

MOROĞLU ARSEVEN

Ezgi specializes in supporting brand and patent owners to navigate complex intellectual property disputes, as well as to establish, manage and protect their intellectual assets in Turkey. Her work primarily concentrates on trademarks, patents, and unfair competition, focusing mainly on litigation, strategy and enforcement issues. Ezgi has significant experience guiding clients in circumstances where intellectual property plays a central role to their broader commercial success, as well as developing multi-stage strategies to combat sophisticated infringers and trolls.

She has represented many well-known brands and patent owners on both sides of high-stakes disputes. Ezgi's practical recommendations assist clients to make critical business decisions, focusing on the role of a given intellectual property issue relative to each client's wider business, market dynamics, or global portfolio. She advises a number of major global brands on all aspects of their Turkish trademark and patent issues within their daily business, as well as how to deal with escalating disputes and litigation when these arise. Ezgi's long-term support in a day-to-day context helps her to offer practical advice in contentious settings, which aligns with the client's overall strategies and approach to intellectual property.

Ezgi has a strong track record of supporting clients to plan and execute practical strategies to address intellectual property problems in Turkey. She works closely with clients from the early stages of evolving conflicts, allowing right owners to proactively and quickly identify key issues, manage the circumstances and mitigate legal risk exposures.

She also has substantial experience advising clients on advertising-related issues. For instance, representing clients during conflicts over false advertisement, deceptive claims or trade practices, product claims, or product liability issues. She represents clients on both sides of claims about misleading advertisement and contents before the Advertisement Board and courts. Ezgi also regularly assists international clients to plan and run their advertising campaign, as well as launch products in Turkey, ensuring compliance with domestic product regulations.

She also has regular experience advising clients on both sides of unfair competition allegations, such as conflicts over trade secrets, know-how, use of confidential data, false advertisement, trade dress, as well as deceptive trade practices.

Ezgi has successfully planned and executed many market entry projects for large brands seeking to enter the Turkish market or launch new products. Her support involves strategic planning to combine offensive and defensive elements, developing a coherent plan to address the legal barriers and logistical challenges which clients face in this context.

She has supported many high-profile brands to develop customized and multi-faceted anti-counterfeiting programs, including coordinated use of investigators, raids, seizures, customs processes, settlement negotiations, and lawsuits.



**EZGI BAKLACI
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Ezgi is a member of the ECTA Internet Committee, AIPPI Pharma and Biotech Committee, as well as the INTA Non-Traditional Trademarks Committee.

Admissions

- Turkish Patent and Trademark Office, Patent Attorney (2009)
 - Turkish Patent and Trademark Office, Trademark Attorney (2009)
 - Istanbul Bar Association (2007)
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Education

- IP Summer Program, George Washington University, Munich Intellectual Property Center (2012)
 - LL.M. Business Law, Istanbul Bilgi University, School of Law (2010)
 - LL.B. Law, Istanbul University, School of Law (2005)
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Languages

- Turkish
 - English
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Memberships

- International Trademark Association (INTA)
 - International Association for the Protection of Intellectual Property (AIPPI)
 - Pharmaceutical Trade Marks Group (PTMG)
 - European Communities Trade Mark Association (ECTA)
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Related Practices

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