

# David W. Sar

Partner



## CONTACT INFO

t: 336.271.3175  
f: 336.232.9075  
dsar@brookspierce.com

## OFFICE

230 North Elm Street  
2000 Renaissance Plaza  
Greensboro, NC 27401

David Sar represents clients in commercial disputes and matters pertaining to technology and intellectual property. He litigates and handles business transactions involving trademarks, patents, copyrights, trade secrets, and technology.

## MY PRACTICE

### INTELLECTUAL PROPERTY

David counsels clients in nearly every area of intellectual property, and handles business transactions involving trademarks, patents, copyrights, trade secrets and technology. He has handled the prosecution or maintenance of more than 2,500 trademark and copyright registrations, both within the United States and

## PRACTICE AREAS

Business and Corporate  
› Franchise  
Entertainment  
› Film & Television  
Intellectual Property  
Litigation  
› Complex Business Litigation  
› Federal Litigation  
› IP Litigation  
Media and Publishing

## INDUSTRIES

Accounting & Professional Services  
Advertising  
Agribusiness  
Banking, Investment & Financial Services  
Film & Television  
Hospitality  
Manufacturing  
Retail  
Technology  
Telecom

## EDUCATION

Yale University  
J.D., 1996; Articles Editor, *Yale Law Journal on Regulation*, 1994-95;  
Olin Scholar  
Duke University  
A.B., 1992, *magna cum laude*, Phi Beta Kappa

Certified by the North Carolina Board of Legal Specialization as a specialist in Trademark Law, 2013 to present

## BAR & COURT ADMISSIONS

North Carolina  
US Court of Appeals  
4th Circuit  
US Court of Federal Claims  
US District Court - North Carolina  
Western District

internationally.

Middle District  
Eastern District

Among other honors and awards, he was named "Lawyer of the Year" for Greensboro for Litigation--Intellectual Property (2014), Trade Secrets Law (2017) and Trademark Law (2019) by *Best Lawyers* (formerly *The Best Lawyers in America*®). He also has been listed annually since 2008 in *Best Lawyers* for various fields including Intellectual Property, Patent Law, Trademark Law, and Trade Secrets Law, in *North Carolina Super Lawyers* for Intellectual Property Litigation (2014-2019 and 2009-2010, Rising Star), and in *Business North Carolina* as a "[Legal Elite](#)" for Intellectual Property (formerly Patents/Intellectual Property (2005-2008, 2010-2019)) and as a "Young Gun" (2008).

A client quoted in the 2019 *Chambers USA* guide stated that David "is a very intelligent, well-spoken and approachable person, and moreover a very good intellectual property attorney."

David serves as a member of the Local Patent Rules Committee for the United States District Court for the Middle District of North Carolina (2019-present).

## LITIGATION

David 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.

Among other honors and awards, he was named "Lawyer of the Year" for Greensboro for Litigation--Intellectual Property (2014), Trade Secrets Law (2017) and Trademark Law (2019) by *Best Lawyers* (formerly *The Best Lawyers in America*®). He also has been listed annually since 2008 in *Best Lawyers* for various fields including Intellectual Property, Patent Law, Trademark Law, and Trade Secrets Law, in *North Carolina Super Lawyers* for Intellectual Property Litigation (2014-2019 and 2009-2010, Rising Star), and in *Business North Carolina* as a "[Legal Elite](#)" for Intellectual Property (formerly Patents/Intellectual Property (2005-2008, 2010-2019)) and as a "Young Gun" (2008).

David serves as a member of the Local Patent Rules Committee for the United States District Court for the Middle District of North Carolina (2019-present).

## TECHNOLOGY/SOFTWARE LICENSING

David has extensive experience writing and negotiating software and technology licenses for businesses. He counsels and assists clients with all manner of software licenses, celebrity endorsement contracts, brand licenses, and collaborative technology development contracts.

Among other honors and awards, he was named "Lawyer of the Year" for Greensboro for Litigation--Intellectual Property (2014), Trade Secrets Law (2017) and Trademark Law (2019) by *Best Lawyers* (formerly *The Best Lawyers in America*®). He also has been listed annually since 2008 in *Best Lawyers* for various fields including Intellectual Property, Patent Law, Trademark Law, and Trade Secrets Law, in *North Carolina Super Lawyers* for Intellectual Property Litigation (2014-2019 and 2009-2010, Rising Star), and in *Business North Carolina* as a "[Legal Elite](#)" for Intellectual Property (formerly Patents/Intellectual Property (2005-2008, 2010-2019)) and as a "Young Gun" (2008).

