

First Regular Session  
Seventy-first General Assembly  
STATE OF COLORADO

**REREVISED**

*This Version Includes All Amendments  
Adopted in the Second House*

LLS NO. 17-0137.01 Jerry Barry x4341

**SENATE BILL 17-015**

**SENATE SPONSORSHIP**

**Aguilar,**

**HOUSE SPONSORSHIP**

**Pabon,**

---

**Senate Committees**  
Judiciary

**House Committees**  
Finance

---

**A BILL FOR AN ACT**

101 **CONCERNING THE UNLAWFUL ADVERTISING OF MARIJUANA.**

**Bill Summary**

*(Note: This summary applies to this bill as introduced and does not reflect any amendments that may be subsequently adopted. If this bill passes third reading in the house of introduction, a bill summary that applies to the reengrossed version of this bill will be available at <http://leg.colorado.gov/>.)*

**Committee on Cost-benefit Analysis of Legalized Marijuana in Colorado.** The bill makes it a level 2 drug misdemeanor for a person not licensed to sell medical or retail marijuana to advertise for the sale of marijuana or marijuana concentrate.

---

1 *Be it enacted by the General Assembly of the State of Colorado:*

Shading denotes HOUSE amendment. Double underlining denotes SENATE amendment.  
*Capital letters indicate new material to be added to existing statute.  
Dashes through the words indicate deletions from existing statute.*

HOUSE  
3rd Reading Unamended  
March 3, 2017

HOUSE  
Amended 2nd Reading  
March 2, 2017

SENATE  
3rd Reading Unamended  
January 24, 2017

SENATE  
Amended 2nd Reading  
January 23, 2017

1           **SECTION 1.** In Colorado Revised Statutes, **add** 18-18-406.4 as  
2 follows:

3           **18-18-406.4. Unlawful advertising of marijuana - exception.**

4 (1) A PERSON WHO IS NOT LICENSED TO SELL MEDICAL MARIJUANA  
5 PURSUANT TO ARTICLE 43.3 OF TITLE 12 OR RETAIL MARIJUANA PURSUANT  
6 TO ARTICLE 43.4 OF TITLE 12, OR PURSUANT TO THE LAWS REGARDING  
7 MEDICAL OR RETAIL MARIJUANA UNDER THE LAWS OF ANOTHER STATE,  
8 WHO KNOWINGLY ADVERTISES IN A NEWSPAPER, MAGAZINE, HANDBILL, OR  
9 OTHER PUBLICATION OR ON THE INTERNET THE UNLAWFUL SALE OF  
10 MARIJUANA, MARIJUANA CONCENTRATE, OR A MARIJUANA-INFUSED  
11 PRODUCT BY A PERSON NOT LICENSED TO SELL MARIJUANA, MARIJUANA  
12 CONCENTRATE, OR A MARIJUANA-INFUSED PRODUCT COMMITS A LEVEL 2  
13 DRUG MISDEMEANOR.

14 (2) THE PROVISIONS OF SUBSECTION (1) OF THIS SECTION DO NOT  
15 APPLY TO A PRIMARY CAREGIVER, AS DEFINED IN ARTICLE XVIII, SECTION  
16 14(1)(f) OF THE STATE CONSTITUTION, WHO ADVERTISES THAT THE  
17 PRIMARY CAREGIVER IS AVAILABLE TO BE A PRIMARY CAREGIVER TO A  
18 PATIENT, AS DEFINED IN ARTICLE XVIII, SECTION 14(1)(d) OF THE STATE  
19 CONSTITUTION.

20           ■ ■

21           **SECTION 2. Act subject to petition - effective date -**

22 **applicability.** (1) This act takes effect September 1, 2017; except that,  
23 if a referendum petition is filed pursuant to section 1 (3) of article V of  
24 the state constitution against this act or an item, section, or part of this act  
25 within the ninety-day period after final adjournment of the general  
26 assembly, then the act, item, section, or part will not take effect unless  
27 approved by the people at the general election to be held in November

1 2018 and, in such case, will take effect on the date of the official  
2 declaration of the vote thereon by the governor.

3 (2) This act applies to offenses committed on or after the  
4 applicable effective date of this act.