

**FOR IMMEDIATE RELEASE – 16 April 19**

**Brand thief’s use of easy logos without permission from easyGroup and Sir Stelios forced to stop!**

Sir Stelios Haji-Ioannou’s easyGroup, owner of the easy family of brands ([www.easy.com](http://www.easy.com)), has today claimed a victory in a long-running and blatant “rip-off” dispute with a small Bangladesh-based cargo airline.

Dhaka-based “easyFly” had been using both the same font and the colour orange as easyGroup – clearly in a counterfeit way – with logos on both the aircraft fuselage and engine pods. The small two aircraft cargo operation (including an Airbus A300) is owned by a Mr Saber Chowdury.

This matter was working its way through the legal systems of the various countries involved until easyGroup discovered in the last few days that the only jet aircraft operated by Mr Saber left Bangladesh and found its way to a new home with a Mexican airline. In effect Mr Saber gave up and decided to stop using the easy brand without permission.

**The brand thief’s Airbus before the latest developments**



**The same Airbus photographed on 11 April, 2019 in Mexico with the offending marks removed from the fuselage**



Sir Stelios Haji-Ioannou, owner of the “easy” family of brands which includes more than 1000 registered trade marks including easyJet.com, easyHotel.com and easyFly.co.uk among others said:

“I am delighted that yet another brand thief has seen sense. Put simply, companies should not be using a brand that confuses the consumer. Whether it’s a supermarket giant like Carrefour, Regus or some Bangladeshi airline minnow like Mr Saber they need to take responsibility for the goods and services they supply by not practising a deceit on their customers.

“easyGroup has a long standing and well publicized policy of pursuing brand thieves in very many jurisdictions around the world.”

Notes for editors:

The name easyfly is confusingly used by yet another brand thief company based in Colombia run by Alfonso Avila. The legal case against Mr Avila continues.

ENDS