

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.



© Saim Dursun

Recommendations by the Turkish Personal Data Protection Authority on the Protection of Personal Data in the Field of Artificial Intelligence

Data Protection and Privacy

By Begüm Yavuzdoğan Okumuş

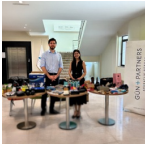
The Turkish DPA issues comprehensive recommendations emphasizing privacy, risk management, transparency, preventing discrimination, ensuring accountability, and safeguarding user rights on the protection of personal data in the field of AI.

News and Events



Meet us at the 2025 AIPPI World Congress in Yokohama

Gün + Partners' AIPPI team is excited to attend the AIPPI World Congress in Yokohama this year. The AIPPI World Congress brings together professionals, experts, and stakeholders from around the world in the field of intellectual property (IP) to network, exchange knowledge, and foster business development.



Begüm Soydan Sayılkan and Atacan Yılmaz Delivered Presentations on Customs During the In-Service Training in Doğubayazıt

Our managing associate Begüm Soydan Sayılkan and our associate Atacan Yılmaz conducted presentations during the in-service training sessions organized by the General Directorate of Customs, held on May 28-29, 2025, in Doğubayazıt, Ağrı.

Legal Issues Arising in Autonomous (Driverless) Vehicles: Liability and Privacy

Insurance and Reinsurance , Technology, Media and Telecom
By Aysel Korkmaz Yatkın and Begüm Yavuzdoğan Okumuş

With the widespread adoption of autonomous vehicles, the extent to which existing legal regulations keep pace with technological advancements has become a subject of debate, particularly in areas such as the determination of fault and liability and the processing of personal data.

An Important European Precedent: Legal Consequences of Statements Concerning Competitors and Its Implications for Türkiye

Patents and Utility Models

By Özge Atılğan Karakulak and Zeynep Çağla Üstün

Evaluation of an important French court precedent on competitor disparagement and its relevance under Turkish law.

When Overall Perception Speaks Louder Than Words: Conceptual Similarity

Trademarks and Designs

By Güldeniz Doğan Alkan, Ayşenur Çıtak Bozdağ and Hatice İnci Turan

Even in cases where word elements differ, common visual elements can cause confusion between trademarks. In such cases, the overall perception may outweigh verbal differences especially when the prior trademark has well-known status.

The Personal Data Protection Board Issued a Principle Decision on the Processing of Personal Data Through SMS Verification Codes Sent to Customers Almost by Force During the Provision of Products and Services in Stores

Data Protection and Privacy

By Begüm Yavuzdoğan Okumuş

The Personal Data Protection Board issued a Board Resolution banning consent obtained via SMS codes presented as mandatory, requiring transparent, separate, and voluntary explicit consent processes for in-store purchases.



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