



## Zeynep Berfin Ekinçi

ASSOCIATE

Bar Admissions: **Istanbul Bar Admission**  
Languages: **English, Turkish, French**  
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## Expertise

Areas of Expertise

Trademarks and Designs

Copyrights

Technology, Media and Telecom

## Publications

**Polo Player v Jockey: Analysing The Turkish Trademark Department's Device Marks Decision**  
ManagingIP, Co-Author, Dec 10, 2025

**Surprise Boxes: Mystery or Risk for Consumers?**

Gün + Partners, Co-Author, Nov 25, 2025

**Use of Personal Data in Marketing and the Approach of the Advertising Board**

Legalink Newsletter, Co-Author, Jun 19, 2025

**Is It Really Better?**

Gün + Partners, Co-Author, Apr 10, 2025

**The New Era in Administrative Sanctions of the Advertisement Board**

Gün + Partners, Co-Author, Apr 10, 2025

**Data Protection in Advertisements**

Legalink Newsletter, Co-Author, Mar 27, 2025

**Amendments to the Consumer Protection Law and E-Commerce Law**

Gün + Partners, Co-Author, Nov 01, 2024

**Is It Really Number One Of Türkiye?**

Legalink Newsletter, Co-Author, Oct 24, 2024

**Advertisement Board is Again Able to Block Access**

Gün + Partners, Co-Author, Aug 20, 2024

**How to Evaluate Social Responsibility in Advertisements?**

Gün + Partners, Co-Author, Apr 22, 2024

**Advertisement Board Issued New Principles for Preventing Misleading Loyalty Programs**

GALA Blog, Co-Author, Feb 12, 2024

## Education

2023, Galatasaray University

2019, Galatasaray High School

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