

MOROĞLU ARSEVEN

Merve supports clients with intellectual property disputes and litigation, as well as offers day-to-day advice about managing intellectual assets such as trademarks, patents, copyrights and trade dressings. She assists clients to protect, enforce and commercialize these intellectual property rights, as well as assists clients to understand and navigate local regulatory rules. She has particular experience with regulatory compliance in the pharmaceutical, food supplements, advertising, and product liability areas.

Merve has supported many well-known brands and patents, on both sides of complicated and high-stakes intellectual property disputes. She assists clients to use a range of tools to protect the value and distinctiveness of their assets. These range from coordinating raids and negotiating directly with infringers, through to filing infringement, cancellation or unfair competition lawsuits.

She helps to manage multiple global trademark portfolios, supporting clients to develop customized strategies which are tailored to protect each client's rights in Turkey. These strategies combine various legal mechanisms to address the complexities and dynamics of each trademark portfolio. For instance, filing oppositions, sending a warning or cease and desist letters, as well as negotiating consent and co-existence agreements.

Merve has experience with a range of regulatory compliance regimes, helping advise clients on issues such as pre-launch assessments of product advertising materials.

She also has experience assisting employers to deal with employee inventions, including understanding regulatory requirements, preparing the necessary forms, structuring compensation mechanisms, as well as representing clients during related disputes.

Merve supports a broad range of domestic and international companies, most notably in the pharmaceuticals, food and beverage, retail and consumer, electronics, leisure, and telecommunications sectors.



**MERVE
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Senior Associate

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Admissions

- Istanbul Bar Association (2013)

Education

- LL.B. Law, Marmara University, Faculty of Law (2012)

Languages

- Turkish

- English
- German

Related Practices

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

- Pharmaceuticals, Healthcare and Life Sciences
 - Food and Beverage
 - Retail and Consumer
 - Electronics
 - Leisure and Hospitality
 - Telecommunications
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