

Trademarks

Brand recognition, reputation and credibility all play essential roles in maintaining and developing our clients' businesses. Moroğlu Arseven holds wide-ranging experience in all facets of trademark-related advice, including counseling, prosecution, enforcement, transactional and litigation matters, as well as strategic management of trademark portfolios and disputes. Our support in this area often involves cross-border issues, as well as extends to non-traditional marks and trade-dress issues.

High-profile international brands and trademarks regularly engage Moroğlu Arseven based on the firm's reputation for delivering results, as well as effectively establishing, strengthening, enforcing and commercializing trademarks in Turkey. As a result, Moroğlu Arseven serves many high-profile multinational clients, regarding a full range of trademark issues and strategies.

Our international experience and expertise with foreign requirements are valuable to our clients. These skills allow lawyers to quickly and cost-effectively address client concerns, advising on how local trademark requirements will sit within global portfolios and strategies. As a result, the firm's clients regularly engage the firm for complex negotiations, often including multiple parties, viewpoints, or teams spanning international borders.

Moroğlu Arseven's corporate counseling support integrates trademark advice, including the role of trademarks in regulatory, corporate, and commercial matters. These cross-over capabilities allow end-to-end support for clients, when planning and executing strategies to deal with these facets of trademark rights during day-to-day operations, or within corporate transactions.

Trademark prosecution and filing strategies

We file and prosecute many trademark applications on behalf of our clients, representing them before the Turkish Patent and Trademark Office for all types of administrative actions, including searches, applications, oppositions, appeals, as well as all types of recordals and renewals.

To help our clients avoid future disputes, our services include evaluating the registerability of potential trademarks, as well as advice on how to design marks which will be easily protected. We also work closely with clients to determine their plans for the mark, to make sure trademark applications include all appropriate classes, as well as establish the necessary legal structures to support these plans.

Trademark portfolio management and watching services

Moroğlu Arseven manages trademark portfolios for many high-profile brands, where intellectual property is particularly central to their commercial decision making. The firm's advice and risk assessments have been integral to guiding these clients' commercial operations and decisions about whether (and how) to launch new product lines in Turkey. Several successful market clean-ups have opened the door for clients to launch their Turkish businesses when previously they could not.

We provide active and comprehensive trademark watching services, including close work with local investigators to proactively identify potential trademark infringement, so that we can notify and better protect our clients in Turkey.

Trademark disputes and litigation

We represent clients before courts in trademark infringement cases, cancellation actions, unfair competition claims, as well as actions seeking to cancel decisions by the Turkish Patent and Trademark Office. Companies which experience trademark problems in Turkey often require immediate remedies, such as preliminary injunctions and declaratory judgments.

We regularly handle high volume cease and desist letters, as well as representing clients during settlement negotiations with trademark infringers. We always aim to solve problems in the most practical and cost-effective way for our clients.

Trademark transactions

Our support regularly involves developing strategy, conducting risk assessments and offering negotiation support for a range of trademark transactions. These transactions include negotiating settlements, assignments, co-existence agreements, transfers, licenses and royalty structures for trademark rights.

Related Practices

- [IP Portfolio Management](#)
- [IP Litigation](#)
- [Domain Names and Internet Infringement](#)
- [Unfair Trade Practices](#)
- [IP Licensing](#)