

## Sports & Entertainment Beat

# Spotlight on Pressure: From NFL Kicks to Dwayne Johnson's WWE Comeback

By Joshua Bloomgarden on 1.26.24 | Posted in Sports & Entertainment Spotlight

Welcome back to the Spotlight! As we prepare for the NFL Conference Championships this upcoming weekend, the fan bases of the Green Bay Packers and Buffalo Bills are still looking back to their losses last weekend, reflecting about what could have been. In both teams' losses, their field goal kickers missed a field goal at crucial moments in their respective games. As a lawyer frequently under similar pressure-packed circumstances, it's hard not to empathize with them. Aside from the *obvious* similarities in being unparalleled Adonis-like physical specimens, when things are going as they should (kicks made, deals closed) you seldom hear about a kicker's or lawyer's performance. But when things go wide-left, wide-right, short or off the uprights, kickers (like lawyers) are the first ones to be blamed – even when there were other opportunities to prevent things from getting to that point. To err is human, so the best of the best and most dependable still make mistakes, but with the help of teammates and the occasional support of fans, are able to make adjustments and prepare themselves for the next time to grab a hint of glory or at least avoid the negative spotlight.

- Dwayne “The Rock” Johnson’s career comes full circle as the former WWE wrestler finds himself on the board of directors for WWE’s holding company, TKO Group. As part of the arrangement, Johnson is finally getting full IP rights to his nickname—provided all board proposals are to be introduced with “if you smell what The Rock is cooking...”
- Country legend Dolly Parton rolls out a co-branded line of breakfast baking mixes. No fat-free or sugar-free options are offered so far so those looking to Jo—(err... go) lean need to look elsewhere.
- Based on trademark filings leading up to Tiger Woods’ and Nike’s agreement to part ways, golf equipment and apparel brand Taylor Made seems to be a likely partner – presumably in a joint venture -- for Woods’ next move. Woods’ golf bag is already filled with Taylor Made clubs, so the potential tie-up is...well...(too easy).

## Endorsement Deals, Sponsorships & Investments

### Farmers Insurance Could Be Shedding Its Sponsorship At Torrey Pines

January 25, 2024 via Forbes

### Barstool, DraftKings Near Sports Betting Deal After Penn Lock-Up

January 24, 2024 via Sportico

### Dolly Parton Cooks Up Pancake Partnership With Conagra, Looks To Challenge Pearl Milling

January 23, 2024 via Benzinga.com

### New Tiger and TaylorMade Brand in Works? Trademark Filings Offer Hint

January 22, 2024 via Front Office Sports

### Sports Illustrated Publisher Loses Name Rights, to Lay Off Staff

January 19, 2024 via Sportico

### Orlando City SC, Pride land new naming rights sponsor for stadium

January 18, 2024 via Biz Journal

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## Sports

### Noted celebrity Shaq doesn't want to be in 'celebrity category'

January 23, 2024 via Awful Announcing

### Nick Saban's 'epic era' of coaching is over, but the exploitation of players in big-time college football is not

January 23, 2024 via The Conversation UK

### How Ravens star Justin Tucker — the greatest kicker in NFL history — makes and spends his millions

January 20, 2024 via Business Insider

### Draft NIL Legislation Aims to 'Save College Sports as We Know It'

January 19, 2024 via Inside Higher Ed

### House NIL Hearing Exposes Partisan Divide on Athlete Pay

January 19, 2024 via Sportico

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**Music Biz**

**Stone Temple Pilots Singer Scott Weiland's Music Catalog Acquired by Primary Wave**

*January 24, 2024 via Variety*

**MLC Conducts First-Ever Audit Of Streaming Companies.**

*January 19, 2024 via Inside Radio*

**EU says music streaming platforms must pay artists more**

*January 18, 2024 via Engadget*

**Ice Spice, Producer Hit With Copyright Suit Over 'In Ha Mood'**

*January 18, 2024 via Bloomberg Law*

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**Film & TV**

**Peacock's Exclusive NFL Playoff Game Drove Estimated 2.8M Sign-Ups**

*January 24, 2024 via Sportico - Business*

**3 reasons why Netflix just spent \$5 billion on the WWE's live TV rights—and every major sports league should be paying attention**

*January 23, 2024 via Fortune Magazine*