



Spotlight on Türkiye: enforcement strategies for a global transit hub

 **WTR** SPECIAL REPORTS

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FOREWORD

As a strategic bridge between Europe and Asia, Türkiye is a natural global transit hub, and a vital market for international brands across industries. From fashion and consumer goods to pharmaceuticals and technology, multinationals operating in or beyond Türkiye have a responsibility to monitor trade and operations throughout the country, in order to protect their brands on a global scale. But visibility on effective actions can be poor. And while the country's IP legislation is largely harmonised with EU standards, the realities of trademark enforcement often tell a different story.

Today, global brands navigating Türkiye face a complex landscape shaped by persistent challenges. Legal standards and enforcement measures can be inconsistent. Courts can vary in their interpretations of the law, while border enforcement, although robust on paper, can vary in execution. Counterfeiting tactics in both physical and

digital marketplaces are also evolving. Online infringement continues to outpace regulatory responses. Add to this unfettered parallel imports and widespread counterfeit manufacturing, and brand owners are under increasing pressure to act swiftly but intelligently.

This Special Report examines the unique enforcement landscape in Türkiye, drawing on expert insights from local counsel and brand protection specialists to help international brands overcome nuanced, local hurdles.

The report offers strategic guidance on everything from litigation tactics to customs partnerships. Whether you are establishing a foothold in the Turkish market, defending an existing presence, or preventing onward trade in infringing goods, this report is designed to help you proactively protect your rights and mitigate risks in one of the world's most commercially dynamic – but legally nuanced – jurisdictions. **WTR**



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EXECUTIVE SUMMARY

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In terms of major players, Johnson & Johnson is the most active foreign filer in Türkiye, while Turkish Airlines is the most valuable domestic brand, with a brand value of \$2.3 billion

2

Recent developments in non-use cancellation actions have brought about significant changes, which will affect trademark maintenance strategies in Türkiye

3


Collaboration with Customs is truly essential if brand owners are to prevent the import and export of counterfeit goods

4

In principle, parallel imports are permitted in Türkiye. However, trademark owners can use other IP laws to block problem goods



Traversing the legal terrain

An overview of Türkiye's IP regime, its alignment with international standards, and the legal nuances that impact enforcement outcomes.  **WTR**



Türkiye's biggest filers

TÜRKPATENT and WIPO data reveals the biggest trademark portfolios owned by local and foreign enterprises.

The Turkish Patent and Trademark Office (TÜRKPATENT) is one of the top 10 most active IP offices in the world. Data from Clarivate shows that, over the past 10 years (2015-2024), TÜRKPATENT has received 1.36 million trademark applications, with a total growth of 77% over the decade. After years of increasing activity, TÜRKPATENT saw a surge in filings in 2019, followed by the most significant jump (up 30%) in 2020. In 2022, TÜRKPATENT received almost 200,000 applications, its highest ever annual amount. Although numbers have started to fall in the past two years (down 13% in 2023, and a further 3% in 2024), applicants are still filing trademarks at much higher volumes than they were before the pandemic-induced boom.

Within the same 10-year period, Turkish applicants have filed over 13,000 international registration applications at WIPO – an average of 1,323 each year. WIPO filing activity follows a similar trend to that at TÜRKPATENT; 2022 saw the most applications (over 1,700), and numbers remain higher than pre-pandemic.

Local rights holders are responsible for the bulk (96.5%) of trademark applications filed at TÜRKPATENT. The biggest investment from outside Türkiye comes from US applicants, which have filed over 13,800 trademark applications (1% of the total) in the past 10 years. Chinese rights holders follow with around 4,700 applications. After that, we see filings from:

- the United Kingdom (over 2,800 applications);
- Germany (2,780 applications); and
- Switzerland (over 1,600 applications).

Even when excluding Turkish applicants, Europe as a region still has the biggest investment in the Turkish register, followed by Asia, then North America.

Figure 1. Number of trademark applications filed at TÜRKPATENT – 2015-2024



Source: Clarivate



Turkish applicants almost always file directly to TÜRKPATENT. Roughly 95% of domestic filings are national filings, rather than Madrid filings. That said, WIPO is the second most popular register for Turkish rights holders. Turkish applicants have filed over 13,000 international registration applications in the past 10 years, followed by over 9,000 US applications.

Roughly three-quarters (74.6%) of the 1.03 million trademark applications filed at TÜRKPATENT between 2015 and 2022 have reached registration. Moreover, registration rates have remained relatively stable over the years, fluctuating between 72.8% and 77.1%, suggesting consistent processing efficiency by TÜRKPATENT agents.

With almost 2,600 active marks, Turkish food manufacturer Yıldız Holding is the most prolific filer among local applicants. Competitor Eti follows closely with around 2,300 marks. Telecoms and tech services provider Turkcell Communication Services comes third with 1,683.

Figure 2. Number of international registration applications filed at WIPO by Turkish applicants – 2015-2024

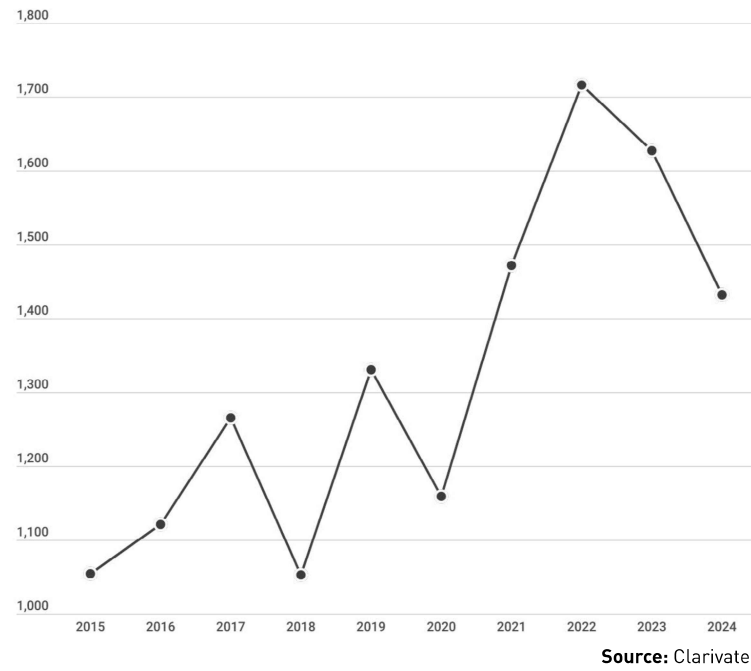


Figure 3. Breakdown of foreign applicant nationalities at TÜRKPATENT – 2015-2024



Table 1. Top 15 registers for trademark applications by Turkish filers – 2015-2024

	Register	Number of applications
1	Türkiye	1,319,951
2	WIPO	13,230
3	United States	9,124
4	EUIPO	5,748
5	United Kingdom	5,634
6	China	3,358
7	India	1,861
8	Iraq	1,843
9	Canada	1,834
10	Saudi Arabia	1,828
11	Qatar	1,452
12	United Arab Emirates	1,435
13	Kuwait	1,060
14	Indonesia	1,030
15	Jordan	906

Source: Clarivate

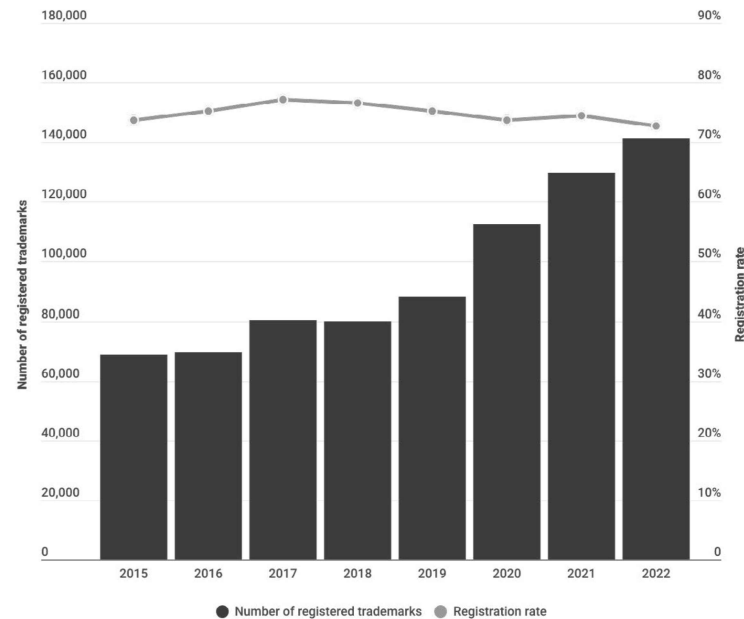


Among foreign applicants, US pharmaceutical giant Johnson & Johnson owns the largest portfolio, with 831 active marks. French cosmetics giant L'Oréal follows with 714. Consumer goods manufacturer Procter & Gamble is third with 645.

Food and confectionery companies are the most active among local applicants. Across the top 20 domestic filers, they account for almost a quarter of all trademarks (5,834). Pharmaceutical and telecoms brands also have a significant proportion of filings among the top 20 (3,905 and 2,498 trademarks, respectively).

As for foreign applicants, four of the top 20 portfolios protect pharmaceutical brands. Foreign pharma companies have registered over 2,000 trademarks in Türkiye, accounting for a quarter (25%) of those filed by the top 20. Personal care and technology companies are also active filers, with 1,850 and 1,067 trademarks, respectively.

Figure 4. Number of registered trademarks and registration rate at TÜRKPATENT – 2015-2022



Source: Clarivate

“Among foreign applicants, US pharmaceutical giant Johnson & Johnson owns the largest portfolio”

Table 2. Top 20 biggest trademark portfolios – local applicants

	Applicant	Industry	Number of active trademark records
1	Yıldız Holding Joint Stock Company	Food and confectionery	2,573
2	Eti Food Producing and Trade	Food and confectionery	2,256
3	Turkcell Communication Services	Telecommunications	1,683
4	Betek Paint and Chemical	Chemicals	1,435
5	Konya Sugar Industry and Trade Inc	Confectionery	1,313
6	BİM United Stores Inc	Retail Stores	1,268
7	Şölen Chocolate Food Industry and Trade Inc	Confectionery	1,262
8	Abdi İbrahim Pharmaceutical	Pharmaceuticals	1,250
9	Arçelik AŞ	Household appliances	1,105
10	A101 Yeni Mağazacılık AŞ	Retail	1,036
11	Sanovel Pharmaceutical Industry and Trade Inc	Pharmaceuticals	1,030
12	Tüyap Fairs and Exhibitions Organisation Inc	Exhibitions	1,015
13	Teslime Uysal	Food and confectionery	1,005
14	İstikbal Furniture Industry and Trade Inc	Furniture	861
=15	İlko Pharmaceuticals	Pharmaceuticals	815
=15	Vodafone Telecommunications Joint Stock Company	Telecommunications	815
17	DYO Paint Factories Industry and Trade Joint Stock Company	Paints	813
18	Neutec Pharmaceutical Industry Trade Joint Stock Company	Pharmaceuticals	810
19	Türkiye İş Bank Joint Stock Company	Banking	800
20	Mey Alcoholic Beverages Industry and Trade Joint Stock Company	Alcoholic beverages	789

Source: Clarivate



Pharmaceutical manufacturer World Medicine Pharmaceutical Industry and Trade Inc – which sells products in over 30 jurisdictions – is the most active Turkish filer at WIPO (349 applications). Half of the top 10 WIPO filers are also active filers at TÜRKPATENT, including:

- Arçelik AŞ;
- BIM United Stores Inc;
- Eti Food Producing and Trade;
- İlko Pharmaceuticals; and
- Yıldız Holding Joint Stock Company.

Destek Patent is the top representative for Turkish applicants at WIPO. The firm has filed 2,287 international applications for Turkish clients – more than twice as many as second-place Ankara Patent Bureau.

