



## Pinar Arıkan

DIRECTOR

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## Expertise

Pinar Arıkan is the Director of the IP prosecution practice area in the firm. She has been working for the firm since 2004. She currently leads the IP prosecution team consisting of trademark and patent attorneys.

Within the trademark, patent, design and domain name matters, she has counselled a number of local and multi-national clients from diverse businesses on clearance searches, filing new applications and oppositions, developing and implementing prosecution strategies, managing the global IP portfolios of the clients and represented them before the Turkish Patent and Trademark Office (the Office).

She represents multinational clients from numerous business areas 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. She also supervises a network worldwide patent and trademark agents in relation to registration of trademarks of various Turkish companies abroad.

Pinar has been involved in various trademark assignment projects, assisted foreign and Turkish companies to negotiate the assignment conditions, drafted the deeds of assignment and signed in the name of the assignor/assignee and record the change in ownership before the Office.

Pinar has been worked on IP due diligence projects, assisting the clients in reviewing their global IP portfolio and restructuring it where necessary, and providing them opinion on developing IP registration strategy.

Pinar has broad experience in rebranding projects and assisted the clients in providing opinions regarding the registrability of the candidate marks and registering the chosen trademarks.

## Areas of Expertise

Intellectual Property

IP Prosecution

Trademarks and Designs

## Publications

### Turkish Patent and Trademark Office's 2024 Revisions: Updates to the Trademark Classification System

FICPI, Co-Author, Mar 26, 2025

### New Turkish Domain Name System Creates a Situation in Need of Resolution

ManagingIP, Co-Author, Apr 20, 2023

### A New Era in .Tr Extended Domain Names - and a New Issue Waiting for a Solution

ManagingIP, Co-Author, Apr 05, 2023

### Turkish Patent and Trademark Office Updates Trademark Examination Guidelines

WTR, Co-Author, Mar 09, 2022

### Turkish Country - Code Domain Name System on the Eve of a New Era

WTR, Co-Author, Feb 02, 2022

### Madrid e-Filing Now Available to Applicants in Turkey

WTR, Co-Author, Dec 15, 2021

### How to Protect Color Marks in Turkey

INTA Bulletin, Author, Nov 02, 2021

### Cross-border IP Right Assignments 2021 in Turkey

Practical Law, Co-Author, Apr 08, 2021

### A New Era for Domain Names Under the '.tr' Extension

WTR, Author, Nov 12, 2020

### COVID-19's Impacts on Trademark Prosecution

Gün + Partners, Co-Author, Sep 16, 2020

### Turkey Withdraws Declaration Made Under Article 14(5) of Madrid Protocol

WTR, Co-Author, Nov 29, 2019

### Patent and Trademark Office Issues New Guidelines for Examination of Trademark Applications

WTR, Co-Author, Oct 30, 2019

### International Registrations Subject to Disparate Treatment in Opposition Proceedings

INTA Buletin Vol. 73 No. 14, Co-Author, Sep 07, 2018

### Letters of Consent Under the Turkish Industrial Property Code

Managing IP – International Briefings, Co-Author, Apr 10, 2018

### TURKEY: Implementing Regulation of the New IP Code Enters into Force—Major Changes for Trademarks

# Associations

International Trademark Association (INTA), Chair of Nontraditional Trademarks Europe Subcommittee

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

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

Patent and Trademark Attorneys' Association of Turkey (PEM)

# Education

2004, International Trade, Boğaziçi University, Istanbul

1999, Tuncay Azaphan Anadolu Ticaret Meslek Lisesi, Istanbul

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