



## ASIAN DOMAIN NAME DISPUTE RESOLUTION CENTRE

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Date of Birth: July 31, 1968  
Nationality: Turkish

### **Dispute Resolution Training & Experience**

Training -Attended the workshop of WIPO about UDRP

Experience - Acted as a panelist before WIPO for more than 17 cases.

### **Career**

- 1990 - Admitted to İstanbul Bar Association
- 1995 - Business Administration Courses for Industry and Commerce, London;  
Chamber of Commerce
- 1995 - Diploma, Private International Law, Wolverhampton University, United Kingdom
- 1999 - Trademark and Patent Attorney
- Upto - Senior Partner in Mehmet Gün & Partner Law Firm  
2011
- January Equity Partner in NSN Law Firm  
2011-now

### **Area of Expertise**

Intellectual Property, Advertising and Media Law, Life Science Law, Product Liability,

### **Language**

English and Turkish.

### **Experience In Intellectual Property and Domain Names**

Legal counselor and litigator on numerous projects regarding trademarks, copyrights, industrial designs, patents, domain names, internet law and unfair competition; represented large IP complex litigation portfolios, of the world's leading companies for consecutive many years. She has significant experience in negotiating complex license, know how, copyright agreements and in IP due diligence.

She is the author of numerous publications on protection of well known marks, 3D marks, unregistered marks, medicinal marks and INN routes and acting as Trademark & Patent Attorney.

Advising the clients regarding IT infringement and domain name disputes.

Litigating in numerous court actions for cancellation of infringing domain names and in infringement actions. Served to Business Software Alliance for several years to protect software of the members firms. She has specialized in drafting software contracts and contracts for companies engaged in the IT business, including content and technology development and licensing, e-commerce, advertising and distribution. She advised clients across the telecommunications network operators; television and radio broadcasters; social network operators; online retailers; and computer games companies.

### **Major Publications**

- Co-author, "Confusion of medications and protection of INN routes" Legal Magazine, January 2011.
- Co-author, "Avoiding the Confusion of Medications" Managing Intellectual Property, Dec 2008-Jan 2009, Issue 185, s. 73-75
- Coauthor, "Promotion of Pharmaceuticals Under Turkish Law", Mondaq, 07 April 2009.
- Author, "The Principles and Rules for Registration under "tr"; Domain Name Legislation, Disputes and Remedies under Turkish Law"
- Co-author, "Revision of Europe Cross Border Television Contract"
- Regulation to Tackle Online Abuse, Marques Newsletter, 2009/2; "Alcohol Adverts Regulation Causes Controversy", Marques Newsletter, 2009/4. Regularly provides articles and updates for World Trademark Law Reports, World Media Law Reports and Entertainment Law Review.
- Delivered speeches at the Bilgi University and the İstanbul Technical University regarding protection of unregistered trademarks and loopholes in design protection respectively.
- Delivered Speeches at Information Technologies Seminars vy Hermes Organization and İstanbul Bar Association about IP infringement on Internet.