Table 3. Top 20 biggest trademark portfolios – foreign applicants

	Applicant	Industry	Number of active trademark records
1	Johnson & Johnson	Pharmaceuticals	831
2	L'Oréal	Cosmetics	714
3	The Procter & Gamble Company	Personal care	645
4	Bristol-Myers Squibb Company	Pharmaceuticals	496
5	Amazon Technologies Inc	Technology	475
6	Unilever Global IP Limited	Personal care	469
7	PepsiCo Inc	Food and beverage	461
8	Unilever IP Holdings BV	Personal care	402
9	Novartis AG	Pharmaceuticals	396
10	Eli Lilly and Company	Pharmaceuticals	336
11	Colgate-Palmolive Company	Personal care	334
12	The Coca-Cola Company	Beverages	333
13	Apple Inc	Technology	332
14	British American Tobacco (Brands) Inc	Tobacco	328
15	Disney Enterprises Inc	Entertainment	298
16	Société Des Produits Nestlé SA	Food and beverage	283
17	Nissan Motor Co, Ltd	Automotive	262
18	Samsung Electronics Co Ltd	Technology	260
19	Mars Incorporated	Confectionery	248
20	Japan Tobacco Inc	Tobacco	244

Source: Clarivate

Table 4. Top 10 Turkish applicants at WIPO

	Applicant	Industry	Number of applications
1	World Medicine Pharmaceutical Industry and Trade Inc	Pharmaceuticals	349
2	Arçelik AŞ	Household appliances	231
3	Eti Food Producing and Trade	Food and confectionery	155
4	BIM United Stores Inc	Retail	114
5	İlko Pharmaceuticals	Pharmaceuticals	110
6	Yıldız Holding Joint Stock Company	Food and confectionery	82
7	WORLD-VET Pharmaceutical Industry and Trade Limited Company	Veterinary pharmaceuticals	60
8	Eczacıbaşı Building Products	Ceramic bathroom fittings	58
9	LC Waikiki Retail Services Trade Joint Stock Company	Fashion and retail	54
10	FLO Retail and Marketing Inc	Online fashion retail	52

Source: Clarivate

Table 5. Top 10 representatives for Turkish applicants at WIPO

	Representative	Number of WIPO applications filed
1	Destek Patent	2,287
2	Ankara Patent Bureau	948
3	ADRES PATENT, Trademark & Intellectual Property Rights Consultancy Co Ltd	718
4	Hatice Kutlucan (individual)	612
5	Markiz Patent	467
6	Grup Ofis Marka Patent	427
7	Marpaş Trademark and Patent Office	325
8	İstek Patent IP Services and Law Office	244
9	Ayrıntı Patent Limited	211
10	Erdem Kaya & Partners	205

Source: Clarivate



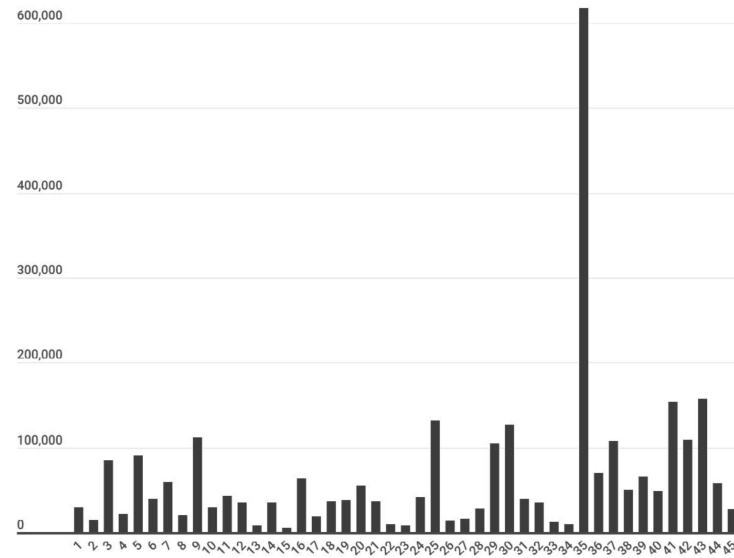
Half of the trademark applications filed at TÜRKPATENT between 2015 and 2024 cover service classes. The top three Nice Classes covered are:

- Class 35 (advertising and business management services) – almost 618,000 applications;
- Class 43 (food and drink services and hospitality services) – over 157,600 applications; and
- Class 41 (education, training services and entertainment) – around 153,500 applications.

Within goods classes, Class 25 for clothing, footwear and headwear is the most popular, covering almost 131,600 applications. **WTR**

“Half of the trademark applications filed at TÜRKPATENT between 2015 and 2024 cover service classes”

Figure 5. Number of applications by Nice Class – 2015-2024



Source: Clarivate



Türkiye's most trusted trademark representatives

IP Pilot data reveals the law firms filing the highest number of trademarks on behalf of clients in Türkiye over the past decade.

A handful of law firms have dominated Türkiye's trademark filing landscape over the past decade, consistently navigating local demands. Drawing on comprehensive data from IP Pilot, this analysis identifies Türkiye's most active trademark law firms, highlights key shifts in their filing patterns, and uncovers some of the local clients and sectors driving activity.

Top trademark filers – 2015-2025

IP consultancy service provider Destek Patent stands as the titan Türkiye trademark prosecution, filing over 53,000 marks in the past decade. Nearly all its filings (99.5%) were made directly to the national office, with minimal reliance on the Madrid System for international filings (0.5%). Destek

Patent has filed almost double the number of trademarks of second-place Adres Patent. Adres Patent has filed over 27,700 marks in the past 10 years, followed closely by İstek Patent, which has filed over 25,100. Other prominent players include Marpaş Patent Bürosu, Grup Ofis Patents & Trademarks, Acar Intellectual Property Services and Diş Patent – each surpassing 14,000 filings over the 10-year period.

At the lower end of the top 20, filing less than 10,000 applications since 2015, are IP consultancy İnka Patent, an attorney named Yakup Gübül at Patent Danışmanlık and, curiously, Turkish politician Nuri Okutan.

The landscape changes slightly when focusing on the most recent five years (January 2020-May 2025). While Destek Patent retains its lead with almost 26,000 filings, several firms have either consolidated their positions or climbed the ranks. Adres Patent, İstek Patent and Marpaş Patent Bürosu continue to round out the top four. However, Cihan Patent has notably risen above Acar and Grup Ofis to take the fifth spot with over



8,500 filings. Tercih has also climbed from ninth to eighth, with almost 8,000 filings. Meanwhile, domain specialist Turkticaret.net has risen from 14th in the rankings (11,900 filings since 2015) to ninth when focused specifically on the past five years (7,000).

The only new entrant in the top 20 in the past five years is Deha Patent, which has filed almost 5,700 marks since 2020. The one firm to have exited the top 20 in the past five years is Karar Patent. While it has filed over 10,000 marks in 10 years, only 46% of those were in the second half of the decade.

All of this indicates a fairly predictable landscape of key players. What is also predictable is the persistently high preference for direct filings over Madrid filings. The Madrid System remains largely peripheral to Turkey's top filers. Most leading firms file over 99% of their trademarks directly, underscoring the continued importance of the national route to rights holders. Ankara Patent Bürosu is the only exception to this, having filed 1.4% of its marks via WIPO.

Table 6. Top 20 law firm filers – 2015-2025

Ranking	Name	Trademarks filed in Türkiye	% filed directly	% filed via Madrid
1	Destek Patent Inc	53,098	99.5%	0.5%
2	Adres Patent Trademark Intellectual Property Rights Ltd	27,707	99.6%	0.4%
3	Istek Patent Ve Danışmanlık, Hizmetleri Ltd Şti	25,169	99.9%	0.1%
4	Marpas Patent Bürosu Limited Sirketi	17,449	99.8%	0.2%
5	Grup Ofis Patents & Trademarks	15,530	99%	1%
6	Acar Intellectual Property Services Ltd	14,884	99.4%	0.6%
7	Diş Patent Marka Tescil Ve Danışmanlık Hiz Ltd Şti	14,032	99.2%	0.8%
8	Cihan Patent Marka Dan Hizm Tic Ltd Şti	13,985	100%	0%
9	Tercih Patent AŞ	13,330	99.9%	0.1%
10	Ankara Patent Bürosu Limited Sirketi	13,228	98.6%	1.4%
11	Makro Patent Marka Ve Fikri Haklar Dan Org Ltd Şti	13,040	100%	0%
12	Markiz Patent Ltd Şti	12,433	99.9%	0.1%
13	İsimtescil Bilişim AŞ	12,390	100%	0%
14	Turkticaret.Net Yazılım Hizm San Ve Tic AŞ	11,901	100%	0%
15	Bilge Patent Ve Dan Hizm Ltd Şti	11,666	99.9%	0.1%
16	Cihan Özgel	11,287	99.9%	0.1%
17	Karar Patent Marka Tescil Ve Dan Hiz Ltd Şti	10,035	100%	0%
18	İnka Patent Danışmanlık Ltd Şti	9,122	99.7%	0.3%
19	Nuri Okutan	8,766	99.9%	0.1%
20	Yakup Gübül Patent Danışmanlık AŞ	8,426	100%	0%

Source: IP Pilot

Signs of change

Despite this predictability, tectonic shifts are taking place beneath the surface. Türkiye's most prolific trademark firm, Destek Patent, has experienced a 41.7% decline in annual filings between 2015 and 2024. Its peak years (2015 and 2021, with around 6,500 filings each) have given way to a more challenging period, with sharp declines in 2022 (down 18.5%) and 2023 (down 19.1%). In 2024, Destek Patent filed its lowest number of trademarks across the entire 10-year period (3,800).

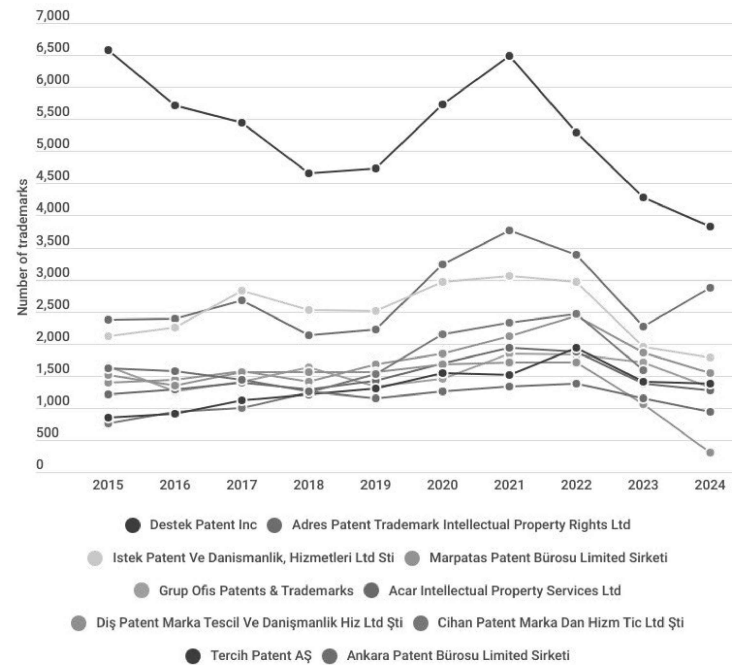
Destek is not alone in this. Every player in the top 20 saw filings increase in 2020 (by an average of 21.4%). Yet, fast forward four years, and only Adres Patent saw an increase in 2024 (up 26.6%).

Trademark attorney Cihan Özgel has seen the biggest relative growth over the decade, filing almost double the number of marks in 2024 (891) as he did in 2015 (453). That said, Özgel had been filing over 1,000 marks every year. Last year was the first time since 2017 that he did not reach that milestone. Tercih Patent also recorded dramatic relative growth last year, with a 61.2% increase from 2015 to 2024. More positively than Özgel, its 1,375 filings last year (compared to 853) outpaced its yearly average (1,317).

But across the board, filings fell by an average 21.1% between 2023 and 2024. Moreover, only half of the top 20 are filing more trademarks per year than they were a decade ago. Karar Patent and Diş Patent saw mammoth declines in 2024. Karar filed only 22 trademarks in 2024 – a 97% decline on the 849 that it filed the previous year, and 98% less than its annual average of 1,112. Diş Patent filed 303 marks last year, a drop of 71.5% on 2023 and 79.9% less than the 1,506 filed back in 2015. Considering that the firm's average per year is almost 1,400, it is unclear whether the 2024 decline is an indicator of withdrawal, market loss or a focus on other IP work.

“Only half of the top 20 firms are filing more trademarks per year than they were a decade ago”

Figure 6. Top 10 law firm filers, by year – 2015-2024



Source: IP Pilot

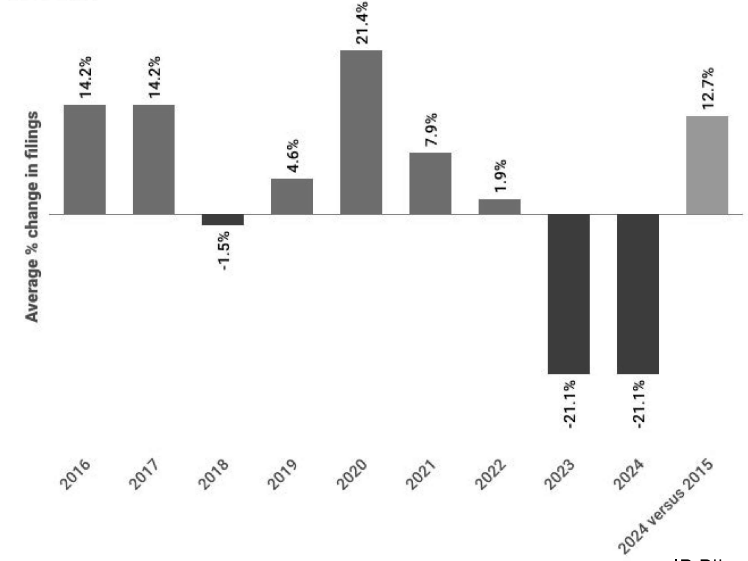
Key clients and sectors

The identities of top applicants could shed light on the commercial drivers behind these firms' trademark activity.

Destek Patent represents industrial heavyweights like defence electronics manufacturer ASELSAN, tourism and construction company Gürok Turizm, and agriculture leaders UPL and Platin. Adres Patent is closely linked to the cosmetics industry, with clients such as LM Kozmetik and Kirmizigül Kozmetik among its most prolific. Meanwhile, Marpatas Patent is notable for its foothold in food and wine, regularly representing popular pizza chains and Kavaklıdere winery – one of the best-known wineries in the country.

Grup Ofis counts banks such as Türkiye İş Bankası and Ziraat Bankası among its top clients. However, the firm's highest volume of trademark filings relate to food manufacturer ETİ Gıda Sanayi Ve Ticaret. Grup Ofis has

Figure 7. Average percentage change in filings among top 20 law firms, by year – 2015-2024



Source: IP Pilot

filed over 1,100 trademarks on behalf of ETİ in the past 10 years, accounting for 7.2% of all the firm's trademark filings – a far greater number, and proportion, of filings than any other firm on behalf of a single client. Indeed, 16.4% of Grup Ofis' prosecution work in the past 10 years has been on behalf of its top five clients alone. By comparison, the other top 10 firms' top five clients account for only 1% of their prosecution work, on average.

This suggests that most leading firms represent a wider range of clients. Combined with the sheer variety of industries represented among the top applicants alone, this underscores the diversity of client bases and the resilience of these firms against industry-specific downturns.

