



## Güldeniz Doğan Alkan

PARTNER

Bar Admissions: Ankara Bar Association

Languages: English, Turkish, French, German

Phone: [+ 90 \(212\) 354 00 24](tel:+902123540024)

Email: [guldeniz.dogan@gun.av.tr](mailto:guldeniz.dogan@gun.av.tr)

## Expertise

Güldeniz Doğan Alkan joined the firm in 2006 and has been a partner since 2017. Güldeniz is both lawyer and a trademark and patent attorney specializing in Intellectual Property law. She focuses on trademark and design, and copyright as well as unfair competition.

Güldeniz advises on both contentious and non-contentious matters including implementing IP protection and enforcement strategies, and represents clients before the Ankara IP courts (including actions against the Turkish Patent and Trademark Office) and represents clients before courts in cancellation, infringement and other types of action. She also works in IP enforcement where she supervises and drafts oppositions and appeals on trademark and design applications before the Turkish Patent and Trademark Office.

She represents foreign, multinational and Turkish clients from numerous business sectors including food and beverage, fashion, cosmetics, textile, electronics, entertainment, hotel and tourism, media and entertainment, pharmaceuticals, radio and TV broadcasting, telecoms, tobacco on all aspects of Intellectual Property and regulatory matters.

## Areas of Expertise

Intellectual Property

Trademarks and Designs

Copyrights

IP Prosecution

## Publications

### [Long-awaited Secondary Legislation for Administrative Revocation of Trademarks Finally Published](#)

WTR, Co-Author, Apr 09, 2025

### [Turkish Regulation on the Implementation of the Administrative Revocation of Trade Marks Is Finally Published](#)

ECTA, Co-Author, Apr 07, 2025

### [Never Ending Delay for Administrative Revocation of Trademarks](#)

Gün + Partners, Co-Author, Apr 03, 2025

### [TÜRKPATENT Issues Long Awaited Amendments on Implementing Regulations of IP Code Regarding Administrative Revocation of Trademarks](#)

Gün + Partners, Co-Author, Mar 27, 2025

### [Similarity Assessment in Trademark Applications Containing Low Distinctive Elements in the Light of the Court of Cassation Decisions](#)

Legalink Newsletter, Co-Author, Mar 24, 2025

### [Bad-faith Filings in Türkiye: How Credible is the Trademark PETSHOP For Musical Instruments?](#)

WTR, Co-Author, Mar 17, 2025

### [Chef's Recommendation: Turkish Case Offers a Tasty Takeaway for Trademark Owners](#)

Managing IP, Co-Author, Mar 10, 2025

### [The Limits of Colour Combination Trademarks: Insights from the Blue-and-White Colour Combination Case](#)

WTR, Co-Author, Mar 04, 2025

### [Protection Of Digital Fonts Under Copyright and Design Law](#)

Gün + Partners, Co-Author, Mar 04, 2025

### [Higher Board corrects implementation of goods and services limitations in landmark decision](#)

WTR, Co-Author, Feb 11, 2025

### [Patent and Trademark Office almost loses authority to revoke trademarks – before it even gets a chance to use it \(1\)](#)

WTR, Co-Author, Feb 11, 2025

### [Patent and Trademark Office Almost Loses Authority to Revoke Trademarks – Before It Even Gets a Chance to Use It](#)

Gün + Partners, Co-Author, Jan 30, 2025

### [SNICKERS v PEANUT & CARAMEL: an Appetising Decision](#)

WTR, Co-Author, Jan 10, 2025

### [Article 10: a Hidden Gem of the Turkish Industrial Property Code](#)

WTR, Co-Author, Dec 11, 2024

### [A Trade mark or a Song? Turkish Court of Cassation Casts Some Light on this Distinction](#)

The IPKat, Co-Author, Sep 25, 2024

## Speaking Engagements

Dispute Resolution Mechanism in Internet Domain Name Disputes, TOBBUYUM, Online, Speaker 17.03.2025

