

Comparative Advertisements Postponed in Turkey Until January 2019

18 Jan 2018

For the third time, comparative advertising has been postponed in Turkey, now becoming possible from 1 January 2019 onwards. From that date, advertisements will be allowed to include competitors' titles, trademarks, logos or other distinguishing marks or phrases, as well as commercial names and company names (more).

The Regulation to Amend the Regulation on Commercial Advertisement and Unfair Commercial Practices ("**Amendment Regulation**") was published in Official Gazette number 30287 on 31 December 2017.

Until 1 January 2019, the corresponding article of The Regulation on Commercial Advertisement and Unfair Commercial Practices to comparative advertisements will not enter into effect. Accordingly, it will not be possible until then to refer to competitors' trademarks, logos, etc. in advertisements.

Please see this [link](#) for full text of the Amendment Regulation (only available in Turkish).

Related Practices

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