

Sports & Entertainment Spotlight

Sports & Entertainment Spotlights: From Dad's Wisdom to Championship Glory - Nikola Joki 's MVP Journey in the NBA Finals

By Joshua Bloomgarden on 6.16.23 | Posted in Sports & Entertainment Spotlight

Welcome back to the Spotlight and happy Fathers' Day to all those celebrating (or celebrated) this weekend. If you're a dad like me, you're probably very tired, but also remarkably proud. Undoubtedly, the dads of the players for the Las Vegas Golden Knights and Denver Nuggets are especially proud of their having won the championships in their respective leagues (NHL and NBA) for the first time in history this past week (...maybe(?) a little less proud of celebratory debauchery, but that's another story entirely). One most valuable dad (MVD) who played a notable role in his child's championship run is that of NBA Finals Most Valuable Player (MVP), Nikola Joki . Were it not for Branislav Joki 's fatherly wisdom to shirk becoming a horseman in favor of focusing on becoming a basketball player, the 6'11", 284 pound Serbian superstar may not have shone as bright. Certainly, the NBA world would not have been able to tell a Joki apart from a skin condition commonly treated with a medicated powder or ointment.

As it is, the people of Denver (and presumably the horses) are grateful for Joki 's path, going from an afterthought (having infamously been drafted while ESPN was airing a Taco Bell commercial) to one of the best players in the world—all the while remaining humble, just as dad would have wanted. And just as you would have wanted, a few other highlights from this past week:

- Phil Mickelson's LIV Golf team, the Hyflyers may have flown too close to the Sun, as they face a trademark infringement lawsuit from an established skateboard apparel brand, Fallen, for having a confusingly similar logo. The logos in question appear to be very similar designs of the letter "F" backwards and forwards—which is incidentally the grade that the Hyflyers' legal counsel must have gotten in their law school trademark law class.
- The Beatles' Paul McCartney announces that artificial intelligence was used to re-create the late John Lennon's voice to complete a final Beatles record. Some human intervention was needed to correct the recording as the AI model became confused and kept inserting noises of a walrus.

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- Twitter gets hit with a massive copyright infringement suit from major music publishers. Yet another lawsuit for Elon Musk to grapple with, hastening his plans to go to Mars.
- Longtime Wheel of Fortune host Pat Sajak announces that he is R_T_R_NG.

If there are topics you'd like to see featured, parenting advice or any combination thereof, please feel free to [contact me](#).

Endorsement Deals, Sponsorships & Investments

Potential Olympics sponsorship deal tests LVMH heir Antoine Arnault

June 14, 2023 via Reuters

Andretti, Durant SPACs Soldier On as Most Shutter Without Deals

June 14, 2023 via Sportico

Twitter Hit With \$250M Lawsuit From Music Publishers Over "Massive Copyright Infringement" Claim

June 14, 2023 via Hollywood Reporter

Derek Jeter invests in Meati Foods

June 12, 2023 via Retail Dive

Breaking up is hard to do for celebrities with lucrative endorsements

June 11, 2023 via Irish Independent

PGA LIV Merger Heralds More Foreign Investment in U.S. Sports

June 10, 2023 via Sportico

Soccer-Newcastle sign shirt sponsorship deal with Saudi firm

June 10, 2023 via KFGO

USF's Center for Entrepreneurship gets \$10M from Jacksonville CEO for naming rights

June 9, 2023 via Biz Journal

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Sports

LIV Golf, Mickelson's Team Sued for Infringement on Logo

June 14, 2023 via Sportico

Why the Messi signing makes David Beckham's Inter Miami a blockbuster brand

June 13, 2023 via The Drum

Alabama and Auburn's Nonsense on NIL Could Scare Off Recruits

June 13, 2023 via News Break

NCAA Leader Sees Expanded Media Rights, Gambling As New Revenue Opportunities For College Sports

June 11, 2023 via Forbes

PGA golfers and sponsors are now told to love LIV

June 10, 2023 via Crain's Chicago Business

Pac-12 could have media rights deal by end of June, Washington State president says

June 9, 2023 via Athletic

Music Biz

Paul McCartney says AI has been used to help create a 'final' Beatles song, which features John Lennon's voice

June 13, 2023 via Markets Insider

Selena Gomez deletes Instagram post amidst brand controversy

June 12, 2023 via News International

Taylor Swift, Hit Singers May See More Revenue From Streaming Services

June 10, 2023 via MENA FN

Genetic paparazzi are right around the corner, and courts aren't ready to confront the legal quagmire of DNA theft

June 10, 2023 via SFGate

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Film & TV

FIFA Avoids Women's World Cup Blackout With Major Europe Broadcast Agreement

June 14, 2023 via Bloomberg

Disney reportedly may bid for WWE broadcast rights, but for FX rather than ESPN

June 12, 2023 via News Break

'Wheel of Fortune' host Pat Sajak announces he will retire next year

June 12, 2023 via NBC News

Adams Faces Criticism on Film Studio Development Deal

June 11, 2023 via New York Times

Peyton Manning's Omaha Productions Teams With ESPN for F1 Alt-Casts

June 9, 2023 via Sportico

**Warner Bros Pictures Animation Inks First-Look Deal With Locksmith Animation; First Pics
Are 'Bad Fairies' & 'The Lunar Chronicles'**

June 9, 2023 via Deadline

Emerging Sports

**Why Nick Kyrgios, Naomi Osaka and Steve Smith are investing in an imaginary football
league**

June 14, 2023 via The Age