



David W. Sar
PARTNER

Greensboro
t: 336.271.3175
f: 336.232.9075
dsar@brookspierce.com

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.

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 4,000 trademark and copyright registrations, both within the United States and internationally. David was in the 2013 inaugural class of board-certified "specialists" in trademark law, was later Chair of that specialization committee, and remains a certified specialist.

Among other honors and awards, he was named "Lawyer of the Year" for Greensboro for Litigation-- Intellectual Property (2014, 2021), Trade Secrets Law (2017, 2020, 2022) 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 (2014-2021 and 2009-2010, Rising Star), and in *Business North Carolina* as a "Legal Elite" for Intellectual Property (formerly Patents/Intellectual Property (2005-2008, 2010-2021)) 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, 2021), Trade Secrets Law (2017, 2020, 2022) 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 (2014-2021 and 2009-2010, Rising Star), and in *Business North Carolina* as a "Legal Elite" for Intellectual Property (formerly Patents/Intellectual Property (2005-2008, 2010-2021)) 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, 2021), Trade Secrets Law (2017, 2020, 2022) 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 (2014-2021 and 2009-2010, Rising Star), and in *Business North Carolina* as a "Legal Elite" for Intellectual Property (formerly Patents/Intellectual Property (2005-2008, 2010-2021)) and as a "Young Gun" (2008).

SERVICES

Advertising

Agribusiness

Corporate & Business

Complex Business Litigation

Entertainment

Federal Litigation

Film & Television

Financial Services and Banking

Franchise

Hospitality

Intellectual Property

Insurance & Professional Services

IP Litigation

Litigation

Manufacturing

Media, Publishing & Communications

Technology

CREDENTIALS

Honors & Recognitions

Recognized in *Chambers USA: America's Leading Lawyers for Business* for Intellectual Property Law (2016-2021)

Selected by his peers for inclusion in *The Best Lawyers in America*® in Litigation - Intellectual Property (2008-2022); Litigation - Patent, Patent Law, and Trademark Law (2011-2022); Trade Secrets Law (2016-2022); and as the "Lawyer of the Year" in Greensboro for Litigation - Intellectual Property (2014, 2021), Trade Secrets Law (2017, 2020, 2022) and Trademark Law (2019)

Recognized as a "Trademark Star" by *Managing Intellectual Property's* IP STARS (2019-2021)

Recognized in *North Carolina Super Lawyers* (Thomson Reuters) in Intellectual Property Litigation (2014-2021); 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, 2010-2021) 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)

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

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

Admissions

North Carolina

U.S. Court of Federal Claims

U.S. Court of Appeals for the 4th Circuit

U.S. District Court for the Western, Middle, and Eastern Districts of North Carolina

PROFESSIONAL & CIVIC

Advisory Member, Ethics Committee, North Carolina State Bar Council (2021)

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)

ABOUT ME

David has many interests, professional and otherwise, beyond what appears on this page. He counsels a significant private school. He helps entrepreneurs launch their ideas. He also tries to convince his kids that his fondness for baseball, Duke basketball, the outdoors, and video games is not misguided. Results are pending.

NEWSROOM

News

72 Brooks Pierce Attorneys Recognized in *The Best Lawyers in America*® 2022 Guide
The Best Lawyers in America®, 08.19.2021

David Sar Named IP Star by Managing Intellectual Property
07.06.2021

Brooks Pierce Practice Areas, Attorneys Receive Top Honors from Chambers USA
Chambers USA, 05.20.2021

Thirty Brooks Pierce Attorneys Recognized by 2021 North Carolina Super Lawyers
North Carolina Super Lawyers, 01.14.2021

Twenty-Six Brooks Pierce Attorneys Named to Business North Carolina's 2021 "Legal Elite" and "Hall of Fame"
Business North Carolina Legal Elite, 01.03.2021

Speaking Engagements

Brooks Pierce Attorneys Present on Intellectual Property
06.28.2019

David Sar to Present on Trademarks at HQ Greensboro
09.11.2017

David Sar to Speak at ArtsRevolution
03.29.2017

Brooks Pierce Partners to Moderate IP Roundtable
11.14.2016

David Sar to Speak on Copyright Law at UNC-Greensboro
10.27.2016

Publications

USPTO Grants Another Extension of Time Due to COVID-19, Provided That Filings Are Made by June 1, 2020

COVID-19 Response Resource Center: Timely Counsel for your Business, 04.29.2020

USPTO Still Open, but Extends Many Trademark Deadlines Due to COVID-19
COVID-19 Response Resource Center: Timely Counsel for your Business, 04.02.2020

NC Supreme Court Reinforces Need for Precision in Trade Secret Misappropriation Claims
05.21.2018

How the New Trade Secrets Law May Affect You
05.17.2016

FIN4 May Have Embarked on a Risky Hacking/Insider Trading Strategy
Digital Media and Data Privacy Law Blog, 07.01.2015