarding the Medical Marijuana Program should be emailed to dcp.mmp@ct.gov.

At the bottom of the page, there are three buttons: "Previous", "Next" (with a yellow arrow pointing to it), and "Close and Save".

---NEXT PAGE---

- Step 19) Read the **Application Confirmation** page. Click **Yes** to indicate that you understand and agree to the terms listed above and would like to move forward with the application. Click **Next**.

- Step 20) Search for and add the name of the licensed cannabis establishment submitting the brand application by clicking **Add**.

Note: Do not provide the name of the person completing the application in this step. You will provide the name in Step 27.

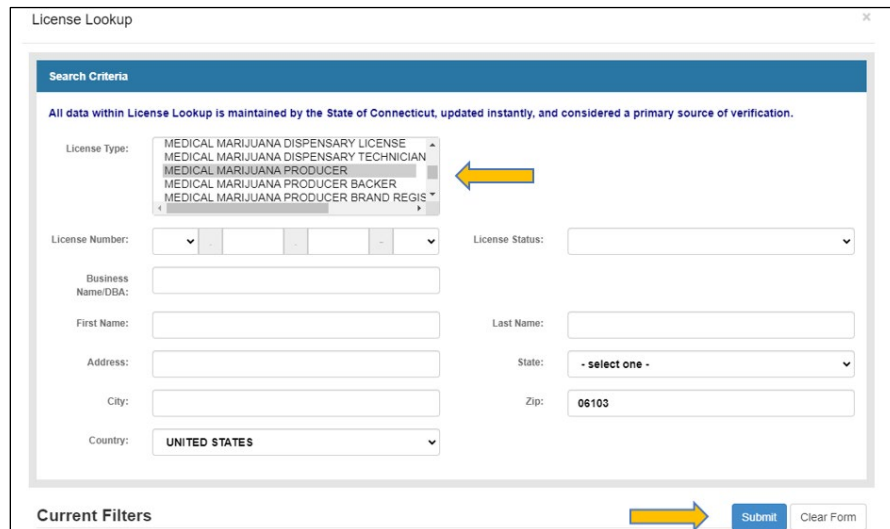
Step 21) Scroll through the list of license types to find the **License Type** of the facility you are registering the brand for.

Step 22) To search, you may enter any of the following information to find your facility:

- License Number
- Business Name/DBA
- City
- State
- Zip code

Note: It is best to enter less information when searching for your facility. Instead of entering all of the information, try entering just the Business Name and Zip Code or License Number. Using too much information makes your search too narrow and may not find the result you're looking for.

Step 23) Enter in the search criteria and click **Submit**. This will generate search results that match your search criteria.



The screenshot shows a 'License Lookup' window. At the top, it says 'Search Criteria'. Below that, a note states: 'All data within License Lookup is maintained by the State of Connecticut, updated instantly, and considered a primary source of verification.' The form includes several fields: 'License Type' (a dropdown menu with options like 'MEDICAL MARIJUANA DISPENSARY LICENSE', 'MEDICAL MARIJUANA DISPENSARY TECHNICIAN', 'MEDICAL MARIJUANA PRODUCER', 'MEDICAL MARIJUANA PRODUCER BACKER', and 'MEDICAL MARIJUANA PRODUCER BRAND REGIS'), 'License Number' (a field with a dropdown), 'License Status' (a dropdown), 'Business Name/DBA' (a text field), 'First Name' (a text field), 'Last Name' (a text field), 'Address' (a text field), 'State' (a dropdown menu with '- select one -'), 'City' (a text field), 'Zip' (a text field with '06103'), and 'Country' (a dropdown menu with 'UNITED STATES'). At the bottom, there is a 'Current Filters' section with a 'Submit' button and a 'Clear Form' button. A yellow arrow points to the 'License Type' dropdown, and another yellow arrow points to the 'Submit' button.

Step 24) Find your facility. Click on the facility name once to highlight it and click **Add**.

The License Lookup page will close and you will again see the Drug Control – Cannabis Establishment Requesting Brand page.

Step 25) Change the **Status** field to **Active**.

Step 26) Select **Marijuana Production Facility** in the **Relationship Type**. Click **OK**.

NOTE: DO NOT FILL IN THE DATE FIELDS.

---NEXT PAGE---

Add DCP - Drug Control - MMP - Facility Requesting Brand

Step 1 - Click "ADD" to search for the Medical Marijuana Production Facility that is completing this application.

Once you have located the correct Medical Marijuana Facility name under License Type click "ADD".

Step 2 - Choose "Active" for Status and choose the appropriate Medical Marijuana Facility for Relationship Type. Disregard date fields as they are not mandatory.

