

CHAPTER 240

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 read as follows:

C.52:16A-121 State logo regarding manufacturing.

1. a. The Department of State, in coordination with the New Jersey Manufacturing Extension Program, Inc., shall develop and designate as an official State logo a “Made in New Jersey,” “Made in NJ,” or “MINJ” logo to allow manufacturers and producers of New Jersey-made products to denote that their products are made or produced in New Jersey. The Department of State shall develop guidelines for the use of the logo in any branding efforts by manufacturers and producers, and shall make the logo available to manufacturers and 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. The Department of State shall promulgate and adopt rules and regulations to effectuate the purposes of this act. The rules and regulations shall be effective immediately upon filing with the Office of Administrative Law for a period not to exceed 18 months, and may, thereafter, be amended, adopted or readopted by the department in accordance with the provisions of the “Administrative Procedure Act,” P.L.1968, c.410 (C.52:14B-1 et seq.).

2. This act shall take effect immediately.

Approved September 28, 2021.