MOROĞLU ARSEVEN

Gökçe specializes in assisting intellectual property owners to establish, manage, commercialize and protect their assets in Turkey, as well as helping them to understand and deal with complex regulatory compliance challenges. She concentrates primarily on trademarks and patents, along with a range of intellectual property issues which arise within heavily regulated industries. Gökçe has notable experience providing detailed and highly tailored advice in circumstances where legal rights, regulatory obligations, and commercial practices intersect. These factors mean Gökçe must consider a client's position from a wider point of view.

GÖKÇE ?ZG?, LL.M.

Partner

gizgi@morogluarseven.com
T: +90-212-377-4700
F: +90-212-377-4799

Gökçe manages intellectual property portfolios for high-profile brands and corporations, including all aspects of local prosecution, strategy, litigation, enforcement and licensing. She also has notable experience supporting clients involved in cross-border legal processes, such as international patent applications or licensing arrangements.

She has supported many well-recognized brands to develop customized and multi-faceted anti-counterfeiting programs or conduct market clean-up projects. These include coordinated use of investigators, raids, seizures, customs processes, settlement negotiations, and lawsuits, depending on the client's aims and strategy.

Gökçe has litigated numerous trademark, patent, industrial design, and unfair competition disputes, representing leading international companies. She has significant experience advising clients on trade dress, unfair competition and false advertisement allegations, as well as conflicts over look-alike products, ambush marketing, improper use of confidential data and deceptive trade practices.

She has a substantial track record supporting clients to launch and advertise highly regulated products in Turkey. Gokçe's expertise focuses particularly on the detailed regulatory rules and processes which apply to the pharmaceutical, medical device, life science, biotechnology, alcohol and tobacco sectors. These projects include developing and executing market entry strategies for new products, as well as navigating licensing or marketing authorization processes. She regularly supports clients to deal with circumstances where the local product or import regulations change, meaning clients must understand their new obligations and adapt accordingly. Gökçe's regulatory advice considers many factors, including each client's specific business goals, market position, industry dynamics, and the approach adopted by local regulators.

Gökçe is a member of the INTA Unreal Campaign Committee, as well as a board member for FICPI Turkey. She regularly mentors startups with intellectual property issues on a pro bono basis.

Admissions

- Turkish Patent and Trademark Office, Patent Attorney (2009)
- Turkish Patent and Trademark Office, Trademark Attorney (2007)
- Istanbul Bar Association (2006)

Education

- LL.M. Economy Law, Istanbul Bilgi University, Faculty of Law (2014)
- Erasmus Student Exchange Program during LL.M., Utrech University (2011-2012)
- Certificate Program Business Law, Galatasaray University (2009)
- LL.B. Law, Gazi University, Faculty of Law (2004)

Languages

- Turkish
- English

Memberships

- International Trademark Association (INTA)
- Pharmaceutical Trade Marks Group (PTMG)
- International Federation of Intellectual Property Attorneys (FICPI)
- Licensing Executives Society International (LESI)

Related Practices

- IP Litigation
- Patents and Utility Models
- Trademarks
- IP Portfolio Management
- Anti-Counterfeiting
- Unfair Trade Practices
- Product Liability and Consumer Protection

Related Industries

- Chemicals
- Food and Beverage
- Pharmaceuticals, Healthcare and Life Sciences
- Telecommunications
- Media, Entertainment and Sports