

## Türkiye Legal Update

### Turkish Color of the Month

Born in Elazığ on the east of Türkiye, Saim Dursun, depicts, with the warm liveliness of light and color on his spatula, the true Anatolian picture uncovering the strong willpower of Turkish people and their joy of life despite hardship. Painter Saim Dursun passed away in August 13, 2021 at the age of 62.



By Saim Dursun ©

### New Restrictions on Child-Oriented Design in Food Products

Technology, Media and Telecom  
By Baran Güney and Hilal Gökdeniz

Updated Turkish Food Codex Guideline prohibits child-appealing food shapes and packaging that may harm development or encourage violence, introducing a holistic assessment that may indirectly impact marketing strategies.

### News and Events



#### Beril Yayla Sapan is Attending the Annual IBA Employment and Diversity Law Conference 2026 in Warsaw

We are pleased to announce our participation at the Annual IBA Employment and Diversity Law Conference 2026, which will be held in Warsaw on 22-24 Apr 2026 and extend an invitation for a potential meeting during the event.

**Beril Yayla Sapan**, partner, will be representing Gün + Partners at the conference. If you are interested in exploring collaboration opportunities or simply reconnecting, please feel free to get in touch with her.

We eagerly anticipate the prospect of meeting you face-to-face at the conference.



#### We are Attending the 10th IBA Global Entrepreneurship Conference in Vienna

We are pleased to announce our participation at the 10th IBA Global Entrepreneurship Conference, which will be held in Vienna on 17-19 May 2026 and extend an invitation for a potential meeting during the event.

**Görkem Bilgin**, partner, will be representing Gün + Partners at the conference. If you are interested in exploring collaboration opportunities or simply reconnecting, please feel free to get in touch with him.

We eagerly anticipate the prospect of meeting you face-to-face at the conference.



#### Our Anti-Counterfeiting Team Participated in the "Combating Intellectual Property Crimes" Training Organized by the Turkish National Police Force

We were pleased to take part in the "Training on Combating Intellectual Property Crimes" held in Istanbul on March 27, 2026, organized under the coordination of the Intellectual Property Crime Department of the Turkish National Police Force, representing our clients as a team.

### A New Era in Pharmaceutical Pricing: Reforming Market Incentives

Life Sciences  
By Özge Atılğan Karakulak and Dicle Doğan

Turkey's new pricing decree raises the Euro/TRY rate to 65%, introduces incentives for the first generic products, and adopts value-based pricing to improve market access and sustainability in the pharmaceutical sector.

### Remarkable Turkish Appeal Decision: Cilpara v Chip-Para

Trademarks and Designs  
By Mutlu Yıldırım Köse and İrem Girenes Yücesoy

The first instance Court considered the phrase "para" (meaning "money" in English) included in the disputed "Chip-para" and "Cilpara" trademarks as a common factor increasing similarity and likelihood of association, whereas the Regional Court of Appeal adopted the opposite approach.

### An Analysis of the Film 'Side by Side' in the Context of Adaptations and Copyright Law

Copyrights  
By Hande Hançar and Elif Melis Özsoy

This article examines the adaptation of The Intouchables into Side by Side in Türkiye, analyzing the legal status of adaptations as derivative works under copyright law and highlighting how cultural localization shapes adaptation without eliminating the need for authorization.



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We are a full service law firm providing national and international businesses with transactional, advisory and dispute management services across a broad range of industry sectors in Turkey. All lawyers work in Turkish and English and majority of them also offering fluency in German and French.

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