

A professional headshot of Alan Naar, a middle-aged man with a receding hairline, smiling. He is wearing a dark blue suit jacket, a white shirt, and a purple tie. The background is a soft, out-of-focus white and light blue.

Alan Naar
Partner
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
- Environmental Litigation & Dispute Resolution
- Employment
- Litigation
- Real Estate Litigation
- Real Estate Contract Disputes
- Landlord & Tenant
- Specific Performance
- Title Litigation

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

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