

# Sharapova Plans Name Change to Honor Her Candy Line, Report Says

By [The Moscow Times](#)

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Sharapova, who has made a fortune on advertising, has a novel marketing strategy for her own brand of sweets. **Michael E. Keating / AP**

Tennis superstar Maria Sharapova has asked a U.S. court to legally change her last name to Sugarpova during the upcoming U.S. Open tournament to promote her brand of sweets, The Times reported Tuesday.

Sharapova, 26, has filed a petition with the Supreme Court of Florida, where she resides, to allow her a temporary name change for the two-week duration of the last Grand Slam event of the year, The Times said.

A pair of red lips — the symbol of her candies — will be printed on some part of her tournament attire, the paper added.

In addition to the court's ruling in Sharapova's favor, the use of Sugarpova will require

approval of the U.S. Open organizers before it can be displayed during the tournament.

Sugarpova line of candies launched worldwide in 2013 through IT'SUGAR and Selfridges stores. The line currently consists of 12 different flavors that range from Flirty, to Smitten Sour, to Splashy.

Sharapova, who has topped the Forbes list of highest-earning female athletes for the ninth-straight year, raking in \$29 million over the last 12 months, previously said she had plans to expand the Sugarpova brand to include cosmetics, fashion and other accessories.

Her success on courts, however, has been overshadowed by this year's early elimination from Wimbledon and a loss to American Sloane Stephens at the Western and Southern Open in Cincinnati earlier in August.

She currently holds the third place in Women's Tennis Association rankings trailing U.S. superstar Serena Williams and Belarusian player Victoria Azarenka.

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