

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

Ask: scope, exclusivity, event duties, approvals and remedies.

These are review questions, not conclusions about the Jordan agreements.

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Not proven here: intent, breach, waiver or remedy.

The package does not adjudicate the reported conflict.

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