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**WIPO LIST OF NEUTRALS**

**BIOGRAPHICAL DATA**

Selma ÜNLÜ  
NSN Law Firm  
Istanbul  
Türkiye



Nationality: Turkish

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**EDUCATIONAL AND PROFESSIONAL QUALIFICATIONS**

Trademark and Patent Attorney, 1999;  
Diploma, Private International Law, Wolverhampton University, United Kingdom, 1995;  
Business Administration Courses for Industry and Commerce, London;  
Chamber of Commerce, 1995.

Admitted to Istanbul Bar Association, 1990;  
Marmara University – Law Faculty, Istanbul, 1989;  
İzmit High School, Izmit, 1984.

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**LANGUAGES**

English, Turkish

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**PRESENT POSITION**

Senior Partner in NSN Law Firm heading IP, IT, Media, Life Science, Product Liability practice groups.

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**PROFESSIONAL EXPERIENCE BEFORE PRESENT POSITION**

Acted as a Partner in Mehmet Gun & Partners for 14 years chairing IP, IT, Life Science, Product Liability and Media practice groups.

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June 20, 2022

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### MEMBERSHIP IN PROFESSIONAL BODIES

Istanbul Bar Association;  
 INTA – International Trademark Association (Used to be a member in Domain Name Subcommittee of Internet Committee and served for two years);  
 ECTA – European Communities Trademark Association;  
 PTMG – Pharmaceutical Trade Marks Group;  
 MARQUES – (currently member of) Unfair Competition Committee;  
 TUSIAD (Leading Businessman Association of Türkiye) IP Rights Working Group;  
 AIPPI – International Association for the Protection of Intellectual Property;  
 AIPPI Türkiye – used to be Vice Board Member.

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### AREAS OF SPECIALIZATION

Intellectual Property; Advertising and Media Law; Life Science Law; Product Liability; Litigation.

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### EXPERIENCE IN INTELLECTUAL PROPERTY

Ranked as one of the best trademark law practitioners in Türkiye in 2008 by 'Managing IP'. Judicial expert appointed by Istanbul IP Courts and Commercial Courts on IP and IT disputes.

Legal counselor and litigator on numerous projects regarding trademarks, copyrights, industrial designs, patents, domain names, internet law and unfair competition; represented large IP complex litigation portfolios, of the world's leading companies for consecutive many years. Has significant experience in negotiating complex license, know how, copyright agreements and in IP due diligence. Author of numerous publications on protection of well-known marks, 3D marks, unregistered marks, medicinal marks and INN routes and acting as Trademark & Patent Attorney.

Consulted to Innovator Pharmaceutical Companies Association and Innovator Medical Device Companies Association on Life Science and IP issues.

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### EXPERIENCE WITH RESPECT TO DOMAIN NAMES

Advising the clients regarding IT infringement and domain name disputes.  
 Litigating in numerous court actions for cancellation of infringing domain names and in infringement actions.

Served to Business Software Alliance for several years to protect software of the member firms. Has specialized in drafting software contracts and contracts for companies engaged in the IT business, including content and technology development and licensing, e-commerce, advertising and distribution. Has advised clients across the telecommunications network operators; television and radio broadcasters; social network operators; online retailers; and computer games companies.

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### MAJOR PUBLICATIONS

- Co-author, "Confusion of medications and protection of INN routes" Legal Magazine, January 2011;
- Co-author, "Avoiding the Confusion of Medications" Managing Intellectual Property, Dec 2008 – Jan 2009, Issue 185, s.73-75;
- Co-author, "Promotion of Pharmaceuticals Under Turkish Law", Mondaq, April 7, 2009;
- Author, "The Principles and Rules for Registration under ".tr"; Domain Name Legislation, Disputes and Remedies under Turkish Law";
- Co-author, "Revision of Europe Cross Border Television Contract;
- Regulation to Tackle Online Abuse", Marques Newsletter, 2009/2; "Alcohol Adverts Regulation Causes Controversy", Marques Newsletter, 2009/4. Regularly provides articles and updates for World Trademark Law Reports, World Media Law Reports and Entertainment Law Review.

- Delivered speeches at the Bilgi University and the Istanbul Technical University regarding protection of unregistered trademarks and loopholes in design protection respectively;
  - Delivered Speeches at Information Technologies Seminars by Hermes Organization and Istanbul Bar Association about IP infringement on Internet.
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#### **EXPERIENCE IN COURT LITIGATION**

More than 20 years, litigating in disputes regarding IP, IT, Unfair Competition, Copyright, Product Liability. Also act as a judicial expert appointed by Istanbul IP courts and Commercial Courts on IP and IT related disputes.

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#### **EXPERIENCE IN MEDIATION**

Acted as a mediator involved in Disputes regarding breach of sponsorship agreement and copyright, between parties to solve the matter amiably without resorting the matter to the court.

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