



Medical Marijuana Control Program The Ohio Department of Commerce

Strain Name Guidance

The Medical Marijuana Control Program requires all licensees to submit strain names to the Ohio Department of Commerce prior to requesting Product I.D. approval by the State of Ohio Board of Pharmacy. This document provides guidance on how to submit a strain name, the review process, and examples of prohibited names.

Submitting Strain Names

- Strain names are to be submitted via e-Licensing. e-Licensing provides an option to submit requests by accessing your facility license and selecting the button “change request.” This “change request” button has a drop-down menu, please select the option “strain name approval request.” Multiple strain names and documents can be uploaded at one time.

What is a strain name?

- The strain name is the proprietary name licensees associate with their product. Because the name can be used for promotional purposes, it will be reviewed during the advertisement process. The state of Ohio has a compelling interest in ensuring that any advertisement or marketing campaigns related to or involving medical marijuana do not encourage, promote or otherwise create any impression that marijuana is legal or acceptable to use in a manner except as specifically authorized by the Ohio Revised Code or the Ohio Administrative Code.

Prohibited Strain Names

Once a licensee submits strain names to the Ohio Department of Commerce, the Licensing Department will communicate if approval or remediation of the strain names are needed. In addition to this, it will be communicated that any strain names for manufactured products for vaporization that include references to fruit, fruit flavors, or candy may be denied by the State of Ohio Board of Pharmacy.

The following are examples where remediation may be necessary:

- Cartoon character, fictional character whose target audience is children or youth, or pop culture figure, i.e. Cinderella, Hulk, Mickey Mouse
- Terminology that is associated with recreational marijuana, i.e. haze, dank, weed, high, 4/20, dope, euphoria
- Terminology associated with health claims
- Offensive/Inappropriate terms, i.e. no profanity, sexually explicit
- Terms that are associated with trademarked names/companies or public figures will require the licensee to demonstrate approval by the entity for the use of the name.
- References to candy or candy names, i.e. skittles,
- Fruit terminology. The Board of Pharmacy will not permit this for vape products. See “Manufactured Products for Vaping.”

This list may not represent all prohibited categories but is meant to provide guidance to licensees.



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Manufactured Products for Vaping

Characterizing flavors, except those intended to mimic marijuana strains, are prohibited from all products intended for use in the vaporization of medical marijuana. The State of Ohio Board of Pharmacy will not permit any strain names, submitted in the Product I.D. process, that “contain characteristics of a realistic or fictional human, animal, or fruit, including artistic, caricature, or cartoon rendering.” (O.A.C. 3796:8-2-03).

The Ohio Department of Commerce will coordinate with the Ohio Board of Pharmacy and communicate whether approval of the strain will be denied by the Board when the licensee submits the Product I.D. However, licensees should note that the Board may deny a Product I.D. for other noncompliance reasons.

For questions regarding strain name approval, please contact mmcplicensing@com.state.oh.us.