



## Uğur Aktekin

PARTNER

Bar Admissions: **Istanbul Bar Association**  
Languages: **English, Turkish**  
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## Expertise

Uğur Aktekin joined the firm in 1999 and has been a partner since 2003. He is co-chair of the firm's intellectual property practice and the technology, media and telecom industry practice

Uğur's Intellectual Property practice focuses on trademarks, designs and copyrights.

He advises on implementing IP protection and enforcement strategies and portfolio management, representing clients before the Turkish Patent and Trademark Office, as well as cancellation, infringement and other court actions and domain name ADR proceedings, filing for interlocutory and precautionary injunctions, negotiating and drafting co-existence, settlement and licensing agreements.

Uğur has been involved in numerous anti-piracy campaigns, civil litigation, criminal raids and litigation involving software copyrights, cinematographic and musical copyrights, cartoon character copyrights, architectural copyrights, databases and television film formats.

His TMT practice covers media, advertising, consumer, internet, technology licensing, information technologies, computer software, computer games, data protection, data privacy and security.

He advises on all aspects of advertising and media laws, including clearance of advertisements, contracts, promotions and sweepstakes to various local and multinational companies primarily on food and beverages, technology, media, telecom and entertainment sectors.

Uğur also advises on data protection legislation, website privacy policies and terms of use under Turkish law.

## Practice Areas

[Intellectual Property](#)

[Trademarks and Designs](#)

[Copyrights](#)

[IP Prosecution](#)

[Technology, Media and Telecom](#)

## Speaking Engagements

International Trademark Association (INTA) International Certificate Program: The Lifecycle of a Trademark, Instructor, Online, 31.10.2023

Building Business and Marketing in a Post-Pandemic World, GALA Annual Meeting 2022, Panellist, London, UK, 13.10.2022

International Trademark Association (INTA) and Turkish Patent and Trademark Office, Implementation of Trademark Law within Administrative Authorities, Moderator, 04.07.2022

Important Developments and Forecasts in the Field of Trademark Law in Turkey 2022, Gün + Partners Webinar, Speaker, Istanbul, Turkey, 03.06.2022

IP and Youth: Innovating for a Better Future - Trademarks and Copyrights Perspective, Gün + Partners - World IP Day, Speaker, Istanbul, Turkey, 10.05.2022

Intellectual Property Rights and Protection in the Light of Technological Developments, Legal Akademi - Sector Talks, Speaker, 28.06.2021

"New Era Business Management" and "Business Development in the Digital World", FICP Turkey Webinar, Moderator, 04/12/2020

Intellectual Property Law CJEU Decision Review - I: Sky v SkyKick (C-371/18), Gün + Partners Webinar, Moderator, 22.10.2020

Trademark Protection in Europe During COVID-19 – Asia-Pacific Session, Gün + Partners Webinar, Moderator, 19.06.2020

Trademark Protection in Europe During COVID-19, Gün + Partners Webinar, Moderator, 16.06.2020

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

Consequences of Not Using a Trademark, Appeals for publication of TÜRKPATENT and the Use of Trademark in Proceedings and Proof of Use, FICPI – Turkey - Intellectual Property Law Seminar 2019, Moderator, Izmir, Turkey, 25.10.2019

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

Generalization Problem in Brands, Istanbul Bilgi University Intellectual Property Law Application and Research Center, Speaker, Istanbul, Turkey, 08.05.2019

EU Copyright Reform and Implications for Turkish Law, Gün + Partners – World IP Day, Moderator, Istanbul, Turkey, 26.04.2019

Turkey's New IP Code and Key Changes for Trademarks, Gün + Partners Seminar, Speaker, Izmir, Turkey, 03.05.2018

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

Trademark 3 and Trademark 4 Subjects, Istanbul Sabahattin Zaim University - Trademark Attorneyship Pre-Exam Training, Instructor, Istanbul, Turkey, 27.10.2017

Trademark Litigation in Turkey, Ankara University, TÜRKPATENT and WIPO – Master Program, Instructor, Ankara, Turkey, 30.05.2017

Turkey's new Industrial Property Code (No:6769), INTA - Pre-annual Meeting and Reception, Moderator, Istanbul, Turkey, 17.03.2017

