

An easy win for jet chief

EASYJET'S founder Sir Stelios Haji-ioannou says Air China has backed down in a trademark battle with his airline.

China's national carrier has now agreed to stop using the word "easy" in its adverts after complaints from the budget service.

Sir Stelios said: "We have a long-standing and well-publicised policy of pursuing brand thieves in courts in the UK, EU and beyond.

"So it is reassuring to see a company with the size and standing of Air China accepting the logic and fairness of not using another travel company's brand."

EasyJet bosses acted after Air China launched a Beijing to Frankfurt service in 2017, describing it as the "Easy Way" for Chinese tourists to visit Europe.

Colombian airline Easyfly and Honduran service Easy Sky were hit with similar demands in 2018.

Bangladesh-based cargo carrier easyFly agreed to change its name this year.

Netflix also faced legal action over its series Easy but bosses said: "Viewers can tell the difference between a show they watch and a plane they fly in."



CLAIM: easyJet

