



Alan S. Naar

Partner

General Counsel

Practice Leader | Alternative Dispute Resolution

 Iselin

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- Represents businesses and individual clients in a diverse range of disputes
- Federal and state court litigation, appeals, and alternative dispute resolution
- Serves as New Jersey local counsel to U.S. and international law firms

Alan is a seasoned litigator who represents clients in large and complex commercial matters. He represents a broad range of business entities and individuals in federal and state court civil litigation and appeals and before arbitration panels.

His 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.

A key component of Alan's practice is serving as a trusted resource for out-of-state and international firms requiring sophisticated New Jersey local counsel. He also bridges the gap between litigation and settlement through his work as an advocate, mediator and arbitrator.

Areas of Focus

Practice Areas

- Alternative Dispute Resolution
- Commercial Litigation
- Fiduciary Relationships
- Professional Negligence, Malpractice & Ethics
- Restrictive Covenant/Trade Secret/Unfair Competition
- Shareholder & Partnership Disputes
- Litigation
- Environmental Litigation & Dispute Resolution
- Real Estate Litigation
- Real Estate Contract Disputes
- Landlord & Tenant
- Specific Performance
- Title Litigation
- Employment

Industries

- Real Estate

Credentials

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

Education

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

Recognition

- 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)

Other Experience

U.S. District Court for the District of New Jersey Certified Arbitrator

Experience

Representative Matters

- Represented Marty Richards, a film and Broadway producer, in litigation in the New Jersey trial court, Appellate Division, and Supreme Court establishing his status as a beneficiary of a 1961 Charitable Lead Trust valued at approximately \$300–\$350 million. Secured rulings at all levels confirming the client’s entitlement to trust distributions as a surviving spouse.
- Served 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.
- The firm was a member of a unified four-firm team defending a physician shareholder and corporate officer of a neurology practice in \$1.1 million creditor litigation alleging breach of contract and fraudulent conveyance against the practice and four individual physicians. The legal team secured dismissal without prejudice of all claims against the individual physicians; litigation remains ongoing against the practice, with continued efforts to reassert claims against the physicians.

Published Cases

- In *Cipollone v. Liggett Group Inc., et al* (1992) was on the trial team representing a major tobacco company in a nationally reported product liability action commenced in the U.S. District Court for the District of New Jersey.

Affiliations

Memberships

- Association of the Federal Bar of New Jersey (former Trustee)
- American Bar Association: Center for Professional Responsibility

- New Jersey State Bar Association: Internet and Computer Law Special Committee; Appellate Practice Special Committee
- Middlesex County Bar Association
- John F. Lifland American Inn of Court

Committees

- Supreme Court of New Jersey District V-C (Essex County-West Essex) Fee Arbitration Panel (former member)

Personal

- Columbia Law School Association (former Vice President)

Insights & More

Announcements

36 Greenbaum Attorneys Selected for Inclusion in 2026 Edition of New Jersey Super Lawyers
3.20.26

2026 Edition of Best Lawyers Recognizes 54 Attorneys in 41 Practice Areas: Eight Greenbaum Lawyers
Recognized on "Ones to Watch" List
8.21.25

Thirty-Five Attorneys from Greenbaum, Rowe, Smith & Davis Selected for Inclusion in 2025 Edition of New
Jersey Super Lawyers
3.19.25

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
8.14.24

Thirty-Four Attorneys from Greenbaum, Rowe, Smith & Davis Selected for Inclusion in 2024 Edition of New
Jersey Super Lawyers
3.25.24

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
8.16.23

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
8.17.22

Client Alerts

Think Before You Prompt: AI Use May Waive Your Attorney-Client Privilege

4.30.26