

Sports & Entertainment Beat

Sports & Entertainment Spotlight: Snack Company Rap Snacks Finds Itself in Hot Oil With Mattel Over the Use of the Name “Barbie” in its Barbie-Que Honey Truffle Potato Chip Collaboration With Rapper Nicki Minaj

By Joshua Bloomgarden on 8.18.22 | Posted in Sports & Entertainment Spotlight

Welcome back to the "Spotlight." Hard to believe we're over halfway through August and that football season and fall (my favorite) is right around the corner, but that is looking more and more like an attractive proposition with my Yankees swooning of late. Still, for the time being, off-field issues continue to carry the day. In the NFL, there is a possibility that accused serial sexual abuser Cleveland Browns Quarterback Deshaun Watson may learn his definitive fate before the NFL-appointed arbitrator has a chance to weigh-in. In college football, there is new talk that the College Football Playoff (CFP) system would break off from the National Collegiate Athletic Association (NCAA) and become its own organizing body of sorts for college football. And on my couch, there will be obsessive studying of “sleeper” players and breakout performers for my fantasy football draft. With any luck, I will be among the first chosen for your fantasy lawyer draft, leading you to the Spotlight.

- Snack company Rap Snacks finds itself in hot oil with Mattel over the use of the name “Barbie” in its Barbie-Que Honey Truffle potato chip collaboration with rapper Nicki Minaj. That sure throws a wrench (or curling iron) in a prospective Rap Snacks collaboration with A Tribe Called Quest for “Ken I dip it? tortilla chips.
- Apparel brand Nobull charges into high visibility sports marketing with its NFL combine sponsorship deal. Here’s hoping the sponsorship works, otherwise Nobull might find itself in the realm of professional rodeo sponsorship, resulting in some very confused, and badly maimed rodeo clowns.
- University of Nebraska Decoldest Crawford strikes cool a deal with (what else?) an HVAC company, pushing the merits of being the coldest.

Endorsement Deals, Sponsorships & Investments **College Football's Most Unique**
NIL Deals in 2022 *August 16, 2022 via Bleacher Report* College athletes across the nation have profited off the new era of collegiate sports, with NIL taking over as the biggest

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attraction to those staying in school. **Magic Johnson On His 'Great Mentors,' Investing, CBD And More: It's About Leaders 'Coming Together And Creating Magic'** August 13, 2022 via *Benzinga* Earvin "Magic" Johnson officially dived into the CBD business in 2020 with plans to make a big splash.

Star Search: How Celebrity RTDs are Competing for the Coldbox August 17, 2022 via *BevNet News* Cut to commercial: In the Finland wilderness, actor Miles Teller makes friends with a bear, bonding over their shared love of The Finnish Long Drink, a ready-to-drink version of Finland's signature gin cocktail.

Apparel Brand Nobull Takes Over Sponsorship Rights for NFL Combine August 16, 2022 via *Sports Business Journal* (subscription may be required) Boston-based training apparel maker Nobull has taken sponsorship rights to the NFL talent combine, getting both “official combine training partner” and “official on-field supplier of apparel and headwear” designations for the annual event.

Sports **NFL, FIFA, UFC Streaming Services Part of Push to Own Fan Data** August 15, 2022 via *Sportico* (subscription may be required) Recently, several sports leagues and federations have introduced new direct-to-consumer (DTC) streaming solutions or new markets for their streaming product.

Barcelona Sells Another \$100 Million of its Content Arm as Season Opener Looms August 12, 2022 via *Sportico* (subscription may be required) Barcelona's sell-off continues. The Spanish soccer team, one of the most popular and most valuable in the world, announced Friday morning that it had sold 24.5 percent of its content arm, Barça Studios, to Orpheus Media for about \$103 million (€100 million Euros).

Mickelson, LIV Golfers Tread Same Legal Path as Cowboys, Bowlers August 17, 2022 via *Bloomberg Law* (subscription may be required) LIV's fast start, prize money could pose obstacles in court.

Music Biz **Mattel Sues Snack Co. Over Nicki Minaj Chips... 'Barbie-Que' Not Sitting Right With Them** August 18, 2022 via *TMZ* Mattel is taking a snack company to court over a Nicki Minaj-themed chip that shares the name with everyone's favorite plastic doll. **All Eyes on Tupac Shakur's Estate** August 17, 2022 via *Wealth Management* West coast rapper Tupac Shakur was tragically murdered in 1996, but his estate continues to be at the center of legal woes.

Elvis' Career With The Colonel - Royalties Revelation, Las Vegas Residence and Lawsuit August 15, 2022 via *Daily Star*

Colonel Tom Parker gave Elvis Presley a hunka, hunka burning success - but his longstanding partnership with the King of Rock 'n' Roll did not come without its costs.

Peloton Can't Outrun False Ad Suit Related To Music IP Spat August 12, 2022 via *Law360* (subscription may be required) A New York federal judge denied Peloton's latest bid to escape a proposed class action accusing the stationary bike giant of falsely advertising an "ever-growing" library of online fitness classes.

Bang Energy Is Under Fire for its Use of Music on TikTok, Here's How a Record Label's Lawsuit Against it Could Change Brand Marketing on the App August 15, 2022 via *Markets Insider* Energy-drink maker Bang Energy has made TikTok a core part of its

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marketing strategy. But the company was recently found liable for using songs in TikTok videos without a license.

Film & TV Rights Process **Potential Conflict of Interest: Nooyi to Recuse Herself From ICC Media** *August 15, 2022 via Economic Times* Amazon, owned by Jeff Bezos, had pulled out of the IPL media rights auction with Star and Viacom winning the TV and digital rights, respectively, for record amounts.

Big Ten Media Rights Deal Expected to Create More B1G Games With Notre Dame, Per Report *August 16, 2022 via Saturday Tradition* Big Ten football fans can expect to see more of Notre Dame in the future, according to a new report.

Source: Kushner Pitching LIV Golf Media Deal *August 16, 2022 via Sports Business Journal (subscription may be required)* Jared Kushner, the son-in-law of former President Donald Trump, called on one of his U.S. media connections to try to help the controversial Saudi-backed LIV Golf tour secure a media-rights deal.

Big Ten Finalizing Media Rights Deal With FOX, CBS, & NBC *August 11, 2022 via SportsGrid* Rick Horrow joins Ben and explains the new media rights deal that the Big Ten is establishing with FOX, CBS, and NBC to televise their events.

Non-Fungible Tokens (NFTs) **Sir Anthony Hopkins Launches Exclusive NFT Series** *August 17, 2022 via United Press International* Iconic actor Sir Anthony Hopkins is venturing into the tech business, as he launched an exclusive collection of NFTs on Wednesday.

Vera Bradley Makes Move Into Metaverse With Utility-Driven Nfts to Celebrate 40th Anniversary *August 17, 2022 via MENAFN* Vera Bradley, Inc. (Nasdaq: VRA), the parent company of iconic lifestyle brand and leading American bag and luggage brand Vera Bradley, announced the World of Vera Bradley via Discord and Twitter.

Anthony Hopkins Sees NFTs as ‘Art in a New Format’ *August 17, 2022 via Techcrunch* As celebrities and athletes alike dip into the crypto sphere to endorse tokens or companies, others are looking to NFTs as a way to engage with fans.