

1 STATE OF OKLAHOMA

2 2nd Session of the 57th Legislature (2020)

3 SENATE BILL 1257

By: Allen

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5
6 AS INTRODUCED

7 An Act relating to medical marijuana; amending
8 Section 21, Chapter 11, O.S.L. 2019, as amended by
9 Section 10, Chapter 477, O.S.L. 2019 (63 O.S. Supp.
10 2019, Section 427.21), which relates to advertising
11 restrictions; prohibiting advertising on billboards;
12 defining term; and providing an effective date.

12 BE IT ENACTED BY THE PEOPLE OF THE STATE OF OKLAHOMA:

13 SECTION 1. AMENDATORY Section 21, Chapter 11, O.S.L.
14 2019, as amended by Section 10, Chapter 477, O.S.L. 2019 (63 O.S.
15 Supp. 2019, Section 427.21), is amended to read as follows:

16 Section 427.21. A. A medical marijuana business shall not
17 engage in advertising that is deceptive, false or misleading.

18 B. Medical marijuana advertising shall not contain any
19 statement or illustration that:

- 20 1. Promotes overconsumption;
- 21 2. Represents that the use of marijuana has curative or
22 therapeutic effects; or
- 23 3. Depicts a child or other person under legal age to consume
24 marijuana, or includes:

1 a. objects such as toys or cartoon or other characters,
2 which suggest the presence of a child, or any other
3 depiction designed in any manner to be especially
4 appealing to children or other persons under legal age
5 to consume marijuana, or

6 b. any manner or design that would be especially
7 appealing to children or other persons under eighteen
8 (18) years of age.

9 C. 1. Medical marijuana shall not be advertised on any
10 billboard in this state.

11 2. As used in this subsection, "billboard" means a freestanding
12 outdoor advertising sign located on industrial, commercial or
13 residential property designed or intended to direct attention to a
14 business, product or service that is not sold, offered or existing
15 on the property where the sign is located.

16 SECTION 2. This act shall become effective November 1, 2020.

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