The Turkish market presents a unique environment – one where local counsel is paramount, direct filings dominate, and the client base spans sectors ranging from heavy industry to consumer goods. As Türkiye's economy continues to evolve, so too will its IP legal market. The question is whether the key players will remain the same as they have for the past decade, or whether shifting priorities and an increasing international focus will create new opportunities for those attuned to local dynamics. **WTR**



Major changes to non-use cancellation actions

A long-awaited regulation on administrative cancellation proceedings came into force in 2025, marking a significant shift in Turkish IP practice. Here, DERIS senior associate İrem Bezek and associate Alara Biber provide practical recommendations to help trademark owners navigate the changes.

TÜRKPATENT has long allowed for non-use cancellation actions, enabling third parties to challenge trademarks that have not been put to genuine use for five consecutive years. However, recent developments in non-use cancellation actions have brought about significant changes, which will affect trademark maintenance strategies.

Since January 2024, non-use cancellation actions have been handled by TÜRKPATENT, rather than the IP courts. On 15 March 2025, a long-awaited regulation came into force, establishing formal procedures for non-use cancellation actions and introducing a new fee system intended to regulate cancellation requests more efficiently.

Key developments

The following significant procedural changes came into force, with the aim of accelerating the non-use cancellation process:

- Exclusive handling by TÜRKPATENT – non-use cancellation actions are now exclusively handled by TÜRKPATENT, centralising the process for greater efficiency. Actions filed at the IP courts before 15 March 2025 will continue as filed.
- Filing against current trademark owner – cancellation requests must be filed against the trademark owner as registered on the date of request or against their legal successors. If ownership changes during proceedings, the proceedings will continue against the new rights holder.
- One filing per trademark – each cancellation request must pertain to a single trademark registration.
- Correcting deficiencies – if a cancellation request lacks the required information, the applicant has one month to correct the deficiencies. If corrections are not made within this period, the request will be rejected without a refund.
- Response time for trademark owners – trademark owners have one month to submit responses and any evidence of use. If requested, an additional one-month extension may be granted. However, any responses or evidence submitted after the deadline will not be considered.
- Rejection for lapsed or non-registered trademarks – if the contested trademark is not registered at the time of the request, has lapsed, or has not been registered for at least five years, TÜRKPATENT will reject the cancellation request.



- Use before request submission – any trademark use carried out within the three-month period preceding the submission of the cancellation request, which is aimed solely at avoiding non-use cancellation, will not be taken into account.
- Failure to demonstrate use – if the trademark owner fails to submit evidence or demonstrate genuine use of the mark for the specified goods or services, TÜRKPATENT will approve the cancellation request. However, the cancellation decision will extend to only the specific goods or services for which the trademark was not in use; it will not affect similar goods or services.
- Two-step examination process – the examination process will follow a two-step procedure, similar to that of opposition proceedings. The first stage will be handled by the Trademarks Department, and any decision can be appealed before the Higher Council of Re-examination within two months. The council's decision represents the final administrative stage. The parties involved can challenge this decision through a cancellation action before the Ankara IP Courts of First Instance within two months.
- Final cancellation decisions – once a final cancellation decision has been made, it will be recorded by the registry and published in the *Official Bulletin*, marking the conclusion of the process.

These procedural changes aim to make the non-use cancellation process more efficient, while ensuring that only trademarks which are actively used in commerce remain on the register. It is worth noting, however, that as rights holders may challenge final administrative decisions within two months, it is debatable whether the non-use process will be expedited. Regardless, rights holders should be aware of these changes and should carefully consider their trademark management strategies in light of the new requirements.

“The introduction of escrow fees, implemented for the first time in Turkish IP practice, represents a notable development”

Two-part fee structure

A revised fee structure applies to all cancellation requests under the new regulation:

- A cancellation fee must be paid to TÜRKPATENT for processing the request.
- An escrow deposit will be temporarily held by TÜRKPATENT until a final decision is reached; this system ensures financial accountability and aims to deter frivolous claims.

The fee refund policy is as follows:

- If the cancellation request is fully rejected, the escrow deposit will be refunded to the trademark owner.
- If the cancellation request is fully accepted, the escrow deposit will be refunded to the claimant.
- If the cancellation request is partially accepted, the escrow deposit will be retained by TÜRKPATENT.

Importantly, if the refunded amount is not claimed within 10 years, it will be permanently retained by TÜRKPATENT. For 2025, the prescribed fees are TL28,150 for the trademark cancellation fee and TL23,458.33 for the escrow deposit.

Cancellation actions may be withdrawn before TÜRKPATENT concludes the examination, provided that a power of attorney explicitly authorising such withdrawal is submitted. If an action is withdrawn, the escrow deposit will be refunded upon request.

Under the transition provisions of the regulation, TÜRKPATENT will ask claimants to complete any deficiencies in pre-applications filed before the enactment of the regulation. No escrow deposit is required for pre-applications filed before 15 March 2025.

Escrow fees and their role in non-use actions

The introduction of escrow fees, implemented for the first time in Turkish IP practice, represents a notable development. Rights holders should keep the following in mind:

- Escrow deposit requirements – the fees act as a guarantee to ensure that the cancellation applicant is genuinely pursuing the non-use action and to prevent frivolous claims. The fees will be deposited back to the parties depending on the result of the action.
- Increased financial implications – with this new requirement, rights holders must be prepared for added costs. While the escrow fees aim to reduce the number of unsubstantiated non-use claims, they have also introduced an additional financial burden on rights holders. Applicants



should therefore assess the strength of their case before initiating a non-use action to avoid losing this deposit.

- Potential problems – it may be argued that the new regulation goes against the hierarchy of norms for implementing a new financial burden not regulated by the IP Law. Potential problems may also arise when returning the payment to the parties. If a court action is filed against a TÜRKPATENT decision, it may take several years to finalise, which will cause the value of the deposited amount to decrease due to inflation.

The implementation of escrow fees for the first time in Turkish IP practice is a key change. While the fees aim to secure a guarantee amount and prevent malicious filings, discussions surrounding their legal ground and how they will be implemented in practice remain ongoing.

New clause regarding similar goods or services

A new clause stating that “no cancellation decision can be made for similar goods or services”, which was not included in the draft regulation, appeared for the first time when the regulation entered into force – bringing various interpretations and criticism due to its unclear wording. While TÜRKPATENT is yet to issue any precedents under the new regulation, practitioners have questioned whether the clause means that the agency will not issue a cancellation decision for similar goods if the trademark owner has proven genuine use for certain goods. For example, if the trademark owner has proven genuine use for “outer-clothing” in Class 25, it is unclear whether TÜRKPATENT will consider “clothing, underwear, socks” as similar and not issue a cancellation decision for these goods as well.

While the question remains open, it seems that the similarity of goods and services will play a more prominent role in cancellation decisions, even between goods in different classes. In such cases, this clause could be applied more broadly, where the similarity of goods or services across classes would influence the outcome.

Proactive measures for trademark owners

To mitigate the risk of trademark cancellation, trademark owners should:

- monitor trademark statuses regularly – for example, set up alerts for cancellation requests against their trademarks;
- maintain strong documentation – for example, keep records of trademark use (including invoices, advertisements and business records) for at least five years;
- respond to cancellation requests quickly, as the one-month response period is critical; and
- act quickly if a trademark is cancelled, as, if a competitor registers a cancelled trademark in its own name, immediate legal action is necessary.

By understanding the changes introduced by the regulation, trademark owners can better protect their rights under the revised framework. Ultimately, this significant shift in Turkish trademark law directly impacts all trademark owners. Although the new system aims to enhance efficiency and speed up non-use cancellation proceedings, it introduces financial and legal obligations that must be carefully navigated. **WTR**



Two essential rulings: IP eyes turn to the Constitutional Court

Gün + Partners partner Güldeniz Doğan Alkan and senior associate Ayşenur Çıtak Bozdağ highlight two recent Constitutional Court rulings that will have a significant impact on the interpretation and application of key provisions of the IP Code.

The Court of Cassation functions as the highest judicial authority in civil matters, including trademark law, in the Turkish legal framework. Its judgments shape the interpretation of legislation, particularly in the IP field. However, in the past 12 months, Court of Cassation decisions appear largely consistent with established precedents, particularly in relation to core concepts, such as:

- likelihood of confusion (see *INFINITY*, Decision No 2024/2354, 21 March 2024);
- well-known status (see *Valentin Yudashkin*, Decision No 2024/7570, 24 October 2024); and
- bad faith (see *Burlington*, Decision No 2025/495, 4 February 2025).

Instead, the IP community's attention has shifted to the Constitutional Court, which in the past year has considered two concrete norm control cases concerning key provisions of the Industrial Property Code (IP Code).

Concrete norm control is a mechanism whereby general jurisdiction courts apply for the constitutional review of legal provisions applicable in the case pending before them. It plays a vital role in maintaining constitutional conformity. If a provision applicable to a pending case is deemed unconstitutional by the courts, the Constitutional Court has the authority to annul it, thereby altering the legal landscape and precedents. Recently, two such IP cases were brought before the Constitutional Court, challenging the constitutionality of provisions governing:

- administrative revocation proceedings for trademarks; and
- the method for calculating damages in infringement cases for all IP rights.

These decisions are worth close analysis, particularly in light of their potential to reshape the Turkish trademark landscape.



Constitutionality review of administrative revocation proceedings

One of the most notable constitutional challenges concerned Article 26 of the IP Code, which regulates the revocation of trademarks. This provision became fully operative on 10 January 2024, transferring the authority to evaluate revocation claims from the IP courts to TÜRKPATENT. Before 10 January 2024, the implementation of Article 26 was postponed by the IP Code itself for a transition period of seven years, during which the authority to evaluate revocation claims remained with the IP courts to allow the office sufficient time to develop the necessary institutional capacity to take over this responsibility. Among the various grounds for revocation, non-use has been – and remains – the most frequently invoked.

Under the new system, it is expected that judicial review will interfere with final administrative decisions issued by the office in revocation proceedings, rather than conduct a full examination of the merits of revocation claims (eg, allowing parties to submit new evidence). There will thus be a shift from the courts considering revocation claims based on their merits to an assessment of the legitimacy of decisions rendered by the office.

However, the implementing regulation only entered into force in March 2025. At the time of writing, the office has issued no decisions. Before it could, the Ankara Fourth Civil IP Court brought a constitutional challenge against Article 26 of the IP Code. The IP court argued that delegating the revocation authority solely to an administrative body infringed the fundamental rights protected under the Constitution, including:

- the right to property (Article 35);
- the right to legal remedies (Article 36);
- the principle of equality before the law (Article 10); and
- the binding nature and supremacy of the Constitution (Article 11).

In the case before the IP court, the non-use revocation request was brought as a counterclaim in response to a trademark infringement action filed after 10 January 2024. The IP court alleged that it should be legally possible to bring non-use revocation claims before the IP courts as well, and that this authority should not solely rest with TÜRKPATENT.

In its decision dated 5 September 2024 (Decision No 2024/153), but published in January 2025, the Constitutional Court refused to assess the merits of the claim. The Constitutional Court held that the IP court lacked jurisdiction over the matter at hand; since Article 26 clearly designates the office as the competent authority to hear revocation claims, the IP court could not raise a constitutionality objection concerning a provision that was not applicable in the proceedings before it.

The dismissal of the challenge to Article 26 on procedural grounds leaves the door open for future substantive challenges. The IP court's request also shows that, despite the clear wording of Article 26, which delegates the revocation authority solely to the office, the appropriateness of assigning such authority to an administrative body remains a matter of legal debate. This debate is particularly relevant given that non-use is widely considered as the most significant and frequently invoked ground for revocation, and therefore requires detailed and careful examination. Although the Constitutional Court's dismissal did not address the substantive constitutional questions, it offers meaningful procedural guidance. In particular, it suggests that a constitutional review of administrative revocation proceedings may be possible in the future only if a cancellation action is filed against a final office decision in revocation proceedings – presumably one based on a non-use determination.

Moreover, the ruling may be seen as an implicit suggestion that revocation may no longer be raised as a counterclaim in infringement or invalidation actions – although this cannot be ascertained since the Constitutional Court did not elaborate on the merits of the case. This marks a notable shift from earlier judicial practice, where such arguments were routinely raised as counterclaims by defendants of invalidation/infringement cases.

“The dismissal of the challenge to Article 26 on procedural grounds leaves the door open for future substantive challenges”



Constitutionality review of damage calculation methods in infringement cases

The second occasion leading the IP community to set their eyes on the Constitutional Court was the constitutionality review of Article 151/2(b) of the IP Code, which provides methods for calculating pecuniary damages in IP infringement cases. Under Article 150(1), an infringer is liable for the damage caused to the IP owner, and Article 151/2 outlines three methods for calculating damages:

- the hypothetical income that the rights holder could have earned in the absence of the infringing act;
- the net profit obtained by the infringer due to the unauthorised use of the IP right; and
- the reasonable licence fee that the infringer would have paid under a lawful licence agreement.

The Ankara First IP Court questioned the constitutionality of the 'net profit' criterion under Article 151/2(b), seeking the annulment of that provision. The IP court argued that basing compensation on the infringer's net profit could lead to the inclusion of income lawfully earned through good-faith commercial activities, create uncertainty when multiple rights holders are involved, and potentially result in unjust enrichment – thus constituting a disproportionate interference with the right to property and the right to legal remedies [Article 36].

In a decision published in the *Official Gazette* on 6 May 2025 [Decision No 2025/42], the Constitutional Court unanimously rejected the annulment request. The court ruled that the contested provision represented a legitimate and proportionate limitation on property rights. Importantly, the Constitutional Court evaluated the constitutionality of Article 151/2(b) together with Article 151(3), which sets forth additional factors for determining loss of profit. These include, among other things:

- the market value of the IP right at stake;
- the degree of bad faith on the infringer's part; and
- the scope of the infringement.

The court emphasised that judicial discretion plays a critical role in applying these factors and that the provision must be interpreted within the broader framework of Turkish compensation law, as regulated by the Code of Obligations – even though Article 151/2(b) clearly provides that net income should be considered.

