

**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

## Artificial Intelligence and Pharmaceutical Industry: The Transformation in the Technology and Patent System Shaping the Future

Patents and Utility Models

By Selin Sinem Erciyas and Zeynep Çağla Üstün

The increased use of artificial intelligence in the pharmaceutical industry is redefining sector dynamics from the ground up.

**News and Events**

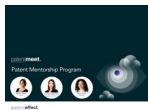
### Our Lawyers Have Been Recognised as Mondaq Thought Leading Authors

We are delighted our lawyers have been recognised as Mondaq Thought Leading Authors for the below categories at the Mondaq Autumn 2024 awards.



### Mehmet Gün Has Been Listed in IAM Strategy 300 Global Leaders 2025

Mehmet Gün, our founding partner, is listed in IAM Strategy 300 Global Leaders 2025.



### Gün + Partners Will Participate in PatentMeet Mentorship Programme

Hande Hançar, Zeynep Çağla Üstün, and Pınar Arıkan will participate as mentors in the PatentMeet Mentorship Programme launched by Patent Effect.

## Infinity Case Highlights Importance of Global Appreciation

Trademarks and Designs

By Uğur Aktekin and Selin Bilik Erdönmez

The decision serves as an example of the global appreciation of trademarks from a visual point of view in the similarity examination, highlighting the role of the common element's meaning, as well as the colour and device combinations.

## Amendments to the Consumer Protection Law and E-Commerce Law

Technology, Media and Telecom

By Hande Hançar, Baran Güney and Zeynep Berfin Ekinci

Amendments to the consumer protection law and e-commerce law revised the administrative sanctions imposed against violating advertisements and unfair commercial practices, further clarified the consumer rights related with direct sales.

## Legislative Developments for Artificial Intelligence in Türkiye

Data Protection and Privacy

By Begüm Yavuzdoğan Okumuş, Yalçın Umut Talay and Seda Takmaz

In light of the EU Artificial Intelligence Act, there are also developments in Türkiye. We may expect a new regulation relating to AI in near future.



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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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