

GENERAL CANNABIS, INC.
a Nevada corporation

Current Report
November 19, 2010

CURRENT REPORT

Current Information Regarding

GENERAL CANNABIS, INC.

The following information is provided as to General Cannabis, Inc. (referred to as “we,” “us,” “our,” the “Issuer” or the “Company”). This information is provided pursuant to the Guidelines for Providing Adequate Current Information created by Pink OTC Markets, and is intended by the Issuer to be in compliance with Rules 10b-5 and 15c2-11 of the Securities Exchange Act of 1934, as amended (the “Exchange Act”), and Rule 144 of the Securities Act of 1933 (the “Securities Act”).

14. Amendments to Articles of Incorporation or Bylaws; Change in Fiscal Year.

Effective on November 19, 2010, an Amendment to our Articles of Incorporation was effective that changed the name of the Company from LC Luxuries Limited to General Cannabis, Inc.

Also effective on November 19, 2010, we filed Amended and Restated Articles of Incorporation which, among other changes, created a class of blank-check preferred stock, consisting of 20,000,000 shares, the rights, privileges, and preferences of which may be set by the Directors without further shareholder approval.

Both the Amendment and the Amended and Restated Articles of Incorporation were unanimously approved by our Board of Directors on October 28, 2010, and a majority of our outstanding shares of common stock on October 29, 2010.

Simultaneous with the change in our name, our common stock trading symbol was changed to “CANA.”

Exhibits.

Articles of Incorporation and Bylaws:

<u>Exhibit No.</u>	<u>Description</u>
AB-1 (1)	Articles of Incorporation of Tora Technologies, Inc. filed July 14, 2003
AB-2 (1)	Certificate of Amendment to Articles of Incorporation filed November 15, 2006 (effective November 21, 2006)
AB-3 (1)	Certificate of Amendment to Articles of Incorporation filed January 29, 2010
AB-4 (1)	Bylaws of Tora Technologies, Inc.

- AB-5 Certificate of Amendment to Articles of Incorporation filed November 5, 2010 (effective November 19, 2010)
- AB-6 Amended and Restated Articles filed November 5, 2010 (effective November 19, 2010)
- (1) Previously filed with OTC Markets in our Quarterly Report on November 5, 2010.

Dated this 22nd day of November, 2010, at Costa Mesa, California.

General Cannabis, Inc.,
a Nevada corporation

By: James Pakulis
Its: Chief Executive Officer

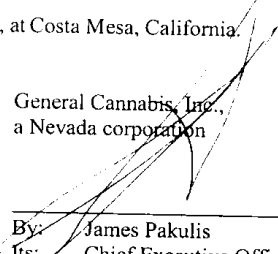
AB-5 Certificate of Amendment to Articles of Incorporation filed November 5, 2010 (effective November 19, 2010)

AB-6 Amended and Restated Articles filed November 5, 2010 (effective November 19, 2010)

(1) Previously filed with OTC Markets in our Quarterly Report on November 5, 2010.

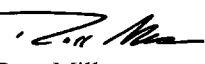
Dated this 22nd day of November, 2010, at Costa Mesa, California.

General Cannabis, Inc.,
a Nevada corporation

By:  James Pakulis
Its: Chief Executive Officer



ROSS MILLER
 Secretary of State
 204 North Carson Street, Suite 1
 Carson City, Nevada 89701-4520
 (775) 684-5708
 Website: www.nvsos.gov

Filed in the office of 	Document Number 20100837208-61
Ross Miller Secretary of State State of Nevada	Filing Date and Time 11/05/2010 2:30 PM
	Entity Number C16604-2003

Certificate of Amendment
 (PURSUANT TO NRS 78.385 AND 78.390)

USE BLACK INK ONLY - DO NOT HIGHLIGHT

ABOVE SPACE IS FOR OFFICE USE ONLY

Certificate of Amendment to Articles of Incorporation
For Nevada Profit Corporations
 (Pursuant to NRS 78.385 and 78.390 - After Issuance of Stock)

1. Name of corporation:

LC Luxuries Limited

2. The articles have been amended as follows: (provide article numbers, if available)

Article I of the Articles of Incorporation is amended and restated to read as follows:

"First. The name of the corporation is General Cannabis, Inc."

- continued on attached page -

3. The vote by which the stockholders holding shares in the corporation entitling them to exercise at least a majority of the voting power, or such greater proportion of the voting power as may be required in the case of a vote by classes or series, or as may be required by the provisions of the articles of incorporation* have voted in favor of the amendment is:

Majority

4. Effective date of filing: (optional)

11/19/10

(must not be later than 90 days after the certificate is filed)

5. Signature: (required)

X

Signature of Officer

*If any proposed amendment would alter or change any preference or any relative or other right given to any class or series of outstanding shares, then the amendment must be approved by the vote, in addition to the affirmative vote otherwise required, of the holders of shares representing a majority of the voting power of each class or series affected by the amendment regardless to limitations or restrictions on the voting power thereof.