Supervisor
MMPR: [dropdown] [dropdown] ←

Status
* Active ←

Approved Date
[date picker] (MM/DD/YYYY) Today

RelationshipType
* MARIJUANA PRODUCTION FACILITY ←

Start Date
[date picker] (MM/DD/YYYY) Today

***Do NOT fill in the Date fields.

OK Cancel

Step 27) Fill in the name of the person submitting the application. Click **Next**.

MEDICAL MARIJUANA AND ADULT-USE CANNABIS PRODUCER BRAND REGISTRATION (MMBR)

Cannabis Establishment Requesting Brand

Fields marked with an asterisk * are required.

2. Step 1 - Click "ADD" to search for the Cannabis Establishment that is completing this application.

Once you have located the correct Cannabis Establishment name under License Type click "ADD".

Step 2 - Choose "Active" for Status and choose the appropriate Cannabis Establishment for Relationship Type. Disregard date fields as they are not mandatory.

Action	Supervisor	Status	RelationshipType
* [dropdown]	[dropdown]	Active	MARIJUANA PRODUCTION FACILITY

Add

3. Provide the name of the person completing this application.

* [text input] ←

Field required

Previous Next ←

Close and Save

Step 28) Select the market for the product you are registering the brand. Click **Next**.

Note: Review the product you are registering to ensure it meets the requirements for the Adult-Use or Medical market. See section [21a-421j-31](#) of the Department's policies and procedures for Brand Name Testing and Registration guidance.

Step 29) Enter the 11-digit National Drug Code (NDC) number.

Note: Prior to submitting your brand registration, you must obtain a National Drug Code (NDC) number. The NDC number is a unique 11-character number assigned to each product registered and is generated by the cannabis establishment. Each cannabis establishment is assigned a distinct NDC-prefix by the Department. Email DCP at dcp.mmp@ct.gov to obtain your cannabis establishment's prefix for assigning NDC numbers or for more information about generating NDC numbers.

Example:

NDC number: C0010123456

C

State
Designation.
Will Not Change.

001

Cannabis
Establishment's
Specific 3-Digit Prefix.

0123456

Assigned By the Cannabis
Establishment and Cannot
Be Reused.

Step 30) Click **Next**.

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- Step 31) Complete the required chemotype information on the AUC-MMBR Chemotype page. Select the appropriate chemotype from the options listed. If *Other* is selected, indicate the chemotype description in the *Comments* field below.
- Step 32) Select **Yes** or **No** to indicate if any processing techniques were used to create the cannabis product. If **Yes** is selected, see section [21a-421j-33\(g\)](#) of the Department's policies and procedures for labeling requirements. (See list of processing techniques on next page.)

Processing techniques used to prepare the cannabis product may include, but are not limited to:

- | | | |
|-------------------------|-------------------|----------------------|
| a. Extraction | f. Distillation | k. Chilling/Freezing |
| b. Ozone | g. Microwaves | l. Grinding |
| c. Radiation | h. UV Light | m. Infusion |
| d. Heat/Decarboxylation | i. Pressure | n. Other Approved |
| e. Radiowaves | j. Emulsification | Method |

- Step 33) Select **Yes** or **No** to indicate if any solvents were used to create the cannabis product. If **Yes** is selected, see section [21a-421j-33\(g\)](#) of the Department's policies and procedures for labeling requirements.

Solvents that may be used to prepare the cannabis product may include, but are not limited to:

- | | | |
|-------------------|------------|-------------------|
| a. Ethanol | d. Methane | f. Other Approved |
| b. Carbon Dioxide | e. Propane | Solvent |
| c. Butane | | |

- Step 34) Click **Next**.

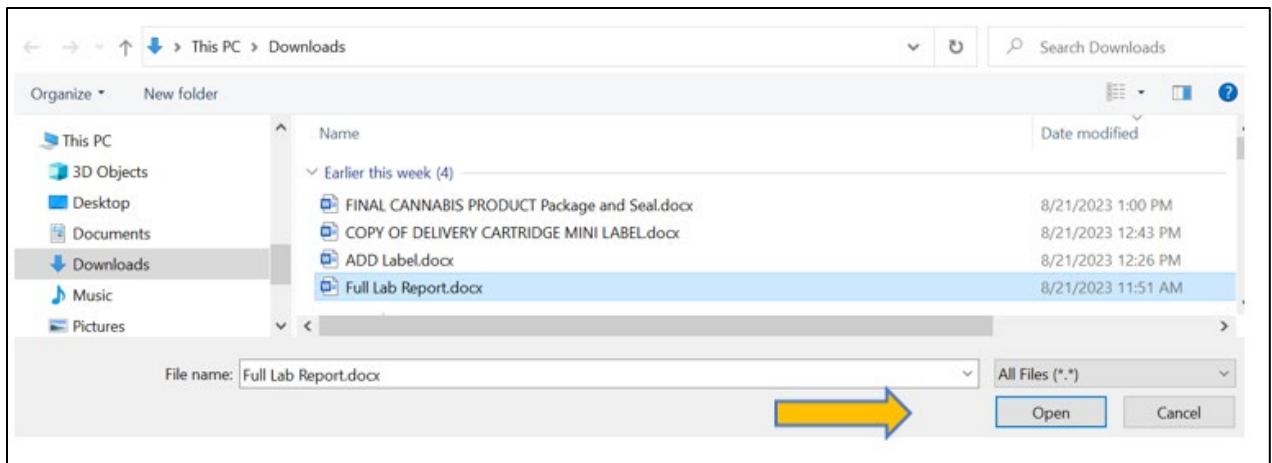
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Step 35) In the **Date Field**, enter the date that the laboratory report was issued.

