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Red Wings' Datsyuk sues Oak Park souvenir seller over use of name, likeness

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Pontiac — Detroit Red Wings star Pavel Datsyuk is suing an Oak Park man he alleges has been selling hockey jerseys and other clothing containing his name, number and likeness without his permission.

A hearing is scheduled for Wednesday before Oakland Circuit Judge Martha D. Anderson in the lawsuit, filed against Pasha LLC, Pasha Sportwear and Terrance Sullivan. Pasha is Datsyuk's nickname.

Anderson has issued a temporary restraining order against the group from "using any word, name, mark, likeness or combination thereof which may be calculated to falsely represent" the products are being sold with the permission of Datsyuk.

The hearing will be to determine why Anderson should not make the action a permanent injunction.

"Pavel Datsyuk is more focused right now on playing hockey this season

and bringing the Stanley Cup back to Detroit," his attorney Mahesh Nayak said Monday. "But this is serious and we have to put a stop to it. This is confusing to his fans and damaging to him personally."

The lawsuit seeks damages for alleged violations of Datsyuk's right of publicity; the Michigan Consumer Protection Act; and Unfair Competition.

According to the lawsuit, Sullivan has been marketing and manufacturing Datsyuk-related products since at least early 2012, including red-and white shirts with his name, his nickname "Pasha" and "13," the number he has worn for the Wings since 2001.

Among products offered on an "unauthorized Datsyuk Facebook page" on the Internet is a T-shirt that reads "moves like Datsyuk" — a takeoff on the popular song "Moves Like Jagger" by Maroon 5.

Sullivan could not be reached for comment. He has

been ordered to turn over all business records to Anderson concerning sales of Datsyuk-related products.

Datsyuk is considered one of the best two-way forwards in the NHL. He has helped the Wings win two Stanley Cups and been honored for his defensive skills and sportsmanship.

Videos of Datsyuk scoring goals have been viewed on ESPN and the Internet more than 10 million times, according to the lawsuit, which said his unique breakaway and penalty shots have earned him titles such as "the greatest stickhandler," "the magic man" and "Houdini."



Pavel Datsyuk is suing Oak Park's Terrance Sullivan and companies called Pasha LLC and Pasha Sportwear. Pasha is Datsyuk's nickname.

Mahesh Nayak regularly counsels businesses ranging from banks, physicians practices, automotive manufacturers and suppliers, retail and services clients, and IT providers in wide ranging day-to-day operational issues spanning from employment and immigration matters, contract drafting and negotiation, corporate formation, maintenance of trade secrets and intellectual property, liability deterrence, and tax planning.
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