## HONORS

Recognized in *Chambers USA: America's Leading Lawyers for Business* for Intellectual Property Law (2016-2019)

Selected by his peers for inclusion in *The Best Lawyers in America*® in Intellectual Property Litigation, Litigation—Patent, Patent Law, and Trademark Law (2008-2020); Trade Secrets Law (2016-2020); and as the "Lawyer of the Year" in Greensboro for Litigation—Intellectual Property (2014), Trade Secrets Law (2017, 2020) and Trademark Law (2019)

Recognized as a "Trademark Star" by *Managing Intellectual Property's* [IP STARS](#) (2019)

Recognized in *North Carolina Super Lawyers* (Thomson Reuters) in Intellectual Property Litigation (2014-2019); Top 100 attorneys (2018); "Rising Star" (2009-2010), *Law and Politics Magazine*

Recognized in *Super Lawyers Business Edition* in Intellectual Property Litigation (2015)

Recognized by his peers for inclusion in *Business North Carolina's* "[Legal Elite](#)" in Patents and Intellectual Property Law (2005-2007), Intellectual Property Law (2008, 2010-2019) and "Young Guns" (2008)

Recognized by his peers as a Fellow in [The Litigation Counsel of America](#), trial lawyer honorary society, 2014-2015

40 Leaders Under Forty Award Recipient, *Triad Business Journal* (2007)

## COMMUNITY INVOLVEMENT

Local Patent Rules Committee, United States District Court for the Middle District of North Carolina (2019-present)

Chairman (2011-2012), Vice Chairman (2010-11), Treasurer (2009-10), Secretary (2008-09), Pro Bono / Information Chair (2007-08), Newsletter Chair (2005-07), Intellectual Property Section of [North Carolina Bar Association](#)

Council (2016-2017), Sports and Entertainment Law Section of the [North Carolina Bar Association](#)

Launch Greensboro, Advisory Board (2019-present)

Vice-Chairman (2009-13) and Member (2006-2016) of Board of Directors, [Nussbaum Center for Entrepreneurship](#)

Chairman (2018-2019), Trademark Specialty Committee, North Carolina State Bar Board of Legal Specialization (2011-2019)

Institutional Review Board, [Moses Cone Health System](#) (2005-present)

Chairman (2016-2019), Operation Smile - Carolinas Board of Directors (2008-present) and Co-Chair of Smiles Galore Gala (2006-2007)

Judge (2009), Wake Forest Business School Elevator Competition for Entrepreneurs

President (2010-11), Jefferson Wood Homeowners Association Board

Adjunct Professor, [University of North Carolina School of Law](#) (1998-2000)

[Intellectual Property Section of American Bar Association](#)

[American Intellectual Property Law Association \(AIPLA\)](#)

## PUBLICATIONS & MEDIA

Presentation, "Licensing: Turning Designs, Brands and other Intellectual Property into Profits," WithIt (Women's Leadership Development Network in the Furniture, Home and Furnishings Industry) Conference, Alexandria, VA, June 25, 2019

Presentation, "Trademarks: How Much and How Long?" HQ Greensboro, November 16, 2017

Speech, "Legal Issues for Artists," ArtsRevolution by UNC Greensboro's Entrepreneurship Center, April 2017

Speech and CLE, "Recent and Interesting Developments in Trademark and Trade Secret Law," University of North Carolina Law School Festival of Legal Learning, February 2017

Moderator, "How to Identify and Contract with a Cloud Services Provider That You Can Really Trust," ABA Intellectual Property Roundtable (Raleigh, NC, December 2016)

Speech on copyright law, UNC Greensboro Masters of Fine Arts Program class, October 31, 2016

Speech, "Biggest Change in IP Law in the Last 30 Years," ABA Round Table concerning Defend Trade Secrets Act, at The Frontier (in Research Triangle Park, NC), June 15, 2016

Article, ["How the New Trade Secrets Law May Affect You,"](#) May 27, 2016

Speech, "Recent Developments in Internet Law," University of North Carolina at Chapel Hill Law School Festival of Legal Learning, February 12, 2016

Speech, "Legal Issues for Artists," UNCG Southern Entrepreneurship in the Arts Conference, February 21, 2015

Speech, "IP/Trademark Issues Relevant to Brewery Law," Mecklenburg County Bar, October 2014

Speech, "Top 10 Myths of Digital Marketing and Advertising," Association of Corporate Counsel, September 2014

Presentation, "Intellectual Property, an Interactive Discussion," Triad StartUp Lab for Piedmont Triad Partnership's PTP Next Program, June 19, 2013

Speech, "Recent Developments in Internet Law," University of North Carolina at Chapel Hill Law School Festival of Legal Learning, February 8, 2013

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

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

David Sar Appointed to Local Patent Rules Committee, July 10, 2019

NC Supreme Court Reinforces Need for Precision in Trade Secret Misappropriation Claims, May 21, 2018

David Sar Named Chair of Trademark Law Specialty Committee, May 7, 2018

David Sar to Present on Trademarks at HQ Greensboro, September 11, 2017

Brooks Pierce Attorneys, Practice Areas Earn Top Rankings from Chambers USA, May 26, 2017

Twelve Brooks Pierce Attorneys to Present at the Festival of Legal Learning, January 12, 2017

IPWatchdog Publishes Sar's Article on Defend Trade Secrets Act of 2016, November 22, 2016

How the New Trade Secrets Law May Affect You, May 17, 2016

Eighteen Brooks Pierce Attorneys to Speak at the 2016 Festival of Legal Learning, February 2, 2016

David Sar Discusses Craft Brewery Naming Challenges with the Triad Business Journal, November 2, 2015

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#### SPEAKING ENGAGEMENTS

Brooks Pierce Attorneys Present on Intellectual Property, June 28, 2019

David Sar to Speak at ArtsRevolution, March 29, 2017

Brooks Pierce Partners to Moderate IP Roundtable, November 14, 2016

David Sar to Speak on Copyright Law at UNC-Greensboro, October 27, 2016