

Sports & Entertainment Beat

## **Spotlight: Shaq's Legal Issues, Jungkook's Philanthropy, and the Cavinder Sisters' Next Steps**

on 4.21.23

Welcome to the Spotlight! It seems that talk of being at an inflection point in the adoption of artificial intelligence (hat tip to Haley Joel Osment) is ubiquitous. First, there came the lawsuit by Getty Images against an AI software company for scraping data from its image repository.

Last month, we heard several stories about college athletes using artificial intelligence software to write essays and LSU gymnast Olivia Dunne vaulting her name, image and likeness toward the endorsement of one of the companies behind such software, sending academics, ethicists and talking heads alike into an uproar. The latest saga involves a Drake and The Weeknd collaboration called "Heart on My Sleeve." Only it's not really Drake and The Weeknd, but rather AI language models mimicking their voices to create something new and eerily mistakable for the real thing. To say that this will keep record label executives up at night is an understatement. Never mind (hat tip to Nirvana) the whole existential-threat-to-humanity shtick that comes along with A.I., but the music industry may have a big problem on its hands if these A.I. creations continue to wind up on streaming services and legislation. Talk about virtual insanity (hat tip to Jamiroquai).

For now, here to boost your natural intelligence are some other stories in this week's Spotlight:

- 7-foot 1-inch, 325 pound NBA Hall of Famer Shaquille O'Neal was finally served with legal process in the FTX crypto-investor class action after nearly three months of failed attempts. What changed this time around? The process server opened their eyes.
- Jungkook of K-Pop heartthrob group BTS makes a sizable donation to a Children's Hospital in South Korea, and in so doing, proves he has a Seoul.
- Poster women of the NIL era in college athletics, Haley and Hanna Cavinder are moving on from college but only getting started in the sports and entertainment industry, taking

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their podcast to Betr Media and announcing their intent to be professional wrestlers with World Wrestling Entertainment. A Doublemint Gum endorsement cannot be far off.

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### Endorsement Deals, Sponsorships & Investments

#### **Taylor Swift Managed To Dodge The FTX Promo Bullet, Her Lawyer Explains How**

April 19, 2023 via *Benzinga*

#### **East Cut seeks corporate sponsors for dog and sports park in San Francisco**

April 19, 2023 via *Biz Journal*

#### **Shaq was finally served in FTX lawsuit over the weekend, after a 3-month chase**

April 18, 2023 via *Business Insider*

#### **Michelle Kaufman: NIL is 'the next arms race' in college sports, UM athletes need more than John Ruiz**

April 18, 2023 via *Lancaster Online*

#### **The Cavinder Twins Are Using NIL Deals To Pave Post-College Careers**

April 18, 2023 via *Front Office Sports*

#### **Oakland Coliseum authority looks into RingCentral's abrupt termination of naming rights**

April 18, 2023 via *Biz Journal*

#### **Nike, Ronaldo, Real Madrid Generate Highest Sponsorship Value**

April 18, 2023 via *Sportico*

#### **Chip Scoggins: How Paige Bueckers is using endorsements to give back**

April 16, 2023 via *LancasterOnline*

#### **Ralph Lauren Seeks to Melt 'Iceman' Gervin's Sneaker Lawsuit**

April 14, 2023 via *Sportico*

### Sports

#### **Diamond Sports Group tells Cincinnati Reds it will miss key payment deadline**

April 18, 2023 via *Louisville Business First*

#### **Adam Silver touts new NBA CBA at WCOS**

April 18, 2023 via *Sports Business Journal*

#### **Endeavor's 'flywheel' strategy tested with WWE acquisition, UFC merger**

April 18, 2023 via *Biz Journal*

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## Music Biz

**Jungkook Donates \$760,000 To Seoul Children's Hospital: Youngest BTS Member's Net Worth Revealed**

*April 19, 2023 via International Business Times*

**AI-Generated Fake 'Drake'/'Weeknd' Collaboration, 'Heart on My Sleeve,' Delights Fans and Sets Off Industry Alarm Bells**

*April 17, 2023 via Variety*

**Reservoir acquires catalogue of hip-hop producer and artist Mannie Fresh**

*April 14, 2023 via Music Week*

**Inside the music industry's battle with the UK government over AI song generators**

*April 14, 2023 via The Conversation*

## Film & TV

**Religion of Sports Acquires UK Production Company in Soccer, F1 Push**

*April 18, 2023 via Sportico*

**Kanye West Documentary Sold to Several Broadcasters and Platforms, Producer Promises 'Revelation Driven Film'**

*April 17, 2023 via Variety*

## Emerging Sports

**Emerging Sports Market Makes Strong Pitch for MLB Expansion Team**

*April 13, 2023 via Sports Illustrated*