



İrem Girenes Yücesoy

MANAGING ASSOCIATE

Bar Admissions: [Istanbul Bar Association](#)

Languages: English, Turkish

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Expertise

İrem Girenes Yücesoy is a Managing Associate in Gün + Partners and she has been working for the firm since 2012. İrem is involved in Intellectual Property, Trademarks and Designs working groups of Gün + Partners.

İrem, whose area of practice concentrates on trademark, design, copyright, patent and utility models as well as unfair competition, works as a responsible attorney in litigation proceedings before the Civil Courts of Intellectual and Industrial Property Rights, opposition and appeal proceedings before the TURKPATENT and provides legal opinion and consultancy for various local and foreign clients.

Publications

Turkish Court of Cassation Invalidates Motor Oil Trademark Application in Monster Energy Drink Dispute

WTR, Co-Author, Dec 03, 2025

Turkish Court of Cassation's Stance on Short Word Trademarks

ManagingIP, Co-Author, Sep 16, 2025

Changes to Administrative Trade Mark Revocation in Türkiye

Marques, Co-Author, Apr 02, 2025

Turkish Court of Cassation's Highlighting Decisions on Conceptual Similarity Evaluation

Legalink Newsletter, Co-Author, Oct 22, 2024

Creative and Innovative Women on the Stage on World Intellectual Property Day!

Gün + Partners, Co-Author, Apr 17, 2023

Recent Developments Within The Turkish Patent And Trademark Office

FICPI News, Co-Author, Oct 14, 2022

Patent and Trademark Office Implements Service by Publication Procedure

WTR, Co-Author, Jun 29, 2022

Assessment of Individual Character of a Design in Turkey

Marques - Class 99, Co-Author, Feb 25, 2022

Employing a Trademark As a Domain Name Is Not Genuine Use

ManagingIP, Co-Author, Dec 28, 2020

Courts Protect Well-known US Trademark Never Used in Turkey

WTR, Co-Author, Oct 23, 2013

Speaking Engagements

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

Key Developments and Predictions for Trademark Law in Turkey, Gün + Partners Seminar, Panellist, İzmir, Turkey, 09.05.2019

Education

2012, Faculty of Law, Koc University, İstanbul LL.B.

2007, Bornova Anadolu High School, İzmir

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