

D. MYLES CULLEN / U.S. DEPARTMENT OF DEFENSE, 2014 · U.S. PUBLIC DOMAIN

NIKE · REEBOK · OLYMPICS

Michael Jordan

NO ENDORSEMENT IMPLIED

The Ultimate Symbol of Michael Jordan's Loyalty to Nike? A Reebok Jacket

BY SOTHEBY'S | JUN 20, 2023

When Nike's star spokesman Michael Jordan took the podium to accept his gold medal in the 1992 Olympics, he did so while sporting the logo of his sponsor's ultimate rival: Reebok.

SOURCE RECORD ONLY — GETTY/ATHLETE IMAGE ABSENT

NIKE: Michael Jordan's individual endorsement relationship.

The individual endorsement relationship is one layer of the reported conflict.

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REEBOK: official U.S. team apparel at the 1992 Olympics.

Official team apparel creates a distinct institutional layer.