

MOROĞLU ARSEVEN

Melis focuses on intellectual property matters, including trademarks, designs, copyrights, and unfair competition. She assists clients to protect, enforce and commercialize these rights. Melis focuses primarily on helping clients deal with intellectual property disputes.

Melis supports managing multiple domestic and global trademark portfolios, helping clients to develop customized strategies. Such strategies combine various legal mechanisms, to address the complexities and dynamics of each portfolio and client's commercial aims. For instance, filing oppositions, collecting evidence about proof of use, as well as assisting during negotiations for consent, coexistence or ownership arrangements.

She has assisted many well-known brands on both sides of intellectual property conflicts and lawsuits. For instance, preparing to cease and desist letters, assisting clients to manage the negotiation process, as well as filing invalidation, infringement and unfair competition lawsuits to protect or enforce clients' rights.

Melis assists clients with a full range of prosecution issues, protecting and strengthening clients' intellectual property portfolios in Turkey. For instance, filing trademark applications, assignments, withdrawals, oppositions, mergers and all other related trademark processes.

Melis supports clients with lawsuits which lead to raids and seizures, as well as handles criminal cases.

Melis supports a broad range of domestic and international companies, most notably in the fashion, electronics and media sectors.

Before joining the firm, Melis worked at the Appeal Board of the European Union Intellectual Property Office for one year as a part of a traineeship program.



**MELİS YILMAZ
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Admissions

- Turkish Patent and Trademark Office, Trademark Attorney (2018)
- Istanbul Bar Association (2017)

Education

- LL.B. Law, Istanbul Bilgi University, Faculty of Law (2015)
 - Erasmus Student Exchange Program, Erasmus University Rotterdam (2013)
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Languages

- Turkish
- English
- German