



## Güldeniz Doğan Alkan

PARTNER

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

Güldeniz Doğan Alkan joined the firm in 2006 and has been a partner since 2017. Güldeniz is both lawyer and a trademark and patent attorney specializing in Intellectual Property law. She focuses on trademark and design, and copyright as well as unfair competition.

Güldeniz advises on both contentious and non-contentious matters including implementing IP protection and enforcement strategies, and represents clients before the Ankara IP courts (including actions against the Turkish Patent and Trademark Office) and represents clients before courts in cancellation, infringement and other types of action. She also works in IP enforcement where she supervises and drafts oppositions and appeals on trademark and design applications before the Turkish Patent and Trademark Office.

She represents foreign, multinational and Turkish clients and Turkish business sectors including food and beverage, fashion, cosmetics, textile, electronics, entertainment, hotel and tourism, media and entertainment, pharmaceuticals, radio and TV broadcasting, telecoms, tobacco on all aspects of Intellectual Property and regulatory matters.

## Areas of Expertise

Intellectual Property

Trademarks and Designs

Copyrights

IP Prosecution

## Publications

### [Administrative Revocation of Trademarks is Now Fully in Effect!](#)

Gün + Partners, Co-Author, Apr 27, 2026

### [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

### [Assessing the Merits of DRS Provider Decisions on Domain Names in Türkiye](#)

Kluwer Trademark Blog, Co-Author, Apr 17, 2025

### [Long-awaited Secondary Legislation for Administrative Revocation of Trademarks Finally Published](#)

WTR, Co-Author, Apr 09, 2025

### [Turkish Regulation on the Implementation of the Administrative Revocation of Trade Marks Is Finally Published](#)

ECTA, Co-Author, Apr 07, 2025

### [Never Ending Delay for Administrative Revocation of Trademarks](#)

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

### [TÜRKPATENT Issues Long Awaited Amendments on Implementing Regulations of IP Code Regarding Administrative Revocation of Trademarks](#)

Gün + Partners, Co-Author, Mar 27, 2025

### [Similarity Assessment in Trademark Applications Containing Low Distinctive Elements in the Light of the Court of Cassation Decisions](#)

Legalink Newsletter, Co-Author, Mar 24, 2025

### [Bad-faith Filings in Türkiye: How Credible is the Trademark PETHOP For Musical Instruments?](#)

WTR, Co-Author, Mar 17, 2025

### [Chef's Recommendation: Turkish Case Offers a Tasty Takeaway for Trademark Owners](#)

Managing IP, Co-Author, Mar 10, 2025

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

WTR, Co-Author, Mar 04, 2025

### [Protection of Digital Fonts Under Copyright and Design Law](#)

Gün + Partners, Co-Author, Mar 04, 2025

### [Higher Board corrects implementation of goods and services limitations in landmark decision](#)

WTR, Co-Author, Feb 11, 2025

### [Patent and Trademark Office almost loses authority to revoke trademarks – before it even gets a chance to use it \(1\)](#)

WTR, Co-Author, Feb 11, 2025

## Speaking Engagements

Dispute Resolution Mechanism in Internet Domain Name Disputes, TOBBUYUM, Online, Speaker 17.03.2025

Patent Attorneyship Pre-Exam Training, Law, Association of Patent and Trademark Attorneys, Instructor, Istanbul, 04.12.2024

[IP Challenges in the Age of GenAI, MARQUES Webinar, Speaker, 26.06.2024](#)

[Beyond Digital Borders: Internet Domain Names and Rights Conference, TOBBUYUM & ICANN, Speaker, 30.05.2024](#)

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

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

Seminar on Dispute Resolution Procedure in the New Internet Domain Name System and Its Effects on Practice, Ankara Bar Association Intellectual Property and Competition Law Board, Moderator, Ankara, Turkey, 28.03.2023

Trademark Law in Turkey Key Developments and Predictions 2022, Gün + Partners Webinar, Speaker, Istanbul, Turkey, 03.06.2022

ABAD Decision Review - III: "Lionel Andrés Messi Cuccittini v. EUIPO - J.M.- E.V. e hijos, SRL " decision, Gün + Partners Webinar, Moderator, 17.02.2021

Key Developments and Predictions for Trademark Law in Turkey - 2020 With a Focus on the Impacts of the COVID-19, Gün + Partners Webinar, Speaker, 18.05.2020

Law and Trademark law, Patent and Trademark Attorneys Association - Trademark Attorneyship 2nd level Pre-Exam Training, Instructor, Ankara, Turkey, 04.01.2020

Law and IP law, Patent and Trademark Attorneys Association - Trademark Attorneyship Pre-Exam Training, Instructor, Ankara, Turkey, 10.11.2019

Law, Patent and Trademark Attorneys Association – Patent Attorneyship Pre-Exam Training, Instructor, Ankara, Turkey, 03.11.2019

Law and IP law, Patent and Trademark Attorneys Association – Trademark Attorneyship Pre-Exam Training, Instructor, Istanbul, Turkey, 20.10.2019

Law and IP law, Patent and Trademark Attorneys Association – Trademark Attorneyship Pre-Exam Training, Instructor, Istanbul, Turkey, 13.10.2019

Law and IP law, Patent and Trademark Attorneys Association – Trademark Attorneyship Pre-Exam Training, Instructor, Ankara, Turkey, 29.09.2019

Law, Patent and Trademark Attorneys Association – Patent Attorneyship Pre-Exam Training, Instructor, Ankara, Turkey, 15.09.2019

Recent EU Case Law and Turkish Court of Appeals Precedents on Trademark, Gün + Partners – World IP Day, Moderator, Istanbul, Turkey, 26.04.2019

Turkey's New IP Code and Key Changes for Trademarks, Gün + Partners Seminar, Panellist, Istanbul, Turkey, 13.04.2018

Trademark Infringement under Turkish Law, Model Court of Justice 2018, Speaker, Ankara, Turkey, 09.02.2018

Turkey's new Industrial Property Code (No. 6769), Gün + Partners Seminar, Speaker, Paris, France, 05.04.2017

## Associations

European Communities Trademark Association (ECTA), Member of Publication Committee

Association Internationale pour la Protection de la Propriété Intellectuelle (AIPPI), Member

International Trademark Association (INTA), Unfair Competition Committee

Patent and Trademark Attorneys' Association of Turkey (PEM), Board Member

Association of Trademark and Design Law Practitioners (APRAM), Member

Pharmaceutical Trade Marks Group (PTMG), Member

Intellectual Property and Competition Law Commission of Ankara Bar, Member

The Association of European Trade Mark Owners (MARQUES), Member of Designs Team

Mediation and Dispute Resolution Center (TOBBUYUM), Domain Names Board Member

## Education

2021, Faculty of Law, Paris II Panthéon-Assas University, Paris LL.B.

2013, Faculty of Business Administration, Anadolu University, Eskişehir MA

2011, European Law, Gazi University, Ankara LL.M.

2005, Faculty of Law, Galatasaray University, Istanbul LL.B.

2001, Charles de Gaulle French High School, Ankara

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