

# MOROĞLU ARSEVEN

I?k is a specialist in intellectual property, with a global reputation for advising clients on all aspects of counseling, strategy, prosecution, enforcement, litigation, transactions, and regulatory issues. She leads the intellectual property team, supporting a broad portfolio of high-profile companies and intellectual property right owners, at all stages of establishing, commercializing and protecting their assets in Turkey.

I?k advises and represents clients about trademarks, patents, industrial designs, copyrights, domain names, online infringement, unfair trade, customs processes, as well as seizures of counterfeit or grey market goods, among other issues. Her support spans a range of industries, notably including fashion, retail, luxury goods, FMCG, cosmetics, and pharmaceuticals.

She has significant experience supporting foreign clients to navigate local intellectual property issues, often in complex or contentious circumstances with important commercial consequences. She has developed a reputation for offering clear and concise guidance, which considers each client's expectations and commercial goals in Turkey.

I?k's extended relationships with clients mean her strategic portfolio management produces measurable results over time, often for companies facing unique intellectual property issues, as well as especially wide-spread, persistent or bad faith infringement.

I?k has particular expertise assisting clients in industries where intellectual assets represent central parts of the client's business model and are therefore integral to their wider business success. She has successfully planned and executed many market clean-up projects, effectively clearing local legal barriers for large companies which seek to enter the Turkish market or launch new products.

A particular strength is developing customized and multi-faceted anti-counterfeiting programs for clients, based on close consultation to understand each project's aims. These projects draw together a range of tools, such as investigators, raids, seizures, customs processes, settlement negotiations, and lawsuits.

She provides local portfolio management services to a large number of well known or targeted brands, often comprising high-volumes of registrations. Given the profile of these brands, I?k regularly assists clients to develop unique strategies to defend them against sophisticated infringers or trolls. These include all aspects of intellectual property prosecution, including watching services.

I?k serves on INTA's Enforcement Committee, as well as the MARQUES Famous and Well-Known Trademarks Team.



**I?K ÖZDOĞAN,  
LL.M.**  
Partner

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## Admissions

- European Patent Office, Patent Attorney (2001)
- Turkish Patent and Trademark Office, Patent Attorney (1998)

- Turkish Patent and Trademark Office, Trademark Attorney (1998)
  - Istanbul Bar Association (1995)
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## Education

- LL.M. Intellectual Property, University of New Hampshire School of Law (2001) - Formerly Franklin Pierce Law Center
  - LL.B. Law, Istanbul University, Faculty of Law (1993)
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## Languages

- Turkish
  - English
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## Memberships

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

## Related Practices

- [Unfair Trade Practices](#)
  - [Trademarks](#)
  - [Patents and Utility Models](#)
  - [Anti-Counterfeiting](#)
  - [IP Litigation](#)
  - [IP Portfolio Management](#)
  - [Copyrights](#)
  - [Industrial Designs](#)
  - [Domain Names and Internet Infringement](#)
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## Related Industries

- [Food and Beverage](#)
  - [Pharmaceuticals, Healthcare and Life Sciences](#)
  - [Retail and Consumer](#)
  - [Automotive and Parts](#)
  - [Media, Entertainment and Sports](#)
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