This approach seems to align with recent jurisprudence of the Court of Cassation. For example, in its decision dated 30 May 2024 [Decision No 2024/4524], the Court of Cassation upheld the IP court's damages calculation based on a discretionary assessment that combined Articles 151(2) and 151(3). In recent decisions, regional courts of appeal have similarly endorsed the use of judicial discretion in calculating damages, particularly in cases where it is difficult to attribute a specific portion of net income to the infringement (see Izmir Regional Court of Appeal Decision No 2024/1208, 13 June 2024; Istanbul Regional Court of Appeal Decision No 2025/444, 13 March 2025; and Istanbul Regional Court of Appeal Decision No 2025/296, 13 February 2025). The Constitutional Court's decision thus supports the current judicial approach, which tends to award reasonable compensation based on the specific circumstances of each case, rather than strictly applying Article 151/2(b).

IP Code foundations remain subject to debate

The IP Code entered into force in 2017 after extensive consultation with the IP community and lawmakers, as IP rights were previously regulated by decree laws. Nevertheless, the recent constitutional reviews of two of its provisions indicate that its legal foundations remain subject to debate and judicial interpretation.

The recent rulings by the Constitutional Court have a significant impact on the interpretation and application of key provisions of the IP Code. They highlight the IP courts' commitment to constitutional principles and illustrate the dynamic interplay between administrative authority, judicial discretion and the protection of fundamental rights in the evolving field of trademark law. **WTR**



Recent key decisions: legal takeaways from the past 18 months

Contributors from CBL Law Office, Gün + Partners and Kenaroğlu Avukatlık Bürosu present their insights on major decisions issued by TÜRKPATENT and the courts in the past 18 months.

Article 10: a hidden gem of the Industrial Property Code

Article 10 of the Industrial Property Code grants trademark owners the right to request the transfer of a mark in case of unfair registration in the name of a commercial agent and/or representative. A decision of the Court of Cassation issued in September 2024 has highlighted the significance of this provision, which remains an underestimated tool and is rarely applied in practice. The plaintiff, the new owner of the HOLLIS and OCEANIC marks, argued that the marks had been used worldwide for over 150 years and that the defendant, who had sold HOLLIS and OCEANIC-branded products in Türkiye between 1992 and 2017, had applied to register the marks in bad faith.

The IP court found that the defendant could be identified as the commercial agent of the trademark owner, and that the disputed marks had been registered without authorisation. The court thus transferred the OCEANIC registration to the plaintiff. While the contested HOLLIS mark was not identical to the plaintiff's mark and could not be transferred, it could be

invalidated on the grounds of bad faith. The decision was approved by both the regional court of appeals and the Court of Cassation.

Expert comment

This ruling... serves as a reminder that Article 10 of the Industrial Property Code provides trademark owners with the right to request the transfer of a trademark registration in case of unfair registration in the name of a commercial agent and/or representative. This provision is arguably a hidden gem of the IP Code, as it is rarely relied upon by rightful owners, who generally prefer requesting only the invalidation of trademarks registered without authorisation. However, by requesting the transfer of a trademark registered without authorisation..., it is possible to sustain the trademark registration as from the date of protection, rather than letting it become obsolete.

– Güldeniz Doğan Alkan and Dilan Sıla Kayalica, Gün + Partners

English-language mark refused on grounds of descriptiveness and lack of distinctiveness

The mark ELECTRIC PLAYGROUND has been found to be descriptive and devoid of distinctiveness in Türkiye, even though it is registered as a trademark for the same services in the United States. TÜRKPATENT initially refused the mark for sports, culture and entertainment services in Class 41 due to descriptiveness and lack of distinctive character, but the IP court reversed the decision. On appeal, the regional court of appeals concluded that it was not possible for the phrase 'electric playground' to indicate any commercial origin, and that the applicant had failed to demonstrate that the mark had acquired distinctiveness through continuous use in the marketplace. The Court of Cassation then upheld the regional court of appeals' decision.

Expert comment

Arguably, both [TÜRKPATENT] and the IP-specialised courts adopted an excessive and disproportionate approach to the descriptiveness and distinctive character of a phrase in the English language, considering that the mark included a unique stylisation... – and especially bearing in mind that the relevant consumers are Turkish consumers, whose... English-speaking skills are very limited. It is noteworthy that an identical phrase, without stylisation, was registered as a trademark (albeit in the name of a different owner) for the same services in the United States, where English is the mother tongue. The present case-law... thus implements a far-fetched approach to the absolute grounds for refusal based on descriptiveness and lack of distinctive character, and reflects an interpretation of the relevant refusal grounds that is narrower than that of the US authority. In cases where trademarks with foreign word elements are provisionally refused by [TÜRKPATENT] due to descriptiveness and lack of distinctiveness, the ultimate strategy for success could be to draw attention to the registration of the same or similar signs in foreign jurisdictions, and underline that it is neither accurate nor proportionate to provisionally refuse such applications in Türkiye.

– Uğur Aktekin and Dilan Sıla Kayalıcı, Gün + Partners

Bad faith as an effective grounds of opposition

Bad faith on the applicant's part was introduced as one of the relative grounds for refusal when the Industrial Property Law (No 6769) entered into force in 2017. A recent TÜRKPATENT decision has showed that bad faith can be an effective grounds for opposition even without proving prior use or the notoriety of the opponent's mark in Türkiye. Hungarian company Univer Szövetkezeti Zrt opposed an application for a Turkish mark based on the applicant's bad faith. Despite insufficient evidence of prior use in Türkiye, the office rejected the application due to the applicant's clear bad faith, as it was not active in the relevant sector and the adoption of the mark seemed intentional.

Expert comment

In most past cases, TÜRKPATENT seemed to reject bad faith as a sole ground for opposition, only upholding such ground if it is supported by other acceptable arguments, thus emphasising the need for concrete evidence or information when bad faith is raised. However, the present case shows that TÜRKPATENT has shifted its understanding and evaluation of bad-faith claims. TÜRKPATENT found Univer's arguments fair and acceptable, since: the applicant was active in a sector that was very different and unrelated to the goods applied for; and its choice of trademark could not be explained by a mere coincidence....

The decision thus shows that bad-faith arguments can be accepted... even where the evidence of prior use and notoriety in Türkiye of a trademark registered abroad is found to be insufficient by the authority. Arguably, this decision exemplifies TÜRKPATENT's good practice in protecting the rightful owners against applicants who are knowingly not acting in accordance with the principles of fair trade and seek to gain an unfair advantage.

– Ceylin Beyli and Elfiye Kudaki, CBL Law Office



Higher Board rectifies implementation of goods and services limitations

In a landmark decision issued in January 2025, the Higher Board has recognised that stricter conditions apply to the limitation of goods and services for national applications compared to international applications filed via WIPO, leading to discrimination. In a 2021 decision, TÜRKPATENT had refused an application for limitation on the grounds that such limitation was too vague and not in the form of a restriction, among other things. The applicant argued that the limitation sought to differentiate its activity from that of the opponent, and that the opponent had agreed to end the dispute in exchange for such restriction. The Higher Board found that TÜRKPATENT's decision "had not been issued appropriately", noting that the limitation request had been made within the framework of a settlement agreement and that, for national applications, TÜRKPATENT "often rejects post-application limitation requests by subjecting them to stricter conditions".

Expert comment

The Higher Board's decision constitutes a milestone in various respects. First, the fact that the limitation request was not vague and did not seek to expand the scope of the goods and services – but, on the contrary, sought to restrict it – was established. Therefore, the Higher Board's decision, if adopted by the Trademarks Department in future cases, is pioneering. Second, the Higher Board's recognition of the differences in implementation in terms of national and international trademark applications bears great importance, providing hope that such discrimination will come to an end. Third, the Higher Board emphasised that the office encourages parties to resolve disputes through amicable agreements and that the office should act accordingly. As alternative dispute resolution is currently a hot topic and a preferred legal remedy around the world, the office's emphasis on this matter shows its progressive approach.

– Güldeniz Doğan Alkan and Cansu Evren, Gün + Partners

IP Court cracks down on bad-faith applications

In a case involving the trademark PETSHOP, the IP court has considered whether abuse of Article 5/1(d) of the IP Code may be deemed as a bad-faith filing. The plaintiff, which has been using PETSHOP as a non-registered mark since 2008, sought the invalidation of PETSHOP for "musical instruments" in Class 15. While the court denied the plaintiff's claims based on its earlier rights in the non-registered mark, it concluded that the defendant's mark had been filed in bad faith. The court notably found that the defendant had been registering trademarks consisting of commonly used words in relation to goods and services for which they were not descriptive, with the sole aim of obstructing well-intentioned third parties. Both the regional court of appeals and the Court of Cassation upheld the decision.

Expert comment

The decision highlights that the registration of weakly distinctive or commonly used words as trademarks – even for goods and services for which they are not descriptive or commonly used – with the sole intention of preventing third parties from using these signs in the course of trade will be considered as contradicting the principles of honesty and fairness. Further, the decision shows that the absolute ground for refusal under Article 5/1(d) of the IP Code (in parallel with Article 7(1)(d) of the EU Trademark Regulation (2017/1001)), which prevents the registration of signs that consist exclusively of words or indications that have become customary in the current language or in the *bona fide* and established practices of the trade, is vulnerable to potential abuses. Since such signs are not refused *ex officio* where registration is sought for non-related goods and services, once such signs have proceeded to registration, the only option is to file an invalidation action before the courts, which requires substantive time, effort and expense. Bearing that in mind, rights holders should monitor the publication of official bulletins and act against potentially problematic (descriptive) filings at the administrative stage.

– Güldeniz Doğan Alkan and Dilan Sıla Kayalica, Gün + Partners



Annulment of mediation rule eases procedural burden

In a decision issued in April 2024, the Constitutional Court annulled a provision whereby parties that failed to attend the first mediation meeting without a valid excuse are fully responsible for all the costs of the proceedings, even if they were justified in the case. The court found that, while Paragraph 11, Article 18/A of the Code of Mediation in Civil Disputes served to ensure participation in mediation proceedings, it imposed a significant financial burden on parties that did not attend mandatory mediation meetings, but were later found to be justified in court. Therefore, the provision restricted property rights and access to the court system, and disrupted the balance between public interest and the protection of fundamental rights.

Expert comment

While mandatory mediation is a prerequisite for all IP-related court actions involving compensation claims, the drawbacks of Paragraph 11, Article 18/A have been evident. Despite the low likelihood of reaching a settlement due to various factors in specific cases, parties often attended mediation meetings simply to avoid being burdened with all court costs. Such unproductive meetings could impose additional time and financial strains on the parties involved. In cross-border disputes, the provision posed an even greater challenge since foreign entities must be represented by a local lawyer during mediation, whereas local entities can participate themselves. Thus, the annulment of the provision is arguably beneficial for parties involved in potential future IP conflicts.

– Mine Güner and Gözde Özen, Kenaroğlu Avukatlık Bürosu

SNICKERS owner successfully opposes PEANUT & CARMEL

The IP court has found a likelihood of confusion between a figurative mark containing the words 'Ankara çikolata peanut & caramel' and earlier SNICKERS marks. The opponent challenged the contested mark on the basis of a likelihood of confusion, the well-known status of its marks and bad faith. The IP court concluded that the contested mark and the opponent's earlier marks covered identical goods, and that the contested sign was confusingly similar to the earlier marks. It also noted that the well-known status of the opponent's marks in the food sector enhanced the likelihood of confusion between the parties' marks. However, the IP court found that there was no hard evidence that the contested mark had been filed in bad faith. The regional court of appeals agreed, and the Court of Cassation dismissed the appeal.

Expert comment

This decision is a reminder of the importance of conceptual similarity in the overall comparison of conflicting trademarks. Although the Court of Cassation did not specifically mention this in its decision, it is believed that the existence of the opponent's [registered figurative] trademarks [(a red parallelogram and the SNICKERS logo)] played a significant role, since the red parallelogram... is entirely copied in the contested sign. In addition, the blurred typeface in [the SNICKERS logo] provides the opponent with more comprehensive protection, especially in cases where the word mark SNICKERS is not copied. However, here, the owner of the contested mark went one step further and used the words 'peanut' and 'caramel', in addition to copying the red parallelogram and typeface of the opponent's mark, which would lead consumers to believe that the contested mark belonged to, or was somehow associated with, the opponent. Nevertheless, the fact that none of the courts admitted that the contested trademark was filed in bad faith is quite controversial.

– Güldeniz Doğan Alkan and Dilan Sıla Kayalica, Gün + Partners



Challenges of registering colour combination marks

A well-known Turkish clothing retail company has failed to register a blue-and-white colour combination mark for goods and services in Classes 3, 18, 24, 25 and 35. Following the publication of the application, a cosmetics company filed a partial opposition, claiming that the colour combination was non-distinctive, particularly for goods in Class 3 and retail services for those goods in Class 35. The opponent argued that blue and white are commonly used by companies in the cosmetics industry and that the application could also be perceived as a single-colour mark consisting of the colour blue, as the colour white is neutral. The IP court ruled in favour of the opponent, stating that colour marks must be sufficiently distinctive to identify the owner's goods or services, and that the applicant had not proven that the colour combination had acquired distinctiveness through use. The regional court of appeals upheld the decision, and the Court of Cassation confirmed the earlier rulings in November 2024. **WTR**

Expert comment

This case demonstrates the challenges of registering colour combination trademarks, emphasising that, even if a colour combination is used by a company, it must demonstrate acquired distinctiveness through extensive use in commerce for the relevant goods/services... Moreover, the decision illustrates the importance of balancing trademark protection with public interest. Granting broad protection to a colour combination could harm competition by preventing other businesses from using those colours. Thus, the courts and (TÜRKPATENT) must carefully evaluate whether a colour combination can be perceived as inherently distinctive or if evidence of acquired distinctiveness through use is required. Ultimately, the ruling reinforces the delicate balance between protecting trademarks and maintaining fair competition in the marketplace.

