



## 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

### [Energy Drink vs. Motor Oil: The Court of Cassation's Holistic Analysis](#)

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

### [Remarkable Turkish Appeal Decision: Cilpara v Chip-Para](#)

Managing IP, Co-Author, Apr 07, 2026

### [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: Analysis](#)

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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