



## 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.

Areas of Expertise

Intellectual Property

Trademarks and Designs

Copyrights

IP Prosecution

Anti-Counterfeiting

Technology, Media and Telecom

Publications

Key Trends in Advertisement Board Decisions in 2025

Gün + Partners, Co-Author, Jan 26, 2026

Surprise Boxes: Mystery or Risk for Consumers?

Gün + Partners, Co-Author, Nov 25, 2025

Use of Personal Data in Marketing and the Approach of the Advertising Board

Legalink Newsletter, Co-Author, Jun 19, 2025

How to Become a Responsible Influencer?

Legalink Newsletter, Co-Author, Apr 14, 2025

Hidden Traps in Subscription Agreements: Dark Patterns

Gün + Partners, Co-Author, Apr 10, 2025

Advertising Alcohol on Social Media

Legalink Newsletter, Author, Apr 10, 2025

Decisions of the Advertisement Board on the Use of Google Ads

Gün + Partners, Co-Author, Apr 10, 2025

Advertisement Board’s Approach to Environmental Claims

GALA, Co-Author, Apr 10, 2025

Is It Really Better?

Gün + Partners, Co-Author, Apr 10, 2025

New Rules for Content Ratings in Television Programs

Gün + Partners, Co-Author, Apr 10, 2025

The New Era in Administrative Sanctions of the Advertisement Board

Gün + Partners, Co-Author, Apr 10, 2025

Insights from ICANN 81 and Domain Name Disputes in Türkiye

Gün + Partners, Co-Author, Apr 03, 2025

Online Enforcement in Türkiye: Addressing IP Infringements in the Digital Era

Gün + Partners, Co-Author, Apr 03, 2025

Data Protection in Advertisements

Legalink Newsletter, Co-Author, Mar 27, 2025

Domain Name Disputes and Online Enforcement in Türkiye

Marques - Class 46, Co-Author, Jan 27, 2025

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

## 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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