– Güldeniz Doğan Alkan and Ayşenur Çıtak Bozdağ, Gün + Partners

“In a landmark decision... the Higher Board has recognised that stricter conditions apply to the limitation of goods and services for national applications compared to international applications filed via WIPO, leading to discrimination”



A registry of well-known marks: the debate continues

Debate has been raging for years over the ability of rights holders to secure well-known brand status in Türkiye, and local practitioners are still waiting for developments to help clear up uncertainty over who has authority to grant this, and when.

The well-known trademark registry at TÜRKPATENT became a discussion topic after the Turkish Court of Cassation decided in 2020 that the office had no authority to create and maintain a registry for well-known marks. First-instance IP courts and regional courts of appeals adopted this decision immediately and changed their practice, while the office has maintained its registry for well-known marks.

On 1 February 2023, the General Assembly of the Court of Cassation ruled that, although TÜRKPATENT had created a registry to record trademarks that are considered well known according to TÜRKPATENT examination, it is not entitled to do this under existing laws. Instead, the well-known status of a mark should be proven in each case, rather than be considered a fixed constant status.

In addition, the General Assembly ruled that the courts are not entitled to render a decision on determination of well-known status in a way that would constitute a final verdict. This means that the courts could examine and decide whether a trademark is well known as a prior issue only, while deciding on justifications put forward by plaintiffs that are based on the well-known trademark argument. In other words, the courts are not authorised to

determine whether a trademark is well known as part of a verdict where their decisions concerning the plaintiffs' grounds are explained.

The decision of the General Assembly of the Court of Cassation is binding for the courts, and the courts are expected to decide in line with precedents in cases where well-known status of a trademark is under question. However, TÜRKPATENT has not changed its practice, and it is still possible to file an application for determination and registration of well-known status of a mark before the office. The office announced official fees for such applications in January 2024. And there have been no changes in the legislation.

While this issue remains unresolved, the Court of Cassation rendered a decision on 25 January 2024, which references TÜRKPATENT's well-known trademark registry and the scope of protection that registration of a well-known trademark provides with regard to goods and services. It seems that the Court of Cassation may have overlooked the General Assembly's decision, as both decisions were issued at a similar time and the courts must follow the General Assembly's guidance in future cases.

TÜRKPATENT is expected to announce new official fees soon, including the fee for filing an application for determination and registration of well-known status. Meanwhile, rights holders and practitioners are eager to know whether a new regulation will enter into force to give the office authority to maintain the well-known trademark registry.

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WTR



TÜRKPATENT's latest efforts to support trademark owners

A senior representative at TÜRKPATENT shares insight into the latest developments at the office, including updates on examination processes, new digital tools, and initiatives to increase transparency and efficiency.

Türkiye as the 17th largest economy in the world and has a highly effective and dynamic trademark protection system, which is harmonious with international IP protection standards and supported by many constituents, including TÜRKPATENT (as the administrative body), specialised IP courts, enforcement agencies (eg, Police and Customs) and attorneys.

Türkiye is also an active member in the global IP protection system through its participation in many international and bilateral agreements, conventions and treaties (eg, the Paris Convention for the Protection of Industrial Property, the Berne Convention for the Protection of Literary and Artistic Works, the Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS Agreement), the Patent Cooperation Treaty (PCT), the Protocol Relating to the Madrid Agreement Concerning the International Registration of Marks, the European Patent Convention, and the Rome Convention for the Protection of Performers, Producers of Phonograms and Broadcasting Organisations).

TÜRKPATENT, along with modern IP legislation, is at the core of Türkiye's IP infrastructure. The office is affiliated, under the Ministry of Industry and Technology, to issue trademarks and patents, as well as the other industrial property rights, to ensure their protection and to make information and documentation regarding them available to the public in Türkiye and abroad, in order to contribute to the country's technological progress, create an environment of free competition and provide R&D information.

In recent years, TÜRKPATENT has introduced key reforms and changes to its structure and strategy, digital tools, and online platforms to better support brand owners and practitioners, and to cooperate with international organisations and enforcement bodies.

Key reforms and changes

The first legal regulations on trademarks and patents, the Distinctive Signs Law and the Patent Law, came into force in 1872 and 1879, respectively. Improvements to the Turkish IP system have continued since. As well as many legislative regulations, the Turkish Patent Institute was established 1994, and decree laws came into force in the fields of trademarks, patents, industrial designs and geographical indications in 1995.



The Industrial Property Code 6769 (IP Code) came into effect in 2017, combining these separate decree laws. The code brought significant reforms to the trademark registration process in order to create a more qualified industrial property structure, reduce problems, speed up procedures, and increase the compatibility of industrial property legislation with international agreements and EU regulations.

The name of the office was changed from the Turkish Patent Institute to the Turkish Patent and Trademark Office, highlighting the importance of trademarks in Türkiye. The Re-examination and Evaluation Board, which had been responsible for reviewing decisions by the Trademarks Department, was transformed into the Re-examination and Evaluation Department. The Geographical Indications Department and the Strategy Development Department were established to operate in a more effective manner. And the TÜRKPATENT Academy and the Industrial Property Training Centre were established to promote education and awareness in the field of industrial property.

Based on WIPO's 2024 World Intellectual Property Indicators report, Türkiye ranked second for national trademark application class counts in Europe and sixth in the world in 2023. In 2024, TÜRKPATENT received 183,590 trademark applications and registered 137,125 trademarks in total.

Due to high numbers of applications, which have increased over 10 times since 1995, TÜRKPATENT has strengthened its human resources in recent years. Currently, 94 industrial property experts are responsible for the examination and registration of trademark applications in the Trademarks Department and 32 industrial property experts are responsible for examining appeals against TÜRKPATENT decisions in the Re-examination and Evaluation Department.

“Due to high numbers of applications,...
TÜRKPATENT has strengthened its human resources in recent years”

It is a well-known fact that trademark protection is a complex and ongoing process, which extends beyond an application. As the administrative authority responsible for receiving, examining and registering trademark applications, TÜRKPATENT takes every necessary measure to ensure a smooth, transparent and predictable process, which meets applicant expectations. To this end, TÜRKPATENT has established minimum and maximum standard time limits for the completion of processes regarding trademark applications.

The most important standard time limits are for examinations (between one and four months) and oppositions (between two and 10 months). The 2024-2028 Strategic Plan showed that the Trademarks Department achieved those targets in 2024. The standard time limit for appeals (between one and 10 months) was achieved at a rate of 92% due to a rise of the number of appeals received. This target is expected to be met in 2025 following an increase in the number of IP experts at the Re-examination and Evaluation Department.

Predictability and harmonisation in decision-making are crucial aspects of the trademark registration process, particularly for trademark professionals who rely on consistency and clarity. To support this objective, TÜRKPATENT has published – and continuously updates – the Examination Guideline. The guideline provides detailed explanations, practical examples and key principles derived from TÜRKPATENT examination practices based on the decisions of Turkish courts, the EUIPO and the Court of Justice of the European Union.

This harmonised approach enhances legal certainty and helps to ensure that trademark applications are assessed in a consistent and transparent manner. In addition, TÜRKPATENT takes the necessary steps internally for quality control in decision-making processes. As a result, the strategic goal regarding compliance between Trademark Department decisions and Re-examination and Evaluation Department decisions was met in 2024.

Digital tools to support rights holders

TÜRKPATENT has had an online application system for all processes based on the use of e-signature/mobile signatures since 2015. In 2020 it introduced new front-office and back-office applications (EPATS and ETEBS) to further ease processes. In addition, the Digital Transformation Project has been implemented with the Scientific and Technological Research Council of Türkiye (TÜBİTAK).

An important tool provided by TÜRKPATENT is online access to the trademark registry. Through this platform, applicants can search for similar trademarks and check the availability of their desired mark before filing an application.



TÜRKPATENT is also highly committed to ensuring effective and transparent communication with all stakeholders, including trademark applicants, owners, and practitioners, and the office itself. To support this, TÜRKPATENT has developed a dedicated platform called the Electronic Communication System. This system allows applicants, trademark owners and practitioners to directly contact TÜRKPATENT examiners. It supports written communication as well as voice or face-to-face meetings via Skype. Foreign applicants can use this website to contact the office.

Due to these improvements, registering a trademark in Türkiye is very straightforward. It is important to mention that foreign-domiciled applicants must be represented by a trademark or patent attorney based on Article 160 of the IP Code. Authorised representatives are listed on the TÜRKPATENT website.

Cooperation with international organisations

Cooperation with international organisations is a key priority for TÜRKPATENT, and the office takes necessary steps to be a reliable partner in the global trademark protection ecosystem. For example, Türkiye is a participant to WIPO administered treaties.

TÜRKPATENT also places strong emphasis on education in the field of intellectual property. In this regard, TÜRKPATENT and WIPO have jointly launched an IP law master's programme, in cooperation with Ankara University. The eighth administrative committee meeting of the programme was held in 2024, jointly organised by TÜRKPATENT, Ankara University and WIPO.

Additionally, TÜRKPATENT IP experts have joined long-term programmes such as the Seconded National Experts Programme with the EUIPO and the Fellowship Programme with WIPO, in order to increase their know-how regarding recent developments in intellectual property.

In 2024, the director general of WIPO and a delegation from the office visited TÜRKPATENT. During the visit, the delegation, accompanied by the president of TÜRKPATENT, held official meetings with the minister of industry and technology and the deputy minister of culture and tourism. In the same year, TÜRKPATENT and WIPO jointly published a country report titled "Unlocking IP-backed Financing Series: Country Perspectives – Türkiye's Journey". Furthermore, a workshop titled "Mediation in Intellectual Property (IP) Disputes" was held, in collaboration with TÜRKPATENT, the Turkish Justice Academy and WIPO.

Initiatives to streamline prosecution, opposition and enforcement proceedings

The IP Code has made the following significant changes and improvements to the trademark registration process:

- The definition of 'trademark' has been changed by abandoning the requirement for a mark to be visualised by drawing in Decree Law No 556, and forming the requirement of a mark to be represented on the register in a manner to determine the clear and precise subject matter of the protection afforded to its owner. This has enabled the registration of non-traditional marks, which are protected in many countries, easier.
- The will of trademark owners for the coexistence of succeeding identical or indistinguishably similar trademarks for the same goods and services has been protected by the acceptance of a letter of consent provided by the owner.
- The refusal ground for marks that are identical or indistinguishably similar to well-known marks has transferred from absolute grounds of refusal to relative grounds of refusal, due to the dynamic nature of trademark recognition.
- Applications for signs that consist of a registered geographical sign or that contain a registered geographical sign are indicated in the absolute grounds of refusal specifically.
- The period of opposition for trademarks published in the *Official Bulletin* has decreased from three to two months, starting from the bulletin date.
- To prevent obstruction by unused marks, the use of a sign that is the ground for opposition must be proved upon request of the applicant.
- Loss of rights by acquiescence for a period of five successive years while the rights holders was aware – or should have been aware – of the situation has been regulated in invalidation proceedings.
- The right to assert non-use of an earlier trademark has been regulated as a defence in invalidation proceedings based on a likelihood of confusion on the part of the public, including a likelihood of association with the earlier trademark due to either the marks or the goods or services being identical or similar.
- The invalidation conditions of trademarks stated in Statutory Decree No 556 have been reorganised by the separation of invalidation and revocation. For the sake of practicality in trade affairs, TÜRKPATENT has the authority and responsibility to decide on revocation requests of trademarks that were implemented by the specialised courts before 10 January 2024 based on the IP Code. In general terms, the legal arrangement is in compliance with EU legislation. Judicial remedy is available against TÜRKPATENT decisions.
- The scope of actions that can be prohibited by a trademark owner, as well as the context for cases for infringement, has been extended.
- TÜRKPATENT, if it considers it necessary, has the right to encourage parties for reconciliation.



Public education, outreach and awareness campaigns


Public awareness and education in terms of industrial property rights is a key priority for TÜRKPATENT. The office strives to promote awareness and understanding of industrial property rights both across the country and in the surrounding region, while also fostering collaboration with relevant stakeholders. In this context, TÜRKPATENT undertakes a range of initiatives, including training programmes through the IP Academy, which offers both general and specialised courses and training materials on industrial property rights, and the Industrial Property Rights Training Centre, specialised courses for judges in collaboration with the Justice Academy and tailored projects for SMEs. Moreover, Industrial Property Advisory Units have been established across various provinces in Türkiye, covering almost the entire country. These units function as local consulting offices, supporting applicants and potential users of the IP system in their respective regions.

Future priorities

A bright and challenging future lies ahead for TÜRKPATENT. With its highly qualified human resources and visionary management team, the office is well prepared to navigate both the opportunities and the challenges that the future may bring.

One of the most significant developments shaping the future of IP administration is the integration of AI. Recognising the importance and potential of AI, TÜRKPATENT has launched a Digital Transformation Project

focused on AI integration. The goal of this initiative is to enhance the office's software infrastructure, enabling more efficient examination of trademark applications, improving coordination among examiners, and fostering a harmonised and streamlined working environment across the organisation.

Another key priority for TÜRKPATENT is to continue to fulfil its strategic goals under the Strategic Plan in a more effective and efficient manner. As a key player in the international industrial property protection system, particularly in the field of trademarks, TÜRKPATENT will continue to strengthen its close cooperation with international organisations. Through highly skilled human resources, advanced information technologies, and forward-looking vision, TÜRKPATENT aims to continue to serve national and international trademark applicants, rights holders, legal professionals and all stakeholders in the global trademark protection ecosystem.  **WTR**

“TÜRKPATENT has
launched a Digital
Transformation Project
focused on AI integration”



Identifying trade challenges

Unpacking the widespread issue of counterfeiting and the impact of illicit trade on legitimate businesses and brand protection efforts. WTR

Counterfeit manufacturing crisis: why pharma brands are battling an export surge

The Turkish government's controversial price-capping scheme for human medicines is driving domestic consumption – and manufacturing – of illicit pharmaceuticals.

