

Moroğlu Arseven is Pleased to Announce that Gökçe ?zgi and Ezgi Baklac? have been Elected to Partner

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Moroğlu Arseven is pleased to announce that Gökçe ?zgi and Ezgi Baklac? have been elected from Counsel to Partner. The firm's Partners collectively congratulate and welcome the pair, noting that their promotions are the result of dedicated and client-focused work, with both establishing proven track records of combining business and law to find the best possible solutions for clients. The firm wishes both Gökçe and Ezgi a long and prosperous career.

I??k Özdo?an, head of the firm's Intellectual Property practice, has worked alongside both Ezgi and Gökçe for more than ten years. I??k commented that "their respective promotions to Partner are well deserved and the result of them each displaying their dedication to our clients, going above and beyond on a daily basis. I look forward to continuing to work alongside Gökçe and Ezgi in their new roles."

Gökçe ?zgi, LL.M.

Gökçe joined the firm in 2009 and has ten years' experience advising clients on a full range of intellectual property issues and transactions, including trademarks, unfair competition, industrial designs, patents, copyrights and domain names. She manages the trademark portfolios of large, multi-national brands and corporations, often arranging seizure processes for counterfeit products. Gökçe has particular experience with prosecution of trademarks, patents, and designs, as well as international patent applications and licensing.

She has successfully litigated numerous intellectual property matters for leading international companies, including complex trademark and industrial design infringement cases, design cancellation actions, and unfair competition matters. Gökçe acts as a senior legal adviser for projects in regulated markets, such as pharmaceuticals and tobacco. She is a regular author about a range of intellectual property topics.

Gökçe is recognized as a Leading Individual by Chambers & Partners in its Global as well as European rankings. Chambers & Partners describes her as "a rising star, with growing prominence in copyright cases in particular, alongside a strong pharmaceutical IP practice" (Chambers & Partners, [Europe](#) and [Global](#)). Clients describe Gökçe as being "very good", "responsive, clear, attentive", providing "excellent service" ([Managing Intellectual Property](#)), along with possessing "deep knowledge" ([Legal 500](#)).

Gökçe is a member of International Trademark Association (INTA), Pharmaceutical Trade Marks Group (PTMG), International Federation of Intellectual Property Attorneys (FICPI) and the Licensing Executives Society International (LESI).

Ezgi Baklac?, LL.M.

Ezgi joined the firm in 2009 and has nine years' experience advising clients on a full range of intellectual property issues and transactions. She supports clients to establish, protect and enforce intellectual property rights both in Turkey and overseas. Ezgi's work primarily focuses on trademark prosecution, strategy and enforcement, encompassing all aspects of trademark and unfair competition. Ezgi advises many local and foreign clients, including major multi-national organizations. Ezgi also advises clients on patent, industrial design, utility model, domain name,

company/business names, and manufacturer liability disputes. She often builds customized anti-counterfeiting programs for brand owners, including raids, seizures and settlement negotiations with counterfeiters. Ezgi is a regular contributor to the World Intellectual Property Review and often publishes articles for professional associations and sector publications relating to counterfeiting and trademark matters.

Ezgi is recognized as a Leading Individual by Chambers & Partners in its European rankings, as well as being noted as a Recommended Lawyer by the Legal 500. Clients appreciate Ezgi's "clear and organized" approach to work, noting that "she always provides a good overview of the issues in a very short time, with the information condensed so I can get to grips with it" ([Chambers & Partners, Europe](#)). She has been described as displaying "broad expertise and commerciality" in her intellectual property advice ([Legal 500](#)), as well as being someone who "produces high-quality work" ([Legal 500](#)).

Ezgi is a member of International Trademark Association (INTA), International Association for the Protection of Intellectual Property (AIPPI), Pharmaceutical Trade Marks Group (PTMG), as well as the European Communities Trade Mark Association (ECTA).

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