

# From Playoff Exits to Flying Spiders: An Eventful Week in New York

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Welcome back to the Spotlight! You may recall from a few weeks ago that I bemoaned the playoff exit of the New York Knicks. This week, I am doing the same after the Knicks' roommates, the New York Rangers met a similar fate. You might think that the silver lining is that less time in front of the TV watching 2 of my favorite teams will get me to spend more time outside to enjoy the weather. And ordinarily you'd be right. However, my time in the Sun will be short-lived (and my medicine cabinet full of vitamin D supplements), as I just recently read that an invasive species of hand-sized "flying" spiders known as "Joro Spiders" will be descending on New York this Summer. You truly can't make this stuff up anymore. Not a great stretch for the Empire State. The good news for those (like me) whose skin crawls at the very thought of these critters, a nice and sheltered air-conditioned room provides the perfect ambience for reading the Spotlight without threat of interruption of parachuting arachnids. If you do happen to see me out, it will be at Yankee Stadium with one of those umbrella hats, wearing a firm pair of steel-toe boots. For now, you can find me on the Web (lest I be found in a web).

- Dallas Mavericks point guard Kyrie Irving will be, as he has all season, wearing Anta brand sneakers on the court during the NBA Finals. The Chinese athletic apparel brand will seemingly be well-represented in the stands as well, with Irving offering an endorsement deal for his father. My boys have to step up their game for Father's Day.
- Country Music star Morgan Wallen's branded restaurant "Morgan Wallen's This Bar and Tennessee Kitchen" in Nashville just ahead of the CMA Fest. With a fully stocked bar, three stages for live performances and down-home menu options, the restaurant seems likely to be a hit - just as long as the wait staff doesn't take cues from his last album and serve "One Thing at a Time."

- Former members of Rock & Roll Hall of Fame band Earth, Wind & Fire will need to pony up \$750,000 for infringing the band's trademark rights. The judge ordered payment by no later than the 21st night of September.

## Endorsement Deals, Sponsorships & Investments

### [HanesBrands Is Selling Champion to Authentic in \\$1.2B+ Deal](#)

June 5, 2024 via Sportico

### [NBA Star Kyrie Irving Reportedly Signs His Dad, Drederick Irving, to an Endorsement Deal With Anta](#)

June 4, 2024 via Footwear News

### [Want to see your team face the Raiders in LV? This airline has a deal for you](#)

June 3, 2024 via Las Vegas Review Journal

### [Sonic Drive-In to partner with X Games to host the extreme sports competition at the end of June](#)

May 31, 2024 via Nation's Restaurant News

### [Morgan Wallen's This Bar + Tennessee Kitchen opens this weekend following delays](#)

May 31, 2024 via Biz Journal

## Sports

### [How legal legend Jeffrey Kessler put NCAA on brink of collapse](#)

June 6, 2024 via CBS Sports

### [New England college athletes are cashing in with sponsorship deals](#)

June 6, 2024 via Biz Journal

### [MLB bans Tucupita Marcano for life for betting on baseball, four others get one-year suspensions](#)

June 4, 2024 via Vegas Inc

### [Rose Lavelle Is Excited For Women's Sports And Her Next Move](#)

June 4, 2024 via Forbes

## Music Biz

### ['Alumni' band agrees to pay Earth Wind & Fire \\$750,000 after judge finds it infringed on trademark](#)

June 5, 2024 via Chicago Tribune

[Alexander Wang uses Taylor Swift and Beyoncé look-alikes in new ad, sparking controversy](#)

May 31, 2024 via NBC News

## Film & TV

[NBA Nears \\$76B TV Deal With NBC, ESPN And Amazon: Report](#)

June 5, 2024 via Benzinga.com

[Sports tech startup targets '100% AI automation' in streaming and analytics](#)

June 5, 2024 via Next Web

[Christian Pulisic Profiled In Paramount+ Documentary](#)

June 1, 2024 via Sportico

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