



Ayşenur Çıtak Bozdağ

SENIOR ASSOCIATE

Bar Admissions: **Ankara Bar Association**

Languages: **English, Turkish**

Phone: **+ 90 (212) 354 00 00**

Email: **aysenur.citak@gun.av.tr**

Expertise

Areas of Expertise

Life Sciences

Intellectual Property

Trademarks and Designs

Copyrights

Publications

The NIVEA Blue Effect: Can Increased Distinctiveness Create Likelihood of Confusion Based on Common Colours?

WTR, Co-Author, Feb 19, 2026

[When Overall Perception Speaks Louder Than Words: Conceptual Similarity](#)

Gün + Partners, Co-Author, Jul 22, 2025

[The Limits of Colour Combination Trademarks: Insights from the Blue-and-White Colour Combination Case](#)

WTR, Co-Author, Mar 04, 2025

[International Update](#)

PTMG - Law Lore & Practice December 2024, Co-Author, Dec 17, 2024

[Likelihood of Confusion of Medicines for Human Use and for Animal Use](#)

Gün + Partners, Co-Author, Jun 20, 2024

[Turkish Court of Cassation's Comparison of Goods in Different Subclasses](#)

PTMG - Law Lore & Practice September 2023 Edition, Co-Author, Sep 21, 2023

[Highly Logical: Turkish IP Office's Vulcan Salute Ruling Sets Final Frontier For Copyright Ownership Argument](#)

ManagingIP, Co-Author, Aug 09, 2023

[Is Partial Victory a Real Victory?](#)

Gün + Partners, Co-Author, Apr 10, 2023

[Court of Cassation Puts an End to Long-Running Sheraton Dispute](#)

WTR, Co-Author, Dec 19, 2022

[Recent Case Highlights Lack of Harmonisation Between Courts' Approach and PTO's Practice](#)

WTR, Co-Author, Sep 12, 2022

[Registrability of 3D Trademarks](#)

PTMG - Law Lore & Practice May 2022, Co-Author, May 24, 2022

[Higher Board Decides in Favour of UGG Based on Well-known Trademark Status and Principle of Interdependence](#)

WTR, Co-Author, Sep 10, 2021

[Overview of the Turkish Court of Cassation's Decisions on Pharmaceutical Trade Marks in 2020](#)

PTMG - Law Lore & Practice May 2021, Co-Author, May 10, 2021

[Implementation of Mandatory Mediation in IP Disputes: Court of Cassation Issues Contradictory Decisions](#)

WTR, Co-Author, Mar 17, 2021

[Enforcement: An International Litigation Guide 2020, Turkey](#)

INTA, Co-Author, Mar 17, 2021

Speaking Engagements

CJEU Decision Review VIII - Resurrecting "Nehera": Is it Free-Riding or Tribute?, Gün + Partners Webinar, Speaker, 28.09.2023

Patent Attorneyship Pre-Exam Training -Law, Association of Patent and Trademark Attorneys Instructor, Istanbul, 19.06.2023

Education

2018, Bilkent University Faculty of Law

2014, Beysukent Private High School

Stay Informed

Subscribe to stay up to date on the latest legal insights and events of your choice.

SUBSCRIBE NOW

ABOUT US

PEOPLE

SERVICES

INSIGHTS

NEWS AND EVENTS

SOCIAL RESPONSIBILITY

CONTACT

CAREER

DISCLAIMER

COOKIE POLICY

PRIVACY NOTICE



+90 (212) 354 00 00

+90 (212) 274 20 95

gun@gun.av.tr

© Copyright 2026 Gün + Partners Avukatlık Bürosu