



## Zeynep Seda Alhas

PARTNER

Bar Admissions: **Istanbul Bar Association**

Languages: **English, Turkish, French**

Phone: **+ 90 (212) 354 00 40**

Email: **zeynep.alhas@gun.av.tr**

## Expertise

Zeynep Seda Alhas joined the firm in 2006 and became a partner in 2017. She is both a lawyer and a trademark attorney specializing in Intellectual Property law. She focuses trademark and design, anti-counterfeiting, and copyright.

Zeynep's IP litigation practice focuses on trademarks, designs, unfair competition and copyrights. She advises a wide range of foreign and domestic clients from numerous business sectors on implementing IP protection and enforcement strategies,

She has vast experience in civil IP litigation, as well as domain name and unfair competition conflicts, representing clients in cancellation, invalidation, infringement and other civil court actions and domain name ADR proceedings, filing for interlocutory and precautionary injunctions, negotiating and drafting co-existence, settlement and licensing agreements.

Zeynep has been involved in numerous anti-counterfeiting and anti-piracy campaigns, handled and supervised evidence gathering and criminal raid procedures all around Turkey, and works with the firm's in-house investigations department closely.

She advises on portfolio management strategies and represents clients before the Turkish Patent and Trademark Office (TURKPATENT), and supervises opposition and appeal procedures for trademark, design and well known trademark applications to the TURKPATENT.

## Areas of Expertise

Intellectual Property

Trademarks and Designs

Anti-Counterfeiting

IP Prosecution

Copyrights

## Publications

### IP Rights 2024 in Türkiye: Overview

Practical Law, Co-Author, Sep 16, 2024

### Is Alternative Dispute Resolution Effective Enough for ".tr" Domain Names?

Gün + Partners, Co-Author, Nov 01, 2023

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

ManagingIP, Co-Author, Apr 20, 2023

### Can The Accused be Acquitted Solely on The Grounds That The Number of Seized Counterfeits Is Very Low?

Gün + Partners, Co-Author, Apr 08, 2023

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

ManagingIP, Co-Author, Apr 05, 2023

### Turkish Court of Cassation's Recent Decision on Search and Seizure Orders is Strengthens the IP Owners' Position

ManagingIP, Co-Author, Nov 22, 2022

### Patents, Trade Marks, Copyright and Designs 2022 in Turkey

Practical Law, Co-Author, Nov 09, 2022

### Turkish IP Office Rules on Similarity of Figurative Marks: Timberland's Tree Emblem

ManagingIP, Co-Author, Sep 12, 2022

### Similarity of Short Trademarks: Patent and Trademark Office Deviates From Practice in Groundbreaking Decision

WTR, Co-Author, Apr 13, 2022

### Challenges and Opportunities When Combatting Counterfeits in Turkey

ManagingIP – Future of IP: Turkey 2022, Co-Author, Mar 14, 2022

### IP Court Rules on Red Bull's Colour Marks in an Infringement Claim

ManagingIP, Co-Author, Nov 19, 2021

### Red Bull Triumphs in Opposition Before the Turkish Patent and Trademark Office

WTR, Co-Author, Sep 06, 2021

### A Look at Brand Enforcement During the COVID-19 Pandemic

ManagingIP, Co-Author, Feb 18, 2021

### District Court Upholds Foreign Mark Owner's Opposition Based on 'Genuine Right Ownership' Ground

WTR, Co-Author, Aug 24, 2020

### Combating Counterfeit Hygiene Products, Along With COVID-19

Gün + Partners, Co-Author, May 13, 2020

## Speaking Engagements

In-service Training Sessions, General Directorate of Customs, Speaker, Istanbul, 09.07.2024

Combating Counterfeiting in Turkey, JETRO - International Intellectual Property Protection Forum, Speaker, 27.10.2022

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

What Happened in the World of Intellectual Property in the Days of Pandemic and Perspectives for the Future, IPR Gezgini, Speaker, 10.03.2021

The Effects of COVID-19 on Anti-counterfeiting Activities in EMEA Region, Gün + Partners Webinar, Speaker, 22.06.2020

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

World IP Day – Conversation on Impact of COVID-19 on IP, Gün + Partners Webinar, Speaker, 27.04.2020

Enforcement Issues and Best Practices on Anti-Counterfeiting, Gün + Partners – World IP Day, Moderator, İstanbul, Turkey, 26.04.2019

Trademark – Design – Artistic Works Mock Trial, AIPPI Turkey - Sertaç Köksaldı – 5<sup>th</sup> Intellectual Property Law Seminar, Counsel for the Defence, İstanbul, Turkey, 06.04.2018

Trademark Litigation in Emerging Markets, INTA - 139th Annual Meeting, Barcelona, Spain, 21.05.2017

New Intellectual Property Code Enters into Force, AIPPI Türkiye and Ozyegin University, Panellist, İstanbul, Turkey, 01.04.2017

Turkey's New Industrial Property Code (no:6769), Gün + Partners Seminar, Speaker, İstanbul, Turkey, 10.02.2017

## Associations

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

Association Internationale pour la Protection de la Propriété Intellectuelle (AIPPI), Piracy and Counterfeiting Committee

International Trademark Association (INTA), Anticounterfeiting Committee

Istanbul Arbitration Center (ISTAC), Secretary of Intellectual Property Working Commission

Patent and Trademark Attorneys' Association of Turkey (PEM)

## Education

2006, Faculty of Law, Galatasaray University, İstanbul LL.B.

1999, Samsun Anatolian High School, Samsun

## Stay Informed

Subscribe to stay up to date on the latest legal insights and events of your choice.

SUBSCRIBE NOW

[ABOUT US](#)

[PEOPLE](#)

[SERVICES](#)

[INSIGHTS](#)

[NEWS AND EVENTS](#)

[SOCIAL RESPONSIBILITY](#)

[CONTACT](#)

[CAREER](#)

[DISCLAIMER](#)

[COOKIE POLICY](#)

[PRIVACY NOTICE](#)



[+90 \(212\) 354 00 00](tel:+902123540000)

+90 (212) 274 20 95

[gun@gun.av.tr](mailto:gun@gun.av.tr)