# Türkiye Legal Update

**November 2026**

## 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 ©

## Five Court of Cassation Decisions From 2026 Help to Define Threshold of Indistinguishable Similarity Under Turkish IP Code

Trademarks and Designs

By Mutlu Yıldırım Köse and İrem Girenes Yücesoy

Five decisions rendered by the Turkish Court of Cassation in 2026 shed light on the boundaries of indistinguishable similarity under Article 5/1(ç) of the Turkish IP Code. This article examines the relevant principles and their application to composite trademarks.

## News and Events



### Gün + Partners to Join Patent Litigation Europe 2027

Our Partners Özge Atılgan Karakulak and Selin Sinem Erciyas will speak at Pharma & Biotech Patent Litigation Europe. Selin will join the panel “The Next Chapter for Bolar Exemptions and Safe Harbor: Understanding Legislative Reform and Emerging Transatlantic Litigation Trends” on Tuesday, 19 January 2027 at 10:10, while Özge will speak in the session “Shifting International Regulatory Exclusivity Frameworks and Their Impact on Dispute Strategy” on Wednesday, 20 January 2027 at 11:30.



### Gün + Partners: Forty Years in the Making

A Four-Decade Journey: Building a Legacy from 1986 to Today



### Welcome to Our 2026–2027 Legal Trainees!

We are pleased to announce that our 2026–2027 legal trainees have commenced their traineeship at our firm following the successful completion of their exams. We congratulate them and welcome them on board!



### Begüm Yavuzdoğan Okumuş Spoke at the Workshop on the Protection of Personal Data in Clinical Research

Our Partner and Data Protection Association Board Member Begüm Yavuzdoğan Okumuş spoke at the Workshop on the Protection of Personal Data in Clinical Research, organized by the Personal Data Protection Authority (KVKK) at its Conference Hall on 6 November 2026.

## A New Era Begins for Digital Advertising: New Rules for Targeted Advertising and AI-Generated Ads

Administrative Law and Regulatory , Technology, Media and Telecom

By Baran Güney and Zeynep Berfin Ekinci

Turkey's new advertising rules mark a significant step towards regulating targeted advertising and AI-generated advertisements, introducing enhanced transparency obligations while leaving key concepts to be shaped by future Advertisement Board practice.

## An assessment on the Competition Authority’s Preliminary Report on the Pharmaceutical Sector Review and the Workshop on Competition in the Pharmaceutical Sector

Patents and Utility Models , Competition

By Selin Sinem Erciyas and Zeynep Çağla Üstün

The Competition Authority’s Preliminary Report and Workshop address sensitive issues at the patent–competition law intersection. To avoid over-deterrence, the Final Report should consider criticisms of its patent-law assessments.

## Registration of Trademarks Containing The Raki Geographical Indication as Court of Cassation Quashes Court of Appeal Judgment

Trademarks and Designs

By Uğur Aktekin and Baran Güney

For trademarks containing geographical indications, consumer perception and a restriction to compliant goods may support registration. Use of an earlier family of marks can establish acquired distinctiveness to overcome descriptiveness.

## Can Acquiescence Preclude Copyright Enforcement? The Court of Cassation's Ruling in the "Bit Palas vs. Sinek Sarayı Case"

Copyrights

By Hande Hançar and Elif Melis Özsoy

The recent Court of Cassation ruling highlights how a copyright holder's knowledge of an alleged infringement and the circumstances of any delay in enforcing their rights may affect the remedies available



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