



ADV. YASEMİN KENAROĞLU, LL.M

Founding Partner
Attorney at Law
Trademark and Patent Attorney

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

EDUCATION

Marmara University, Faculty of Law, LL.B.
İstanbul Bilgi University, Institute of Social
Sciences, Economics Law, LL. M.

PRACTICE AREAS

Intellectual Property Law
Litigation
Enforcement
Oppositions and Appeals
Prosecution
Market Investigations
Dispute Resolution
Non-Contentious

MEMBERSHIP

Turkish Trademark and Patent Attorneys
Association
Daha İyi Yargı Derneği
INTA
AIPPI
FICPI
ECTA
MARQUES

LANGUAGES

Turkish (Native), English

Yasemin Kenaroğlu is a registered attorney at law before Istanbul Bar Association and trademark & patent attorney before the Turkish Patent and Trademark Office.

Yasemin has been working in the field of IP since 2003 and represents mainly top-tier fashion, textile, automotive, cosmetics, electronics, telecommunications, retail chains, media & entertainment, food & beverage and pharmaceutical companies on trademark, patent, design, domain name, copyright and unfair competition matters.

The following are among the main administrative and judicial proceedings she manages;

- * Managing the administrative proceedings before the Turkish Patent and Trademarks Office and WIPO,
- * Handling IP infringement, unfair competition, invalidation and cancellation actions before the Civil and Criminal IP courts and Court of Appeals,
- * Managing investigations, conducting raids and seizures and leading customs proceedings for the purpose of brand protection,
- * Representing the clients from different industries in settlement negotiations and contractual work,

- * Providing consultancy and management services to domestic and international companies for protection and management of their IP portfolios in Europe, MENA region, North and South America and Far East.

She has been ranked at The Legal 500, WTR 1000, IAM 1000, Managing IP and Chambers & Partners, Top 250 Women in IP and WTR Global Leaders as a top tier attorney at law and trademark attorney.

“Yasemin Kenaroğlu moves up the rankings following a raft of praise from market sources. She is well placed to advise on trade mark prosecution and enforcement as well as anti-counterfeiting mandates. Impressed clients say: “Her response is always fast and on point. She knows how to conclude matters in the most efficient way.” **CHAMBERS & PARTNERS / 2021**

“An inspiration to others around her”, founder Yasemin Kenaroğlu continuously finds new ways to innovate and go the extra mile for clients: “A go-to for trademark instructions, Yasemin is a fantastic and intelligent attorney with a friendly and clear communication style. She demonstrates her thorough legal knowledge by providing alternative solutions to complex problems and by being proactive and resolute in negotiations as well as conflict management. Her personalised approach and in-depth understanding of each case make her stand out in the fast-paced world of intellectual property.” **WTR 1000 / 2021**

“The ‘very professional, fast and responsive’ Yasemin Kenaroglu heads the team, which is ‘extremely competent and provides practical solutions to complicated cases.” **LEGAL 500 / 2020**

“Founder and versatile practitioner Yasemin Kenaroğlu consistently showcases these traits on even the most daunting of mandates. “Heated disputes are one of her strong suits - she is highly experienced and remains calm when the going gets tough. Her advice is clear and timely, and the service she provides is of the highest possible standard.” **IAM 1000 / 2020**

“Yasemin Kenaroğlu, the founding partner, stands out as an “extremely responsive and skilled lawyer who provides clear and concise advice at all times. She is extremely reliable and precise and handles all requests with the utmost professionalism.” **IAM 1000 / 2019**

“Yasemin Kenaroğlu leaves foreign associates “in awe of her trademark savvy, she is a fantastic and intelligent IP lawyer with a super-friendly approach.” The firm founder also shares her wisdom on the non-contentious front and puts in place cast-iron protection schemes.” **WTR 1000 / 2019**

“Founding partner Yasemin Kenaroğlu continues to build on her fantastic reputation. One patron describes her as “absolutely excellent, she studies each case in detail and finds creative ways of solving problems, bearing in mind the particularities of your brand and your commercial needs. Her team is very easy to work with too.” **WTR 1000 / 2018**

“Clients describe Yasemin Kenaroglu as “a very precise expert in all IP Turkey matters who gives a personalised attention as well as excellent professional care.” One says: “She is always available to discuss any matter on the phone and she bears in mind our company philosophy when giving an advice on a file, trying always to provide us with the best solution in view of the Turkish legal practice and our interests.” **MIP – IP STARS / 2017**