Turkey's New Industrial Property Code (No:6769), Aegean Region Chamber of Industry, Speaker, Izmir, Turkey, 15.03.2017

Professional Conduct Rules for Patent and Trademark Attorneys – Rules and Practices from Abroad, TÜRKPATENT - 2<sup>nd</sup> Istanbul International Inventions Fair, Speaker, Istanbul, Turkey, 03.2017

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

Foreign Words as Trademark, FICPI - Open Forum, Moderator, Barcelona, Spain, 07.11.2014

Can Mid-sized Law Firms Manage Their Business and Partnership Alone Anymore or Is It Mandatory to Hire Consultants and Professionals to Support and Lead?, IBA - Annual Conference, Speaker, Tokyo, Japan, 23.10.2014

What Restrictions Are There in Wine Advertising & Communications, International Wine Law Association (AIDV) - International Conference, Speaker, Vienna, Austria, 19.10.2013

Life in a Law Firm – Challenges and Rewards, IBA - Annual Conference, Speaker, Boston, USA, 10.10.2013

Combating Against Lookalikes in Turkey, INTA - Annual Meeting, Speaker, Dallas, USA, 08.05.2013

Anatomy of an Anti-counterfeiting Action in Turkey, INTA - Advanced Anti-counterfeiting Strategies Conference, Speaker, Istanbul, Turkey, 04.12.2012

The Role of Industrial Property Agents in the Implementation and Operation of the Madrid System - The case of Turkey, World Intellectual Property Organisation and the Mexican Institute of Industrial Property - the Madrid System for the International Registration of Marks Seminar, Speaker, Mexico City, Mexico, 14.02.2012

## Publications

[IP Rights in Türkiye: Overview](#)

Practical Law, Co-Author, Sep 16, 2024

[Court of Cassation Decision Shows Importance of Trademark Use to Enjoy Protection Based on 'Vested Rights' Principle](#)

WTR, Co-Author, Jun 25, 2024

[The Use Criteria For The Recognition of Vested Right Claim Based on a Prior Trademark](#)

Gün + Partners, Co-Author, Mar 06, 2024

[FILA v EILO: Re-examination and Evaluation Board Carries out Global Appreciation of Visual Aspects of Conflicting Marks](#)

WTR, Co-Author, Jan 29, 2024

[Trademark Filing History May Result in Finding of Bad Faith Under Turkish Law](#)

WTR, Co-Author, Jan 15, 2024

[PTO Decision Sheds Light on Protection of Well-known Trademarks](#)

WTR, Co-Author, Jun 26, 2023

[PTO Issues Important Decision on Distinctiveness of Trademarksconsisting of Device Element and Descriptive Words](#)

WTR, Co-Author, Jun 08, 2023

[Overlapping Intellectual Property Rights - 2nd Edition](#)

Gün + Partners, Co-Author, Jun 01, 2023

[Protection of Websites Under Turkish Law](#)

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

[Recent Developments in TURKPATENT's Practice on Recording of Well-known Trademarks](#)

Gün + Partners, Co-Author, Apr 12, 2023

[DELPHI v DEPLHI: PTO's Decision Sheds Light on Interpretation of Bad Faith](#)

WTR, Co-Author, Jan 30, 2023

[Patents, Trade Marks, Copyright and Designs 2022 in Turkey](#)

Practical Law, Co-Author, Nov 09, 2022

[Debate on well-known Trademark Registry Expected to be Resolved Soon](#)

WTR, Co-Author, Nov 01, 2022

[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

## Associations

INTA Chair of the Trainings and Outreach Sub-Committee of Famous and Well-Known Marks Committee

International Federation of Intellectual Property Attorneys of Turkey (FICPI Turkey), Founder and Former President

International Bar Association (IBA)

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

International Federation of Intellectual Property Attorneys (FICPI)

International Technology Law Association (ITECHLAW)

Global Advertising Lawyers Alliance (GALA)

Patent and Trademark Attorneys' Association of Turkey (PEM)

## Education

2008, Faculty of Law, Bilgi University, İstanbul LL.M

1998, Faculty of Law, İstanbul University, İstanbul LL.B.

1992, Land Forces Military Academy, Ankara

1988, Kuleli Military High School, İstanbul

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