ASSEMBLY, No. 2765 STATE OF NEW JERSEY 219th LEGISLATURE

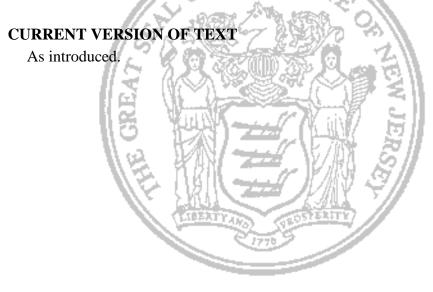
INTRODUCED FEBRUARY 13, 2020

Sponsored by: Assemblyman ERIC HOUGHTALING District 11 (Monmouth) Assemblyman RONALD S. DANCER District 12 (Burlington, Middlesex, Monmouth and Ocean) Assemblywoman CAROL A. MURPHY District 7 (Burlington) Senator LINDA R. GREENSTEIN District 14 (Mercer and Middlesex) Senator STEVEN V. OROHO District 24 (Morris, Sussex and Warren)

Co-Sponsored by: Assemblymen Freiman, Space, Wirths, Calabrese, Senators Pou, Testa and Turner

SYNOPSIS

Changes designation on official State logo denoting manufacture of products in New Jersey.



(Sponsorship Updated As Of: 6/3/2021)

A2765 HOUGHTALING, DANCER

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AN ACT concerning the designation of an official State logo to denote the manufacture of products in New Jersey, and amending P.L.2019, c.105.
BE IT ENACTED by the Senate and General Assembly of the State of New Jersey:
1. Section 1 of P.L.2019, c.105 (C.52:16A-121) is amended to

9 read as follows: 10 1. a. The Department of State, in coordination with the New Jersey Manufacturing Extension Program, Inc., shall develop and 11 designate as an official State logo a ["New Jersey-Made" or "NJ-12 Made"] "Made in New Jersey," "Made in NJ," or "MINJ" logo to 13 allow manufacturers and producers of New Jersey-made products to 14 [promote] denote that their products [that] are made or produced 15 16 in New Jersey. The Department of State shall develop guidelines 17 for the use of the logo in any branding efforts by manufacturers and 18 producers, and shall make the logo available to manufacturers and 19 producers through an Internet website.

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

c. 23 The Department of State shall promulgate and adopt rules 24 and regulations [, pursuant to the "Administrative Procedure Act," P.L.1968, c.410 (C.52:14B-1 et seq.), to effectuate the purposes of 25 26 this act. The rules and regulations shall be effective immediately upon filing with the Office of Administrative Law for a period not 27 28 to exceed 18 months, and may, thereafter, be amended, adopted or 29 readopted by the department in accordance with the provisions of the "Administrative Procedure Act," P.L.1968, c.410 (C.52:14B-1 30 31 et seq.). 32 (cf: P.L.2019, c.105, s.1) 33

34 2. This act shall take effect immediately.

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STATEMENT

This bill amends the designation on the official State logo that denotes the production of goods in New Jersey. Under current law, the logo must display the phrase "New Jersey-Made" or "NJ-Made." The bill changes that phrase to include "Made in New Jersey," "Made in NJ," or "MINJ."

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.