

**SENATE, No. 4088**

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**STATE OF NEW JERSEY**

**222nd LEGISLATURE**

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INTRODUCED MAY 4, 2026

**Sponsored by:**

**Senator RAJ MUKHERJI**

**District 32 (Hudson)**

**Senator JOSEPH A. LAGANA**

**District 38 (Bergen)**

**SYNOPSIS**

Prohibits advertising generative artificial intelligence as able to practice regulated profession or occupation.

**CURRENT VERSION OF TEXT**

As introduced.



1 AN ACT concerning advertisement of generative artificial  
2 intelligence and supplementing 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. A person or entity who develops or deploys  
8 generative artificial intelligence in the State shall not advertise or  
9 represent to the public that the generative artificial intelligence is  
10 able to practice a profession or occupation regulated pursuant to  
11 Title 45 of the Revised Statutes or by the Judicial Branch of State  
12 government or the Administrative Office of the Courts.

13 b. It shall be an unlawful practice and a violation of P.L.1960,  
14 c.39 (C.56:8-1 et seq.) for any person who develops or deploys  
15 generative artificial intelligence in the State to violate the  
16 provisions of this act.

17 c. As used in this act, “generative artificial intelligence” means  
18 a technology system that: (1) is trained on data; (2) is designed to  
19 simulate human communication through one or more of the  
20 following: (a) text; (b) audio; or (c) visual communication; and (3)  
21 generates non-scripted outputs with limited or no human oversight.  
22

23 2. This act shall take effect on the first day of the sixth month  
24 next following the date of enactment, except that the Attorney  
25 General may take any anticipatory action in advance as shall be  
26 necessary for the implementation of this act.  
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28  
29 STATEMENT  
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31 This bill prohibits a person or entity who develops or deploys  
32 generative artificial intelligence in the State from advertising or  
33 representing to the public that the generative artificial intelligence  
34 is able to practice a profession or occupation regulated pursuant to  
35 Title 45 of the Revised Statutes or by the Judicial Branch of State  
36 government or the Administrative Office of the Courts.

37 A violation of the bill’s provisions would be an unlawful practice  
38 under the consumer fraud act, and would be punishable by a  
39 monetary penalty of not more than \$10,000 for a first offense and  
40 not more than \$20,000 for any subsequent offense. Additionally, a  
41 violation of the consumer fraud act can result in cease and desist  
42 orders issued by the Attorney General, the assessment of punitive  
43 damages, and the awarding of treble damages and costs to the  
44 injured.