Türkiye Legal Update

September 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 ©

New Restrictions on Alcohol Advertising: Is Alibi Branding Also Prohibited?

Technology, Media and Telecom

By Baran Güney and Zeynep Berfin Ekinci

Türkiye has tightened alcohol advertising rules on event support, digital content, packaging elements, points of sale and cross-category brand use, while alibi branding remains subject to case-by-case assessment.

News and Events

Gün + Partners at the 2026 AIPPI World Congress in Hamburg

We will be attending the 2026 AIPPI World Congress in Hamburg from 7–10 October 2026 and would be pleased to meet with you during the Congress.

Gün + Partners at the IBA Annual Conference 2026 in Copenhagen

We are excited to announce our participation in the upcoming IBA (International Bar Association) Annual Conference in Copenhagen this October, and we warmly invite you to meet with our delegation during the event.

New Pricing Communiqué Following the New Pricing Decision for Medicinal Products for Human Use: Increase of the Euro Conversion Rate to 65% of the Previous Year's Average and Details of the Pricing Incentive for the First Equivalent/Generic Product

Life Sciences

By Özge Atılgan Karakulak

Under the New Pricing Decision and the subsequently issued Pricing Communiqué, the Euro exchange rate coefficient used for pharmaceutical pricing was increased to 65%, while a tiered pricing incentive was introduced for first equivalent products. The details of value-based pricing, however, have been left to secondary legislation to be issued.

Judicial Review of the Board's Decisions and Legal Remedies

Data Protection and Privacy

By Begüm Yavuzdoğan Okumuş and Uğur Erkırlı

Following the recent amendments to the Law on the Protection of Personal Data, the administrative courts increasingly becoming established as the primary judicial forum for reviewing decisions issued by the Personal Data Protection Board, a clearer body of case law is expected to emerge in the coming period through the decisions of administrative courts and higher courts, particularly with respect to reasoning, proportionality, procedural safeguards, and the principle of legality of penalties.

The Silent Crisis in Trademark Law: Inconsistencies in Actions for the Cancellation of Higher Board Decisions

Trademarks and Designs

By Güldeniz Doğan Alkan and Dilan Sıla Kayalıca

Coexistence of claims for cancellation of Re-Examination and Evaluation Board's decisions and trademark invalidation within same proceedings creates procedural uncertainties, highlighting the need for clearer legal framework.

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