Seizures of synthetic pharmaceuticals in Türkiye rose 340% between 2021 and 2023 to almost 29 million units, according to the Turkish National Police's 2024 Turkish Drug Report. The data reflects a surge in counterfeit manufacturing in the country – which was already identified as the second-most common non-EU country of provenance for counterfeit goods in the European Union in 2020 (after China and Hong Kong) – driven by price capping and inconsistent enforcement, as well as the move to online sales and an unpredictable local economy.

Key in driving domestic consumption of illicit pharmaceuticals in Türkiye is the government's controversial price-capping scheme for human medicines. The Turkish Ministry of Health sets maximum prices for pharmaceuticals sold

in the country, using a system that does not take into account fluctuations in the exchange rate between the Euro and the Turkish Lira.

The Turkish economy has been volatile for years, with inflation peaking at 86% in October 2022, causing huge devaluation in the Lira compared to the Euro. This has made the legitimate sale of many pharmaceutical products unviable, Ece Berkman, partner at Moroglu Arseven, recently told WTR.

"Companies are not officially importing any original products because of the prices," Berkman says. "It is not a profitable market for the big pharmaceutical companies like it used to be, so that's why people are turning to the black market, which involves counterfeit and expired pharmaceuticals."

The export market for counterfeit pills is also growing, in part because "in Türkiye, the pharmaceutical [production] market is subsidised by the government", says Moroglu Arseven partner Yonca Celebi. "It's a source of sophisticated fake pharma products because the parties can easily reach the original materials at low prices."



Once manufactured, it can be difficult to locate where the goods are stored, Berkman says. Counterfeiters use multiple names when renting warehouses, for example. And “they change their warehouses”, Berkman notes. “They sometimes put counterfeit products in their houses and change the location of the goods rapidly. Instead of using warehouses, they may use separate cars,” she says. The authorities are less likely to authorise searches on personal property (eg, houses and cars) than commercial areas (eg, warehouses), she explains.

Offering these goods for export, rather than in the local market, can help counterfeiters evade detection. “The Turkish pharmaceutical market is being closely monitored by the government,” says Celebi. The country’s Pharmaceutical Track and Trace System (ITS) monitors every unit through all phases of its lifecycle, meaning any drug that does not appear in the system is likely to be fake. Drugs destined for export are not placed under as much scrutiny.

Exporting was also made easier by the move online during the pandemic, which Berkman says has allowed more counterfeiters to reach European customers. “Social media has become a big market for counterfeit pharmaceuticals,” adds Moroglu Arseven senior associate Sena Yasaroglu. “They all have foreign telephone numbers and most of them can offer products to Europe. You just send money to their bank account and they send the products through the post office... [Türkiye is] like a bridge to Europe.”

The products may enter EU countries via sea, land or air in a variety of packages. Small parcels might be sent to individual buyers, and larger shipments can be smuggled among legitimate goods. “There are lots of cases where the products are hidden in the trucks with other stuff,” says Yasaroglu. “For example, there is a truck full of textile products, but in a secret location there are products not stated to the customs officers.”

Goods are not always entering EU or Middle Eastern countries in an official way, either, Berkman notes. The Türkiye-Bulgaria border, for example, is predicted to become the busiest in the world in 2025, and such high traffic poses the risk that all sorts of products can slip through.

Even when counterfeit goods are discovered, bad actors will use their export as a type of defence, Berkman says. Counterfeiters will often

argue that they are “not releasing the products to the local market and they weren’t aware that this was an infringement, just solely using [the goods] for export purposes”, which is not a risk to public health in Türkiye, Berkman explains.

These defences may be invalid, but the penalties for shipping counterfeits in Türkiye and neighbouring countries are relatively low. Bulgaria plans to criminalise the import of illegal medicines by 2028, but for now punishments are largely seen as insufficient to deter criminals from such a potentially lucrative business.

Turkish courts appear unaligned on what constitutes criminal trademark infringement during the trafficking of fakes. “The law doesn’t say that transit [counterfeit] goods constitute a crime,” says Yasaroglu. “It is a controversial topic.” A 2020 decision by the Criminal General Assembly of the Supreme Court ruled that the transit of counterfeit goods constitutes an offence under Türkiye’s Industrial Property Law, which came into force in 2017. However, some lower courts have since issued decisions contrary to the Court of Appeal’s guidance, says Yasaroglu. “It is a problem with small cities and inexperienced judges,” he adds.

Encouraging Turkish police to pursue a counterfeiting case can be difficult. The country’s location means that it currently hosts the second-largest number of refugees in the world, accompanied by substantial human and arms-trafficking networks, which are higher priorities for busy police authorities. But the public health risk posed by fake pharmaceuticals can be a motivating factor. Police may investigate public health risks and smuggling *ex officio*; however, action is best supported by investigations carried out by brand owners themselves.

“You need to have your own investigation,” insists Berkman. “You have to give them the exact place of the goods and how the transaction goes... If you’re not able to establish the link between the seller and the warehouse, then officials are not keen on taking any action because we are not giving them solid evidence.”

Nevertheless, “it is becoming more difficult”, Berkman admits. As trade channels develop, “it’s not helpful to prosecute the middle man because there will always be another”, Celebi notes. “To pinpoint the man behind the operation is one of the biggest things to investigate; it’s an international issue.” **WTR**

Navigating parallel imports and grey market goods

Gün + Partners' Zeynep Seda Alhas and Direnç Bada outline tools that brand owners can use to counter parallel imports and grey market goods.

Parallel imports and grey market goods (ie, genuine products that have been imported into a country without the trademark owner's consent, after being legitimately placed on the market elsewhere) have long been a subject of legal and commercial tension worldwide, and a main topic for discussions around trademark rights. Most countries apply a national or regional exhaustion of trademark rights. However, Article 7 of the Turkish Industrial Property Code 6769 (IP Code), which sets out the scope of trademark rights in Türkiye, is interpreted to allow for international exhaustion. This means that trademark rights are considered exhausted globally; once the product is lawfully sold with the brand owner's consent anywhere in the world, it can be imported and resold in Türkiye.

Therefore, in principle, parallel imports are allowed in Türkiye.

While this policy promotes trade liberalisation and market access, it also raises concerns for trademark owners by creating a complex environment in which the legal permit of parallel trade meets real-world limits. Such products in the market complicate efforts to maintain uniform pricing and distribution strategies across markets. They also create obstacles for

quality control, especially where grey market goods differ in packaging or compliance standards from items produced for the Turkish market.

The IP Code has established boundaries to international exhaustion, mainly to protect consumer interests and the integrity of trademarks. For instance, grey market goods can be considered infringing if they are materially different or altered from their original version. This means that if imported original goods are altered, mislabelled or otherwise tampered with, they may violate IP rights directly.

Still, trademark owners tackling grey market goods must seek further remedies and examine sector-specific laws and regulatory obligations to support their battle. The enforcement landscape in Türkiye is shaped as much by regulation and practice as by IP law.

Regulatory options

Türkiye's IP laws do not ban parallel imports outright, but other laws may block them. Some products (eg, pharmaceuticals, foodstuff and beverages, medical devices, food supplements and alcoholic beverages) must meet strict import rules. These rules include obtaining licences or approvals from agencies (eg, the Turkish Medicines and Medical Devices Agency or the Ministry of Agriculture and Forestry). If parallel-imported goods lack these approvals, they can be stopped, even if they are genuine. In such cases, the



goods are blocked not because of IP rights but because of non-compliance with safety, health or tax laws. This offers brand owners an important enforcement tool outside the IP system.

Customs applications

Customs IP applications are one of the most useful tools for IP owners in Türkiye. Foreseen by the Customs Regulation issued under the Customs Law 4458, they enable rights holders to ask Customs to monitor and hold shipments of goods that may infringe on their trademarks or other IP rights. When Customs identifies suspicious goods, it will notify the rights holder, which can then inspect the shipment. Although this tool primarily targets the detection, seizure and destruction of counterfeit goods, it has proven to be useful against non-compliant goods. When suspected goods are suspended by Customs, they reveal supply chains, shipping patterns and repeat offenders of counterfeit goods, as well as that of grey market goods.

In practice, Turkish Customs has detained many shipments of grey market goods, particularly pharmaceuticals, beverages and personal care products, under suspicion of counterfeiting or regulatory non-compliance. Thus, brand owners have a valuable opportunity to act before the products reach the market, if they have representation before Customs.

A complex landscape

Although Türkiye adheres to an international exhaustion principle that permits parallel imports, the broader enforcement landscape is more complex. Regulatory approvals, customs scrutiny and compliance requirements often block unauthorised goods from entering the market, regardless of their permissibility under IP law. While international exhaustion continues to spark debate among practitioners, Türkiye offers brand owners practical tools to mitigate grey market risks. By combining IP enforcement, regulatory know-how and strategic customs action, companies can protect their trademarks and market position in an increasingly globalised environment. **WTR**

“Customs IP applications are one of the most useful tools for IP owners in Türkiye”

Key physical and online marketplaces to monitor

Local enforcement experts identify the main physical and digital marketplaces known as hotspots for counterfeit goods in Türkiye.

Türkiye is facing significant challenges when it comes to counterfeiting and IP infringement. While enforcement options are available, their success often hinges on an understanding of where problematic activity is most concentrated. Numerous prominent physical and digital marketplaces in Türkiye are known for being hotspots for counterfeit goods. On the ground, representatives at local firms Deris Attorneys-at-Law Partnership and ATG Law Firm share their insights on the challenges of each marketplace and their recommendations for rights holders looking to take targeted, strategic action.

Physical hotspots

Grand Bazaar, Istanbul

Location: Also known by its traditional name 'Kapalıçarşı', the Grand Bazaar at the very centre of Istanbul is one of the largest and oldest covered bazaars in the world. The Grand Bazaar is a frequent destination for tourists, covering over 30,000 square meters across more than 60 streets and alleys and 4,000 shops. There are many hidden corners and showrooms in the Grand Bazaar, located in places other than regular shops.

Fake goods know to be sold there: Mostly fashion fakes, including clothes mimicking brands such as Balenciaga, Burberry, Calvin Klein, Canada Goose, Dolce & Gabbana, Dsquared2, Fendi, Gucci, Hugo Boss, Lacoste, Moncler, Versace, Giorgio Armani, Supreme and Tommy Hilfiger, footwear (eg, Alexander McQueen, Balenciaga, Giuseppe Zanotti and Hermès), bags, wallets, belts and watches (eg, Audemars Piguet, Gc, Guess, Omega, Rolex and Tag Heuer).

Challenges: Determining exact addresses is very difficult since counterfeiters hide the door numbers. If the exact address cannot be determined, it is not possible to obtain a search and seizure warrant from the court. Furthermore, counterfeiters share swiping machines when processing purchases.

Recommendations: Working with investigation firms is recommended.



Star Arena, Istanbul

Location: A shopping centre in Merter, Istanbul.

Fake goods known to be sold there: Mostly fashion fakes, including clothing, footwear, bags, wallets and belts.

Challenges: There is strong communication between the counterfeiters. Investigations must be conducted very carefully.

Recommendations: Make a set of rather big product purchases in order to establish contact with the infringers and obtain their details.

Küçükçekmece, Istanbul

Location: Many hidden warehouses in Küçükçekmece, Istanbul.

Fake goods known to be sold there: Mostly fake perfumes, cosmetics (especially mimicking L'Oréal and LVMH Group brands) and cleaning products.

Recommendations: Make a set of rather big product purchases in order to establish contact with the infringers and obtain their details. Working with investigation firms is also recommended.

Opera Onur Çarşısı, Istanbul

Location: A covered bazaar in Kadıköy, Istanbul.

Fake goods known to be sold there: Mostly fashion fakes, including clothing, footwear, bags, and wallets (eg, brands such as adidas, Converse, Hugo Boss, Lacoste, Nike, Puma, Tommy Hilfiger and Vans).

Merter AVM, Istanbul

Location: A shopping centre in Güngören, Istanbul. Almost all of the stores have warehouses.

Fake goods known to be sold there: Mostly fashion fakes, including clothing, footwear, bags, wallets and belts.

Recommendations: Make a set of rather big product purchases in order to establish contact with the infringers and obtain their details. There is also strong communication between the counterfeiters. Investigations must be conducted very carefully.

Bostanci Auto Manufacturing, Istanbul

Location: An open-air auto industrial market located in Ataşehir, Istanbul.

Fake goods known to be sold there: Mostly fake automotive parts, including spare parts and electronic components (including from such brands as BMW, Mercedes-Benz, Toyota and Volkswagen).

Recommendations: There is strong communication between the counterfeiters. Investigations must be conducted very carefully.

Ostim, Ankara

Location: An open-air auto industrial market located in Yenimahalle/Ankara.

Fake goods known to be sold there: Mostly fake car parts, including spare parts, electronic components, auto parts and car alarms (including from brands such as BMW, Mercedes-Benz, Toyota and Volkswagen).

Recommendations: Once again, there is strong communication between the counterfeiters, so investigations must be conducted carefully.



Ivedik Auto Manufacturing, Ankara

Location: An open-air auto industrial market located in İvedik, Ankara.

Fake goods known to be sold there: Mostly fake car parts, including spare parts, electronic components, auto parts and car alarms.

Etlik, Ankara

Location: Suspected targets and warehouses located in Etlik, Keçiören, Ankara.

Fake goods known to be sold there: Mostly fake perfume, chemicals and personal care products.

Recommendations: Make a set of rather big product purchases in order to establish contact with the infringers and obtain their details. Furthermore, working in cooperation with the specialised IP police department is highly advised.

