



## Ayşenur Çıtak Bozdağ

SENIOR ASSOCIATE

Bar Admissions: **Ankara Bar Association**  
Languages: **English, Turkish**  
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## Expertise

### Areas of Expertise

Life Sciences

Intellectual Property

Trademarks and Designs

Copyrights

## Publications

**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

### [Does Likelihood of Confusion Exist Based on a Common Weak Element?](#)

Oxford University Press - Journal of Intellectual Property Law & Practice, Co-Author, Feb 22, 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

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