



## Hande Hançar

PARTNER

Bar Admissions: **Istanbul Bar Association**  
Languages: **English, Turkish, French**  
Phone: **+ 90 (212) 354 00 40**  
Email: **[hande.hancer@gun.av.tr](mailto:hande.hancer@gun.av.tr)**

## Expertise

Hande Hançar joined the firm in 2005 and has been a partner since 2014. She is co-chair of the firm's intellectual property and technology, media & telecommunication practices.

She advises on intellectual property, both contentious and non-contentious matters relating to trademarks, copyrights, industrial designs, domain names and unfair competition. She has extensive litigation experience and has counselled numerous foreign clients on IP strategies, legal disputes, licensing and settlement agreements. Hande has also represented clients in complex patent infringement and validity actions and assisted clients in drafting complex software and patent license contracts.

Within the scope of the technology, media & telecommunication practice group, Hande's practice focuses on advertising and

promotional mechanisms as well as copyright related aspects of the entertainment industry. She helps clients to draft the celebrity talent agreements, production agreements, sponsorship arrangements, and content licenses. In addition she assists clients with respect to sweepstakes and other promotion mechanisms. Hande has also represented clients in complex patent infringement and invalidity actions and assisted clients in drafting complex software and patent license contracts.

## Areas of Expertise

Intellectual Property

Trademarks and Designs

Copyrights

IP Prosecution

Life Sciences

Technology, Media and Telecom

## Publications

### [An Analysis of the Film ‘Side by Side’ in the Context of Adaptations and Copyright Law](#)

Gün + Partners, Co-Author, Apr 24, 2026

### [From Goal Celebrations to Global Brands: Intellectual Property at the Intersection of Sports and Popular Culture](#)

Gün + Partners, Co-Author, Apr 23, 2026

### [Guideline on the Turkish Food Codex Regulation on Food Labelling and Consumer Information Updated](#)

Gün + Partners, Co-Author, Apr 02, 2026

### [On the Court of Cassation’s “My Sweet Orange Tree” Decision](#)

Gün + Partners, Co-Author, Mar 16, 2026

### [Polo Player v Jockey: Analysing The Turkish Trademark Department’s Device Marks Decision](#)

ManagingIP, Co-Author, Dec 10, 2025

### [Popeye without Spinach, Mickey Mouse without Gloves? Copyright Terms and the Public Domain](#)

Legalink Newsletter, Co-Author, May 06, 2025

### [IP and Music: Feel the Beat of Intellectual Property](#)

Legalink Newsletter, Author, Apr 18, 2025

### [How to Become a Responsible Influencer?](#)

Legalink Newsletter, Co-Author, Apr 14, 2025

### [Trademark Protection for Work Titles: Challenges and Insights](#)

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

### [How Automotive Associations and Law Firms Can Combat Counterfeit Auto Parts Together](#)

Gün + Partners, Author, Apr 03, 2025

### [Protection of Work Titles](#)

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

### [Creative Signatures: How a Work Reflects Its Author’s Unique Characteristics](#)

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

### [An Evaluation on the Trademark Registration of Work Titles](#)

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

### [Bit Palas vs. Sinek Sarayı: A Debate on Plagiarism in Creative Works](#)

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

### [Freedom of Quotation in Cinema Works](#)

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

## Speaking Engagements

Artificial Intelligence & Marketing – A Global Legal Perspective Europe, GALA Webinar, Speaker, 10.04.2024

Trademark Attorney Training Program, Istanbul Bar Association Intellectual and Industrial Property Rights Commission, Instructor, Online, 11.11.2023

The Future of Trademark Licensing in Emerging Tech Industries, LES Turkey - IP Camp, Instructor, İzmir, 28.09.2023

New Developments in Environmental Marketing Regulation, Europe, Global Advertising Lawyers Alliance (GALA) Webinar, Speaker, 11.05.2023

Legal Issues to be Considered in Cooperation of Technology User & Technology Supplier, TÜSİAD SD<sup>2</sup> Webinar, Speaker, 22.12.2022

Intellectual and Industrial Property Rights & Commercialization, LES Turkey - ÜSİMP (University Industry Cooperation Centers Platform of Turkey) Commercialization Road Map and Best Practices, Instructor, Ankara, 23.11.2022

The Obesity Crisis and Its Relationship With HFSS, Advertising in an Age of Crisis and Change Event - GALA Annual Meeting 2022, Speaker, London, UK, 03.10.2022

