

David Sar Published in Wake Forest University School of Law's *Journal of Business and Intellectual Property Law*

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The prestigious Wake Forest University School of Law's *Journal of Business and Intellectual Property Law* has published an article written by Brooks Pierce partner David Sar.

The article, "Intellectual Property and Small and Medium Sized Enterprises: A Lawyer's View," builds upon Sar's remarks at a Feb. 25, 2022 symposium concerning the role of Intellectual Property in sustainable innovation by small and medium sized enterprises (SMEs). This article is targeted toward SME owners and startups. It provides, from a practical and pragmatic point of view, an overview of how IP protection can help SMEs. This article discusses the usual types and costs of IP protections, as well as SMEs' typical considerations for IP development, scope and protection.

"Ultimately, the protection of IP should be the foremost consideration for any small and medium-sized enterprise, and such enterprises need to carefully consider which IP protections are best suited for their business," Sar wrote.

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.

[Read the full article here.](#)

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David W. Sar

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