

From his first appearance on Chinese TV in 1984, Michael Jordan has been referred to as 'Qiaodan'.

Qiaodan Sports' misuse of Michael Jordan's name and identity confuses consumers.



The Jumpman logo is a registered Jordan Brand trademark

Michael Jordan

Michael Jordan's name has been translated as "Qiaodan (乔丹)" since at least 1984



Michael Jordan is synonymous with the number 23



Qiaodan Sports has filed for over 100 trademark applications similar to Michael Jordan, including marks consisting of his sons' names in Roman and Chinese characters



乔丹

Qiaodan Sports registered the trademarks – in Chinese characters and English word – QIAODAN

QIAODAN



Qiaodan Sports uses its trademarked basketball logo on its products