

MOROĞLU ARSEVEN

Sena focuses on intellectual property matters, including trademarks, domain names, unfair trade practices and copyrights. He assists clients with all aspects of protecting, enforcing and commercializing these rights. Sena supports during intellectual property litigation, software copyright conflicts, domain name disputes, as well as during comprehensive anti-counterfeiting projects.

Sena regularly assists foreign clients to plan and carry out market clean-up projects in Turkey, covering all aspects of criminal lawsuits, raids, and seizures of counterfeit goods. He also supports with a range of activities at customs points, enabling clients to actively intercept infringing products while they are in transit. He has supported many well-known brands during intellectual property conflicts.

These include clients encountering unfair competition matters, as well as passing-off and counterfeiting issues. Sena assists from the early stages of evolving disputes, as well as during all aspects of juridical phases. He helps clients during negotiations, as well as arranges to warn or cease and desist letters. Sena supports clients to use a range of tools to protect their rights before the courts, including filing infringement or invalidation lawsuits, as well as enforcement proceedings.

Sena represents a range of clients at training programs and seminars. For instance, putting forward clients' perspectives during training programs for customs officers organized by the Ministry of Customs and Trade.

He has broad experience with the Turkish Patent and Trademark Office processes, including a full range of prosecution issues which collectively protect and strengthen clients' intellectual property portfolios in Turkey. For instance, assignments, withdrawals, oppositions, mergers, appeals and other related processes.

Sena supports a broad range of domestic and international companies, most notably in the automotive, fashion, retail and consumer and energy sectors.



**SENA
YAŞAROLU**
Senior Associate

syasaroglu@morogluarseven.com

T: +90-212-377-4700

F: +90-212-377-4799

Admissions

- Istanbul Bar Association (2015)

Education

- LL.B. Law, Bahçeşehir University, Faculty of Law (2013)

Languages

- Turkish

- English

Related Practices

- IP Litigation
 - Anti-Counterfeiting
 - Unfair Trade Practices
 - Trademarks
 - Domain Names and Internet Infringement
 - IP Portfolio Management
 - Copyrights
-

Related Industries

- Automotive and Parts
 - Retail and Consumer
 - Pharmaceuticals, Healthcare and Life Sciences
 - Electronics
 - Media, Entertainment and Sports
-