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

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

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

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

Legal Issues to Consider in Technology User & Technology Supplier Collaboration, TÜSİAD SD<sup>2</sup> Digital Industry Program 2021, Panelist, 15.11.2021

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

Legal Perspective on Influencer and Social Media Advertisements, MEF ILSA - Law in a Changing World, Speaker, 12.05.2021

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

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

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

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

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

Intellectual Property Rights, TÜSİAD - There is JOB in This Youth! Entrepreneurship Camp, Istanbul, Turkey, 10.03.2020

Legal Planning in Cooperation with Corporate Firms and SMEs, TÜSİAD SD<sup>2</sup> Meeting, Panellist, Istanbul, Turkey, 02.10.2019

Recent Developments in Trade-Secret Laws, LES-Turkey and Sabancı University Industry Collaboration and Technology Licensing Office (ILO) - IP.CAMP, Speaker, Izmir, Turkey, 27.09.2019

Investigation of SMEs and Sectors in the Modernization of the Customs Union, TÜRKONFED – Customs Union for SMEs Opening Meeting, Panellist, Istanbul, Turkey, 21.08.2019

Understanding Commercialisation in IP, Gün + Partners – World IP Day, Moderator, Istanbul, Turkey, 26.04.2019

Launching a Global Advertising Campaign, GALA - Annual Meeting and 3<sup>rd</sup> Annual Advertising Law in the United States & Around the Globe Seminar, Panellist, New York, USA, 21.03.2019

Intellectual Property Rights Training, TÜSİAD Bu Gençlikte İş Var! Entrepreneurship Camp, Instructor, Istanbul, Turkey, 08.02.2019

Commercialization Training, 3<sup>rd</sup> Istanbul International Invention Fair, Instructor, Istanbul, Turkey, 28.09.2018

Turkish Patent Law and Employee Inventions, LES-Turkey and Sabancı University Industry Collaboration and Technology Licensing Office (ILO) - IP.CAMP, Speaker, Izmir, Turkey, 13.09.2018

Global Advertising – Influencers, Product Placement and Local Practice Pointers!, ANA/BAA Marketing Law Conference 2017, Panellist, Chicago, IL, USA, 14.11.2017

Legal Framework for the Commercialization of University Inventions – The Glakolens Case, International Conference on Managing IP in Universities, Boğaziçi University, Speaker, İstanbul, Turkey, 12.10.2017

Social Media Globally, GALA Annual Meeting 2017 in cooperation with ANA and BAA, Panellist, Washington, DC, USA, 30.03.2017

Management and Commercialization of IP Rights, TÜRKPATENT and LES Turkey Event, Speaker, Ankara, Turkey, 01.07.2016

Patent, Technology Licensing and Trademark, Istanbul Bilgi University - Master Program, Instructor, Istanbul, Turkey, 01.03.2016 – 30.04.2016

Advertisement in Pharmaceutical Industry in Turkey, GALA webinar, Speaker, 01.09.2016

Recent Developments in EU Trademark Law and Its Impact on Brand Owners, Gün + Partners ECTA, Importance of Intellectual Property Rights Protection for Business Growth Conference, Speaker, İzmir, Turkey, 03.05.2016

Trends and Paradigm Shifts in 3D Trademarks \*Designs\* 3D Printing, MARQUES - 29<sup>th</sup> Annual Conference, Vienna, Austria, 18.09.2015

Legal Aspects of IPR, International Conference Managing IP in Universities, Boğaziçi University, Panellist, Istanbul, Turkey, 16.10.2015

Technology Transfer Law – 1, AKIŞMER - Akdeniz University, Guest Lecturer, Antalya, Turkey, 25.02.2015

Advertisement Rules for Alcoholic Beverages in Turkey, GALA event, Speaker, London, UK, 01.09.2015

Communication Law, Istanbul University - Master Program, Guest Lecturer, Istanbul, Turkey, 2013

Intellectual Property, Istanbul Kemerburgaz University - Master Program, Guest Lecturer, Istanbul, Turkey, 2012-2013

## Associations

Global Advertising Lawyers Association (GALA), Vice President of the GALA EMEA Region

European Communities Trade Mark Association (ECTA), Chair of the Publications Committee and Member of Copyright Committee

Licensing Executives Society Turkey (LES Turkey), Chair of the Board of Directors

International Federation Of Intellectual Property Attorneys (FICPI), Member

International Trademark Association (INTA), Member

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

## Education

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+90 (212) 354 00 00

+90 (212) 274 20 95

gun@gun.av.tr