

## Alan S. Naar

PARTNER, LITIGATION DEPARTMENT

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*When everything is said and done, most litigation is about one story with many possible endings. What I enjoy most is designing a strategy and developing the tactics to achieve the 'right' ending – the one that satisfies my client's needs and goals – whether that is victory at the trial or appellate level, swift and amicable resolution, or anything in between.*

Mr. Naar focuses his practice in complex commercial litigation. He represents a broad range of business entities and individuals in federal and state court civil litigation and appeals and before arbitration panels. He regularly serves as New Jersey local counsel for law firms in New York, Washington, DC, Chicago and other domestic and overseas locations. His practice also includes alternative dispute resolution as an advocate, mediator or arbitrator.

Mr. Naar's diverse experience encompasses corporate and partnership disputes, business torts, securities litigation, product liability matters, trademark and unfair trade practice claims, trade secret litigation, antitrust matters, RICO claims, professional malpractice, employment litigation, land use and redevelopment challenges, and trust and estate litigation.

*Results may vary depending on your particular facts and legal circumstances.*

### Departments

Litigation  
Employment Law

### Practice Groups

Alternative Dispute Resolution  
Higher Education

### Education

Columbia University Law School, J.D., 1976  
Rutgers College, B.A., *summa cum laude*, 1973

### Bar Admissions

New Jersey, 1976  
U.S. District Court, District of New Jersey, 1976  
U.S. Court of Appeals, Third Circuit, 1983  
U.S. Supreme Court, 1985  
U.S. Court of Appeals, Second Circuit, 2000  
U.S. Court of Appeals, Sixth Circuit, 2006

## HONORS & AWARDS

- Listed in *The Best Lawyers in America*® (a trademark of Woodward/White, Inc.) in the Commercial Litigation and Litigation - Labor and Employment practice areas (2007 – present)
- Selected by *Best Lawyers*® as Woodbridge "Lawyer of the Year" in Litigation – Labor and Employment (2023)
- Listed in *Chambers USA* (a publication of Chambers and Partners) in the Litigation: General Commercial practice area (2012 – 2019)
- Listed in *New Jersey Super Lawyers* (a Thomson Reuters business) in the Business Litigation, Alternative Dispute Resolution, Civil Litigation: Defense, Employment Litigation: Defense, Estate & Trust Litigation, and General Litigation practice areas (2006 – present)
- Listed as a Local Litigation Star in New Jersey in *Benchmark Litigation* (a publication of Euromoney Institutional Investor PLC) in the Commercial Litigation practice area (2016- present)
- Martindale-Hubbell® Peer Review Rated AV® Preeminent (a trademark of Internet Brands, Inc.) (2001 – present)
- Recipient of a Burton Award for Distinguished Legal Writing (2008)

*Please visit our Award Methodology page for a description of the standard or methodology on which these accolades are based. Attorney Advertising: No aspect of this advertisement has been approved by the Supreme Court of New Jersey.*

## REPRESENTATIVE MATTERS

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- As counsel for film and Broadway producer Marty Richards, Mr. Naar was successful in establishing at the trial court, Appellate Division, and the New Jersey Supreme Court, that Mr. Richards, as a surviving spouse of Mary Lea Johnson Richards, one of J. Seward Johnson Sr.'s children listed in a 1961 Charitable Lead Trust, was a beneficiary of the Trust and entitled to distributions from the Trustees of the Trust. The Trust had a value at the time of the trial of approximately \$300 to \$350 million.
- Has been involved in major product liability litigation in both the federal and state courts in New Jersey representing a major tobacco company, and was on the trial team in *Cipollone v. Liggett Group Inc., et al.*, a nationally reported product liability action commenced in the U.S. District Court, District of New Jersey
- Has acted as New Jersey counsel for a number of international clients including the Republic of the Philippines in litigation against U.S. companies alleging fraud and bribery in connection with the awarding of contracts relating to the construction of the first nuclear power plant in the Philippines