Step 36) Click **Choose File** and select the full laboratory report or certificate of analysis provided directly from the licensed laboratory.

Note: Only one file can be uploaded where file uploads are required. If you need to upload multiple documents or images, combine them into one file before uploading.

Step 37) Search your computer for the file with the brand's laboratory report. Once you have found and selected your file, click **Open**.



Step 38) Confirm that the file name in the field next to **Choose File** is the file you wish to upload. If the document is correct, click **Upload Document**. If the file name is incorrect, click **Choose File** and complete Steps 36 and 37 again to select a different file.

Note: You may only upload one file. The file name will be listed on screen after it is uploaded. Please ensure that the file you upload includes all of the necessary information. If you upload the incorrect file, click on the trash can icon next to the file name and complete Steps 36 and 37 again to select a different file.

The process described above will be used throughout this application to upload documents.

 A screenshot of a web application titled 'MEDICAL MARIJUANA AND ADULT-USE CANNABIS PRODUCER BRAND REGISTRATION (MMBR)'. The left sidebar contains a menu with 'Instructions', 'Cannabis Establishment - Brand Instructions', 'Application Confirmation', 'Cannabis Establishment Requesting Brand', 'Expected Market', and 'National'. The main content area is titled 'Cannabis Establishment - Laboratory Information'. It contains two numbered steps: '9. Provide the date of the laboratory report for this product' with a date input field, and '10. Upload the full laboratory report provided directly from the licensed laboratory.' with a file upload section. The file upload section includes a trash can icon, the filename 'Full Lab Report.docx', a 'Choose File' button, a 'No file chosen' message, and a list of accepted file types: 'bmp, doc, docx, jpeg, jpg, pdf, png, tif, tiff, txt, xls, xlsx'. There is also an 'Upload Document' button.

Step 39) From the drop-down box, select the name of the licensed **Laboratory** used. Click **Next**.

MEDICAL MARIJUANA AND ADULT-USE CANNABIS PRODUCER BRAND REGISTRATION (MMBR)

Cannabis Establishment - Laboratory Information

Fields marked with an asterisk * are required.

9. Provide the date of the laboratory report for this product

* (MM/DD/YYYY) Today

10. Upload the full laboratory report provided directly from the licensed laboratory.

Full Lab Report.docx

Select a document to upload:

No file chosen

* File types accepted: bmp, doc, docx, jpeg, jpg, pdf, png, tif, tiff, txt, xls, xlsx

11. Select the name and license of the laboratory used to test this cannabis product from the list of licensed and approved Controlled Substance Laboratories or Cannabis Testing Laboratories displayed below.

* Field required

Step 40) Enter all of the brand's **Active Ingredients**.

Note: Enter 0 if the ingredient is not present. All fields must have a number – no blanks.

MEDICAL MARIJUANA AND ADULT-USE CANNABIS PRODUCER BRAND REGISTRATION (MMBR)

Cannabis Establishment - Brand Active Ingredients

Fields marked with an asterisk * are required.

Based on the report provided by the laboratory, provide the percentage (1% or greater) of active ingredients below: Enter 0 for any ingredient not present in this Brand

12. Cannabidiols (CBD)%

*

13. Cannabidiolic acid (CBDA)%

*

14. Tetrahydrocannabinol (THC)%
NOTE: Enter 0 if less than .01%

*

15. Tetrahydrocannabinol acid (THCA)%
NOTE: Enter 0 if less than .01%

*

16. Other active ingredient that constitutes at least 1%

* ☐ Yes ☐ No

Fill in each box with a number. Use "0" if the ingredient is not present in the brand.

Step 41) Select **Yes** or **No** if there are any other active ingredients that make up at least 1% of the product. Click **Next**.

Note: There are up to 53 ingredients. All fields must have a number entered. Enter 0 if the ingredient is not present.

If you select **Yes**, additional ingredient fields will open. Fill in the additional active ingredients. If you select **No**, go to Step 42.

MEDICAL MARIJUANA AND ADULT-USE CANNABIS PRODUCER BRAND REGISTRATION (MMBR)

Cannabis Establishment - Brand Active Ingredients

Fields marked with an asterisk * are required.

