

P.L. 2021, CHAPTER 240, *approved September 28, 2021*
Assembly, No. 2765

1 **AN ACT** concerning the designation of an official State logo to
2 denote the manufacture of products in New Jersey, and amending
3 P.L.2019, c.105.

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

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8 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
11 Jersey Manufacturing Extension Program, Inc., shall develop and
12 designate as an official State logo a **["New Jersey-Made" or "NJ-**
13 **Made"]** “Made in New Jersey,” “Made in NJ,” or “MINJ” logo to
14 allow manufacturers and producers of New Jersey-made products to
15 **[promote]** denote that their products **[that]** are made or produced
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.

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

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

32 (cf: P.L.2019, c.105, s.1)

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34 2. This act shall take effect immediately.
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37 STATEMENT
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39 This bill amends the designation on the official State logo that
40 denotes the production of goods in New Jersey. Under current law,
41 the logo must display the phrase “New Jersey-Made” or “NJ-

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.

1 Made.” The bill changes that phrase to include “Made in New
2 Jersey,” “Made in NJ,” or “MINJ.”

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

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