

## Unfair Trade Practices

Unfair trade practice laws promote clarity, as well as protect free and fair competition between competitors. These mechanisms aim to ensure consumers can access an uncorrupted marketplace, free from cartel behaviour, or restrictive anti-competitive agreements. The concept also extends to preventing consumers from being misled about the true provider, origin, or characteristics of goods and services.

Turkish law generally requires market-participants act as prudent business-people, in a bona fide manner. The law also contains specific prohibitions on unfair competition. Businesses have come to view these unfair competition provisions as particularly important in protecting intellectual property rights.

Moroğlu Arseven proactively assists clients at all stages of the supply-chain, to identify risks and pre-emptively address unfair trade practices within their organisations.

When our clients experience unfair trade practices from competitors, we provide full support to quickly and effectively stop these practices continuing, as well as pursue compensation for our clients. We offer comprehensive support to initiate and defend lawsuits regarding unfair trade practices.

## Related Practices

- [Corporate and Commercial Litigation](#)
- [Commercial Contracts](#)
- [Antitrust and Competition](#)
- [IP Litigation](#)