

A Week of Pop Culture Twists: Spotlight on TikTok, Utah Yetis, Post Malone Oreos and Netflix Bites

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Welcome back to the *Spotlight*! If you tuned in last week and you came here expecting clarity on the TikTok saga now that a week has gone by, I've got a bridge (and social media platform) to sell you. I bet you'd even believe that it snowed in Texas, Louisiana, Alabama, Georgia and Florida last week Texas! Or even that two New York Knicks players were named starters in the NBA All-Star Game! (*Wait...those last two **are** true!?*). Anyway, as I was saying, after the statute banning ongoing US operations took effect, TikTok's parent company ByteDance blocked US users' access to the social media platform. But not long after that, newly-inaugurated President Trump (having tried to ban TikTok during his first term as President, only to have it fall back in his good favor during the latest election cycle) issued an Executive Order aimed at keeping TikTok up and running for US users for more time so as to enable a last(?) last-ditch effort for ByteDance to divest its stake in TikTok. So queue up the Chubby Checker, because we're back in limbo. Incidentally, the *Spotlight* would be a great limbo player, as it always seems to come up short of the bar. Without further ado or self-deprecation, your *Spotlight* for this week is below.

- The National Hockey League's Utah Hockey Team may have to go back to the drawing board declaring an official name for itself, as the trademark application for the preferred "Utah Yetis" name was issued a refusal by the US Patent and Trademark Office. That may be a blessing in disguise as the team would be better suited with a name that is even more evocative of Utah-you know-like "Jazz."
- Rapper/Singer Post Malone announces a new collaboration with Oreo featuring a limited-edition salted caramel and shortbread crème swirl sandwiched between chocolate Oreo cookies that are embossed with prints related to his music. With the product due to hit shelves ahead of the Super Bowl, they can be enjoyed with friends or malone.
- Netflix is opening "Netflix Bites" - neither a subscriber complaint nor a warning not to approach, but rather an experiential pop-up eatery in Las Vegas at which patrons can enjoy food inspired by their favorite Netflix television shows. A fun and novel concept, though I prefer to experience Netflix over wine and takeout.

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

[Why NFL Teams Aren't Allowed on Bluesky-Yet](#)

January 23, 2025 via Sportico

[Netflix to Open Restaurant in Las Vegas Next Month as Live Experiences Business Expands](#)

January 22, 2025 via The Hollywood Reporter

[Men In Blazers Raises \\$15 Million as It Preps World Cup Push](#)

January 20, 2025 via Sportico

[Maine's Cooper Flagg lands exclusive sports memorabilia deal](#)

January 17, 2025 via WMTW Central Maine News

[NFL's TikTok Deal Includes Opt-Out If Ban Takes Effect](#)

January 17, 2025 via Sportico

Sports

[Trademark office rejects 'Utah Yetis' team name](#)

January 24, 2025 via ESPN

[Fanatics Sales Hit \\$8.1B Amid Push Into Betting, Collectibles](#)

January 23, 2025 via Sportico

[An 11-Year-Old Pulled One of Sports' Most Coveted Rookie Cards Ever](#)

January 22, 2025 via New York Times

[Rep. Michael Baumgartner wants to keep college football from turning into 'a second NFL'](#)

January 19, 2025 via Spokesman The Review

[Million-dollar questions abound in changing college game as Irish and Buckeyes prepare](#)

January 18, 2025 via Associated Press

[Peyton Manning condemns QBs for giving teammates sponsored gifts for publicity: 'We don't have to put it on TV'](#)

January 17, 2025 via Blaze, The

[AD suggests 'acquisition fee' could fix transfer portal problems](#)

January 17, 2025 via New Orleans WDSU 6

Music Biz

[Analysts Predict Podcasting Will Become 2025's Digital Audio Growth Engine.](#)

January 23, 2025 via *Inside Radio*

[Walk Off Entertainment Inks Global Deal With Virgin Music Group](#)

January 23, 2025 via *MusicRow.com*

[Limp Bizkit's \\$200 Million Lawsuit Against UMG Faces New Hurdles](#)

January 22, 2025 via *Rolling Stone Magazine*

Film & TV

[‘Emilia Pérez’ tops Oscar nominations with 13, ‘Wicked’ and ‘The Brutalist’ land 10 apiece](#)

January 23, 2025 via *Vegas Inc*

[CBS, ESPN, Amazon announce NWSL coverage plans for 2025 season](#)

January 22, 2025 via *Awful Announcing*

[Justin Baldoni's Lawyer Decries "Revoltingly False Sexual Allegations" From Blake Lively As Lawsuits Fly; Brands At Business Heart Of Dispute](#)

January 19, 2025 via *Deadline*

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