

P.L. 2021, CHAPTER 325, *approved December 21, 2021*
Assembly, No. 4834 (*First Reprint*)

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

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

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

36
37 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:

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

- 1
- 2
- 3
- Prohibits mail falsely implying State government connection.