

Retail and Consumer

Moroğlu Arseven supports clients in the highly-competitive retail and consumer sectors with all of their transactional, regulatory and dispute resolution needs. Our clients operate both physical and online stores, dealing with durable goods, FMCG and other consumables. The firm has significant experience supporting international brands with market clean-up projects and establishing their presence in Turkey, as well as ongoing operational, intellectual property, employment, real estate and corporate advisory support once they establish local retail sites and supply chains. We also support landlords and mall operators with a range of operational and lease-related issues, including rental renegotiations, disputes and terminations.

Moroğlu Arseven assists with a full spectrum of legal issues which arise in these sectors, ranging from complex import regulations through to retail fit-out and lease problems, along with licensing and product safety matters. We have particular experience with facility management, as well as distribution, procurement, logistics and supply agreements.

The firm assists clients on a range of day-to-day consumer and retail issues, including rules for labelling, pricing and advertising. A particular speciality is advising on consumer law issues and their role within innovative business models, including transactions executed via e-commerce sites or marketplace platforms, as well as offline to online channel structuring.

Moroğlu Arseven's strong intellectual property team helps retail and consumer clients to proactively protect their intellectual property in Turkey. The firm supports with a full range of issues, including litigation, enforcement, counselling, prosecution and transactions. Intellectual property advice is tightly integrated with other practice areas, assisting clients to establish, protect and commercialise their intellectual property assets from the earliest possible stage. For instance, counterfeiting, packaging and store designs, along with trade dress and misrepresentation. We have particular experience establishing and protecting trademark rights, dealing with third-party registrations which block market entry. We also prosecute counterfeiters and infringers across a range of mediums, as well as manage major multi-brand trademark portfolios.

Moroğlu Arseven's experience advising manufacturing clients is also valuable when advising retail and consumer products clients because it gives insight into this aspect of the supply chain and the related legal relationships. The firm supports retail and consumer products clients in a more complete and strategic manner due to our experience on both sides of supply chain transactions, often avoiding unnecessary disputes and associated costs for our clients in these competitive industries.

The firm's dispute resolution team provides full-scope and integrated support to retail and consumer clients, meaning conflict specialists are involved from the early stages of emerging issues. We support clients with all aspects and perspectives on disputes, along with regulatory investigations. Support includes representing clients in a full spectrum of forums and related processes, including civil and administrative litigation, arbitration and alternative dispute resolution methods, strategic negotiation and settlement processes, as well as injunctions and enforcement actions. For instance, representing clients involved in disputes about portfolio compensation and consumer or product liability, as well as issues which involve the Consumer Arbitration Committee.

Moroğlu Arseven regularly advises on processes and requirements for Turkey's Ministry of Industry and Technology, as well as the Directorate General of Consumer Protection and Market Surveillance, among other relevant regulatory bodies. We strategically support and represent clients during all aspects of their interactions with these bodies, assisting clients to obtain a wide range of routine and exceptional approvals, exemptions or licenses. Our support

includes dealing with day-to-day regulatory relations, as well as high-stakes regulatory investigations or enforcement proceedings.

Moro?lu Arseven assists retail and consumer clients with all types of major corporate transactions, including mergers, acquisitions, joint ventures, strategic partnerships, spin-offs, divestitures and group restructures. The firm has significant expertise assisting during complex, inter-jurisdictional transactions, where strategic guidance is required to deal with the legal, commercial and operational factors simultaneously. These projects often involve high values, or complicated leveraging and equity structures. We work closely with companies, shareholders, investors and financiers on both buy and sell-side, assisting through all stages of these projects.

Moro?lu Arseven places a strong focus on ensuring we consider each client's business objectives and the dynamics of the retail and consumer industries, then reflect these factors into the transaction's structure, risk allocation, or asset transfers.

Related Practices

- [Distribution, Franchising and Agency Agreements](#)
- [Product Liability and Consumer Protection](#)
- [Unfair Trade Practices](#)
- [Sale and Lease Agreements](#)
- [Privacy and Data Protection](#)
- [IP Licensing](#)
- [Trademarks](#)
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