Based on the report provided by the laboratory, provide the percentage (1% or greater) of active ingredients below: Enter 0 for any ingredient not present in this Brand

12. Cannabidiols (CBD)%

13. Cannabidiolic acid (CBDA)%

14. Tetrahydrocannabinol (THC)%
NOTE: Enter 0 if less than .01%

15. Tetrahydrocannabinol acid (THCA)%
NOTE: Enter 0 if less than .01%

16. Other active ingredient that constitutes at least 1%

Previous Next Close and Save

Fill in each box with a number. Use "0" if the ingredient is not present in the brand.

Step 42) Enter the **Brand Name** as it appears on the product's label. The brand name should match the User ID used to create the account for the Brand Registration Application.

Step 43) **Upload** a copy of the label.

Note: The uploaded photo should include all internal and external labeling. The file name will auto populate in the field. Only upload one file. If you need to upload multiple documents or images, combine them into one file before uploading. See section [21a-421j-33](#) of the Department's policies and procedures for labeling guidance.

MEDICAL MARIJUANA AND ADULT-USE CANNABIS PRODUCER BRAND REGISTRATION (MMBR)

Brand Name and Label

Fields marked with an asterisk * are required.

All Product Packaging and Labels must conform to the [Policies and Procedures](#).

66. Provide the brand name to appear on label for this specific marijuana product

67. Upload a copy of the label for this particular brand conforming to the label standards in the policies and procedures.

The uploaded label must include all information and images as it will appear on the product;

- If a template is used to produce the label, the uploaded item must include the text and images from the template;
- If the label is peelable with information on the reverse side, include images of any information on the reverse of the label;
- If the label is produced in multiple segments, include images of all segments of the label;
- If the label includes a QR Code directing you to website, upload the information included on that web page; and
- Do not include any smaller label to be placed on individual items inside the package (that label must be uploaded below).

No document(s) uploaded for this question.

Select a document to upload:

Choose File | No file chosen

File types accepted: bmp, doc, docx, jpeg, jpg, pdf, png, tif, txt, xls, xlsx

Upload Document

Step 44) If there is a QR Code on the label, **enter the URL** that the QR Code is directed to.

Note: The QR Code and URL submitted must be active and functioning properly. Please be sure to check the QR Code and URL are properly working before entering the information.

Step 45) Select **Yes** or **No** if the package has a cannabis delivery device cartridge included. Click **Next**. If you select Yes, go to Step 45. If you select No, go to Step 46.

MEDICAL MARIJUANA AND ADULT-USE CANNABIS PRODUCER BRAND REGISTRATION (MMBR)

Brand Name and Label

Fields marked with an asterisk * are required.

All Product Packaging and Labels must conform to the [Policies and Procedures](#).

66. Provide the brand name to appear on label for this specific marijuana product

67. Upload a copy of the label for this particular brand conforming to the label standards in the policies and procedures.

- The uploaded label must include all information and images as it will appear on the product;
- If a template is used to produce the label, the uploaded item must include the text and images from the template;
- If the label is peelable with information on the reverse side, include images of any information on the reverse of the label;
- If the label is produced in multiple segments, include images of all segments of the label;
- If the label includes a QR Code directing you to website, upload the information included on that web page; and
- Do not include any smaller label to be placed on individual items inside the package (that label must be uploaded below).

No document(s) uploaded for this question.

Select a document to upload:

Choose File | No file chosen

File types accepted: bmp, doc, docx, jpeg, jpg, pdf, png, tif, tiff, txt, xls, xlsx

Upload Document

68. If a QR Code is included on the label enter the URL that the QR Code is directed to:

69. Does the cannabis package contain a delivery device cartridge?

- select one -

Previous Next Close and Save

Step 46) Upload a copy of the delivery cartridge label. Click **Next**.

Note: See [section 21a-421j-33\(f\)](#) of the Department's policies and procedures to make sure your delivery cartridge label is compliant. Only one file can be uploaded where file uploads are required. If you need to upload multiple documents or images, combine them into one file before uploading.

MEDICAL MARIJUANA AND ADULT-USE CANNABIS PRODUCER BRAND REGISTRATION (MMBR)

Delivery Cartridge Label

Fields marked with an asterisk * are required.

70. Upload a copy of the delivery cartridge (Mini label) as specified in section 21a-421j-33 (f) of the Policies and Procedures/

No document(s) uploaded for this question.

Select a document to upload:

Choose File | No file chosen

File types accepted: bmp, doc, docx, jpeg, jpg, pdf, png, tif, tiff, txt, xls, xlsx

Upload Document

Previous Next Close and Save

- Step 47) On the **Product Description and Appearance** page, select the **Final Dosage Form** for the product from the drop-down menu.
- Step 48) Upload a file that includes photographs of the final cannabis product, packaging, and tamper-evident seal.

