

## Sports & Entertainment Spotlight

# **This Week in Sports & Entertainment: J. Cole Heads East, Kim K. Joins the Dugout & T. Swift Meets Her Match in Court**

By Joshua Bloomgarden on 4.3.26 | Posted in Sports & Entertainment Spotlight

Welcome back to the Spotlight! With it being a holiday for me, I will keep things brief, but if you know one thing about me, it's that I could not pass-over an opportunity to get in some wordplay while sharing sports and entertainment industry happenings with you. To do otherwise wouldn't be phar-aoah to you—it would be the ultimate de-nile. I guess I couldn't bear to let my people go a week without the Spotlight. Well, I'm here to lead you to the promised land.

- Having had earlier stints playing professional basketball in Africa and Canada, rapper J. Cole is now looking east, signing with the Chinese Basketball Association's Nanjing Monkey Kings. Talk about a world tour.
- Kim Kardashian is teaming up with Paramount+ to produce "Team Moms," an unscripted show following youth baseball players and their families. Undoubtedly the biggest draw to the project was that it involved large diamonds.
- Taylor Swift is sued by a Las Vegas showgirl for Swift's use of "The Life of a Showgirl" as her latest album title, allegedly infringing on the latter's trademark, "Confessions of a Showgirl." So while she may have been saved from the fate of Ophelia, Swift may not be saved from the Central District Court of California.

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### **Endorsement Deals, Sponsorships & Investments**

[WME Inks \\$500 Million Deal to Sell 160over90 Sports Marketing Firm to Publicis](#)

April 2, 2026 via Hollywood Reporter

[Prediction Market Kalshi Identifies as 'Gambling' Firm as LaLiga Partners with Polymarket](#)

April 2, 2026 via SportsPro

[Hinckson Sprints into Adidas NIL Deal](#)

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April 1, 2026 via Kaieteur News

[Jameson Joins Forces with J Balvin](#)

March 31, 2026 via The Spirits Business

[Trail Blazers Begin New Era With Tom Dundon Ownership](#)

March 30, 2026 via Grand Pinnacle Tribune

[Lachlan Murdoch Nets 92x Return in Landmark \\$1.6 Billion Rajasthan Royals Sale](#)

March 30, 2026 via Ministry of Sport

[Smashburger Named Official Smashburger of the Colorado Rockies for 2026 MLB Season](#)

March 30, 2026 via Nation's Restaurant News

[WNBA's Connecticut Sun Reach Deal to Sell to Rockets Owner, Who Will Move Team to Houston](#)

March 30, 2026 via PBS

[PCA Joins Gatorade Roster, Crochet Newest New Balance Endorser](#)

March 27, 2026 via Sports Business Journal

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### Sports

[Rapper J. Cole to Play Pro Hoops in China](#)

April 2, 2026 via ESPN

[The Lesson of a Thrilling March Madness](#)

April 1, 2026 via The Atlantic

[Shaquille O'Neal On How He Avoided Most Athletes' Financial Downfall: "I Didn't Want to Be a Part of the Horror Stories"](#)

March 31, 2026 via Yahoo

['You Have to Change': How the Ripples of NIL and Transfer Portal are Being Felt in the NFL Draft](#)

March 29, 2026 via Lancaster Online

[Luke Littler, 19, Gives Himself New Slogan Amid Dazzling Darts Displays](#)

March 28, 2026 via GB News

[More Money, More Problems? Study Links Name, Image and Likeness Commitment to Rising](#)

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## [Athlete Stress](#)

March 27, 2026 via Phys

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## **Music Biz**

[Taylor Swift Sued by Las Vegas Showgirl for Trademark Infringement](#)

March 30, 2026 via NBC News

[What the Netflix–Warner Music Deal Really Means for Artists and Brands](#)

March 30, 2026 via AdWeek

[Distributor Symphonic Acquires YouTube-Focused Distro Nation](#)

March 27, 2026 via MusicAlly

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## **Film & TV**

[Kim Kardashian to Produce ‘Team Moms,’ Paramount+ Reality Show About Youth Baseball Families](#)

April 2, 2026 via Variety

[TikTok to Let US Creators Sell Personalized Videos In-App Through its New Cameo Partnership](#)

April 1, 2026 via Music Business Worldwide