Kundu

Location: The primary areas are in the Hisar Shopping Centre and Kundu Bazaar, although the entire area of Kundu is problematic – even stores that are located in five-star hotels sell counterfeit products.

Fake goods known to be sold there: Mostly fashion fakes, including clothing (eg, brands such as adidas, Calvin Klein, Dsquared2, Gucci, Fendi, Giorgio Armani, Gucci, Moncler, Nike, Puma, Supreme, Tommy Hilfiger and Victoria's Secret), footwear, bags, wallets and alcohol products.

Challenges: Generally, the shop owners have a kinship with one another. Hence, raid operations will become more difficult. Furthermore, the court in this area controls evidence firmly and perceives the sale of counterfeit products as contributing to the economy and tourism.

Recommendations: There is strong communication between the counterfeiters. Investigations must be conducted very carefully.



Online hotspots

N11.com

Description: An e-commerce marketplace at the domain 'n11.com'.

Fake goods alleged to be sold there: Electronics, cosmetics and personal care products, jewellery and watches.

How to report counterfeits: Notice-and-takedown requests can be made via email ('mkm@n11.com') to the relevant departments.

Challenges: According to the website, it is possible to record trademarks in the Trademark Protection Center. Once a rights holder submits a notice-and-takedown request, an evaluation is conducted and – based on that evaluation – all relevant information/documents about the store are presented to the rights holder. However, based on our experience, the Trademark Protection Center is not active and notice-and-takedown requests should be made through email instead. Positively, notice-and-takedown requests submitted via email are replied to swiftly.

Recommendations: It is advisable to make notice-and-takedown requests through email.

GittiGidiyor

Description: An e-commerce marketplace at the domain 'gittigidiyor.com'.

Fake goods alleged to be sold there: Electronics, fashion items, cosmetics and personal care products, books, music, toys and hobby items.

How to report counterfeits: Notice-and-takedown requests can be made through the platform's Protection of Rights Holders Programme. Through this system, notice-and-takedown requests are submitted by completing the Protection of Right Holders Programme Registration Form available on the website. The completed form must be sent to GittiGidiyor by email ('vero@gittigidiyor.com'). If a seller is found to be selling counterfeit products multiple times, their membership will be cancelled.

Challenges: Generally, our experience with this marketplace has been positive. However, receiving a response or a takedown action can take a long time.

Recommendations: It is advisable to follow up and send reminders once a request has been sent.

Trendyol

Description: An e-commerce marketplace found at the domain 'trendyol.com'.

Fake goods alleged to be sold there: Clothing, shoes, accessories and bags, luxury and designer goods, cosmetics and electronics.

How to report counterfeits: Notice-and-takedown requests can be made via email ('dsm@hs02.kep.tr'). Alternatively, warning letters can be sent to the relevant departments. Trendyol used to have a special system for reporting counterfeits. However, at present, there is no specific section or programme to protect trademark rights.

Challenges: Our experience with this marketplace has generally been positive.

Recommendations: Links to counterfeit products should be presented clearly and one-by-one. Otherwise, all products (including original, authentic ones) may be removed from the marketplace.



Sahibinden.com

Description: A second-hand online marketplace located at the web address 'sahibinden.com'.

Fake goods alleged to be sold there: Automobile accessories, technological devices, games, cars, home and garden products, fashion items and accessories, mother and baby items, books, music, hobby items, antiques, food and beverage products, office and stationery equipment, cosmetics and personal care products, jewellery and watches.

How to report counterfeits: Notice-and-takedown requests can be sent by email ('destek@sahibinden.com') or by sending warning letters to the relevant department. Sahibinden.com does not provide a specific section or programme to protect trademark rights.

Challenges: As a marketplace for second-hand products, it can be difficult to differentiate between genuine and fake goods.

Recommendations: It is advisable to repeat notice-and-takedown requests if no response is received from Sahibinden.com.

Hepsiburada.com

Description: An e-commerce marketplace located at the domain 'hepsiburada.com'.

Fake goods alleged to be sold there: Electronics, fashion items, cosmetics and personal care products, books, music, toys and hobby items.

How to report counterfeits: Notice-and-takedown requests can be made via email ('bildir@hepsiburada.com').

Challenges: Our experience with this marketplace has generally been positive.

Recommendations: It is advisable to repeat notice-and-takedown requests if no response is received from Hepsiburada.com.

LetGo.com

Description: A second-hand online marketplace located at the domain 'letgo.com'.

Fake goods alleged to be sold there: Electronics, games, cars, motorcycles and other vehicles, home and garden items, fashion items and accessories, baby and children's goods, movies, books and music items.

How to report counterfeits: Notice-and-takedown requests can be made via email ('info@letgo.com') or through warning letters sent to the relevant department. LetGo.com does not provide a specific section or programme to protect trademark rights.


Challenges: As LetGo.com is a marketplace for second-hand products, it can be difficult to differentiate between genuine and fake goods.

Recommendations: It is advisable to repeat notice-and-takedown requests if no response is received from LetGo.com.

The insights in this article are based on the professional experience of local law firms. Therefore, the information provided should be viewed as guidance for fellow professionals and not general information on the listed marketplaces. **WTR**



Strategising for success

An in-depth look at the tools available to brand owners and the enforcement tactics that have helped others.  **WTR**

Epson's advice for enforcement success in Türkiye

Epson IP protection manager Nicola Consterdine shares her experience tackling counterfeit sellers in Türkiye.

Headquartered in Japan, electronics company Epson keeps a watchful eye on potential counterfeit hotspots around the globe. Over time, Türkiye has emerged as a particularly problematic jurisdiction. In 2024, following a series of enforcement actions, Epson America and Amazon filed a joint action against entities in Türkiye and the United Kingdom allegedly selling counterfeit printer ink bottles and cartridges online.

Türkiye is a "number one problem" for brand owners due to its geographic and economic conditions, which make it a key transit and distribution point for counterfeiters, says IP protection manager Nicola Consterdine. It is close to Europe and connects the East and West. Heavy bureaucracy, low penalties and minimal legal obligations for marketplaces and platforms enable criminal networks to thrive online. And traders buying in dollars and euros are likely

to find Turkish counterfeits inexpensive. All these factors make Türkiye "the perfect location" to sell counterfeit goods domestically and export them to key markets such as the United States and Europe, Consterdine explains.

However, enforcement action in Türkiye can be challenging. According to Consterdine, customs detentions on behalf of Epson have declined in the past few years. Obtaining search and seizure warrants can "often be a lottery" and even when they are granted, warehouses are often found empty. An IP court case can also take several years, resulting in substantial legal and storage costs.

These challenges extend to the online space. Despite having a tried-and-tested online-to-offline enforcement strategy, Epson "struggles to see sanctions imposed on notorious infringers", says Consterdine. This happens even when documentation appears questionable or misleading, or when sellers present seemingly fake paperwork. Online platforms also lack proactive enforcement measures, so the onus is on the brand owner to monitor and report to the platform when counterfeits are identified.



Epson has maintained a robust enforcement programme in Türkiye for over two decades. However, the growth of the local online market in recent years has prompted the company to “dramatically ramp up” its programme to deal with the increasing number of fake ink supplies. Multiple sources enable Epson to detect counterfeit products, including:

- reports from service centres, where printers have been damaged by counterfeit ink;
- feedback from the customer service team regarding poor print quality;
- investigations and test purchases as part of ongoing monitoring of various online marketplaces, supported by customs detentions and law enforcement actions; and
- reports from colleagues at Epson America when counterfeit ink bottles are found online and test purchases often point to sellers in Türkiye.

“Collaboration has always been key to ensuring success,” Consterdine stresses. This includes both internal and external collaboration, such as:

- engaging with industry peers through trade associations (eg, the UK Anti-counterfeiting Group (ACG) and React);
- working closely with law enforcement agencies, platforms and marketplaces to build knowledge about Epson’s products and identify fakes;
- ensuring service centres are equipped to identify printers damaged by fake ink; and
- partnering with law firms and investigation firms that understand the Epson brand and how the team works, and can offer innovative enforcement strategies.

“Training plays an important role in ensuring that all stakeholders are playing their part,” insists Consterdine. The local sales team, customer service and service centres play “a critical role”, she adds. “They are our eyes and ears on the ground... they keep us updated on trends in the

market as well as providing valuable intelligence that is needed to target the criminals.”

The joint case with Amazon has concluded. Yet, Epson continues to explore different ways to enforce its rights against counterfeiting. Among other things, the local business is working closely with Turkish online platforms to ensure that only genuine products are sold on their sites. Where Epson does not believe that it will be able to obtain search and seizure warrants for certain online sellers, it has filed online criminal complaints “to create noise in the market”, Consterdine says. It is also working with the trade association Imaging Consumables Coalition of EMEA (ICCE) to develop coordinated enforcement efforts and training programmes in Türkiye.

More broadly, Epson is collaborating with a service provider to gather supply chain evidence and map the impact of counterfeiting in Türkiye on its global business. “This has helped us in secure additional budget for brand protection efforts in Türkiye,” reveals Consterdine.

Brand owners considering enforcement action in Türkiye are urged to be flexible. “Think outside the box and be prepared for a challenge. Just because you have done it a certain way in other countries, doesn’t mean it will work in Türkiye,” Consterdine warns. “Do your homework and understand the problems you are facing.” Ultimately, brand owners should:

- maintain a robust IP portfolio;
- register with Customs;
- engage with their local business teams;
- engage good service providers; and
- educate key stakeholders (eg, law enforcement, resellers and customers).

“If possible, work with your closest competitors as they will probably be suffering from counterfeiting as well,” Consterdine concludes. “You can make a greater impact by working together.” **WTR**



Turkish Customs: tips for more effective counterfeit enforcement

Preventing counterfeit goods from entering and leaving Türkiye is a key challenge for rights holders. Representatives from ATG Law Firm share how they work successfully with local Customs for the most effective enforcement.

Türkiye acts as a significant commercial bridge due to its advantageous location between Europe and Asia. This geographical advantage, combined with cost-effective manufacturing – particularly in sectors such as textiles, leather goods and fast-moving consumer goods – has also made the country a key transit and production point for counterfeit products, some of which can be harmful to public health and disguised as items for personal use. Therefore, it is essential for trademark owners to actively monitor and enforce their IP rights at the customs level, while also implementing effective brand protection strategies. In this regard, Turkish Customs plays a proactive role, frequently issuing suspension decisions for both imported and exported goods.

More specifically, in practice, customs officials inspect the goods at the border checkpoints and, upon suspicion of IP infringement, are authorised to detain shipments. They will then try to identify the trademark owner to notify them of the suspected goods. To increase the efficiency of such proceedings, rights holders can file customs surveillance applications before the General Customs Directorate.

In particular, rights holders can record their trademarks before the General Customs Directorate by filing a surveillance application via the e-filing system without waiting for a potential notification regarding suspected goods. To submit the application, documents such as a power of attorney containing the relevant authorisation and a document showing that the applicant is the relevant rights holder – namely, a trademark registration certificate or a renewal certificate – are required. Documents supporting the application to distinguish the original goods from counterfeits and optional information (eg, information on companies previously found to be selling counterfeit goods) are also recorded in the system. The application must be renewed annually via the e-system to maintain its validity.

Through the information and documents added to the system, officials can easily, quickly and more accurately determine the appropriate rights holder, authorised persons or representatives, and whether the goods are likely to violate an IP right. In other words, filing an application with the General Directorate of Customs enables customs personnel to conduct more thorough inspections of branded goods passing through Customs, thereby helping to prevent counterfeit and infringing products from entering the market.

Rights holders or their representatives will be notified once a suspension decision is issued by the Customs Directorates on goods considered to be counterfeit. Important procedural steps must then be followed. According to customs legislation, suspicious goods can be suspended for:



- three business days, where trademarks do not have protection before the General Directorate of Customs; and
- 10 business days, where protection has been provided following an application to the General Directorate of Customs.

On receiving a valid customs surveillance application, the customs authority grants three business days for perishable goods and 10 business days for non-perishable goods, for the examination of the detained goods and for providing a seizure decision obtained upon a criminal complaint or preliminary injunction from a civil court.

Given the time-sensitive nature of the suspension order, it is essential that all procedural steps are conducted without delay. However, meeting the deadline for examining goods and taking legal action can be challenging. For example, it can take time to obtain the necessary permits for examining goods at ports, or for customs officials to unload containers and lay out the goods. Similarly, trademark owners abroad may be on an official holiday, or it may be difficult to verify the authenticity of the goods. In such cases, an additional period of up to 10 business days may be requested from the customs directorate. This request is not accepted by every customs directorate and is at their discretion. Therefore, from the moment the customs notification is received, it is crucial to liaise closely with the customs authorities to ensure that the process is managed smoothly, efficiently and swiftly.

The nature of the goods must also be examined meticulously. Goods can be found in many boxes or wrapped in pallets in the relevant container or truck. It might also be difficult to reach the back of the truck or container; therefore, counterfeiters can display original goods in the front and hide counterfeit goods in the back. Moreover, while goods of the same type, including many different brands, are transported together, some may be counterfeit and others may be genuine. Since we often encounter such situations in practice, it is important to accurately determine the quantities, brands and contents of the goods, both to avoid missing goods in the decision to suspend and to ensure a thorough examination by the rights holders.

Apart from these, a procedure named “simplified destruction” may take place if the owner of the goods submits a document consenting to abandon the goods to Customs for destruction or if it does not oppose the destruction within the relevant deadlines, making it a practical and efficient alternative to lengthy legal proceedings in appropriate cases.

As best practice, representatives should submit intelligence-based petitions to notify Customs of the companies or individuals that persistently engage in

counterfeiting. These entities are blacklisted, enabling customs officials to inspect their shipments more closely. Furthermore, cases have arisen where forged authorisation documents have been submitted to Customs, making it imperative to verify the authenticity of any permits or certificates presented.

