

[First Reprint]

ASSEMBLY, No. 4834

STATE OF NEW JERSEY

219th LEGISLATURE

INTRODUCED OCTOBER 19, 2020

Sponsored by:

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Senator SHIRLEY K. TURNER

District 15 (Hunterdon and Mercer)

Co-Sponsored by:

Assemblyman Mejia, Assemblywomen Swain, Jimenez and Assemblyman Moriarty

SYNOPSIS

Prohibits mail falsely implying State government connection.

CURRENT VERSION OF TEXT

As amended on November 8, 2021 by the General Assembly pursuant to the Governor's recommendations.



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

1 AN ACT concerning certain solicitation by mail and supplementing
 2 P.L.1960, c.39 (C.56:8-1 et seq.).

3
 4 **BE IT ENACTED** *by the Senate and General Assembly of the State*
 5 *of New Jersey:*

6
 7 1. a. It shall be an unlawful practice and a violation of
 8 P.L.1960, c.39 (C.56:8-1 et seq.) for any person to send a mailing
 9 which constitutes a solicitation by a nongovernmental entity for the
 10 purchase of or payment for a product or service which could
 11 reasonably be interpreted as falsely implying any State government
 12 connection, approval, or endorsement through the use of a seal;
 13 insignia; citation to a State statute; name of a State agency,
 14 department, commission, or program; trade or brand name; or any
 15 other term or symbol ¹[unless the person includes a disclosure letter
 16 printed on paper at least eight and one-half inches by 11 inches in
 17 size that contains the following:

18 (1) the full name of the person sending the solicitation;

19 (2) if the solicitation constitutes an offer to satisfy a State
 20 statutory obligation in exchange for a fee, a breakdown of the cost
 21 of the service to include the total amount of money to be paid to the
 22 State to satisfy the statutory obligation and the fee charged for the
 23 service; and

24 (3) language printed in no less than 14 point, bold typeface
 25 stating:

26
 27 “This product or service has not been approved or endorsed by the
 28 State of New Jersey, and this offer is not being made by a State
 29 agency, department, commission, or program.”¹]_.

30
 31 b. For purposes of this section, “person” means an individual,
 32 corporation, business trust, estate, trust, partnership, limited
 33 liability company, association, joint venture, public corporation, or
 34 any other legal or commercial entity.

35 ¹The provisions of this section shall not be construed to prevent
 36 a cause of action brought for violation of P.L.1960, c.39 (C.56:8-
 37 1 et seq.).¹

38
 39 2. This act shall take effect immediately.

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:

¹Assembly amendments adopted in accordance with Governor's recommendations November 8, 2021.