IMPORTANT: Failure to include any of the above information and submit with the proper fees may cause this filing to be rejected.
 This form must be accompanied by appropriate fees.

**CERTIFICATE OF AMENDMENT
OF
ARTICLES OF INCORPORATION
OF
LC LUXURIES LIMITED**

(Pursuant to NRS 78.385 and 78.390 – after issuance of stock)

The undersigned, being the President and Secretary, respectively, of LC Luxuries Limited, a Nevada Corporation, hereby certify that pursuant to Unanimous Written Consent of the Board of Directors of said Corporation on October 28, 2010, and pursuant to Majority Written Consent of the Shareholders of said Corporation on October 29, 2010, it was voted that this Certificate of Amendment of Articles of Incorporation authorizing a change of the Corporation's name be filed.

The undersigned certify that Article I of the Articles of Incorporation is amended and restated to read as follows:

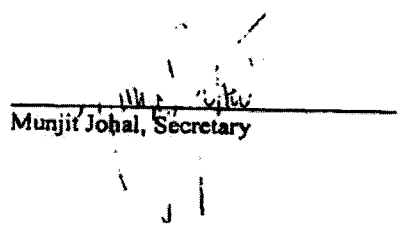
“First. The name of the corporation is General Cannabis, Inc.”

This amendment shall be effective on November 19, 2010.

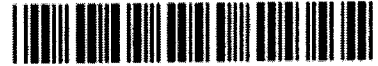
The undersigned hereby certify that they have on this 29th day of October, 2010 executed this Certificate amending the Articles of Incorporation heretofore filed with the Secretary of State of Nevada.



James Bakulis, President



Munjit Johal, Secretary



090501



ROSS MILLER
Secretary of State
204 North Carson Street, Suite 1
Carson City, Nevada 89701-4520
(775) 684-5708
Website: www.nvsos.gov

**Certificate to Accompany
Restated Articles or
Amended and Restated Articles**
(PURSUANT TO NRS)

Filed in the office of Ross Miller Secretary of State State of Nevada	Document Number 20100837209-72
	Filing Date and Time 11/05/2010 2:30 PM
	Entity Number C16604-2003

USE BLACK INK ONLY - DO NOT HIGHLIGHT

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This Form is to Accompany Restated Articles or Amended and Restated Articles of Incorporation

(Pursuant to NRS 78.403, 82.371, 86.221, 87A, 88.355 or 88A.250)

(This form is also to be used to accompany Restated Articles or Amended and Restated Articles for Limited-Liability Companies, Certificates of Limited Partnership, Limited-Liability Limited Partnerships and Business Trusts)

1. Name of Nevada entity as last recorded in this office:

General Cannabis, Inc.

2. The articles are: (mark only one box) Restated Amended and Restated

Please entitle your attached articles "Restated" or "Amended and Restated," accordingly.

3. Indicate what changes have been made by checking the appropriate box:*

- No amendments; articles are restated only and are signed by an officer of the corporation who has been authorized to execute the certificate by resolution of the board of directors adopted on:
The certificate correctly sets forth the text of the articles or certificate as amended to the date of the certificate.
- The entity name has been amended.
- The registered agent has been changed. (attach Certificate of Acceptance from new registered agent)
- The purpose of the entity has been amended.
- The authorized shares have been amended.
- The directors, managers or general partners have been amended.
- IRS tax language has been added.
- Articles have been added.
- Articles have been deleted.
- Other. The articles or certificate have been amended as follows: (provide article numbers, if available)

* This form is to accompany Restated Articles or Amended and Restated Articles which contain newly altered or amended articles. The Restated Articles must contain all of the requirements as set forth in the statutes for amending or altering the articles for certificates.

IMPORTANT: Failure to include any of the above information and submit with the proper fees may cause this filing to be rejected.

This form must be accompanied by appropriate fees.

Nevada Secretary of State Restated Articles
Revised: 10-16-09

**AMENDED AND RESTATED
ARTICLES OF INCORPORATION
OF
GENERAL CANNABIS, INC.**

(Pursuant to NRS 78.403)

The undersigned, being the President and Secretary, respectively, of General Cannabis, Inc., a Nevada Corporation, hereby certify that pursuant to Unanimous Written Consent of the Board of Directors of said Corporation on October 28, 2010, and pursuant to Majority Written Consent of the Shareholders of said Corporation on October 29, 2010, it was voted that these Amended and Restated Articles of Incorporation be filed.

The undersigned certify that all of the Articles of Incorporation are hereby amended and restated to read as follows:

I.

The name of the corporation is **General Cannabis, Inc.**

II.

It's resident agent and registered office in the State of Nevada is as follows:

Empire Stock Transfer, Inc.
1859 Whitney Mesa Drive
Henderson, NV 89014

III.

