

On July 18th 2014, Yüksel İnşaat applied to the Turkish Patent Institute and following an investigation, it was duly registered as a “Trademark” on November 17th 2014 thanks to its industrywide recognition in the construction sector. The registration of a company as a “Trademark” not only points to the prestige and quality of a company, it also grants certain commercial and legal advantages. With a trademark, the brand is protected against the risk of imitation by competitors.

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