

**Turkish Color of the Month**

Born in Elazığ on the east of Türkiye, Saim Dursun, depicts, with the warm liveliness of light and color on his spatula, the true Anatolian picture uncovering the strong willpower of Turkish people and their joy of life despite hardship. Painter Saim Dursun passed away in August 13, 2021 at the age of 62.



By Saim Dursun ©

**Crypto Asset Regulations Came Into Force**

Technology, Media and Telecom

By Begüm Yavuzdoğan Okumuş, Yalçın Umut Talay and Göksu Ayçıl Altınok

Comprehensive legal regulations on cryptocurrencies entered into force on July 2, 2024. Subsequently, the implementation started to take shape with the principle decisions taken by the Capital Markets Board. It is important to examine the regulations implemented so far and to follow the regulations to be made in the future.

**News and Events****We Have Been Selected as the "Patent Litigation Firm of the Year" in Turkey by Global IP Awards 2024**

We are delighted to have been named the winner of the Patent Litigation Firm of the Year for Turkey in the Global IP Awards 2024, which recognises the outstanding achievements of law and attorney firms in litigation, prosecution, and transactional work during 2023/2024.

**Baran Güney, Dilan Sıla Kayalica and Zeynep Çağla Üstün, are Listed as Rising Star by Euromoney's MIP IP STARS 2024**

We are delighted to announce that Baran Güney, Dilan Sıla Kayalica and Zeynep Çağla Üstün, managing associates in our intellectual property practice, have been recognized as Rising Stars in this year's IP STARS ranking by Managing IP.

**Uğur Aktekin Spoke on Trademark Protection at INTA Training**

We are proud to share that Uğur Aktekin recently participated as a speaker in a 2-day trademark examiners training for the Patents and Companies Registration Agency (PACRA), KIPI Kenya Industrial Property Institute, and the IPR Division of the Rwanda Development Board (RDB).

**Is It Really Number One Of Türkiye?**

Technology, Media and Telecom

By Baran Güney and Zeynep Berfin Ekinci

Advertisements claiming superiority must be substantiated. Advertisers are expected to provide objective evidence. The Advertisement Board evaluates consumer perceptions when it comes to No.1 claims.

**The Most Remarkable Competition Law Issue of Recent Years: Competition Violations in Labor Markets**

Competition

By Begüm Yavuzdoğan Okumuş and Seda Takmaz

The Draft Guidelines on Competition Violations in Labor Markets once again highlight the importance of avoiding anti-competitive behaviors in labor markets and ensuring that all human resources processes are conducted in compliance with competition law.

**Turkish Court of Cassation's Highlighting Decisions on Conceptual Similarity Evaluation**

Trademarks and Designs

By Mutlu Yıldırım Köse and İrem Girenes Yücesoy

The Court of Cassation's recent rulings on composite trademarks highlight the criteria that should be considered during the similarity examination of trademarks, particularly in terms of their conceptual elements and formation process.

**Calendarization Process for the Market Authorization of Medicines**

Life Sciences

By Dicle Doğan and Fatma Sevrde Tan

The article discusses the Turkish Medicines and Medical Devices Agency's Guidelines for the calendarization process in market authorization applications, emphasizing transparency, innovation, and efficient management for timely access to medicines.


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