

# ZEYNEP SEDA ALHAS

PARTNER

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## Bar Admissions:

Istanbul Bar Association

## Languages:

English, Turkish, French



## Practice Areas

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Intellectual Property

Trademarks and Designs

Anti-Counterfeiting

IP Prosecution

Copyrights

## Expertise

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Zeynep Seda Alhas joined the firm in 2006 and became a partner in 2017. She is both a lawyer and a trademark attorney specializing in Intellectual Property law. She focuses trademark and design, anti-counterfeiting, and copyright.

Zeynep's IP litigation practice focuses on trademarks, designs, unfair competition and copyrights. She advises a wide range of foreign and domestic clients from numerous business sectors on implementing IP protection and enforcement strategies,

She has vast experience in civil IP litigation, as well as domain name and unfair competition conflicts, representing clients in cancellation, invalidation, infringement and other civil court actions and domain name ADR proceedings, filing for interlocutory and precautionary injunctions, negotiating and drafting co-existence, settlement and licensing agreements.

Zeynep has been involved in numerous anti-counterfeiting and anti-piracy campaigns, handled and supervised evidence gathering and criminal raid procedures all around Turkey, and works with the firm's in-house investigations department closely.

She advises on portfolio management strategies and represents clients before the Turkish Patent and Trademark Office (TPTO), and supervises opposition and appeal procedures for trademark, design and well known trademark applications to the TPTO.

## Publications

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### **Red Bull Triumphs in Opposition Before the Turkish Patent and Trademark Office**

WTR, Co-Author, 06.09.2021

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

ManagingIP , Co-Author, 18.02.2021

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

Practical Law, Co-Author, 27.11.2020

### **District Court Upholds Foreign Mark Owner's Opposition Based on 'Genuine Right Ownership' Ground**

WTR, Co-Author, 24.08.2020

### **COVID-19's Impacts on Criminal Raids and Customs Suspensions Based on Trademark Infringement**

Gün + Partners, Co-Author, 29.04.2020

### **CJEU Declares the Criteria to be Considered in Determination of Bad Faith**

Gün + Partners, Co-Author, 24.01.2020

### **Could Use of a Registered Trademark Cause Infringement?**

AIPPI E-news, Co-Author, 19.11.2019

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

Practical Law, Co-Author, 09.09.2019

## **Victory for Red Bull as Trademark Office Refuses Application for Blue and Grey Colour Mark**

WTR, Co-Author, 26.07.2019

## **The Importance of Evidence Gathering for Criminal Cases**

Managing IP – International Briefings, Co-Author, 10.07.2019

## **TPTO Refuses Trade Mark Solely due to Bad Faith**

Managing IP – International Briefings, Co-Author, 07.09.2018

## **Anti-counterfeiting 2018 in Turkey**

WTR, Co-Author, 25.05.2018

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

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

## **New Circular Improves Customs Protection of IP Rights; Number of Suspensions Increases Considerably**

WTR, Co-Author, 21.02.2018

## **Welcome Reforms to Trade Mark Protection**

Managing IP – Turkey Focus, Co-Author, 22.02.2017

## **New Industrial Property Code Now in Force**

INTA Bulletin, Co-Author, 15.02.2017

## **Turkey: Changes to Anti-Counterfeiting Legislation**

Managing IP – International Briefings, Co-Author, 27.01.2017

## Speaking Engagements

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The Effects of COVID-19 on Anti-counterfeiting Activities in EMEA Region, Gün + Partners Webinar, Speaker, 22.06.2020

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

World IP Day – Conversation on Impact of COVID-19 on IP, Gün + Partners Webinar, Speaker, 27.04.2020

Enforcement Issues and Best Practices on Anti-Counterfeiting, Gün + Partners – World IP Day, Moderator, Istanbul, Turkey, 26.04.2019

Trademark – Design – Artistic Works Mock Trial, AIPPI Turkey - Sertaç Köksaldı – 5<sup>th</sup> Intellectual Property Law Seminar, Counsel for the Defence, Istanbul, Turkey, 06.04.2018

Trademark Litigation in Emerging Markets, INTA - 139th Annual Meeting, Barcelona, Spain, 21.05.2017

New Intellectual Property Code Enters into Force, AIPPI Türkiye and Ozyegin University, Panellist, Istanbul, Turkey, 01.04.2017

Turkey's New Industrial Property Code (no:6769), Gün + Partners Seminar, Speaker, Istanbul, Turkey, 10.02.2017

## Associations

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

Association Internationale pour la Protection de la Propriété Intellectuelle (AIPPI), Piracy and Counterfeiting Committee

International Trademark Association (INTA), Enforcement Committee

Istanbul Arbitration Center (ISTAC), Secretary of Intellectual Property Working Commission

Patent and Trademark Attorneys' Association of Turkey (PEM)

## Education

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2006, Faculty of Law, Galatasaray University, Istanbul LL.B.

1999, Samsun Anatolian High School, Samsun

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