Note: The file name will be listed on screen after it is uploaded. Only upload one file. If you need to upload multiple documents or images, combine them into one file before uploading. See [section 21a-421j-32](#) of the Department's policies and procedures for packaging guidance.

- Step 49) Enter the equivalency of the product in flower weight (grams) as it is stated in Biotrack and listed on the label. Click **NEXT**.

- Step 50) Select **Yes** or **No** for the **Attestation** statement.

Note: If you click **NO**, the product will not be registered.

- Step 51) Enter the **Attestation Date** by either typing the date directly into the box, clicking the calendar and selecting the date, or clicking on **Today**. Click **Next**.

Step 52) The last page is the **Review** of the **BRAND REGISTRATION** application information you have entered. Click **Print Review** to review the Brand Instructions and the information you entered for this application. Print a copy to review the information and save it for your records. You will not be able to review the information once you submit the application.

NOTE: Approval of this application does not constitute approval of the packaging or labeling of the product and does not constitute verification that the packaging or labeling of the submitted product meets packaging and labeling requirements set forth in section [21a-408-58](#) of the Regulations of the Connecticut State Agencies and sections [21a-421j-32](#) and [33](#) of the department's policies and procedures.

The **Review** page also includes information on the Application Fee (\$25) and how to **Add to Invoice**.

MEDICAL MARIJUANA AND ADULT-USE CANNABIS PRODUCER BRAND REGISTRATION (MMBR)

Review Print Review

Fees

Application Fee	\$25.00
Total Fees:	\$25.00

Online Application Start Instructions

PAYMENT INSTRUCTIONS -To continue processing your application, please click "Next" below (read the rest of this information first).

On the review screen, click "Add to Invoice."

On the top right of the invoice screen, select "Pay Invoice".

PLEASE NOTE THAT WHEN ENTERING YOUR CREDIT CARD NUMBER, DO NOT ENTER SPACES OR DASHES AS IT WILL RESULT IN A FAILED TRANSACTION.

Thank you for using the online system.

Cannabis Establishment - Brand Instructions

The Department only approves brand names and this application only pertains to the registration of the particular brand name submitted. Approval of this application does not constitute approval of the packaging or labeling of the product and does not constitute verification that the packaging or labeling of the submitted product meets packaging and labeling requirements set forth in Section 21a-408-58 of the Regulations of the Connecticut State Agencies, and Sections 21a-421j-31 through 21a-421j-33 of the Department's Policies and Procedures.

A cannabis establishment submitting a brand registration shall not label two cannabis products with the same brand name unless the laboratory test results for each product indicate that they contain the same level of each active ingredient

The Department shall not register any brand name that:

- Is identical to, or confusingly similar to, the name of an existing non-cannabis product;
- Is identical to or confusingly similar to, the name of an unlawful product or substance;
- Is confusingly similar to the name of previously approved cannabis product brand name;
- Is obscene or indecent;
- For medical products, may encourage the use of cannabis for recreation purposes;
- For medical products, may encourage the use of cannabis for a condition other than a debilitating medical condition, as defined in chapter 420f of the Connecticut General Statutes;
- May encourage the use of cannabis by, or is customarily associated with, persons under the age of twenty-one, or patients under the age of eighteen;
- Is related to the benefits, safety, or efficacy of the cannabis product unless supported by substantial evidence or clinical data.

In order to complete this application, laboratory tests results must be available in the cannabis analytics and tracking system (seed-to-sale) prior to submission.

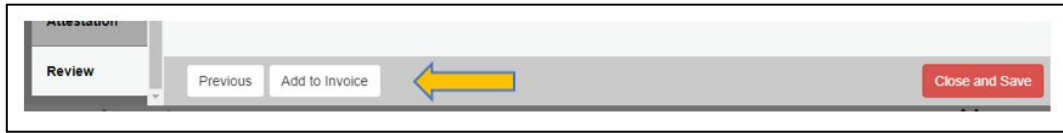
When submitting a brand registration you will be required to provide the following:

1. A complete laboratory report from a laboratory located in Connecticut that has received the appropriate licenses/registrations.
2. The brand name to appear on the product including an exact copy of the label to be used on this cannabis product

All fees are non-refundable and non-transferable.

Questions regarding the Medical Marijuana Program should be emailed to dcp.mmp@ct.gov.

Step 53) Click **Add to Invoice** to complete your submission.



Step 54) You will receive notification that the brand application was successfully added to the invoice on the **Payment** page. Print a copy for yourself before submitting the application to review your payment information. Click **Pay Invoice**.

