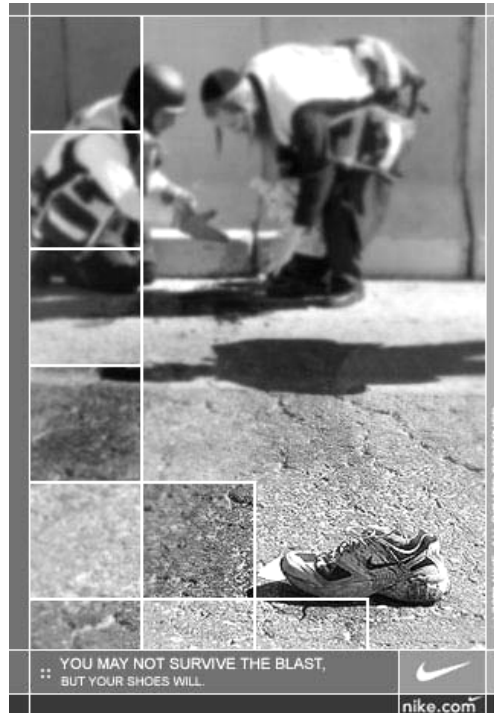


UN CAS RESOLU DANS URBANLEGENDS

http://urbanlegends.about.com/library/bl_nike_ad.htm



Subject: DO NOT BUY NIKE Hello all,
A friend sent me this and it sickens me. I'll never buy Nike again.
Ronnie

Comments: This tasteless "advertisement," if real, could be deservedly criticized for exploiting public fears of terrorist attacks and trivializing the suffering of terror victims. But despite its professional appearance and the fact that it contains (in its original, unedited form) the logo and trademark "Swoosh" symbol of sportswear manufacturer Nike, it's a fake. The fabricated image has circulated anonymously on the Internet since mid-2003.

Nike answered a January 2004 email inquiry about the image with the following statement:

We would like you to know this e-mail is not related to the Nike Corporation in any way. Nike's trademark Swoosh is among the most widely recognized in the world and unfortunately is sometimes misappropriated for unauthorized uses. We do our best to protect our trademark and prevent its association with inappropriate subject matter, such as in this case, which trivializes human suffering.

To help us stop the spread of this e-mail, we ask that you refrain from forwarding it. We are currently investigating the source of this e-mail. Nike competitor PUMA was the victim of a similar hoax in 2003 when a set of bogus, [sexually explicit ads](#) surfaced on the Internet.