

Sports & Entertainment Beat

## Sports & Entertainment Spotlight: Let's go, refs! Let's go ruffs!

By Joshua Bloomgarden on 2.9.23 | Posted in Sports & Entertainment Spotlight

Welcome back to the Spotlight! We are just days away from the NFL championship game (I was scared away from using the more popularly used, and heavily policed name for the game [see: <https://www.foster.com/newsroom-alerts-planning-a-super-bowl-marketing-campaign-5-quick-tips-for-staying-in-bounds-and-avoiding-disqualification>]), and to be candid, I do not have a dog in the race. On the one hand, there are the Philadelphia Eagles, whose victory would catch my ire as a New York Giants fan and would (for reasons still unclear to many New Yorkers) likely turn the Empire State Building green and white, once more. On the other hand, there are the Kansas City Chiefs, whose victory would be their second in the past four years and would almost certainly guarantee more insufferable TikTok dancing from QB Patrick Mahomes II's brother, Jackson. Instead, I will most definitely be interested in the halftime show and the commercials (most notably the several that I have had the privilege of working on over the past few months #humblebrag). And to the extent that I am still longing for dogs in the race, well I have the Puppy Bowl earlier in the day on Sunday to lift my spirits and carry me through to next season when I hope my team will be in the championship spotlight.

- Madison Square Garden Sports is rumored to be exploring a sale of a minority interest in the New York Knicks and New York Rangers. I would make a joke, but I would like to continue being one of the lawyers that is not denied entry to Madison Square Garden.
- Artist Mason Rothschild found himself on the losing end of a trademark infringement trial where Parisian fashion house Hermes filed suit asserted claims against Rothschild for his *Metabirkins* NFT project that put a metaverse spin on Hermes' famous Birkin bags. Not the first and certainly will not be the last time someone loses money on NFTs.
- Louisiana State University Women's Basketball star Angel Reese files a trademark for her nickname "Bayou Barbie" and is likely to face opposition from Barbie® doll company Mattel (if not an NIL deal). After all, in trademark law, asserting rights in names likely to cause confusion is not something you Ken do.
- As part of cost-cutting and restructuring measures for the media conglomerate, Disney does not intend to spin-off its ESPN properties, but it has announced layoffs of (Snow White and the) seven thousand workers.

## Endorsement Sponsorship and Investments

### **Hermès Gets Win Over MetaBirkins in First NFT Trademark Trial**

*February 8, 2023 via Bloomberg Law - News Top Stories*

### **Eagles LB Haason Reddick's fast-growing drink company wants to bring jobs to his native Camden**

*February 7, 2023 via Biz Journal - Northeast News*

### **Angel Reese seeks trademark amid 22-0 start: 'I'm Bayou Barbie'**

*February 3, 2023 via Just Women's Sports*

### **FTX, Voyager celeb endorsement class actions spark fight over law firm subpoenas**

*February 1, 2023 via Reuters - Legal News*

### **Shohei Ohtani is baseball's endorsement king**

*February 1, 2023 via Axios*

## Sport

### **South American Countries Pitch Joint Hosting of 2030 World Cup**

*February 8, 2023 via Bloomberg - News*

### **USA Boxing to skip world championships, escalating sport's global issues**

*February 8, 2023 via Washington Post*

### **UFC to expand into Mexico with new training facility**

*February 7, 2023 via Vegas Inc - All Stories Headlines (Las Vegas, Nevada)*

### **Super Bowl betting projected to reach \$16 billion this year**

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*February 7, 2023 via Vegas Inc - All Stories Headlines (Las Vegas, Nevada)*

**MSG open to selling minority shares in Knicks, Rangers: Why now and what it could mean**

*February 7, 2023 via Athletic - Top Stories*

**MSG Entertainment Lifts Ban for Some Lawyers Involved in Lawsuits Against Company**

*February 6, 2023 via NBC New York*

## **Music Biz**

**Madonna hits back at criticism of her appearance**

*February 8, 2023 via CNN Top Stories*

**The War Between TikTok and the Music Industry Was on Full Display at the Grammys**

*February 7, 2023 via News Break - Top Stories*

**Michael Jackson Estate Nearing Music-Catalog Sale Worth \$800-\$900 Million (EXCLUSIVE)**

*February 7, 2023 via Variety*

**How The Super Bowl's Music And Music-Backed Ads Are Likely To Change This Year**

*February 6, 2023 via Forbes*

## **Film & TV**

**Disney to lay off 7,000 workers, cut \$5.5 billion worth of costs in latest reshuffle**

*February 8, 2023 via Yahoo Finance - News*

**Gabbi Garcia honored with Taiwan Tourism Award**

*February 7, 2023 via GMA Network*

**Amid Vince McMahon's Boardroom Return, WWE Posts Higher Revenue On TV Media Rights Income**

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*February 2, 2023 via News Break - Top Stories*

**James Gunn unveils DC's new film and TV plan, including fresh spins on Supergirl, Batman**

*January 31, 2023 via CNBC*

## Emerging Sports

**'Girls can do this too': Local student-athletes work to make girls wrestling an official IHSAA sport**

*February 8, 2023 via WRTV Indianapolis*

**Study: Women's sport draws record 37.6m UK viewers in 2022**

*February 8, 2023 via SportsPro*

**MBA student creates media hub for pickleball and other emerging sports**

*February 6, 2023 via UT News*

**NYSPHSAA approves high school girls flag football as a state championship sport on National Girls and Women in Sports Day**

*February 1, 2023 via giants.com*