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on-point and cost-effective.”*

Darren Cahr Joins Scharf Banks Marmor LLC To Lead Intellectual Property & Advertising Practice

Scharf Banks Marmor LLC is delighted to announce that Darren Cahr, a nationally recognized intellectual property and advertising lawyer, has joined the Firm to lead and expand its Intellectual Property & Advertising Practice. Mr. Cahr is a nationally recognized counselor, courtroom advocate, and thought leader on cutting edge issues of intellectual property and advertising law with nearly three decades of experience advising clients on how to protect and defend their most critical intangible rights and marketing practices.

In addition to guiding clients through the dynamic landscape of brand strategy, marketing law, and the impact of new technology on modern commerce, Mr. Cahr has litigated and tried a wide variety of IP disputes in forums throughout the nation. His work as an IP litigator includes courtroom trials and injunctions, investigations before the International Trade Commission, challenges before the National Advertising Division, alternative dispute resolution, and proceedings and appeals before the Trademark Trial and Appeal Board. At the Firm, Mr. Cahr will advise clients on intellectual property issues, branding, false and comparative advertising, consumer protection, licensing, promotion law, and the legal implications of social media and new technology.

“We are thrilled that Darren has joined the Scharf Banks Marmor team,” said Sarah Marmor, co-founding partner of the Firm. “Darren’s reputation as a thought leader on the intersection of law, technology, social media, corporate identity, and popular culture will provide our clients with a competitive advantage in a world where every business has been forced to become an amateur futurist.” The addition of Mr. Cahr, noted Ms. Marmor, is also consistent with the firm’s strategic vision. “Intellectual property and advertising are at the top of many of our clients’ agendas for 2022 and beyond, and with Darren on board we are well positioned to proactively meet those critical needs. Darren’s practice dovetails seamlessly with our general litigation, employment, and corporate practice areas – he will be a great asset to the firm and to our clients.”

“I’m excited to join a dynamic, sophisticated practice with such a fantastic reputation,” said Mr. Cahr. “I’ve known and worked with attorneys at Scharf Banks Marmor for many years, and have long viewed them as a ‘unicorn’ firm. While they offer a genuinely nimble platform, their lawyers come from top AmLaw 100 firms and Fortune 100 corporate law departments and clients trust them with significant and meaningful engagements. The fact that it is one of Chicago’s largest women-owned law firms was especially appealing. I am ecstatic to move my practice to Scharf Banks Marmor.”

Mr. Cahr received his B.A. from Northwestern University and his J.D. from Northwestern University School of Law. His full bio can be found at <https://www.scharfbanks.com/who-we-are/attorneys/darren-cahr>

. He is a widely published author on the intersection of law and social media, a science fiction novelist, and a regular presence on Twitter @legallysocial.