This Corporation is authorized to issue two classes of shares of stock to be designated as "Common Stock" and "Preferred Stock". The total number of shares of Common Stock which this Corporation is authorized to issue is Two Hundred Million (200,000,000) shares, par value \$0.001. The total number of shares of Preferred Stock which this Corporation is authorized to issue is Twenty Million (20,000,000) shares, par value \$0.001.

The shares of Preferred Stock may be issued from time to time in one or more series. The Board of Directors of the Corporation (the "Board of Directors") is expressly authorized to provide for the issue of all or any of the shares of the Preferred Stock in one or more series, and to fix the number of shares and to determine or alter for each such series, such voting powers, full or limited, or no voting powers, and such designations, preferences, and relative, participating, optional, or other rights and such qualifications, limitations, or restrictions thereof, as shall be stated and expressed in the resolution or resolutions adopted by the Board of Directors providing for the issue of such shares (a "Preferred Stock

Designation") and as may be permitted by the Nevada Revised Statutes. The Board of Directors is also expressly authorized to increase or decrease (but not below the number of shares of such series then outstanding) the number of shares of any series subsequent to the issue of shares of that series. In case the number of shares of any such series shall be so decreased, the shares constituting such decrease shall resume the status that they had prior to the adoption of the resolution originally fixing the number of shares of such series.

A. No holder of any of the shares of any class of the corporation shall be entitled as of right to subscribe for, purchase, or otherwise acquire any shares of any class of the corporation which the corporation proposes to issue or any rights or options which the corporation proposes to grant for the purchase of shares of any class of the corporation or for the purchase of any shares, bonds, securities, or obligations of the corporation which are convertible into or exchangeable for, or which carry any rights, to subscribe for, purchase, or otherwise acquire shares of any class of the corporation; and any and all of such shares, bonds, securities, or obligations of the corporation, whether now or hereafter authorized or created, may be issued, or may be reissued or transferred if the same have been reacquired and have treasury status, and any and all of such rights and options may be granted by the Board of Directors to such persons, firms, corporations, and associations, and for such lawful consideration, and on such terms, as the Board of Directors in its discretion may determine, without first offering the same, or any thereof, to any said holder.

B. The Corporation elects not to be governed by the terms and provisions of Sections 78.378 through 78.3793, inclusive, and Sections 78.411 through 78.444, inclusive, of the Nevada Revised Statutes, as the same may be amended, superseded, or replaced by any successor section, statute, or provision.

C. In addition, the Corporation elects not to be governed by the terms and provisions of Sections 78.2055 and NRS 78.207 of the Nevada Revised Statutes requiring shareholder approval of forward and reverse splits in cases where there is no corresponding increase or decrease in and to the number of Authorized shares of the class or series subject to the forward or reverse split and, therefore, shareholder approval will not be required for the Board of Directors of this Corporation to authorize forward and reverse splits of this Corporation's securities without corresponding increases or decreases in and to the number of Authorized shares of the class or series subject to the forward or reverse split.

D. No amendment to these Articles of Incorporation, directly or indirectly, by merger or consolidation or otherwise, having the effect of amending or repealing any of the provisions of this paragraph shall apply to or have any effect on any transaction involving acquisition of control by any person, or any transaction with an interested stockholder, or any Board action with respect to Sections 78.2055 and 78.207 NRS, occurring prior to such amendment or repeal.

IV.

The governing body of this corporation shall be known as directors, and the number

of directors of the corporation may be increased or decreased in the manner provided in the Bylaws of the corporation; provided, that the number of directors shall never be less than one. In the interim between elections of directors by stockholders entitled to vote, all vacancies, including vacancies caused by an increase in the number of directors and including vacancies resulting from the removal of directors by the stockholders entitled to vote which are not filled by said stockholders, may be filled by the remaining directors, though less than a quorum.

V.

The personal liability of the directors of the corporation is hereby eliminated to the fullest extent permitted by paragraph 1 of Section 78.037 of the General Corporation Law of the State of Nevada, as the same may be amended and supplemented.

VI.

The corporation shall, to the fullest extent permitted by Section 78.751 of the General Corporation Law of the State of Nevada, as the same may be amended and supplemented, indemnify any and all persons whom it shall have power to indemnify under said section from and against any and all expenses, liabilities, or other matters referred to in or covered by said section.

VII.

The corporation reserves the right to amend, alter, change, or repeal any provision contained in these Articles of Incorporation in the manner now or hereafter prescribed by statute, and all rights conferred upon stockholders herein are granted subject to this reservation.

The filing of these Amended and Restated Articles shall be effective on November 19, 2010.

The undersigned hereby certify that they have on this 29th day of October, 2010 executed these Amended and Restated Articles amending and restating the Articles of Incorporation heretofore filed with the Secretary of State of Nevada.


James Bakulis, President


Munjit Johal, Secretary