## UNIQUELY NJ

- U.S. District Court, District of New Jersey; Certified Arbitrator
- New Jersey State Bar Association; Internet and Computer Law Special Committee; Appellate Practice Special Committee
- John F. Lifland American Inn of Court
- Middlesex County Bar Association
- Association of the Federal Bar of New Jersey (former Trustee)
- Supreme Court of New Jersey District V-C (Essex County-West Essex) Fee Arbitration Panel

## MORE ACTIVITIES & EXPERIENCE

- American Bar Association, Section of Litigation
- Columbia Law School Association (past Vice President)

## PRESENTATIONS & SPEAKING ENGAGEMENTS

Speaker, How to Get Your Social Media, Email and Text Evidence Admitted (and Keep Theirs Out)

Sponsor: *NBI Seminars*, November 15, 2016

Faculty, Representing Your Client in Federal Court

December 12, 2013

Panelist, Mediation & Arbitration

Representing Your Client in Federal Court

Sponsor: *NBI Seminars*, December 12, 2013

Presenter, Forming, Maintaining or Breaking Shareholder and Partnership Relationships in a Recession

Sponsor: *Greenbaum, Rowe, Smith & Davis LLP Webinar*, June 23, 2009

Panelist, Bottom Line Dispute Resolution in the Twenty-first Century

Sponsor: *Greenbaum, Rowe, Smith & Davis LLP*, March 16, 2006

## PUBLICATIONS & ALERTS

Quoted, The Case for Alternative Dispute Resolution

*New Jersey Business (NJBIA)*, September 2012

Author, E-Discovery: A Fact of Life

*Greenbaum, Rowe, Smith & Davis LLP Client Alert*, Fall 2010

Chapter Author, Understanding the Benefits and Risks of Alternative Dispute Resolution  
*Inside the Mind: Mediation and Arbitration Best Practices, (Aspatore, 2007)*

Co-Author, The Revised Uniform Arbitration Act  
*Greenbaum, Rowe, Smith & Davis LLP Client Alert, Fall 2003*

Co-Author, U.S. Supreme Court Limits the Scope of Permissible Punitive Damages Awards  
*Greenbaum, Rowe, Smith & Davis LLP Client Alert, Spring 2003*

Co-Author, Recent New Jersey Supreme Court Decisions  
*Greenbaum, Rowe, Smith & Davis LLP Client Alert, Fall 2002*

Author, Requests for Admissions: An Underutilized Litigation Tool  
*New Jersey Lawyer, December 2001*

Co-Author, Best Practices: A Return to A Rule Based Court System  
*Greenbaum, Rowe, Smith & Davis LLP Client Alert, Spring 2001*

Co-Author, The Entire Controversy Doctrine  
*Greenbaum, Rowe, Smith & Davis LLP Client Alert, Fall 1999*

Author, The Supreme Court Protects Free Speech on the Internet by Finding Provisions of the  
Communications Decency Act Unconstitutional  
*The Metropolitan Corporate Counsel, 1997*

Author, 'Indecent' and 'Patently Offensive' Under the Communications Decency Act of 1996  
*The Metropolitan Corporate Counsel, 1996*

Co-Author, Applying the Attorney Client Privilege to In-House Counsel  
*The Metropolitan Corporate Counsel, November 1995*

## NEWS

Thirty-Four Attorneys from Greenbaum, Rowe, Smith & Davis Selected for Inclusion in 2024 Edition of  
New Jersey Super Lawyers  
March 26, 2024

2024 Edition of *Best Lawyers* Recognizes 59 Attorneys in 38 Practice Areas: Twelve Greenbaum Lawyers  
Recognized on "Ones to Watch" List; Five Selected for "Lawyer of the Year" Recognition  
August 17, 2023

2023 Edition of *Best Lawyers* Recognizes 51 Attorneys in 36 Practice Areas: Nine Greenbaum Lawyers  
Recognized on "Ones to Watch" List; Seven Selected for "Lawyer of the Year" Recognition  
August 18, 2022