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**WIPO LIST OF NEUTRALS**

**BIOGRAPHICAL DATA**

Ezgi BAKLACI GÜLKOKAR  
Morođlu Arseven Law Firm  
Istanbul  
Türkiye



Nationality: Turkish/American

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**EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS**

The George Washington University Law School, 2012;  
IP Program, Munich Intellectual Property Law Center;  
LL.M., Business Law, Istanbul Bilgi University, 2010;  
Bachelor of Law, Istanbul University, Faculty of Law, 2001 – 2005.

Admitted to Istanbul Bar Association, 2007;  
Trademark Attorney, 2009;  
Patent Attorney, 2009.

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**LANGUAGES**

Turkish, English

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**PRESENT POSITION**

Partner, Morođlu Arseven Law Firm, Istanbul since 2009

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**PROFESSIONAL EXPERIENCE BEFORE PRESENT POSITION**

Associate, OFO Ventura Intellectual Property Services Ltd., Istanbul, 2007 – 2009;  
Intern, Gunes Law Firm, İstanbul, 2005 – 2007.

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**MEMBERSHIP IN PROFESSIONAL BODIES**

INTA, ECTA, AIPPI, American Bar Association

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December 9, 2022

### AREAS OF SPECIALIZATION

Trademark Law;  
Patent Law;  
Unfair Competition Law;  
Domain Names;  
False Advertising and Unfair Trade Practices.

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### EXPERIENCE IN INTELLECTUAL PROPERTY

Active in the IP field and concentrates on trademark, patent, and unfair competition litigation before the court. As a trademark attorney handled some 500 trademark opposition matters both in opponent and respondent side. Handled domain oppositions against *com.tr* domains before *nic.tr* as well as domain complaints filed to WIPO Arbitration and Mediation Center.

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### EXPERIENCE WITH RESPECT TO DOMAIN NAMES

Advises and represents clients regarding disputes on domain name registration; including filing lawsuits for the cancellation of the domains before the court as well as oppositions handled before *nic.tr* and WIPO.

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### MAJOR PUBLICATIONS

Intellectual Property Implications in the Metaverse (Author, MA | Tech Corner, 2022);  
Pharmaceutical Test Data Exclusivity, A Multi-jurisdictional Survey (Co-Author, Wolters Kluwer, 2022);  
Classification Of Virtual Goods (Co-Author, MA | Tech Corner, 2022);  
Industry 4.0 and a Need to Adopt a New Approach to Trademark Classification (Co-Author, MA | Tech Corner, 2022);  
Turkish Court Rules on Likelihood of Confusion for Combined Trademark Application Involving “House Mark + X”, (Co-Author, MA | Gazette, January 2018);  
The Role of Expert Opinions, (Co-Author, World Intellectual Property Review, November 2016);  
Getting the Deal Through, Turkey, Trademarks, 2015;  
Using Trademarks in Turkey on Goods Manufactured for Export Purpose (Co-Author, World Intellectual Property Review, April 2015);  
Registering An Interior Or Exterior Store Design In Turkey (Co-Author, World Intellectual Property Review, June 2014);  
Compensation Claims Against Bad Faith Trademark Registrations in Turkey (Co-Author, Mondaq, June 2014);  
Trademark Infringement on the Internet (Co-Author, World Intellectual Property Review, November 2013);  
Using Unfair Competition Provisions To Protect Intellectual Property Rights In Turkey (Co-Author, Mondaq, April 2013);  
Transit of Counterfeit Goods Through Turkey (Co-Author, World Intellectual Property Review, October 2012);  
Avoiding the Traps: Domain Names in Turkey (Co-Author, World Intellectual Property Review, September/October 2010);  
Trademark Oppositions: Bad News Without Bad Faith (Co-Author, World Intellectual Property Review, July/August 2010);  
Filling the Gaps in Turkish Trademark Law (Co-Author, World Intellectual Property Review, March/April 2010).

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### EXPERIENCE IN COURT LITIGATION

Represented IPR holders in Turkey as of 2007 in over 100 disputes, including trademark, patent, design, domain invalidation, infringement actions including with PI requests.

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**PROFESSIONAL TRAINING IN ARBITRATION**

Attended:

“WIPO Advanced Workshop on Domain Name Dispute Resolution; Update on Precedent and Practice”, October 19 – 20, 2010 and October 12 – 13, 2022, hosted by the World Intellectual Property Organization Geneva, Switzerland;

TELFA International Arbitration Seminar, Trans-European Law Firm Alliance, November 2007;

International Commercial Arbitration Trends in 2007, İstanbul Bilgi University, November 2007.

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**EXPERIENCE IN ARBITRATION**

Has advised clients in various cases regarding interpretation of arbitration clauses and possible options.

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**EXPERIENCE IN MEDIATION**

Represented the clients in mandatory mediation proceedings.

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