

Morođlu Arseven and Iřık Özdođan Maintain High Ranking by World Trademark Review for 2015

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Iřık Özdođan has been ranked as a Gold Tier individual by the World Trademark Review in its 2015 WTR 1000 rankings. The World Trademark Review ranks Iřık in the top tier for both trademark enforcement and litigation, as well as trademark prosecution and strategy. Iřık continues for the second year in a row as the highest ranked Turkish lawyer in these rankings, once again the only individual ranked in the top tier for both categories of trademark work.

Morođlu Arseven has maintained its ranking as a Silver Tier firm for trademark enforcement and litigation, as well as trademark prosecution and strategy. The firm's intellectual property team has increased its capacity during 2014, with a key team member, [Gökçe İzgi, being promoted from Senior Associate to Counsel](#) as of 1 April 2014.

One client describes Iřık as "simply outstanding". While another notes that "she is open to finding creative alternative solutions and goes out of her way - for example, visiting infringers' premises on fact-finding missions at no extra cost - to get you the right result in a timely and efficient manner." In particular, clients identified Iřık's commercial approach with one noting that she "sees the whole picture - the legal and business components - which makes life a lot easier for clients."

One client comments that it is notoriously difficult to register trademarks in Turkey because "things can become quite complex quite quickly - but the Morođlu Arseven team is proactive, clear in its communications, responsive and performs well on tough cases. It represents good value for money too."

Clients also praised the team for "persuasive courtroom performances and deft maneuvers before the trademark office". World Trademark Review noted that the team "excels at clearing the market of fakes and has thus become a destination of choice for companies that are routinely the target of counterfeiters."

This is the fifth edition of WTR 1000, the only standalone directory to focus exclusively on trademark practices and practitioners, ranking practitioners and firms in over 70 countries. The complete article about the World Trademark Review's 2015 WTR1000 rankings can be viewed through this link: [WTR 1000 2015 Turkey](#)



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