



## Baran Güney

MANAGING ASSOCIATE

Bar Admissions: [Istanbul Bar Association](#)

Languages: English, Turkish, French

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## Expertise

Baran Güney is a managing associate in Gün + Partners and he has been working for the firm since 2013. Baran is focused on intellectual property and technology, media & telecommunication practice areas of Gün + Partners.

Baran's practice concentrates on civil and criminal IP litigation, as well as unfair competition and domain name conflicts, representing clients in cancellation, invalidation, infringement actions and other civil court actions and domain name ADR/UDRP proceedings, filing for interlocutory and precautionary injunctions, negotiating and drafting co-existence, settlement and licensing agreements. Baran is also involved in anti-counterfeiting criminal litigation cases, specifically advising and assisting the clients in pharma sector

Within the scope of the technology, media & telecommunication working group Baran provides support to clients with respect to consumer law particularly for labeling and product liability issues, for commercial communication and advertising issues, data protection issues and ensuring that their products and services are compliant with the applicable regulatory regime.

## Areas of Expertise

Intellectual Property

Trademarks and Designs

Copyrights

IP Prosecution

Anti-Counterfeiting

Technology, Media and Telecom

## Publications

### Hidden Traps in Subscription Agreements: Dark Patterns

Gün + Partners, Co-Author, Apr 10, 2025

### Advertising Alcohol on Social Media

Gün + Partners, Author, Apr 10, 2025

### Decisions of the Advertisement Board on the Use of Google Ads

Gün + Partners, Co-Author, Apr 10, 2025

### Advertisement Board's Approach to Environmental Claims

Gün + Partners, Co-Author, Apr 10, 2025

### Is It Really Better?

Gün + Partners, Co-Author, Apr 10, 2025

### New Rules for Content Ratings in Television Programs

Gün + Partners, Co-Author, Apr 10, 2025

### The New Era in Administrative Sanctions of the Advertisement Board

Gün + Partners, Co-Author, Apr 10, 2025

### Data Protection in Advertisements

Legalink Newsletter, Co-Author, Mar 27, 2025

### Domain Name Disputes and Online Enforcement in Türkiye

Marques - Class 46, Co-Author, Jan 27, 2025

### Insights from ICANN 81 and Domain Name Disputes in Türkiye

Marques - CLASS 46, Co-Author, Jan 20, 2025

### How to Become a Responsible Influencer?

Legalink Newsletter, Co-Author, Dec 20, 2024

### Dealing With Social Media Influencers - Türkiye

LexisNexis, Co-Author, Dec 04, 2024

### Amendments to the Consumer Protection Law and E-Commerce Law

Gün + Partners, Co-Author, Nov 01, 2024

### Is It Really Number One Of Türkiye?

Legalink Newsletter, Co-Author, Oct 24, 2024

### Advertisement Board is Again Able to Block Access

Gün + Partners, Co-Author, Aug 20, 2024

## Speaking Engagements

Hot Topics in Global Environmental Marketing, Global Advertising Lawyers Alliance (GALA) Webinar, Speaker, 13.07.2023

Global Hot Topics in Deceptive Price Advertising, Global Advertising Lawyers Alliance (GALA) Webinar, Speaker, 25.04.2023

Advertising Law Over the Last Year in Turkey, GALA - Global Advertising Law Year in Review Webinar, Speaker, 13.12.2022

Determination of Copyrights and Rights Holders in Cinematic Works, Art Law Institute - Copyrights in Cinematic Works, Speaker, 21.10.2022

Advertising Board Decisions -VII: Current Developments in Advertising Law, Gün + Partners Webinar, Speaker, 25.05.2022

Current Trends and Challenges in Alcohol Advertising, GALA - Alcohol Advertising: Europe, Middle East & Africa Webinar, Panelist, 19.05.2022

Evolving Regulation of the Use of Consumer Reviews, International Advertising Association Webinar, Panelist, 21.04.2022

Legal Actions Against Counterfeit or Illegal Drugs Eluded out of the Legal Supply Chain, Gün + Partners Webinar, Speaker, 06.04.2022

Advertisements on Social Media, Özyegin University Sectoral Orienteering Spring Program, Speaker, 14.03.2022

Advertising Board Decisions -VI: Featured Ad Board Decisions of 2021, Gün + Partners Webinar, Speaker, 23.02.2022

Advertising Board Decisions -V: Advertisements for Health Institutions, Gün + Partners Webinar, Speaker, 15.12.2021

Advertising Board Decisions -IV: Social Media Influencers, Gün + Partners Webinar, Speaker, 26.05.2021

Advertising Board Decisions - III: Medical Devices and Biocidal Products, Gün + Partners Webinar, Speaker, 24.03.2021

FSEK Systematics and Authorship, Art Law Institute, Speaker, 01.02.2021

Advertising Board Decisions -II: Remarkable Decisions of the Advertising Board in 2020, Gün + Partners Webinar, Speaker, 27.01.2021

Advertisement Board Decisions - I: Scope of Gifts Given with Various Foods and Health Statements, Gün + Partners Webinar, Speaker, 16.11.2020

Advertising and Promotion Mechanisms in Social Media, Gün + Partners Webinar, Speaker, 30.09.2020

## Education

2021, Faculty of Law, Bilgi University, İstanbul LL.M

2013, Faculty of Law, Galatasaray University, İstanbul LL.B

2008, Kabataş High School, İstanbul

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