

## Sports & Entertainment Spotlight

# **Sports & Entertainment Spotlight: Celebrity crypto influencers such as Floyd Mayweather, Jr. dodge a lawsuit over the endorsement of the EthereumMax**

By Joshua Bloomgarden on 12.8.22 | Posted in Sports & Entertainment Spotlight

Welcome back to the Spotlight! My grandfather and five-time Tony Award winning Broadway producer, Kermit Bloomgarden was, like many in the entertainment industry, prone to superstition. Both my interest in the entertainment industry and certain superstitions can undoubtedly be traced to him. It's fair to wonder then, what am I doing proclaiming my sports fandom. Last year I sang the praises of University of Wisconsin quarterback Graham Mertz. Two mediocre (at best) seasons later, he is transferring out of the school. This summer, I waxed more poetic than a Crayola sonnet on the once unbeatable New York Yankees, only to send their season into a tailspin, culminating with a pathetic playoff showing against the (eventual World Series champion) Houston Astros.

Last week, I extolled the U.S. Men's National Team ahead of their World Cup soccer match against the Netherlands. And, well...they lost. So, perhaps to Badgers Nation, Yankees Nation and Nation...Nation, it was my fault and I should be more judicious with my praise. Or, maybe I should just blame supply chain issues—that seems to be *en vogue* nowadays. Yeah, let's go with that. Besides, it is not as if anyone is reading this anyway. Anyhow, let's get on with the show and what's taking centerstage in this week's Spotlight:

- Celebrity crypto influencers such as Kim Kardashian and Floyd Mayweather, Jr. dodge a lawsuit over the endorsement of the EthereumMax platform on grounds that the plaintiffs could not prove that they were actually influenced to purchase EthereumMax assets. In other words, the suit amounted to an effort to redirect blame for questionable financial decisions.
- As energy drink brand Bang Energy and makeup and skincare company Iconic recently found out the music available for synchronization on TikTok may not necessarily be approved for use in advertising. And no amount of caffeine and cover-up will get you out of a copyright infringement claim.

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- New York state finally passes a name, image, and likeness law, but comes up short of the lofty promises once imagined for it. Notably, rather than including a mandatory 15% revenue sharing arrangement between the colleges and athletes, colleges have no such requirement and are instead prohibited from paying prospective athletes for use of their name, image and likeness. If you can make it here, you can make it anywhere...seemingly as long as “it” does not mean as many NIL dollars as you anticipated.

## Endorsement Deals, Sponsorships & Investments

### [Kim Kardashian, Floyd Mayweather Beat Investor Suit Over Crypto Promotions](#)

December 8, 2022 via Hollywood Reporter

### [How Creative Artists Agency \(CAA\) Is Employing Data, Analytics, And AI To Shape The Culture Of Our Times And Inspire The World](#)

December 7, 2022 via Forbes

### [New York's New Name, Image, And Likeness Law Hardly Protects College Athletes](#)

December 6, 2022 via Forbes

### [GameOn Raises \\$35 Million as Chatbot Conversation Heats Up](#)

December 6, 2022 via Sportico

### [How Pickleball is drawing fan love and brand dollars](#)

December 5, 2022 via Advertising Age

## Sports

### [The Business Behind Sport: Bobby Hacker - Past President and Current Board Member of the Sports Lawyers Association](#)

December 6, 2022 via Lexology

### [NFL Allows Sportsbook to Stream Live Game in U.S. for First Time](#)

December 5, 2022 via Sportico - Business

### [NBA to Accept Investment From Pension and Sovereign Wealth Funds](#)

December 1, 2022 via Sportico - Business

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## Music Biz

**Copyright exceptions for AI training data—will there be an international level playing field?**

December 7, 2022 via Bioinformatics

**House of Representatives Judiciary Committee to Consider American Music Fairness Act Proposing Sound Recording Performance Royalty on Over-the-Air Broadcasting**

December 6, 2022 via Broadcast Law Blog

**TikTok Music Lawsuits Fire Warning Shots to Brands, Influencers**

December 6, 2022 via Bloomberg Law

**Music streaming services fail to properly compensate artists**

December 5, 2022 via Sonoma State Star

**Triller Removes Music From Universal, Sony, Warner and Merlin**

December 2, 2022 via Billboard

## Film & TV

**'The Chop' Producer Big Wheel Restructured After Financial Challenges**

December 6, 2022 via Deadline

**Argentina-Mexico is Most-Watched World Cup Group Stage Match in Spanish-Language TV History**

December 4, 2022 via News Break

## Emerging Sports

**FanDuel TV will air weekly MMA events from ONE Championship**

December 2, 2022 via Awful Announcing

**Sports Equipment Market will reach to USD 562.60 billion by 2029, at a CAGR of 6.9% during the Projection period 2022-2029 : GreyViews**

December 1, 2022 via GlobeNewswire