

Clone Wars, Comedy Deals & Copyright Feels: A Defining Week in Sports & Entertainment

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Welcome back to the Spotlight! Last week you may have celebrated the Fourth of July with hot dogs on the grill (70.5 of them, if you're Joey Chestnut), your favorite beverage of choice in hand and fireworks. This week, you may be celebrating the Eleventh of July (or 7/11) with hot dogs (or at least I think they're hot dogs) on those rotating rollers, a Slurpee in hand and (depending on the jurisdiction you live in) fireworks-though all bets are off as to whether you have a hand with which to hold the Slurpee after using said fireworks. In any event, if you're looking for the latest in the sports and entertainment business mixed with humor, like the convenience store, the Spotlight is always open.

- Many were shocked to learn this week that viral indie band The Velvet Sundown turns out to be completely AI-generated, albeit with some human direction involved. Frankly, not all that surprising given that the band's hospitality rider included a request for chips and GPUs.
- Designer Shoe Warehouse (DSW) strikes back at major record labels in a bid to defend against copyright infringement claims arising from the alleged unauthorized use of hundreds of songs on DSW's social media accounts. I'm no litigator, but I would like my odds arguing "if the shoe does not fit, you must acquit."
- Desperately in search of a laugh (not unlike my writing), former President Barack Obama and former First Lady Michelle Obama join forces with Larry David to produce a sketch comedy show regarding American history. The financial details of the deal are not publicly known, though there will be a jar on set for the Obamas to put a dollar into every time they address Mr. David as "Bernie" or "Senator."
- Beverage brand Liquid Death continues its streak of cutting edge (and edgy) marketing, selling autographed DNA (saliva) samples on empty cans of their products drank by endorsement partner and rock legend Ozzy Osbourne. In announcing the promotion, Osbourne encouraged fans to clone him, though I would caution that there's probably at least a 50/50 chance a fan ends up with a cloned vampire bat instead.

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

Celebrity Brands: Why Fame Alone Isn't Enough to Keep Them Afloat Anymore

July 9, 2025 via InterAksyon

The Hip-Hop Icon Building A Whiskey Brand For Everyone

July 8, 2025 via Taste Radio

Kevin Sherrington: With \$55 Million NIL Haul, Texas Tech Has a Front Row Seat for College Athletics' New Era

July 8, 2025 via The Dallas Morning News

Roger Federer is Now a Billionaire, but He's Made More Money Investing in this One Company than Winning 20 Grand Slams

July 8, 2025 via Fortune

U.S. Soccer Star Catarina Macario Scores 10-Year, \$10 Million Sponsor Deal From Nike

July 8, 2025 via Forbes

Celebrity Brands on Amazon: Jennifer Aniston, John Legend, Scarlett Johansson, and More

July 7, 2025 via People

LeBron James, Maverick Carter Lead Matthew Berry's Fantasy Life Raise

July 7, 2025 via MSN

How Brands Are Taking Back Social Media From Influencers

July 6, 2025 via New York Times

Kim Kardashian & Ryan Reynolds: The Power of Celebrity Brands

July 6, 2025 via Archynewsy

Meghan Markle Warned As Ever Customers 'Will Walk Away' After 'Careless' Move

July 5, 2025 via Daily Express

Top Celebrity Investors of 2025: Who is Ahead of the Game?

July 5, 2025 via Digital Journal

'Clone Me': Could Ozzy Osbourne Live on Thanks to Liquid Death DNA Deal?

July 5, 2025 via The Columbus Dispatch

Sophie Cunningham Lands Very Fitting New Endorsement Deal

July 4, 2025 via Larry Brown Sports

Sports

Rich Lowry: The Joy of Banana Ball

July 9, 2025 via Las Vegas Review Journal

NWSL's Utah Royals Valued at \$100M in Miller's \$580M Soccer Buy

July 8, 2025 via Sportico

CNBC's Most Valuable Sports Empires 2025: Kroenke Sports & Entertainment Tops List

July 8, 2025 via NBC News

Breanna Stewart Ready for 'Spicy' Labor Talks After Insulting Counter Proposal From League

July 6, 2025 via New York Post

Shaquille O'Neal Wants \$50 Million From Lakers Following \$10 Billion Sale

July 5, 2025 via Benzinga

College Sports Has a Soft Salary Cap Now. How Does it Work?

July 5, 2025 via The Oakland Press

What's Next in Wisconsin's Tampering Lawsuit Against Miami? Sports Law Experts Weigh In

July 1, 2025 via Badger Extra

Music Biz

Justin Bieber to Release Seventh Album on Friday

July 10, 2025 via Hollywood Reporter

After Being Sued by Warner for Copyright Infringement, DSW Files Lawsuit Against UMG, Sony and BMG Seeking Court Protection Over Music Usage in TikTok, Instagram Posts

July 10, 2025 via Music Business Worldwide

AI Band Shocks the World: The Velvet Sundown's Viral Rise

July 8, 2025 via Geeky Gadgets

AI Controversy Hits Indie Band The Velvet Sundown

July 6, 2025 via Web Prone News

Film & TV

[Larry David Teaming with the Obamas for First Show Since 'Curb Your Enthusiasm'](#)

July 10, 2025 via USA Today

['Scrubs' Revival Nabs Series Order at ABC, Donald Faison and Sarah Chalke Returning](#)

July 10, 2025 via Hollywood Reporter

[Brad Pitt Effect: Apple Wants Formula 1 TV Rights After Box Office Success](#)

July 9, 2025 via Benzinga

['Big Bang Theory' Spinoff 'Stuart Fails to Save the Universe' Ordered to Series at HBO Max](#)

July 9, 2025 via Variety

Emerging Sports

[Esports World Cup Foundation Announces Partnership with IMG to Launch Flagship Broadcast Series](#)

July 9, 2025 via GuruFocus

['Rematch' Video Game Bends Genres, Earns Millions for French Studio](#)

July 8, 2025 via Sportico

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