



## David W. Sar

Partner

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David Sar represents clients in commercial disputes and matters pertaining to technology and intellectual property. He litigates and tries cases in state and federal courts, as well as before government agencies. He handles business transactions involving trademarks, copyrights, trade secrets, and technology. He has handled the prosecution or maintenance of over 2,000 trademark and copyright registrations, both within the United States and internationally.

### Honors & Awards

- Recognized since 2008 as a "Best Lawyer" in Litigation - Intellectual Property, Litigation - Patent, Patent Law, and Trademark Law by *Best Lawyers* in conjunction with *U.S. News & World Report*.
- Repeatedly recognized as a member of North Carolina's "Legal Elite" in Intellectual Property Law (2005-2008, 2010-2012) and Young Guns (2008) categories by *Business North Carolina* magazine
- Recognized as a North Carolina Super Lawyer and Rising Star in Intellectual Property in *Law & Politics* magazine

### Practice Areas

Antitrust

Complex Business & Corporate  
Litigation

Intellectual Property &  
Technology

Litigation

### Education

Yale, J.D., 1996, Articles Editor,  
*Yale Law Journal on  
Regulation*, 1994-95, Olin  
Scholar

Duke University, A.B., *magna  
cum laude*, 1992, Phi Beta  
Kappa

### Professional & Community Activities

- Intellectual Property Section of North Carolina Bar Association - Chairman (2011--), Vice Chairman (2010-11), Treasurer (2009-10), Secretary (2008-09), Pro Bono / Information Chair (2007-08), Newsletter Chair (2005-07)
- Nussbaum Center for Entrepreneurship - Vice-Chairman (2009--) and Member (2006--) of Board of Directors
- Trademark Specialty Committee of North Carolina State Bar Board of Legal Specialization
- Institutional Review Board of Moses Cone Health System (2005--)
- Operation Smile - Board of Directors for the Southeast Region (2008--) and Co-Chair of Smiles Galore Gala (2006-2007)
- Wake Forest Business School Elevator Competition for Entrepreneurs - Judge (2009)
- Jefferson Wood Homeowners Association Board, President (2010-11)
- 40 Leaders Under Forty Award Recipient (2007), *The Business Journal of the Triad*
- United Way of Greater Greensboro - Chair of Attorney Division Campaign (2005-06)
- Greensboro Opera Company Board of Directors (2002-07)
- Leadership Greensboro, Greensboro Area Chamber of Commerce (2002-03)
- University of North Carolina School of Law Adjunct Professor (1998-2000)
- Intellectual Property Section of American Bar Association
- American Intellectual Property Law Association (AIPLA)

### Articles, Publications & Speeches

- Presentation, "IP Disputes Relevant to Business Planning in Uncertain Times," Brooks Pierce and Stearns Financial seminar, February 2, 2012
- Speech, "Current Intellectual Property Issues for Global Business," Conducting a Cross-Border Business From North Carolina, Brooks Pierce and Dixon Hughes Goodman seminar, November 10, 2011
- The Chair's Comments, [IPLinks](#), North Carolina Bar Association Intellectual Property Section, November 2011
- Speeches, "Recent Developments in Internet, Privacy and Business Communications Law," University of North Carolina School of Law Festival of Legal Learning, February 2007, 2008, 2009, 2010 & 2011

- Speech, "Marketing on the Internet: What's Legal and What's Not," Nussbaum Center for Entrepreneurship, October 2010
- Speech, "Does Your Trademark Deserve Protection?," Intellectual Property Law Annual Meeting, April 2010
- Speech, "Art Law: What You Need to Know on Copyrights and Intellectual Property," United Arts Council of Greater Greensboro, May 2009
- Article, "Can an Individual Now Use a Chapter 7 Bankruptcy to Wipe Out an Intellectual Property Judgment?," *IP Links*, North Carolina Bar Association, January 2009
- Intellectual Property Advisor, Fall 2008.
- Intellectual Property Advisor, Summer 2008.
- Speech, "Putting your IP House in Order -- How to Make Big Money When You Sell Your Business," Greensboro Chamber of Commerce, November 2007
- Article, "Banking on a Name," North Carolina Bankers Association, October 2007
- Article, "Trademark Dilution Law Changes," *IP Links*, North Carolina Bar Association, December 2006
- Intellectual Property Adviser, Fall 2006
- Speech, "Document Retention and Destruction," (workshop with Nicole Crawford), February and March 2006
- Speech, "Internet Piracy and Privacy," Greensboro Chamber of Commerce, November 2002
- Published in the *Stanford Law & Policy Review*, 1996

### Seminars & Speaking Engagements

- Brooks Pierce Attorneys Present at UNC Festival of Legal Learning
- David Sar Presents at Nussbaum Center
- David Sar Presents at the 2010 Intellectual Property Law Section Annual Meeting
- Sar Presents at Entrepreneurship for Creatives Program
- Brooks Pierce Attorneys Participate in 18th Annual Festival of Legal Learning

### Publications

- Fall 2008 IP Advisor Now Available
- IP Advisor
- The Importance of Trademark Maintenance and Check-Ups

- Trademark Dilution Law Changes

#### Bar & Court Admissions

- North Carolina
- U.S. Court of Appeals, 4th Circuit
- U.S. District Court, Eastern District, North Carolina
- U.S. District Court, Middle District, North Carolina
- U.S. District Court, Western District, North Carolina