

Moroğlu Arseven and Three Partners Receive Awards from World Trademark Review in 2017

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Işık Özdoğan has been ranked as a Gold Tier individual by the World Trademark Review in its 2017 WTR 1000 rankings. The World Trademark Review ranks Işık in the top tier for both trademark enforcement and litigation, as well as trademark prosecution and strategy. 2017 is the fourth year in a row which Işık is ranked in the top tier for both categories of trademark work.

World Trademark Review also recognizes fellow Intellectual Property Partners, Gökçe Zengi and Ezgi Baklacı individually. Both are ranked in the Bronze Tier respectively 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. The firm's intellectual property team continues to increase its capacity recently, with Gökçe Zengi and Ezgi Baklacı being [promoted to Partner](#) in April 2016, as well as Ece Berkman being promoted to Senior Associate in January 2017.

World Trademark Review comments that Moroğlu Arseven is a *"tried and tested brand guardian"*, possessing a *"mastery of the IP domain"* which attracts an *"enviable clientele, including household names"*. It went on to note that the dedicated Intellectual Property team *"taps into the firm's deep reservoir of expertise to superb effect, and really shines where branding matters intersect with wider commercial issues."*

The firm's Intellectual Property practice lead, Işık Özdoğan, is described as a *"gilt-edged practitioner"*, who *"makes light work of the most complex instructions"*. World Trademark Review noted that Işık's *"approach is characterised by close attention to detail, shrewd strategic judgement and clear communication."*

Ezgi Baklacı and Gökçe Zengi are described as *"rising IP stars"*, with Ezgi being *"a formidable litigator and anti-counterfeiting mastermind"*, while Gökçe *"knows the case law inside out"*.

This is the seventh 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 2016 WTR1000 rankings can be viewed through this link: [WTR 1000 2017 Turkey rankings](#).

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