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Judge orders retailer to stop trading on Datsyuk's name, likeness



BY MIKE MARTINDALE
THE DETROIT NEWS

An Oak Park man was ordered Wednesday to stop selling any clothing or items containing the name, uniform number or likeness of Detroit Red Wings star Pavel Datsyuk without his permission.

Oakland Circuit Judge Martha D. Anderson issued a preliminary injunction after hearing arguments from attorneys for Datsyuk and for Terrance Sullivan and his businesses, Pasha LLC and Pasha Sportswear.

Datsyuk's attorneys, who seek unspecified damages in a lawsuit against Sullivan and his companies, claim Sullivan's actions have confused the public and harmed the hockey star.

Sullivan's attorney, Kevin Stoops, told Anderson there have been emails between Sullivan and Datsyuk regarding product plans and manufacture dating back five

years, and that he intends to file them in the case.

He said Sullivan and Datsyuk have known each other socially since 2008, about which time Sullivan proposed a line of sportswear involving the hockey star.

"This is not a bootleg operation," said Stoops. "(Datsyuk) obtained T-shirts and passed them out to friends and family in Russia. ... this has been a business relationship which unfortunately had to part — this happens every day."

But Anderson said based on what she had seen so far immediate actions were warranted in the ongoing lawsuit.

"I want a specific disclaimer on (Pasha's website) there is no connection or authorization by Datsyuk or the Red Wings," Anderson told Stoops. She also ordered that she be provided sales record books for the company within seven days.

Datsyuk's attorney, Jordan Bolton,

stressed there was no contract between his client and Sullivan.

"Whatever delusions (Sullivan) had, they should have been eliminated with the cease-and-desist communications we sent or by this lawsuit," said Bolton.

Anderson had issued a temporary restraining order against Sullivan. Attorneys for Datsyuk claim in the lawsuit that attorneys tried for months to get Sullivan to stop manufacturing and marketing red and white hockey jerseys and T-shirts containing Datsyuk's name, his nickname "Pasha," his uniform number "13" or phrases such as "moves like Datsyuk" or "You've been Datsyuked" on Facebook.

"Moves like Datsyuk" is a takeoff on the popular song "Moves Like Jagger" by Maroon 5.

The Wings forward did not attend Wednesday's hearing.

Drafted by the Detroit team in 1998, Datsyuk has been part of two Stanley Cup teams and received numerous individual honors, including five All-Star game selections, during his career.

His skill and dazzling athletic moves are frequently featured on NHL highlight videos and he has been recognized internationally as one of the premier skaters and stickhandlers in the game.



Jordan Bolton Clark Hill

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