

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.



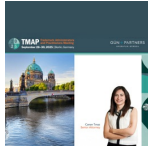
© Saim Dursun

New Legal Provision Addressing Counterfeit and Unauthorized Practices in the Medical Device Industry

Life Sciences

By Dicle Doğan

A new legal provision introduces high administrative fines to combat counterfeit medical devices and unauthorized activities, aiming to close regulatory gaps and strengthen enforcement in the medical device industry.

News and Events**We are Attending the 2025 Trademark Administrators and Practitioners (TMAP) Meeting in Berlin**

Gün + Partners is pleased to be attending the 2025 INTA Trademark Administrators and Practitioners (TMAP) Meeting in Berlin.

**Uğur Aktekin Will Speak at the 2025 Policy Dialogue: Strengthening Brands in Uzbekistan and Beyond**

Uğur Aktekin will speak on "Recognizing and Promoting Well-Known Marks: Global Insights from INTA's Famous and Well-Known Marks Committee" during 2025 Policy Dialogue: Strengthening Brands in Uzbekistan and Beyond event.

**Mutlu Yıldırım Köse and İrem Girenes Yücesoy Will Attend the MARQUES 39th Annual Conference in The Hague**

We are excited to announce our participation in the 2025 MARQUES Annual Conference in The Hague and warmly invite you to meet with us during the event.

Advertising Alcohol on Social Media

Technology, Media and Telecom

By Baran Güney

In Türkiye, alcohol ads are banned. The Advertisement Board fined influencers for hidden ads, finding their posts with visible brands, tags, and event promotions constituted unlawful advertising.

Turkish Court of Cassation's Stance on Short-Word Trademarks: Analysis

Trademarks and Designs

By Mutlu Yıldırım Köse and İrem Girenes Yücesoy

Turkish Court of Cassation's recent decisions concerning short-word trademarks illustrate a consistent approach: courts place significant emphasis on the dominant elements of a mark when assessing similarity and the likelihood of confusion.

Schrödinger's Paradox in the Patent World: Can a Marketed Product Fall Outside the Prior Art?

Patents and Utility Models

By Selin Sinem Erciyas and Beste Turan Kurtoğlu

EPO's G 1/23 shakes the patent world: a marketed product counts as prior art if it can be analysed—full reproducibility is no longer required. Claim drafting and strategy may need a radical rethink.


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