The screenshot shows the 'Invoice' page. At the top, there is a blue header with the word 'Invoice' and two buttons: 'Pay Invoice' and 'Print'. A yellow arrow points to the 'Pay Invoice' button. Below the header, there is a confirmation message: 'This item was successfully added to the invoice'. To the right of the message, it says 'Date: 3/25/2024' and 'Invoice #'. Below the message, there is a section for 'State of Connecticut Invoice Transaction Summary' with links for 'Online Licensing, Credentials, and Certifications'. To the right of this section is a table with the following items:

Description	Amount
Application - MEDICAL MARIJUANA AND ADULT-USE CANNABIS PRODUCER BRAND REGISTRATION - [redacted]	
Application Fee	\$25.00
Subtotal:	\$25.00
Total:	\$25.00

At the bottom of the page, there is a green button labeled 'Pay Invoice' with a yellow arrow pointing to it.

Step 55) On the **Invoice Payment** page, enter all requested fields to pay for the application. Click **Submit Payment**. Your brand registration will be submitted when you submit your payment.

Note: Payment is made with a credit card (American Express, Discover, Master Card, or Visa). Your receipt will be sent to your email address.

---END---

Steps (without graphics)

Helpful Tips

Fields with a red asterisk (*) are mandatory.

Brand names must comply with [Chapter 420h](#) of the general statutes as well as with the Department of Consumer Protection's (DCP's) policies and procedures. Specifically, please review section [21a-421j-31](#) of the policies and procedures as well as section [21a-421bb](#) of the general statutes for guidance.

Prior to starting an application, have the following information and documents available:

- National Drug Code (NDC) number. The NDC number is a unique 11-character number assigned to each product registered and is generated by the cannabis establishment. Each cannabis establishment is assigned a distinct NDC-prefix by the Department. Email DCP at dcp.mmp@ct.gov to obtain your cannabis establishment's prefix for assigning NDC numbers or for more information about generating NDC numbers;
- Certificate of analysis (COA) from the laboratory;
- Image(s) displaying the entire product label;
- For products with a delivery cartridge, image(s) displaying the entire delivery cartridge label; and,
- Image of product in its packaging so that the product and details of the packaging components and labeling can be clearly seen.

Only one file can be uploaded where file uploads are required. If you need to upload multiple documents, combine them into one file before uploading. Files can be uploaded in the following formats: .bmp, .doc, .docx, .jpeg, .jpg, .pdf, .png, .tif, .tiff, .txt, .xls, and .xlsx. Have the files you need to upload ready including:

- One file which includes all relevant information for the certificate of analysis;
- One file which includes clear images of the product labeling;
- For products with a delivery cartridge, one file which includes clear images of the delivery cartridge label; and,
- One file which includes clear images of the product, product packaging, and label.

It is recommended you use a desktop or laptop computer. Webpages may not display properly on a tablet or mobile device.

Make sure to scroll through the entire page and answer all of the questions before clicking **Next**.

Applications can be saved during the application process by clicking the red **Close and Save** button at the bottom of the screen and exiting the application.

Each new brand requires a new business registration and will have its own account.

Once the application and fee are submitted, you will not be able to access the application again. It is recommended that you print a copy of your application before final submission and save it for your records.

If you encounter any difficulties or have questions while completing your application, please email DCP at dcp.cannabislicensing@ct.gov.

The Department does not review or pre-approve packaging or labeling of adult-use cannabis or medical marijuana products.

Brand and Label Registration

- Step 1) Create a new account in e-license ([https:// elicense.ct.gov/](https://elicense.ct.gov/)) by clicking **Register**.
- Step 2) On the Register New Account page, select **Business**.
- Step 3) Select **No** under **Prior Licensing Interaction**. Click **Next**.

Note: “Yes” will automatically be selected if you have registered your business in eLicense prior to this new brand registration and must be changed to “No”. It is important **not** to link to an existing account.

- Step 4) Complete the **Registration** fields starting with **Account Information**. Enter the product’s brand name as your **User ID**. Your brand name will also be your Business Name (in Step 7 below) and must reflect what appears on your product’s label.

Brand names should comply with [Chapter 420h](#) of the general statutes and the Department’s [policies and procedures](#). For specific guidance, please review [section 21a-421j-31](#) of the policies and procedures as well as [section 21a-421bb](#) of the general statutes. Be sure to include the last five digits of your product’s NDC in your product’s brand name. *Example: 10 Pack Sour Matcha Gummies 12345.*

Your User ID must be entered with no spaces and must be at least 5 characters.

Note: The **User ID** must be unique.

