

Sports & Entertainment Beat

History in the Making: From Ohtani's Record-Breaking Season to Legal Firsts

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Welcome back to the Spotlight! Last week Los Angeles Dodgers All-Star Shohei Ohtani made baseball history, becoming the first player to hit 50 home runs and steal 50 bases in a single season (for good measure, he hit that milestone in a game in which he had a ridiculous 10 runs batted in, 6 hits, 3 home runs, 2 stolen bases and a partridge in a pear tree). This week, 18-year-old Florida resident Max Matus made sports law history, becoming the first person to sue to stop the auction of a 50th home run ball hit by a player that also stole 50 bases in a single season. Matus, who claims that the home run ball was rightfully his after having allegedly caught the ball only to—again, allegedly—have it forcibly ripped away from him, certainly has financial incentive for his claim with the ball estimated to fetch \$4.5 million at auction. Even the wisdom of King Solomon might be challenged in the face of that kind of money, but allow me to throw a suggestion into the pot. Ohtani purchases the ball (he can well afford it) and Matus gets 50%. Voila! Problem solved! For those going to the Pittsburgh Pirates and New York Yankees series this weekend – if you happen to catch Aaron Judge’s 60th home run, hold on for dear life.

- Boston Celtics’ Jaylen Brown decided against \$50M in endorsement money and instead launched his own brand and signature shoe. Clearly well acquainted with the marshmallow test.
- Financial services company Robinhood inks a jersey patch sponsorship with its third NBA team – each are odds-on favorites to lead the league in steals.
- Former Heisman Trophy Winner Reggie Bush sues the NCAA and his alma mater University of Southern California Trojans over lost name, image and likeness revenue, calling his inability to cash in during college as an injustice. For their part, the NCAA and USC called it an am-bush.
- Husband and wife artists Clifford “T.I.” Harris and Tameka “Tiny” Harris recover \$71 million after toymaker MGA’s “OMG Fashion Dolls” were found to infringe the Harris’ “OMG Girlz” intellectual property. Now I am wondering whether this BloOMGarden can get a cut of

that...

For inquiries and/or unabashed compliments, please feel free to contact me at josh.bloomgarden@foster.com or add me on LinkedIn.

Endorsement Deals, Sponsorships & Investments

Celtics' Jaylen Brown Declined \$50M+ in Endorsements to Launch His Own Brand, Shoe

September 25, 2024 via Bleacher Report

Kylie Jenner's Sprinter vodka soda has ambitions to transcend the 'celebrity brand'

September 24, 2024 via Food Dive

Robinhood Inks Third NBA Jersey Patch Deal via Klutch Sports

September 24, 2024 via Sportico

Amy Schumer, Sheryl Sandberg, Tory Burch and other high-profile women back menopause-focused startup

September 23, 2024 via Biz Journal

Sports

Fan claiming ownership of Shohei Ohtani's 50-50 home run ball files lawsuit to stop auction

September 26, 2024 via Yahoo Sports

Pickleball Star Anna Leigh Waters Could Earn More Than \$3 Million In 2024, Her Agent Says

September 25, 2024 via Forbes

The Quinn family helped kick-start girls' flag football started in Pennsylvania. Now, they're seeing the benefit.

September 24, 2024 via LancasterOnline

Heisman winner Reggie Bush sues USC and NCAA over alleged payment 'injustice'

September 24, 2024 via The Guardian UK

Tennessee football's 10% talent fee opens discussion of how many schools and sports will follow

September 24, 2024 via Lancaster Online

Music Biz

T.I., Tiny awarded \$71 million in lawsuit over toymaker MGA's OMG Fashion Dolls

September 24, 2024 via Los Angeles Times

**Reservoir Inks Snoop Dogg and Death Row Records Publishing Deals, Including the
Rapper's 'Entire Catalog of Hits and Future Works'**

September 24, 2024 via Digital Music News

Film & TV

Report: John Cena and Judi Dench's next role is your Meta AI voice

September 25, 2024 via Techradar

Caitlin Clark's Poor Playoff Debut Still Holds Its Own vs. NFL

September 24, 2024 via Sportico

NFL to Air Sunday Night Football in 'Shared Reality' Cosm Domes

September 22, 2024 via Sportico