

# MOROĞLU ARSEVEN

Ece supports clients to protect, enforce and commercialize their intellectual property rights in Turkey. She focuses mainly on developing and implementing strategies for the trademark, copyright, and design, including dealing with licensing, advertising regulations and unfair competition matters, along with domain name disputes.

She has supported many well-known brands and copyrights, on both sides of high-stakes and complex intellectual property disputes. These include clients experiencing problems entering the Turkish market, battling large-scale counterfeit manufacturers, as well as dealing with trolls or infringement by ex-distributors.

Ece assists clients to use a range of legal tools to protect their rights, such as filing infringement, invalidation, and unfair competition lawsuits, as well as conducting raids to seize counterfeit products. She has experience managing anti-counterfeiting projects and negotiating with infringers for out of court settlements, as well as helping clients to deal with copyright infringement and all aspects of compensation claims.

She supports managing multiple global trademark portfolios, helping clients to develop customized strategies. Such strategies combine various legal mechanisms, to address the complexities and dynamics of each portfolio and client's commercial aims. For instance, filing oppositions, or negotiating consent, coexistence or ownership arrangements.

Ece supports a broad range of domestic and international companies, most notably in the fashion, automotive, cosmetics, information technologies, and media.

- Istanbul Bar Association (2010)
- Istanbul Bilgi University, School of Law (2008)
- English
- Istanbul Bilgi University Alumni Association

## Related Practices

- [IP Litigation](#)
- [IP Portfolio Management](#)



## ECE BERKMAN

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- Copyrights
  - Domain Names and Internet Infringement
  - Anti-Counterfeiting
  - Trademarks
  - Industrial Designs
  - IP Licensing
  - Patents and Utility Models
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## Related Industries

- Retail and Consumer
  - Automotive and Parts
  - Information Technologies
  - Media, Entertainment and Sports
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