

Attention all Brand Registrants

Please be aware that Product/Brand registration(s) will expire on December 31, 2019. The renewal fee is \$23 per product and is **Non-Refundable**.

The Product/Brand renewal process will start on November 15, 2019. Brand Registrants may initiate their renewal process at that time.

The data on your renewal application reflects the products that were registered before November 15, 2019. All products that were registered on or after November 15, 2019 will expire December 31, 2020, and therefore, do not have to be renewed at this time.

If the company name who registered the products has changed, check off that you do not wish to renew these products. You must then file with the Division a new Brand Registration Application in the new company name for these products.

Products that are not renewed prior to January 15, 2020 will automatically become expired if they are not renewed.

Renewal reminders will be sent out via email.

General Instructions:

Please sign in to the [NJ ABC POSSE](#) online licensing system and begin the renewal process on/or after November 15, 2019 and complete prior to January 15, 2020.

Please note: There is a “**How to Renew My Brand Registration**” Help Video available from your main menu.

- From your Main Menu click on “**Product/Brand Registrations.**”
- Click on “**Initiate Renewal.**”
- Select the “**Legal Entity**” for the renewal by clicking the “**Use**” tab.
- Click on the “**Populate Your Product**” list tab.
- Please confirm if you want to renew each brand by reviewing the “**Yes/No**” radio buttons.
- Review the Declaration page and click the box if you agree.
- Enter payment information and submit payment.
- You may print your receipt directly after making your payment.