

## CHAPTER 105

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

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

C.52:16A-121 “New Jersey-Made,” “NJ-Made” logo.

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 “New Jersey-Made” or “NJ-Made” logo to allow manufacturers and producers of New Jersey-made products to promote their products that 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, pursuant to the "Administrative Procedure Act," P.L.1968, c.410 (C.52:14B-1 et seq.), to effectuate the purposes of this act.

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

Approved May 10, 2019.