

[First Reprint]

**SENATE, No. 2241**

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**STATE OF NEW JERSEY**  
**218th LEGISLATURE**

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INTRODUCED MARCH 8, 2018

**Sponsored by:**

**Senator VIN GOPAL**

**District 11 (Monmouth)**

**Assemblyman ERIC HOUGHTALING**

**District 11 (Monmouth)**

**Assemblywoman JOANN DOWNEY**

**District 11 (Monmouth)**

**Assemblyman CLINTON CALABRESE**

**District 36 (Bergen and Passaic)**

**Co-Sponsored by:**

**Senators Beach, Greenstein, Pou, Assemblyman Karabinchak,**  
**Assemblywomen Murphy and Mosquera**

**SYNOPSIS**

Requires Department of State to develop “New Jersey-Made” designation.

**CURRENT VERSION OF TEXT**

As reported by the Senate Commerce Committee on January 17, 2019, with amendments.



**(Sponsorship Updated As Of: 3/26/2019)**

1 AN ACT requiring the Department of State to develop a “New  
2 Jersey-Made” designation and supplementing chapter 16A of  
3 Title 52 of the Revised Statutes.

4

5 **BE IT ENACTED** *by the Senate and General Assembly of the State*  
6 *of New Jersey:*

7

8 1. a. The Department of State <sup>1</sup>, in coordination with the New  
9 Jersey Manufacturing Extension Program, Inc.,<sup>1</sup> shall develop and  
10 designate as an official State logo a “New Jersey-Made” or “NJ-  
11 Made” logo to allow manufacturers and producers of New Jersey-  
12 made products to promote their products that are made or produced  
13 in New Jersey. The Department of State shall develop guidelines  
14 for the use of the logo in any branding efforts by manufacturers and  
15 producers, and shall make the logo available to manufacturers and  
16 producers through an Internet website.

17 b. Any state agency, quasi-public agency, or public or private  
18 entity may promote the Internet website and logo developed  
19 pursuant to this section.

20 c. The Department of State shall promulgate and adopt rules  
21 and regulations, pursuant to the "Administrative Procedure Act,"  
22 P.L.1968, c.410 (C.52:14B-1 et seq.), to effectuate the purposes of  
23 this act.

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25 2. This act shall take effect on the 90th day next following  
26 enactment, except that the Department of State may take any  
27 anticipatory administrative action in advance as shall be necessary  
28 for the implementation of this act.

**EXPLANATION** – Matter enclosed in bold-faced brackets **[thus]** in the above bill is not enacted and is intended to be omitted in the law.

Matter underlined thus is new matter.

Matter enclosed in superscript numerals has been adopted as follows:

<sup>1</sup>Senate SCM committee amendments adopted January 17, 2019.