We also take a cross-border approach to the matter, maintaining contact with the European teams of the brand owners that we represent and sharing intelligence regarding suspected counterfeit products, companies or individuals at border crossings. By conducting organised cross-border operations, we aim to achieve suspensions in either Türkiye or a European country. This, in turn, enables preventive measures to be taken in the other jurisdiction, thereby reinforcing the brand owner’s position.

Another best practice for brand owners is to proactively work to ensure the detention and inspection of any specific vehicle identified in connection with potential infringements. For instance, in one case, upon receiving information that a truckload of counterfeit goods had been dispatched from a location previously raided several times and already under surveillance by a client, we promptly submitted a notice petition to the customs authority. As a result, the customs office issued a suspension decision, effectively preventing the export of approximately 55,000 counterfeit products.

To provide another example of common pitfalls in practice, importing or exporting counterfeit goods in small quantities constitutes yet another strategy used by counterfeiters to circumvent legal action; hence, it is essential for trademark owners to pursue a zero-tolerance approach against such practices, as well.

It is also worth mentioning that, in some cities, public prosecutors or the courts do not accept requests for seizure decisions after a criminal complaint has been submitted. In such cases, to prevent goods from being sold by customs directorates through public action under the “liquidation” process (which is applicable for some goods), it is crucial to obtain an official request from the public prosecutors to be sent to the customs directorate.

In conclusion, while Türkiye’s geographic and economic factors make it a focal point for counterfeiting, its customs enforcement framework offers significant opportunities for IP owners. Through proactive surveillance applications, diligent follow-up, close coordination and regular training sessions with customs authorities and legal counsel, the entry of counterfeit goods can be significantly mitigated. In light of these efforts, a proactive approach by brand owners, effective coordination with local representatives, and sustained communication with Customs are key to successfully combatting counterfeiting in Türkiye. **WTR**



How international organisations can support brand protection efforts in Türkiye

The Anti-counterfeiting Group (ACG), React and the USPTO's IP Attaché programme outline how they can support rights holders confronting IP challenges linked to Türkiye.

For trademark professionals seeking to enforce their rights in Türkiye, finding an effective partner can be critical. With its complex enforcement landscape and a high volume of counterfeit goods circulating through both physical and online channels, practical assistance from specialist organisations can help to fill key gaps in enforcement and intelligence.

The Anti-Counterfeiting Group
How do you assist rights holders with anti-counterfeiting efforts in Türkiye?

ACG can assist rights holders in Türkiye in a variety of different ways. We have a dedicated Intelligence and Strategic Initiatives Manager who regularly collates information and intelligence which identifies trends and the highest counterfeit threats and this includes prominent source country producers such as Türkiye and trade routes into the United Kingdom. Our members work together supplying intel and we refer intelligence collated from our members to UK Border Force, which identifies Turkish exporters and UK-based importers.

ACG collates intelligence regarding Türkiye-based online sellers who target the UK market. We can also assist with raid action in the United Kingdom against sellers linked to Turkish wholesalers and drop shippers. ACG supports its membership with advice and specific advice requests can be sent out to our membership, many of whom have global coverage and expertise.

ACG's extensive database also includes relevant law enforcement agencies and stakeholders in the region. We work very closely with the UK Intellectual Property Office, Foreign Office and Department for Business and Trade, producing reports that highlight vulnerabilities in regulation and institutions including enforcement and the judiciary in countries such as Türkiye. ACG also offers brand training to UK enforcement officers and direct input into lobbying, policy development and public communications.

Is membership required to access support?

ACG is a not-for-profit trade association. Membership is required.

How can rights holders contact you?

Contact 'admin@a-cg.com' or phone +44 1494 449165.



React

How do you assist rights holders with anti-counterfeiting efforts in Türkiye?

React has a local unit in Türkiye based in Istanbul with a team of 16, who can provide all types of solution, support and advice in anti-counterfeiting matters relating to Türkiye. React's Türkiye branch offers end-to-end service, including customs recordals, organising and participating in customs trainings, customs enforcement, online monitoring services, open-source and on-the-field intelligence and investigation services, in-depth investigations, alias contact, online and offline test purchase services, market surveys across Türkiye, criminal complaints, attending raids, criminal litigation follow-up, legal evidence detection services, notary e-determination processes, advocacy services, civil cases, legal consultancy, data analysis and reporting.

Is membership required to access support?

React is a member-based organisation. Membership is not mandatory to benefit from React's services. However, becoming a member provides access to several benefits such as taking advantage of special annual member rates determined per country and partner, customs recordals being carried out free of charge for the first year within the scope of membership, access to the member portal, and case tracking. *Ad hoc* (non-member) rights holders may be charged up to twice the standard service rates and will not be able to benefit from the other listed advantages.

How can rights holders contact you?

For general enquiries about Türkiye, email 'turkey@react.org'. Our specific country manager, İlgen Ercan Çimen, can also be contacted by email at 'iercancimen@react.org' or by phone +90 216 784 52 42.

USPTO IP Attaché


How do you assist rights holders with anti-counterfeiting efforts in Türkiye?

The USPTO's IP Attaché programme advocates internationally to improve IP systems and assists US stakeholders (eg, businesses, legal representatives and rights holders) with a view to fostering innovation and creativity. The IP attachés, located in posts around the world, provide assistance to US rights holders in all areas of intellectual property. This includes entering new foreign markets, resolving issues relating to obtaining IP rights in foreign jurisdictions, and helping to address IP enforcement challenges abroad.

Is membership required to access support?

No membership or registration is required, although our programme's priority is to serve US rights holders and/or counterfeiting issues that affect US commerce.

How can rights holders contact you?

The Regional IP Attaché for Eurasia covers Türkiye, and can be contacted by email at 'zoya.vasylieva@trade.gov'. 



Türkiye's most valuable brands: opportunities for growth and globalisation

Brand Finance's managing director in Türkiye, Muhterem Ilgüner, reflects on how investment in the country's strongest and most valuable brands could help boost their – and the nation's – global reputation.

With its rich assets and strong potential, Türkiye is well equipped to generate significant brand value. By capitalising on opportunities, the nation could enhance the value of its natural and industrial products, strengthen its position on the global stage, and improve welfare for its citizens. To achieve this, branding should be treated as a national priority and backed by strong domestic support to realise the potential of Turkish brands fully.

There are currently two public programmes directly related to corporate and national brand building in Türkiye.

The first is the 'TURQUALITY' programme, which entered into force in November 2004. At time of writing, this initiative supports 475 commercial brands. TURQUALITY® claims to be the first and only state-supported branding programme in the world. It was established to help Turkish brands – particularly those in sectors where Türkiye has a competitive advantage – which have the potential to become global players in international markets. Covering the entire value chain, from production to marketing, and from sales to after-sales services, the programme supports brands with global potential, while also promoting a positive overall image of Turkish brands to international audiences.

The second is the 'Türkiye Brand Office', established in May 2022 under the Department of Communication. Here, the objective is to develop and strengthen Türkiye's own nation brand. In Brand Finance's 2025 Global Soft Power Index, released in February 2025, Türkiye emerged 26th overall



for soft power, defined as “a nation’s ability to influence others through attraction and persuasion rather than coercion”. In the index, Türkiye ranks 13th globally for ‘products and brands the world loves’, and has risen three places from 2024 for both ‘easy to do business in and with’ and ‘future growth potential’. By establishing a direct relationship between the value of Türkiye’s product and service brands, and the nation’s soft power, both Türkiye’s brands and its nation brand could yield positive results on the global stage.

Ultimately, Türkiye will develop with its commercial brands. The importance, care and support given to branding by both public and private organisations will provide significant returns in terms of the nation’s prosperity and reputation. By increasing the value of products and services, highlighting food products with geographical indications, and incorporating cities into tourism strategies and policies, Türkiye is likely to see significant gains.

Türkiye’s top 125 brands

In contrast to previous years, non-banking brands dominate the top 10 in the latest Brand Finance Türkiye 125 ranking, with six brands from other sectors earning a place here. This highlights the growing prominence of Turkish product-based companies, both domestically and internationally, indicating a shifting landscape. Further reflecting this shift, 24 new brands from diverse sectors entered the 2025 ranking, and none of them are banking brands.

First published in 2007, 2025 marks the 19th iteration of Brand Finance’s annual research into Türkiye’s most valuable and strongest brands. During this period, Brand Finance has evaluated nearly 3,000 Turkish brands. This year was a transformative year for Türkiye’s most valuable and strongest brands, with the top 125 reaching a brand value of \$17.1 billion, according to our research. This is a 17% increase from \$14.6 billion in 2024.

Most valuable brands in 2025

The most valuable Turkish brands are those strategically growing their presence on the global stage. Brand Finance research reveals that Turkish Airlines is the most valuable Turkish brand in 2025, its brand value increasing 14% to \$2.3 billion. The flag carrier airline is internationally recognised, thanks to its global presence and status as the airline that flies to the largest number of countries in the world. Among the world’s most valuable airline brands, Turkish Airlines ranks 21st, further highlighting its competitive position on the global stage.

The second most valuable Turkish brand in 2025 is Arçelik, with a brand value of \$1.6 billion. The white goods company, which operates in several countries under its international BEKO brand, has increased its brand value

by 30% since 2024. This is partly due to increased brand awareness, as well as high-value sponsorship partnerships in football, basketball and e-sports, both domestically and internationally, which reinforce its competitive standing among global brands.

İşbank (brand value up 44% to \$1.2 billion) is the third most valuable Turkish brand in 2025, and the nation’s most valuable banking brand, solidifying its position as the “largest private bank in Türkiye”.

Other brands among the top 10 are:

- Vestel;
- Ford Otosan;
- Ziraat Bankası;
- LC Waikiki;
- Garanti BBVA;
- Yeni Raki; and
- Vakıfbank.

Vestel (brand value \$928 million) is one of the top three white goods producers in Türkiye and among the five largest white goods manufacturers in Europe, according to the company, which highlights its extensive export and production capabilities. By leveraging international collaborations, Vestel is expanding its branding efforts, starting in Europe, with notable partnerships such as with E.ON in Germany and Electric Miles in the United Kingdom. This is cementing its transition into a more global brand.

LC Waikiki’s brand value has increased 53% from 2024 to \$828 million, making it the seventh most valuable Turkish brand in 2025. In addition to being the market leader in ready-to-wear, affordable fashion in Türkiye, LC Waikiki offers its products to customers through 1,300 physical stores in 60 countries across five continents. It is also recognised as one of the most successful ready-to-wear brands in Europe. Notably, LC Waikiki is also the sixth strongest brand in the Brand Finance Türkiye 125 2025 ranking.

“Turkish Airlines is the most valuable Turkish brand in 2025, its brand value increasing 14% to \$2.3 billion”



Strongest brands in 2025


In addition to calculating brand value, Brand Finance also determines the relative strength of brands through a balanced scorecard of metrics evaluating marketing investment, stakeholder equity and business performance, compliant with ISO 20671.

Six of the top 10 strongest Turkish brands of 2025 are product or consumer-facing brands. These include brands from the supermarket, beer and apparel sectors, highlighting the strong brand power driving the consumer goods industry.

Supermarket brand Migros ranks as the strongest among the top 125 Turkish brands, with a Brand Strength Index (BSI) score of 92.8 out of 100 and an AAA+ brand strength rating. This underscores its exceptional

strength in its home market, which was the sole focus of the research.

According to Brand Finance data, Migros' brand strength is driven by excellent brand perceptions and behaviours. Respondents in Türkiye rated Migros 9.8 out of 10 for both reputation and consideration, underscoring its dominant market share in the country.

Beer brands Anadolu Efes and Türk Tuborg rank as the third and fourth strongest Turkish brands, respectively, each earning a BSI score of 92 out of 100. As consumer-facing brands, both have established strong national identities and deep cultural connections with domestic consumers. Brand Finance research underscores this, revealing that Anadolu Efes achieves a perfect score of 10 out of 10 for both consideration and preference, while Türk Tuborg scores 9.5 out of 10 in both metrics.  **WTR**



FURTHER READING

[Courts grant broad protection to weak trademark \(17 June 2025\)](#)

[Constitutional Court upholds net profit compensation in IP infringement cases \(13 May 2025\)](#)

[The ELECTRIC PLAYGROUND case: a controversial approach to descriptiveness and distinctiveness \(24 April 2025\)](#)

[Bad-faith filings in Türkiye: how credible is the trademark PETSHOP for musical instruments? \(14 March 2025\)](#)

[Puma, Sony global IP counsel share anti-counterfeiting tips for Türkiye and other difficult markets \(6 March 2025\)](#)

[The limits of colour combination trademarks: insights from the blue-and-white colour combination case \(28 February 2025\)](#)

[Higher Board corrects implementation of goods and services limitations in landmark decision \(6 February 2025\)](#)

[Why pharma brands are battling a counterfeit export surge in Türkiye \(13 January 2025\)](#)

[SNICKERS v PEANUT & CAMEL: an appetising decision \(6 January 2025\)](#)

[Article 10: a hidden gem of the Turkish Industrial Property Code \(10 December 2024\)](#)

[Bad faith can constitute effective ground for opposition where evidence of prior use is deemed insufficient \(29 October 2024\)](#)

[Constitutional Court eases procedural burden by annulling key mediation rule \(1 May 2024\)](#)



ABOUT



WTR is the trusted source of worldwide news, analysis and data on the management of trademarks. It keeps you up to speed with the global issues and strategies that matter, giving you the detail and depth you need to operate successfully.

As well as keeping you informed with the latest news, intelligence and insight, WTR provides critical insight into the market landscape through a wide range of regular reports and surveys.

WTR is embedded in the global trademark community. Our comprehensive analysis and insight, as well as in-depth guidance, is curated to meet your specific requirements – which is why in-house experts and private practitioners around the world rely on WTR to stay informed on the developments and issues that matter.

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