

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.

Alan 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.

Alan'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.)
- 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

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

- As counsel for film and Broadway producer Marty Richards, Alan 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 (former member)

MORE ACTIVITIES & EXPERIENCE

- American Bar Association; Center for Professional Responsibility
- 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

2026 Edition of *Best Lawyers* Recognizes 54 Attorneys in 41 Practice Areas: Eight Greenbaum Lawyers

Recognized on "Ones to Watch" List

August 21, 2025

Thirty-Five Attorneys from Greenbaum, Rowe, Smith & Davis Selected for Inclusion in 2025 Edition of New Jersey Super Lawyers

March 20, 2025

2025 Edition of *Best Lawyers* Recognizes 56 Attorneys in 39 Practice Areas: Ten Greenbaum Lawyers Recognized on “Ones to Watch” List; Three Selected for “Lawyer of the Year” Recognition
August 15, 2024

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