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Easygroup launches legal challenge against airlines for ‘brand theft’

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EASYGROUP founder Sir Stelios Haji-loannou is taking legal action against two Latin American airlines in which he has demanded they drop the word “easy” from their brand names.

Easygroup has lodged a claim in the High Court in which it has accused Easy Sky and its parent company Global Air of “theft of brand”.

The court order demands that the Honduran airline “operates to a name that does not commence with the word ‘easy’”.

Easygroup have also issued separate proceedings against the Colombian airline Easyfly on similar grounds.

The airline claims that members of the public assumed that the prefix “easy” meant they were searching for services they thought were provided by Easygroup, which also owns brands such as Easyflights, Easycar, Easyhotel. The group says customers have been misled by the similarity in the brand names.

It also claims that there is a significant risk of reputational damage if Easyfly were to offer poor services to its customers.

Haji-loannou founded Easygroup in 1998. In April it added to its family empire with the launch of Easyconveyance for the property market.

Easy Sky and Easyfly could not be reached for comment.



Easyjet is one of Easygroup’s best-known brands

