



ADV. MİNE GÜNER SUNAY

Partner
Attorney at Law
Trademark and Patent Attorney

E: mine@kenaroglu.av.tr
T: 0090 212 211 7755

EDUCATION

Marmara University, Faculty of Law, LL.B.

PRACTICE AREAS

Intellectual Property Law

Litigation
Enforcement
Oppositions and Appeals
Prosecution
Market Investigations
Dispute Resolution
Non-Contentious
Transactional IP, Asset Transfer and Licensing

MEMBERSHIP

INTA
AIPPI
MARQUES

LANGUAGES

Turkish (Native),
English

Mine Güner Sunay is a qualified attorney before Istanbul Bar Association and a registered trademark and patent attorney before the Turkish Patent and Trademark Office.

Mine joined Kenaroglu Avukatlık Bürosu as a partner effective from January 1, 2023. Prior to joining Kenaroglu Mine worked as a partner and Head of IP practice in the Istanbul branch of a top-tier international law firm for 11 years.

Mine has a wealth of expertise in both contentious and non-contentious IP matters. She helped some of the world's leading companies across the full lifecycle of IP assets in all aspects of the acquisition, protection, enforcement and exploitation of IP rights from various industries with a special focus on consumer goods, retail, media & entertainment and technology among others.

Mine's expertise mainly covers:

- * Advising on all administrative proceedings before the Turkish Patent and Trademarks Office and WIPO, with a particular focus on trademarks, handling world-wide trademark portfolios
- * Handling trademark infringement, trademark invalidation, trademark cancellation and unfair competition litigation before the Civil and Criminal IP Courts, Regional Courts of Appeal and Supreme Court, representing clients on mandatory or optional mediation proceeding,

- * Handling copyright related disputes before the Civil and Criminal IP Courts, Regional Courts of Appeal and Supreme Courts and conducting and concluding settlement negotiations on the same
- * Handling domain name disputes, UDRP proceedings
- * Advising on online infringement and taking down of infringing content issues stemming from exploitation of the IP rights on the e-commerce platforms, intermediary platforms and social media platforms
- * Advising on copyright law with a particular focus on musical works, cinematographic works, digital rights, software and digital games; drafting and negotiating of complex copyright licensing and transfer agreements, negotiating and concluding collective rights management agreements
- * Handling complex and cross border IP transactional matters, namely conducting IP due diligence, advising on IP related transactional and post transactional matters, license and intangible asset transfer agreements, franchise and distributorship agreements.

Mine is ranked at Chambers and Partners, Legal500, WTR1000 and IP Stars. She was rewarded with the Rising Star in IP award in 2018 by Euromoney LGM Europe Women in Business Law Awards.

"Mine Güner "is very knowledgeable about IP registration, transfers and protection matters, not only in Turkey but also in most of the countries worldwide," a source attests. She also handles licensing issues."

CHAMBERS & PARTNERS / 2022

"Provides excellent and thoughtful advice" and "has delivered fantastic results on complicated matters"

CHAMBERS & PARTNERS / 2021

"Mine Güner is very straightforward and to the point" **CHAMBERS & PARTNERS / 2020**

"Sources admire her ability to "smoothly adapt herself to new requests and explain complex matters in a nutshell." **CHAMBERS & PARTNERS / 2019**

"Practical and reliable partner who adopts a highly commercial approach and understands clients' businesses to the core." **WTR 1000 / 2018**

"Mine Güner specialises in trademark prosecution for local and global clients. She also assists with trademark and copyright enforcement and litigation. Clients say: She is a problem solver and we appreciate her practical approach.." **CHAMBERS & PARTNERS / 2018**