

David Sar Named Chair of Trademark Law Specialty Committee

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Brooks Pierce partner David Sar has been named chair of the North Carolina State Bar Board of Legal Specialization's Trademark Law Specialty Committee. Sar has been a member of the committee since its inception in 2011.

The Trademark Law Specialty Committee is one of several North Carolina State Bar committees focused on the standards and requirements to be declared a "specialist" in specific practice areas in North Carolina. The specialist certifications are meant to aid lawyers by encouraging improvement while providing them with a way to inform other lawyers and prospective clients of their level of expertise. Sar was certified as a specialist with the initial class of trademark law specialists in 2013.

Sar 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 3,000 trademark and copyright registrations, both within the United States and internationally. He has been widely recognized for his work, including being named "Lawyer of the Year" in Greensboro for Litigation - Intellectual Property in 2014 and Trade Secrets Law in 2017 by *The Best Lawyers in America*®. Since 2008 he also has been listed annually in *Best Lawyers* for various fields including Intellectual Property, Patent Law, Trademark Law, and Trade Secrets Law. He has also been recognized as by *North Carolina Super Lawyers* for Intellectual Property Litigation and named multiple times as a "Legal Elite" by *Business North Carolina* for Intellectual Property.