

## Sports & Entertainment Spotlight

# **Sports & Entertainment Spotlight: NFL Wide Receiver Odell Beckham, Jr. files a \$20M lawsuit against Nike**

By Joshua Bloomgarden on 11.17.22 | Posted in Sports & Entertainment Spotlight

Welcome back to the Spotlight! I am fresh off my trip (not to be confused with a “vacation”) to Walt Disney World, and discounting—just about the only time the word “discount” has been used in recent memory—being pummeled by Hurricane Nicole, several children’s ear infections and coming down with the Flu, there were still good memories and a lot of fun to be had by all. Mickey-shaped pretzels and Dole Whips helped ease the malaise as well. But I’m back to do away with your malaise (or sense of relief, depending on your point of view) and fill the sports and entertainment law void left in my absence. As previewed two weeks ago, I have new section on emerging sports, replacing the NFTs section—at least for a while until the crypto market rebounds #goodvibesonly. But just make sure to fill your plate with enough food (for thought) as I’ll be gathering with my core readership (my family) for Thanksgiving. Between now and then, there will undoubtedly be a veritable cornucopia of stories that I’ll be putting on my LinkedIn page. Consider it a flashlight rather than a Spotlight.

- NFL Wide Receiver Odell Beckham, Jr. files a \$20M lawsuit against Nike, alleging he was cheated out of an opportunity to sign an endorsement deal with Adidas. When Beckham consulted his attorney about filing the lawsuit, he undoubtedly said “just do it.”
- Elon Musk announces that he intends for Twitter to share revenue (perhaps with content creators on the social media platform. An open question is whether that includes a share for recording artists, songwriters. Another open question after the last few weeks is whether there will be any revenue to share.
- Pickleball remains on the upswing with Stephen Colbert manning the umpire chair for a celebrity competition that is sure to be a classic.
- Lastly a feel good story of mending fences with Mike Tyson and Evander Holyfield joining forces to market Holy Ear cannabis gummies in an homage to the infamous moment when Tyson bit off a piece of Holyfield’s ear in a 90s heavyweight boxing match.

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## Endorsement Sponsorship and Investments

**The FTX Bankruptcy Flameout Won't Burn Larry David or Influencer Marketing**

November 16, 2022 via AdWeek - Headlines

**Bay Area Sports Teams flee FTX After its Spectacular Collapse**

November 15, 2022 via SFGate

**China celeb ban: No celebrity endorsement allowed for health supplements - SAMR**

November 14, 2022 via Asia Pacific Food Technology News

**Binance Pulls out of FTX Bailout Leaving Sponsorship deals in Jeopardy**

November 10, 2022 via Sport Business

## Sport

**Sportradar Shares Swell on U.S. Business Strength, Quarterly Earnings Beat**

November 16, 2022 via Sportico - Business

**CONCACAF Signs OneFootball for Soccer Media Partnership**

November 16, 2022 via Sportico - Business

**Impact Investment Structure Draws New Capital Into Sports**

November 16, 2022 via Sportico - Business

**FIFA World Cup 2022 Set To Shatter Viewership Records**

November 16, 2022 via MENAFN

**Nicole Zerunyan Authors Article on Pregnancy Discrimination for Mississippi Sports Law Review**

November 14, 2022 via Lewis Brisbois

**Inside FTX's Now-Shaky \$135 Million Deal for Miami's NBA Arena**

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*November 11, 2022 via Sportico - Business*

**Genius Sports Beats Expectations in Q3 as U.S. Sales Triple**

*November 10, 2022 via Sportico - Business*

**Music Biz**

**Copyright Infringement and Royalties for Radio play in Commercial Sites**

*November 16, 2022 via Business Mirror*

**The Hip Hop Nutcracker**

*November 16, 2022 via East Bay Express*

**Tencent Music Entertainment Group Releases Golden Melodies Research Report That Explores The Music Industry's Long-Term Value And Potential'**

*November 16, 2022 via MENAFN*

**Music Industry Moves: Nilsson's Publishing Catalog Acquired by BMG**

*November 15, 2022 via Greenwich Time*

**Film & TV**

**MLS, Apple Unveil Pricing for Comprehensive Streaming Service**

*November 16, 2022 via Sportico (subscription may be required)*

**Cinedigm - Mediocre Quarter, Terrific Outlook**

*November 16, 2022 via Seeking Alpha*

**Apple Announces Landmark Deal with Major League Soccer – with focus on The Consumer Experience and Growing Global Soccer Audience**

*November 16, 2022 via Analyst Blog*

**UFC-Disney Rights Renewal Talks Nearing Opening Bell, Shapiro Says**

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*November 15, 2022 via Sportico (subscription may be required)*

**Emerging Sports**

**NYCFC Strike Deal for Soccer-Specific Stadium in Queens**

*November 16, 2022 via Mlssoccer*

**ExxonMobil Partners With Racing Promotions To Blaze The Trail For The Indian Racing League**

*November 15, 2022 via Businessworld India*

**Pickleball's uphill climb to mainstream success**

*November 14, 2022 via Salon News*

**Stephen Colbert's New Celebrity Pickleball Game Plays on TV's Sports Frenzy**

*November 9, 2022 via Variety*

**NBA 2K League Bans 6 Players, Coach For Violating Gambling Policies**

*October 27, 2022 via Bleacher Report*