#### August 2023

#### **Turkey Legal Update**

#### **Turkish Color of the Month**

Born in Elazığ on the east of Turkey, Saim Dursun, depicts, with the warm liveliness of light and color on his spatula, the true Anatolian picture uncovering the strong willpower of Turkish people and their joy of life despite hardship. Painter Saim Dursun passed away in August 13, 2021 at the age of 62.



By Saim Dursun @

#### Reflections of Digital Transformation on Competition Law

Competition , Data Protection and Privacy

By Begüm Yavuzdoğan Okumuş, Zeynep Çağla Üstün and Seda Takmaz

The evaluations made within the scope of the Study on the Reflections of Digital Transformation on Competition Law and the assessments made by the Competition Board in the investigations where the Board concludes that competitive concerns arise, and the size of the administrative fines imposed, show the importance of this area within the Competition Authority. The examination of digital markets is necessary for establishing a healthy competitive environment, and there is a need for the implementation of required regulations.

#### **News and Events**



### LMG's Life Sciences Awards 2023 EMEA

We are proud that our firm named as "EMEA White Collar Crime Firm of the Year" and our partners, Begüm Yavuzdoğan Okumuş, recognized as "EMEA Antitrust Competition Lawyer of the Year" and Beril Yayla Sapan recognized as "EMEA White Collar Crime Lawyer of the Year" by LMG's Life Sciences Awards 2023 EMEA.



#### IAM Global Leaders 2023

Our founding partner Mehmet Gün, and our partners Özge Atilgan Karakulak and Selin Sinem Erciyas are listed in IAM Global Leaders 2023.



## Gün + Partners Top Ranked by IP STARS 2023

We are proud to be listed as top tier firm and our five practitioners are listed among trademark stars and patent stars by Euromoney Managing IP's IP STARS 2023.

#### Decision on the Pricing of Drugs Has Been Amended

Life Sciences

By Dicle Doğan, Fatma Sevde Tan and Beste Turan

The Decision on the Pricing of Medicinal Products for Human Use was amended and the euro value used in the pricing of drugs was updated.

# Highly Logical: Turkish IP Office's Vulcan Salute Ruling Sets Final Frontier For Copyright Ownership Argument

Trademarks and Designs , Intellectual Property

By Güldeniz Doğan Alkan and Ayşenur Çıtak Bozdağ

Vulcan Salute decision is a great example to see the IP Office's implementation of copyright ownership argument and the type of evidence considered in the opposition proceedings.

# PTO Confirms Similarity of Virtual and Physical Goods in Landmark Decision

Trademarks and Designs , Intellectual Property By Mutlu Yıldırım Köse and Su Yücel

PTO confirms similarity of virtual and physical goods and services.







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