

SENATE, No. 4754

STATE OF NEW JERSEY
222nd LEGISLATURE

INTRODUCED OCTOBER 5, 2026

Sponsored by:
Senator OWEN HENRY
District 12 (Burlington, Middlesex, Monmouth and Ocean)

SYNOPSIS

Expands existing prohibition against unauthorized practice of various professions to include content produced by or with assistance of artificial intelligence.

CURRENT VERSION OF TEXT

As introduced.



1 AN ACT concerning the unauthorized practice of a profession and
2 supplementing Title 45 of the Revised Statutes.

3
4 **BE IT ENACTED** *by the Senate and General Assembly of the State*
5 *of New Jersey:*

6
7 1. a. Any conduct which is prohibited under Title 45 of the
8 Revised Statutes or under any regulation administered by the
9 Director of the Division of Consumer Affairs or a board or
10 committee within the Division of Consumer Affairs as the
11 unauthorized practice of a profession or occupation shall include
12 the production of content by artificial intelligence or generative
13 artificial intelligence. Any person or entity that deploys an artificial
14 intelligence or generative artificial intelligence system, or any
15 person or entity who develops an artificial intelligence or generative
16 artificial intelligence system, shall be considered to have engaged in
17 the unauthorized practice of a profession or occupation if content is
18 produced in the manner described in this section.

19 b. Any law under Title 45 of the Revised Statutes or under any
20 regulation administered by the Director of the Division of
21 Consumer Affairs or a board or committee within the Division of
22 Consumer Affairs, or regulation established thereunder, that
23 prohibits the use of specified terms, letters, or phrases to indicate or
24 imply possession of a license, certificate of registration, or
25 certification to practice a profession or occupation, without at that
26 time having the appropriate license, certificate of registration, or
27 certification required for that profession or occupation, shall be
28 enforceable against a person or entity who develops or deploys an
29 artificial intelligence or generative artificial intelligence system or
30 device that uses one or more of those terms, letters, or phrases in
31 the advertising or functionality of an artificial intelligence or
32 generative artificial intelligence system, program, device, or similar
33 technology.

34 c. This section shall not apply to a person who is authorized to
35 practice a particular profession or occupation and is in good
36 standing in the State if that person uses an artificial intelligence or
37 generative artificial intelligence system, program, device, or similar
38 technology in the course of the professional's practice so long as
39 any content produced by or with the use of an artificial intelligence
40 or generative artificial intelligence system, program, device, or
41 similar technology is labeled with a disclaimer that indicates to the
42 consumer that provides:

43 (1) that a communication was generated by generative artificial
44 intelligence, as specified; and

45 (2) clear instructions describing how a consumer may contact a
46 human professional or employee.

47 d. In addition to the authority of the Director of the Division of
48 Consumer Affairs, the appropriate professional or occupational

1 board may pursue an injunction or restraining order to enforce the
2 provisions of this section.

3 e. Any person who, following notice and a hearing, has been
4 found to have engaged in the conduct specified in subsections a. or
5 b. of this section shall:

6 (1) immediately cease and desist from practicing that profession
7 or occupation, as ordered by the director or a professional or
8 occupational board; and

9 (2) be liable to a penalty of not more than \$10,000 for the first
10 offense, and not more than \$20,000 for each subsequent offense, to
11 be recovered by the director or the professional or occupational
12 board within the Division of Consumer Affairs.

13 f. Any proceeding instituted pursuant to this section shall be in
14 addition to any other proceeding authorized by section 10 of
15 P.L.1978, c.73 (C.45:1-23), or by any other law.

16 g. As used in this section:

17 “Artificial intelligence” means the development of software and
18 hardware and the end-use application of technologies that are able
19 to perform tasks normally requiring human intelligence, including,
20 but not limited to, visual perception, speech recognition, decision-
21 making, translation between languages, and generative artificial
22 intelligence, which generates new content in response to user inputs
23 of data.

24 “Generative artificial intelligence” means an artificial
25 intelligence system that is capable of generating text, images,
26 videos, or other data in response to prompts.

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28 2. This act shall take effect immediately.
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31 STATEMENT

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33 This bill provides that content created by artificial intelligence is
34 subject to the prohibitions against the unauthorized practice of a
35 profession. Specifically, the bill provides that conduct which is
36 prohibited the law as the unauthorized practice of a profession as
37 determined by the Director of the Division of Consumer Affairs
38 includes the production of content by artificial intelligence or
39 generative artificial intelligence. Further, under the bill, any person
40 or entity that deploys an artificial intelligence or generative
41 artificial intelligence system, or any person or entity who develops
42 an artificial intelligence or generative artificial intelligence system
43 will be considered to have engaged in the unauthorized practice of a
44 profession if content is produced in the manner described in the bill.

45 The bill provides that any law or regulation that prohibits the use
46 of specified terms, letters, or phrases to indicate or imply
47 possession of a license or certificate to practice a profession,
48 without at that time having the appropriate license or certificate

1 required for that practice or profession, will be enforceable against
2 a person or entity who develops or deploys an artificial intelligence
3 or generative artificial intelligence system or device that uses one or
4 more of those terms, letters, or phrases in the advertising or
5 functionality of an artificial intelligence or generative artificial
6 intelligence system, program, device, or similar technology.

7 The bill creates an exception to its provisions for a professional
8 who is authorized to practice a particular profession and is in good
9 standing in the State if that professional uses an artificial
10 intelligence or generative artificial intelligence system, program,
11 device, or similar technology in the course of the professional's
12 practice so long as any content produced by or with the use of an
13 artificial intelligence or generative artificial intelligence system,
14 program, device, or similar technology is labeled with a disclaimer
15 that indicates to the consumer that provides:

16 (1) that a communication was generated by generative artificial
17 intelligence, as specified; and

18 (2) clear instructions describing how a consumer may contact a
19 human professional or employee.

20 The bill provides enforcement mechanisms for violations of its
21 provisions, including civil penalties and injunctive relief.