Patent Attorneyship Pre-Exam Training, Law, Association of Patent and Trademark Attorneys, Instructor, Istanbul, 04.12.2024

[Beyond Digital Borders: Internet Domain Names and Rights Conference, TOBBUYUM & ICANN, Speaker, 30.05.2024](#)

CJEU Decision Review VIII - Resurrecting "Nehera": Is it Free-Riding or Tribute?, Gün + Partners Webinar, Moderator, 28.09.2023

Patent Attorneyship Pre-Exam Training - Law, Association of Patent and Trademark Attorneys, Instructor, Istanbul, 19.06.2023

Seminar on Dispute Resolution Procedure in the New Internet Domain Name System and Its Effects on Practice, Ankara Bar Association Intellectual Property and Competition Law Board, Moderator, Ankara, Turkey, 28.03.2023

Trademark Law in Turkey Key Developments and Predictions 2022, Gün + Partners Webinar, Speaker, Istanbul, Turkey, 03.06.2022

ABAD Decision Review - III: "Lionel Andrés Messi Cuccittini v. EUIPO - J-M.- E.V. e hijos, SRL "decision, Gün + Partners Webinar, Moderator, 17.02.2021

Key Developments and Predictions for Trademark Law in Turkey - 2020 With a Focus on the Impacts of the COVID-19, Gün + Partners Webinar, Speaker, 18.05.2020

Law and Trademark law, Patent and Trademark Attorneys Association - Trademark Attorneyship 2nd level Pre-Exam Training, Instructor, Ankara, Turkey, 04.01.2020

Law and IP law, Patent and Trademark Attorneys Association - Trademark Attorneyship Pre-Exam Training, Instructor, Ankara, Turkey, 10.11.2019

Law, Patent and Trademark Attorneys Association – Patent Attorneyship Pre-Exam Training, Instructor, Ankara, Turkey, 03.11.2019

Law and IP law, Patent and Trademark Attorneys Association – Trademark Attorneyship Pre-Exam Training, Instructor, Istanbul, Turkey, 20.10.2019

Law and IP law, Patent and Trademark Attorneys Association – Trademark Attorneyship Pre-Exam Training, Instructor, Istanbul, Turkey, 13.10.2019

Law and IP law, Patent and Trademark Attorneys Association – Trademark Attorneyship Pre-Exam Training, Instructor, Ankara, Turkey, 29.09.2019

Law, Patent and Trademark Attorneys Association – Patent Attorneyship Pre-Exam Training, Instructor, Ankara, Turkey, 15.09.2019

Recent EU Case Law and Turkish Court of Appeals Precedents on Trademark, Gün + Partners – World IP Day, Moderator, Istanbul, Turkey, 26.04.2019

Turkey's New IP Code and Key Changes for Trademarks, Gün + Partners Seminar, Panellist, Istanbul, Turkey, 13.04.2018

Trademark Infringement under Turkish Law, Model Court of Justice 2018, Speaker, Ankara, Turkey, 09.02.2018

Turkey's new Industrial Property Code (No. 6769), Gün + Partners Seminar, Speaker, Paris, France, 05.04.2017

## Associations

European Communities Trademark Association (ECTA), Member of Publication Committee

Association Internationale pour la Protection de la Propriété Intellectuelle (AIPPI)

International Trademark Association (INTA), Unfair Competition Committee

Patent and Trademark Attorneys' Association of Turkey (PEM), Board Member

Association of Trademark and Design Law Practitioners (APRAM)

## Education

2021, Faculty of Law, Paris II Panthéon-Assas University, Paris LL.B.  
2013, Faculty of Business Administration, Anadolu University, Eskişehir MA  
2011, European Law, Gazi University, Ankara LL.M.  
2005, Faculty of Law, Galatasaray University, Istanbul LL.B.  
2001, Charles de Gaulle French High School, Ankara

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[+90 \(212\) 354 00 00](#)

+90 (212) 274 20 95

✉ gun@gun.av.tr

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