

Moroğlu Arseven and Three Partners Receive Awards from World Trademark Review in 2018

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Işık Özdoğan has been ranked as a Gold Tier individual by the World Trademark Review in its 2018 WTR 1000 rankings. The World Trademark Review ranks Işık in the top tier for trademark enforcement and litigation, as well as for trademark prosecution and strategy. 2018 is the fifth year in a row which Işık has been ranked in this top category for both areas of trademark work.

World Trademark Review also recognizes fellow Intellectual Property Partners, Gökçe Ezgi and Ezgi Baklacı Güllökar individually. Both are ranked in the Bronze Tier for trademark enforcement and litigation, as well as trademark prosecution and strategy.

As a firm, Moroğlu Arseven maintains its ranking as a Silver Tier law firm for trademark enforcement and litigation, as well as trademark prosecution and strategy.

Clients commented to World Trademark Review that Moroğlu Arseven is "head and shoulders above the rest of the legal market", comprising a "top-class general practice with a boutique-like IP department". The researchers noted that Moroğlu Arseven "dazzles in cases where trademarks intersect with other commercial law issues, as well as in pure branding matters". A client commented on the firm's "panoramic outlook", going on to recognize the intellectual property team as being "very business minded, tactically astute and focused on outcomes. Its team works efficiently and intelligently, is flexible and quick to reply to requests."

Clients describe the firm's intellectual property practice lead, Işık Özdoğan, as offering "inspired leadership" and being an "excellent litigator who has proven herself a compelling advocate in dicey disputes." Clients particularly commented on Işık's creative approach and masterful use of the law to achieve wins.

Ezgi Baklacı Güllökar and Gökçe Ezgi are described as holding "prodigious talents", with Ezgi being a "staunch enforcer with a knack for formulating effective anti-counterfeiting campaigns", while Gökçe is "robust in dealing with infringers and is a particular specialist in pharmaceuticals and tobacco industry regulations."

This is the eighth edition of WTR 1000, the only standalone directory to focus exclusively on trademark practices and practitioners, ranking practitioners and firms in over 70 countries. The complete article about the World Trademark Review's 2018 WTR1000 rankings can be viewed through this link: [WTR 1000 2018 Turkey rankings](#).