



## Baran Güney

MANAGING ASSOCIATE

Bar Admissions: **Istanbul Bar Association**  
Languages: **English, Turkish, French**  
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## Expertise

Baran Güney is a managing associate in Gün + Partners and he has been working for the firm since 2013. Baran is focused on intellectual property and technology, media & telecommunication practice areas of Gün + Partners.

Baran's practice concentrates on civil and criminal IP litigation, as well as unfair competition and domain name conflicts, representing clients in cancellation, invalidation, infringement actions and other civil court actions and domain name ADR/UDRP proceedings, filing for interlocutory and precautionary injunctions, negotiating and drafting co-existence, settlement and licensing agreements. Baran is also involved in anti-counterfeiting criminal litigation cases, specifically advising and assisting the clients in pharma sector

Within the scope of the technology, media & telecommunication working group Baran provides support to clients with respect to consumer law particularly for labeling and product liability issues, for commercial communication and advertising issues, data protection issues and ensuring that their products and services are compliant with the applicable regulatory regime.

## Practice Areas

[Intellectual Property](#)

[Trademarks and Designs](#)

[Copyrights](#)

[IP Prosecution](#)

[Anti-Counterfeiting](#)

[Technology, Media and Telecom](#)

## Speaking Engagements

Hot Topics in Global Environmental Marketing, Global Advertising Lawyers Alliance (GALA) Webinar, Speaker, 13.07.2023

A New Era in .Tr Extended Domain Names - and a New Issue Waiting for a Solution, TLB Hot Topics - IP Law Webinar, Speaker, 07.06.2023

Global Hot Topics in Deceptive Price Advertising, Global Advertising Lawyers Alliance (GALA) Webinar, Speaker, 25.04.2023

Advertising Law Over the Last Year in Turkey, GALA - Global Advertising Law Year in Review Webinar, Speaker, 13.12.2022

Determination of Copyrights and Rights Holders in Cinematic Works, Art Law Institute - Copyrights in Cinematic Works, Speaker, 21.10.2022

Advertising Board Decisions -VII: Current Developments in Advertising Law, Gün + Partners Webinar, Speaker, 25.05.2022

Current Trends and Challenges in Alcohol Advertising, GALA - Alcohol Advertising: Europe, Middle East & Africa Webinar, Panelist, 19.05.2022

Evolving Regulation of the Use of Consumer Reviews, International Advertising Association Webinar, Panelist, 21.04.2022

Legal Actions Against Counterfeit or Illegal Drugs Eluded out of the Legal Supply Chain, Gün + Partners Webinar, Speaker, 06.04.2022

Advertisements on Social Media, Özyeğin University Sectoral Orienteering Spring Program, Speaker, 14.03.2022

Advertising Board Decisions -VI: Featured Ad Board Decisions of 2021, Gün + Partners Webinar, Speaker, 23.02.2022

Advertising Board Decisions -V: Advertisements for Health Institutions, Gün + Partners Webinar, Speaker, 15.12.2021

Advertising Board Decisions -IV: Social Media Influencers, Gün + Partners Webinar, Speaker, 26.05.2021

Advertising Board Decisions - III: Medical Devices and Biocidal Products, Gün + Partners Webinar, Speaker, 24.03.2021

FSEK Systematics and Authorship, Art Law Institute, Speaker, 01.02.2021

Advertising Board Decisions -II: Remarkable Decisions of the Advertising Board in 2020, Gün + Partners Webinar, Speaker, 27.01.2021

Advertisement Board Decisions - I: Scope of Gifts Given with Various Foods and Health Statements, Gün + Partners Webinar, Speaker, 16.11.2020

Advertising and Promotion Mechanisms in Social Media, Gün + Partners Webinar, Speaker, 30.09.2020

# Publications

## [Does Artificial Intelligence Tell the Truth?](#)

LIR Türkiye 5th edition, Co-Author, Mar 07, 2024

## [Advertisement Board Issued New Principles for Preventing Misleading Loyalty Programs](#)

GALA Blog, Co-Author, Feb 12, 2024

## [Aggravated Scrutiny for Consumer Reviews](#)

GALA Blog, Co-Author, Jan 16, 2024

## [Trademark Filing History May Result in Finding of Bad Faith Under Turkish Law](#)

WTR, Co-Author, Jan 15, 2024

## [Can Trade Names Lead to Trademark Infringement in Turkey?](#)

ManagingIP, Co-Author, Nov 22, 2023

## [Turkish Constitutional Court Annuls Advertisement Board's Power to Block Access to Websites](#)

Legalink European Newsletter, Co-Author, Nov 16, 2023

## [Is Alternative Dispute Resolution Effective Enough for “.tr” Domain Names?](#)

Gün + Partners, Co-Author, Nov 01, 2023

## [The Guideline on Consumer Reviews Has Been Published](#)

Gün + Partners, Co-Author, Sep 25, 2023

## [Green Or Simply Greenwashing?](#)

GALA Blog, Co-Author, Sep 15, 2023

## [New Regulations on Nutrition and Health Claims for Food and Food Supplements](#)

Gün + Partners, Co-Author, Jun 19, 2023

## [New Turkish Domain Name System Creates a Situation in Need of Resolution](#)

ManagingIP, Co-Author, Apr 20, 2023

## [A New Era in .Tr Extended Domain Names - and a New Issue Waiting for a Solution](#)

ManagingIP, Co-Author, Apr 05, 2023

## [The Advertisement Board's Expanded Power: Blocking Access](#)

Gün + Partners, Co-Author, Mar 14, 2023

## [Regulations on Consumer Reviews and Complaints](#)

Gün + Partners, Co-Author, Mar 12, 2023

## [Advertisements Containing Price Information and Discount Sales Advertisements](#)

Gün + Partners, Co-Author, Mar 12, 2023

# Education

2021, Faculty of Law, Bilgi University, İstanbul LL.M

2013, Faculty of Law, Galatasaray University, İstanbul LL.B

2008, Kabataş High School, İstanbul

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