



## Merve Çimen Sevine

SENIOR ASSOCIATE

Bar Admissions: **Istanbul Bar Association**  
Languages: **English, Turkish**  
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## Expertise

Areas of Expertise

Intellectual Property

Trademarks and Designs

Copyrights

## Publications

**Court of Cassation Issues Controversial Decision on Likelihood of Confusion in Dispute Over Pharma Marks**  
WTR, Co-Author, Jan 06, 2025

[Turkish PTO Continues to Protect Copyright Holders Against Infringing Trade Mark Applications in Its New Decision](#)  
AIPPI Newsletter, Co-Author, Jun 25, 2024

[Turkish Legislation Offers Various Solutions to Tackle Trademark Squatting](#)

Gün + Partners, Co-Author, Jun 12, 2024

[How Turkey Tackles Trademark Applications Infringing Upon Copyrighted Works](#)

Managing IP, Co-Author, May 20, 2024

[PTO Issues Exemplary Decision Clarifying Concept of 'Bad Faith'](#)

WTR, Co-Author, Apr 15, 2024

[Dilution of Well-known Mark and Applicant's Bad Faith: PTO Issues Exemplary Decision](#)

WTR, Co-Author, Sep 13, 2023

[SAMSONITE v SAMS: Higher Board Issues Exemplary Decision on Similarity, Taking into Account Well-Known Status of Earlier Mark](#)

WTR, Co-Author, Sep 29, 2021

[Broad Trademarks Registered Without Intention to Use](#)

ManagingIP, Co-Author, Mar 22, 2021

## Speaking Engagements

[ABAD Decision Review – VII: Youtube&Cyando Kararı Işığında Yer Sağlayıcıların Sorumluluğu](#), Speaker 26.01.2022

[ABAD Decision Review – V: Monopoly Kararı Işığında Tekrar Başvuruları Kötü Niyetli midir?](#), Speaker 23.06.2021

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

## Education

2016, Yeditepe University, Faculty of Law, Istanbul, LL.B.

2014, Utrecht University, Faculty of Law, Netherlands (Erasmus)

2011, Şenesenevler High School, Istanbul

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