



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

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

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

Gün + Partners, Co-Author, 10 May 2023

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

ManagingIP, Co-Author, 05 April 2023

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

Gün + Partners, Co-Author, 14 March 2023

[Regulations on Consumer Reviews and Complaints](#)

Gün + Partners, Co-Author, 12 March 2023

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

Gün + Partners, Co-Author, 12 March 2023

[Social Responsibility Awareness and Social Values in Advertisements](#)

Gün + Partners, Co-Author, 09 March 2023

[Implementation of the Guideline on Social Media Influencers](#)

Gün + Partners, Co-Author, 06 March 2023

[Eco-Friendly Advertisements!](#)

Gün + Partners, Co-Author, 21 February 2023

[The Guideline for Environmental Claims in Advertising Has Been Published](#)

Gün + Partners, Co-Author, 16 January 2023

[Sanction Against Shoe Ad Disrespecting Food](#)

Gün + Partners, Co-Author, 15 December 2022

[Having Valid Trademark Registration No Longer Creates Immunity Against Infringement Claims](#)

Gün + Partners, Co-Author, 04 October 2022

[Advertisement Containing Blurred Images of Rivals' Products is Banned](#)

Gün + Partners, Co-Author, 16 September 2022

[New Rules on Advertisements with Price Information and Advertisements for Discount Sales](#)

GALA Blog, Co-Author, 17 June 2022

[What Are the Rules for Alcohol Advertising in Turkey?](#)

GALA Blog, Co-Author, 01 June 2022

[New Regulation Regarding the Use of Consumer Reviews](#)

GALA Blog, Co-Author, 10 May 2022

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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