

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

PODIUM: a visible collision between personal and team obligations.

The podium is the public setting where the reported obligations became visible.

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FLAG: a documented gesture—not the underlying contract.

The gesture does not disclose the agreements' precise language.

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A public image can show conduct. It cannot supply every contractual term.

Visible conduct and contractual interpretation require different evidence.