

# Jersey Shore's The Situation Sues Abercrombie & Fitch for \$4 Million

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Credit: Kevin Winter/Tonight Show/Getty Images for The Tonight Show

**The Situation** has never backed down from a fight.

Two months after Abercrombie & Fitch issued a press released asking the 29-year-old *Jersey Shore* star to stop wearing its clothes, the MTV personality filed a lawsuit against the company for using his trademarked slogans without permission.

In court documents obtained by [E! News](#), The Situation (real name: Mike Sorrentino) says Abercrombie & Fitch emblazoned T-shirts with slogans such as "GTL...You Know the Deal" and "The Fitchuation," thus violating his trademarked Jersey Shore catchphrases.

Though the clothing company initially offered to pay the MTV star to stop wearing its clothes, The Situation's legal team says an official offer was never extended.

"As a result of [Abercrombie & Fitch's] publicity campaign, [the retailer] profited off of the use of a false affiliation with Sorrentino," his legal team says. "It has wrongly used Sorrentino's name, image and likeness for advertising purposes in violation of applicable law."

The reality star -- who wants a jury trial -- is seeking a \$1 million royalty and \$3 million in damages.

Abercrombie & Fitch did not respond to [E! News'](#) request for comment.