

FAQ: Michael Jordan Naming Rights

Q1 What is this case about?

Michael Jordan filed suit in a Chinese court against Qiaodan Sports Company Limited, a Chinese sportswear and footwear manufacturer, for unauthorized use of his name.

The suit alleges that Qiaodan Sports Company Ltd. deliberately and aggressively used Michael Jordan's name without his permission and misled Chinese consumers.

Q2 Why is Michael Jordan filing this complaint against Qiaodan now when the company has openly used Jordan's name to promote their products for many years?

China continues to make important changes to its Intellectual Property Rights (IPR) regulatory environment to ensure that any individuals have a platform to address IPR violations.

As such, this marks an appropriate time to file this complaint.

The courts have recently ruled in favor of protecting the naming rights of other public figures such as Yao Ming and Yi Jianlian.

In the past, Michael has made a careful, consistent effort to protect his name.

Q3 Why is this complaint based on “naming rights” and not more traditional trademark issues?

Because the injury to Michael Jordan as an individual is the misuse of his name and other personal attributes.

Q4 What is Michael's connection to China?

Michael was first seen on Chinese television playing for the U.S. basketball team in the 1984 Olympics.

Michael played in the first NBA game ever broadcast in China, 25 years ago.

Michael visited China in 2004 and was deeply humbled by the tremendous outpouring of support he received from the Chinese public.

His fans in China have been extremely supportive throughout his career as basketball's popularity in China has exploded.

These fans have a right to understand what they are buying and to not be misled.

Q5 **How much money does Michael stand to gain from winning this case?**

This case is not about the money; it's about honesty and integrity.

Michael is taking action to preserve ownership of his name and his brand as he has consistently done throughout his career.

Any monetary awards he receives will be invested in growing the sport of basketball in China.

Q6 **What impact do you think Qiaodan's past actions have had on the Jordan brand in China?**

It is clear that Qiaodan has misled Chinese consumers and created confusion.

A Shanghai sports product marketing company conducted an independent survey involving 400 respondents in 2009. The survey found that 90 percent of young people in China's small cities believed Qiaodan Sports was Michael Jordan's own brand in China.

Q7 **What impact do you think this complaint will have on the Jordan brand in China going forward?**

This complaint is about ensuring honest competition and stopping Chinese consumers from being misled.

We want all Chinese consumers to understand that Qiaodan is not associated with Michael Jordan and never has been.

Air Jordan and the Jumpman logo are the only brands associated with Michael Jordan.