

# UĞUR AKTEKIN

PARTNER

+ 90 (212) 354 00 22  
ugur.aktekin@gun.av.tr

**Bar Admissions:**  
Istanbul Bar Association

**Languages:**  
English, Turkish



## Practice Areas

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Intellectual Property

Trademarks and Designs

Copyrights

IP Prosecution

Technology, Media and Telecom

## Expertise

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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.

## Publications

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### **Does the Use of a Trademark on a Book Cover Qualify As Infringement?**

WTR, Co-Author, 09.03.2021

### **How to Tackle Broad Trademarks Registered With No Intention to Use**

ManagingIP , Co-Author, 01.03.2021

### **A Look at Brand Enforcement During the COVID-19 Pandemic**

ManagingIP , Co-Author, 18.02.2021

### **Court of Appeals Finds Likelihood of Confusion Between Short Marks in Surprising Decision**

WTR, Co-Author, 20.01.2021

### **Patents, Trade Marks, Copyright and Designs 2020 in Turkey**

Practical Law, Co-Author, 27.11.2020

### **Determining Similarity of Goods and Services in Trademark Opposition Proceedings**

ManagingIP, Co-Author, 28.10.2020

### **FICPI Turkish Section under the Spotlight**

FICPI News, Author, 11.06.2020

### **Court of Cassation Reopens Debate on Recordation of Well-Known Trademarks**

WTR, Co-Author, 20.05.2020

### **Trademarks with High Distinctiveness in Bad Faith Assessment**

ManagingIP, Co-Author, 17.04.2020

### **COVID-19's Impacts on Trademark Prosecution**

Gün + Partners, Co-Author, 16.09.2020

### **Keyword-Based Searches in Trademarks Law**

Gün + Partners, Co-Author, 06.04.2020

### **World Intellectual Property Rights and Remedies 2020, Turkey Chapter**

Thomson Reuters (West), Co-Author, 19.03.2020

### **FICPI-Turkey Holds Intellectual Property Law Seminar in Izmir**

FICPI News, Author, 27.12.2019

### **Foreign Equivalent of Geographical Name May Be Registered If Average Public Would Not Understand Its Meaning**

WTR, Co-Author, 11.11.2019

### **Turkey Withdraws Declaration Made Under Article 14(5) of Madrid Protocol**

WTR, Co-Author, 29.11.2019

### **Trademark Litigation 2019 in Turkey**

WTR, Co-Author, 19.09.2019

### **Patents, Trade Marks, Copyright and Designs 2019 in Turkey**

Practical Law, Co-Author, 09.09.2019

### **Copyright Litigation 2018 in Turkey**

Practical Law, Co-Author, 26.10.2018

### **The Fashion Industry and New Provisions of Turkish Industrial Property Code Regarding Protection of Unregistered Design Rights**

IBA – IP & Entertainment Law Committee Newsletter,, Co-Author, 10.10.2018

### **Well-known Trade Marks in Turkish Legal Practice: Scope of Protection**

Oxford University Press – Journal of Intellectual Property Law & Practice, Co-Author, 22.05.2018

### **Analysing Turkey's Evolving Trade Mark Landscape**

Managing IP – Turkey Focus 2018, Co-Author, 13.03.2018

### **Seminars on Code of Conduct and Discipline Rules in Turkey**

Gün + Partners, Co-Author, 27.11.2017

### **Protection of Traditional Product Names under the New IP Code No. 6769**

Lexis Middle East Law, Co-Author, 15.09.2017

## Speaking Engagements

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"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, İzmir, 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

## Associations

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

International Bar Association (IBA)

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

International Federation of Intellectual Property Attorneys (FICPI)

International Trademark Association (INTA), Data Protection Committee

International Association of Privacy Professionals (IAPP)

International Technology Law Association (ITECHLAW)

Global Advertising Lawyers Alliance (GALA)

Patent and Trademark Attorneys' Association of Turkey (PEM)

## Education

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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