- Step 5) Enter the **email address** that you use to correspond with the Department of Consumer Protection.
- Step 6) Enter a **Password**.
- Step 7) Under **Personal Information**, enter a **Business Name**. This is the brand name of the product you are registering. This must match exactly what is on the label.
- Step 8) Fill in the **Public Address** of your business, including a contact person.
- Step 9) While nearly all communications are sent electronically to the email address on file, the **Mailing Address** is where you will any receive written correspondence for this brand. If your **Mailing Address** is the same as your **Public Address**, click the box. If your business has its corporate headquarters or administrative office somewhere else, fill in the fields with the mailing address.
- Step 10) Enter the **Captcha Verification** code into the **Enter Code** field.
- Step 11) Click **Create Account**.
- Step 12) Verify the email address associated with your new **User Account**. You will be directed to access your email for the email address you provided under **Account Information**. You will receive an email from donotreplylicense2@ct.gov with the subject line, “Email Verification”. Open the email and click on the “**Click here**” hyperlink.
- Step 13) A new page will open that shows that your email address has been verified. Your **User ID** and **E-mail** are listed.
- Step 14) Scroll to **More Online Services** towards the bottom of the page. Under **Activities**, click **Initial Application**.
- Step 15) Scroll to either **Adult-Use Cannabis** OR **Medical Marijuana**. Click on the category name or down arrow to the right of the category to expand the field.
- Step 16) Click **Start** next to **Medical Marijuana and Adult-Use Cannabis Producer Brand Registration (MMBR)**.
- Step 17) Read the **Online Application Start Instructions** and click **Next** at the bottom of the page.
- Step 18) Read the **Cannabis Establishment - Brand Instructions** and click **Next**.

- Step 19) Read the **Application Confirmation** page. Click **Yes** to indicate that you understand and agree to the terms listed above and would like to move forward with the application. Click **Next**.
- Step 20) Search for and add the name of the licensed cannabis establishment submitting the brand application by clicking **Add**.

Note: Do not provide the name of the person completing the application in this step. You will provide the name in Step 27.

- Step 21) Scroll through the list of license types to find the **License Type** of the facility you are registering the brand for.
- Step 22) To search, you may enter any of the following information to find your facility:
- License Number
 - Business Name/DBA
 - City
 - State
 - Zip code

Note: It is best to enter less information when searching for your facility. Instead of entering all of the information, try entering just the Business Name and Zip Code or License Number. Using too much information makes your search too narrow and may not find the result you're looking for.

- Step 23) Enter in the search criteria and click **Submit**. This will generate search results that match your criteria.

Note: The License Lookup page will close and you will again see the Drug Control – MMP – Facility Requesting Brand page.

- Step 24) Find your facility. Click on the facility name once to highlight it and click **Add**.
- Step 25) Change the **Status** field to **Active**.
- Step 26) Select **Marijuana Production Facility** in the **Relationship Type**. Click **OK**.

NOTE: DO NOT FILL IN THE DATE FIELDS.

- Step 27) Fill in the name of the person submitting the application. Click **Next**.
- Step 28) Select the market for the product you are registering the brand. Click **Next**.

Note: Review the product you are registering to ensure it meets the requirements for the Adult-Use or Medical market. See Section [21a-421j-31](#) of the Department's policies and procedures for Brand Name Testing and Registration guidance.

---NEXT PAGE---

Step 29) Enter the 11-digit National Drug Code (NDC) number.

Note: Prior to submitting your brand registration, you must obtain a National Drug Code (NDC) number. The NDC number is a unique 11-character number assigned to each product registered and is generated by the cannabis establishment. Each cannabis establishment is assigned a distinct NDC-prefix by the Department. Email DCP at dcg.mmp@ct.gov to obtain your cannabis establishment's prefix for assigning NDC numbers or for more information about generating NDC numbers.

Example:

NDC number: C0010123456



Step 30) Click **Next**.

Step 31) Complete the required chemotype information on the AUC- MMBR Chemotype page. Select the appropriate chemotype from the options listed. If *Other* is selected, indicate the chemotype description in the *Comments* field below.

Step 32) Select **Yes** or **No** to indicate if any processing techniques were used to create the cannabis product. If yes is selected, see Section [21a-421j-33\(g\)](#) of the Department's policies and procedures for labeling requirements. (See list of processing techniques on next page).

Processing techniques used to prepare the cannabis product may include, but are not limited to:

- | | | |
|-------------------------|-------------------|-----------------------|
| a. Extraction | f. Distillation | k. Chilling/ Freezing |
| b. Ozone | g. Microwaves | l. Grinding |
| c. Radiation | h. UV Light | m. Infusion |
| d. Heat/Decarboxylation | i. Pressure | n. Other Approved |
| e. Radiowaves | j. Emulsification | Method |

Step 33) Select **Yes** or **No** to indicate if any solvents were used to create the cannabis product. If Yes is selected, see Section [21a-421j-33\(g\)](#) of the Department's policies and procedures for labeling requirements.

Solvents that may be used to prepare the cannabis product may include, but are not limited to:

- | | | |
|-------------------|------------|-------------------|
| a. Ethanol | d. Methane | f. Other Approved |
| b. Carbon Dioxide | e. Propane | Solvent |
| c. Butane | | |

Step 34) Click **Next**.

