

# S4088 • New Jersey

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

Introduced

Risk: Medium

Narrow/Targeted

Effective: Nov 01, 2026 | Last Action (May 04, 2026): Introduced in the Senate, Referred to Senate Commerce Committee

## Summary

This bill prohibits advertising generative AI as capable of practicing regulated professions in New Jersey. The specific professions targeted cannot be confirmed without the full text.

## Business Impact

If you develop or deploy generative AI in New Jersey, you must not advertise it as able to practice regulated professions or face penalties.

## Key Provisions

- Prohibits advertising generative AI as able to practice regulated professions.

## Compliance Checklist

- Do not advertise generative AI as capable of practicing regulated professions. | Who: Developers and deployers of generative AI in New Jersey. | Penalty: Up to \$10,000 for first offense; \$20,000 for subsequent offenses.

## Industries Affected

Artificial Intelligence

Technology

General

## Bill Sponsors

Name	Party	Role
Raj Mukherji	D	Sponsor
Joseph Lagana	D	Sponsor

## Related Bills

- A4733 (NJ)

## Official Source

<https://www.njleg.state.nj.us/bill-search/2026/S4088>

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