

Anti-Counterfeiting

Turkey has extensive counterfeiting and piracy problems, with a high volume of counterfeit goods originating locally. These local fakes combine with flows of counterfeit products transiting from east to west, which attempt to use Turkey to enter the European market. These include a variety of counterfeit jewellery, clothing, fragrances, electronics, auto spare parts, pharmaceuticals and countless other luxury, apparel, entertainment or sporting goods. As a result, brand owners pay extra attention to the Turkish counterfeit market. Moroğlu Arseven's strong intellectual property team assists clients to proactively detect infringement and protect brands in Turkey.

Customised anti-counterfeiting and market clean-up projects are a speciality for Moroğlu Arseven. Our clients have witnessed measurable improvements following such programs. As a result, high-profile brands often engage Moroğlu Arseven to deal with commercially sensitive or high-risk issues in Turkey, a notoriously tricky jurisdiction for trademark infringement.

Moroğlu Arseven aggressively prosecutes counterfeiters, protecting our clients' brands in this difficult and complicated environment. We coordinate raids to seize counterfeit goods, initiate trademark infringement cases and criminal actions, as well as arrange for customs to stop counterfeit imports and exports via customs records and border enforcement projects. Our customised anti-counterfeiting programs often include educating customs officials about our clients' trademarks and brands. Our attorneys are usually present during raids and seizures, allowing us insight into counterfeit operations and distribution methods which is useful information for preventing and detecting further infringement.

Through our experience representing a diverse array of clients from many different sectors, we know the needs and expectations of each client vary when dealing with counterfeiters. We provide a customised and pragmatic strategy for each client, focused on their specific challenges and expectations. Our strategies draw together offensive and defensive elements and mechanisms, including:

- Working with investigators to identify infringers and supply chains.
- Launching high-volume cease and desist
- Initiating criminal proceedings, which allow clients to conduct raids and seize goods.
- Conducting raids and seizures, including high volumes, multi-brand infringement, or simultaneous raids at multiple locations.
- Initiating injunction proceedings, to prevent further infringement or protect evidence.
- Negotiating with infringers to receive compensation, destroy counterfeit goods, as well as give undertakings to refrain from further violations.
- Educating customs officials about trademarks and brands, to support future detection of suspect goods.
- Launching public education campaigns.
- Conducting marketplace clean-up projects for online platforms.
- Filing civil lawsuits for clients who wish to pursue further legal action against counterfeiters.
- Liaising with regulatory bodies, such as the Ministry of Health, Advertising Board, or the Information and Communication Technologies Board.