Step 35) In the **Date Field**, enter the date that the laboratory report was issued.

Step 36) Click **Choose File** and select the full laboratory report or certificate of analysis provided directly from the licensed laboratory.

Note: Only one file can be uploaded where file uploads are required. If you need to upload multiple documents or files, combine them into one file before uploading.

Step 37) Search your computer for the file with the brand's laboratory report. Once you have found and selected your file, click **Open**.

Step 38) Confirm that the file name in the field next to Choose File is the file you wish to upload. If the document is correct, click **Upload Document**. If the file name is incorrect, click **Choose File** and complete Steps 36 and 37 again to select a different file.

Note: You may only upload one file. The file name will be listed on screen after it is uploaded. Please ensure that the file you upload includes all of the necessary information. If you upload the incorrect file, click on the trash can icon next to the file name and complete Steps 36 and 37 again to select a different file.

The process described above will be used throughout this application to upload documents.

Step 39) From the drop-down box, select the name of the licensed **Laboratory** used. Click **Next**.

Step 40) Enter all of the brand's **Active Ingredients**.

Note: Enter 0 if the ingredient is not present. All fields must have a number – no blanks.

Step 41) Select **Yes** or **No** if there are any other active ingredients that make up at least 1% of the product. Click **Next**.

Note: There are up to 53 ingredients. All fields must have a number entered. Enter 0 if the ingredient is not present.

If you selected **Yes**, additional ingredient fields will open. Fill in the additional active ingredients contained in the product. If you select **No**, go to Step 42.

Step 42) Enter the **Brand Name** as it appears on the product's label. The brand name should match the User ID used to create the account for the Brand Registration Application.

Step 43) **Upload** a copy of the label.

Note: The uploaded photo should include all internal and external labeling. The file name will auto populate in the field. Only upload one file. If you need to upload multiple documents or images, combine them into one file before uploading. See Section [21a-421j-33](#) of the Department's policies and procedures for labeling guidance.

Step 44) If there is a QR Code on the label, **enter the URL** that the QR Code is directed to.

Note: The QR Code and URL submitted must be active and functioning properly. Please be sure to check the QR Code and URL are properly working before entering the information.

Step 45) Select **Yes** or **No** if the package has a cannabis delivery device cartridge included. Click **Next**. If you select Yes, go to Step 45. If you select No, go to Step 46.

Step 46) Upload a copy of the delivery cartridge label. Click **Next**.

Note: See [section 21a-421j-33\(f\)](#) of the Department's policies and procedures to make sure your label is compliant. Only one file can be uploaded where file uploads are required. If you need to upload multiple documents or images, combine them into one file before uploading.

Step 47) On the **Product Description and Appearance** page, select the **Final Dosage** form for the

product from the drop-down menu.

- Step 48) Upload a file that includes photographs of the final cannabis product, packaging, and tamper-evident seal.

Note: The file name will be listed on screen after it is uploaded. Only upload one file. If you need to upload multiple documents or images, combine them into one file before uploading. See [section 21a-421j-32](#) of the Department's policies and procedures for packaging guidance.

- Step 49) Enter the equivalency of the product in flower weight (grams) as it is stated in Biotrack and listed on the label. Click **NEXT**.

- Step 50) Select **Yes** or **No** for the **Attestation** statement.

Note: If you click **NO**, the product will not be registered.

- Step 51) Enter the **Attestation Date** by either typing the date directly into the box, clicking the calendar and selecting the date, or clicking on **Today**. Click **Next**.

- Step 52) The last page is the **Review** of the **BRAND REGISTRATION** application information you have entered. Click **Print Review** to review the Brand Instructions and the information you entered for this application. Print a copy to review the information and save it for your records. You will not be able to review the information once you submit the application.

NOTE: Approval of this application does not constitute approval of the packaging or labeling of the product and does not constitute verification that the packaging or labeling of the submitted product meets packaging and labeling requirements set forth in [Section 21a-408-58](#) of the Regulations of the Connecticut State Agencies and [Sections 21a-421j-32 and 33](#) of the department's policies and procedures.

The **Review** page also includes information on the Application Fee (\$25) and how to **Add to Invoice**

- Step 53) Click **Add to Invoice** to complete your submission.

- Step 54) You will receive notification that the brand application was successfully added to the invoice on the **Payment** page. Print a copy for yourself before submitting the application to review your payment information. Click **Pay Invoice**.

- Step 55) On the **Invoice Payment** page, enter all requested fields to pay for the application. Click **Submit Payment**. Your brand registration will be submitted when you submit your payment.

Note: Payment is made with a credit card (American Express, Discover, Master Card, or Visa). Your receipt will be sent to your email address.

---END---