

Jersey Numbers, Golden Retrievers and Athlete Brand Deals

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Welcome back to the Spotlight! Particularly with many major U.S. and global professional sports leagues' relatively recent decisions to allow private equity firms to acquire team ownership, it seems to be a weekly occurrence that there is news of a team changing hands. Such is life in the age of sports being treated as an asset class, with team valuations rising beyond what individual buyers can afford, team owners wanting to unlock liquidity and secure guaranteed cash flows and investors wanting to avail themselves of high growth opportunities. This week alone, two of the most storied franchises in professional sports were the subject of huge transactions. First, the New York Yankees' holding company Yankee Global Enterprises and Apollo Sports Capital entered into an agreement that will see \$2.6 billion injected into the Yankees' organization — more than enough money to sign between 3 and 4 Shohei Ohtanis-without the Steinbrenner family ceding control of the Yankees, in return for a board seat and access to future opportunities. Then, a mere fourteen months after having bought the Los Angeles Lakers for \$10 billion, Mark Walter (who is reportedly under Federal investigation for financial improprieties in securing loans as part of his other business ventures and could conceivably use additional cash to pay down said loans) flipped the team to an ownership group comprised of former Disney CEO Bob Iger, venture capitalist Josh Kushner and his investment fund Thrive Eternal for \$12.5 billion. A 25% return ain't too shabby - and it is likely to only fuel stratospheric valuations and private equity's appetite for sports.

- Washington Commanders Quarterback Jayden Daniels sends a nastygram to his alma mater Louisiana State University purporting to revoke the school's rights to use his name, image and likeness in reaction to the decision to pass his jersey number (#5) on to another player, rather than retiring it. Given swift public reaction against Daniels and the application of First Amendment doctrine allowing the continued use of his name, image and likeness in the context of LSU history, LSU may have his number.
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- Tennis stars Coco Gauff and Taylor Fritz join wearable biometric tracking company OURA as brand ambassadors, marking the first time that the company's been excited about their technology being on the fritz.

Endorsement Deals, Sponsorships & Investments

[How Egypt Dean Turned Childhood Royalties into a Seven-Figure Sports Drink Investment](#)

August 14, 2026 via Boardroom

[Tom Brady's CardVault Gets Judge, Jay-Z, Dana White Investments](#)

August 13, 2026 via Sportico

[Kirk Herbstreit's Dog Landed an NIL deal. Now Kirk Just Holds the Leash](#)

August 13, 2026 via The Athletic

[Where Mbappe Will Go if He Breaks Up With Nike](#)

August 13, 2026 via City AM

[Lakers Sold: Joshua Kushner Adds \\$12B+ NBA Team to Portfolio](#)

August 12, 2026 via Sportico

[Coco Gauff and Taylor Fritz Join ŌURA as Brand Ambassadors Ahead of the 2026 US Open](#)

August 12, 2026 via Business Wire

[Roger Federer Loses Billionaire Status as Fortune Wiped Out in Day of Carnage](#)

August 12, 2026 via New York Post

[New York Yankees, Apollo Agree on \\$2.6B Capital Injection, Investment](#)

August 11, 2026 via Sportico

[Lifefit Launches and Appoints Neymar Jr. as Global Brand Ambassador](#)

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[President Obama's New Podcast Is Focused on the Books That Shaped Him](#)

August 10, 2026 via Hollywood Reporter

[Fenway Sports Group Expands Sports Portfolio with Acquisition of WTGL Team](#)

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[Champion Inks Major Partnership With BTS Star V for Global 'True Champion' Campaign](#)

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[Pablo Torre: 'Very Real Chance' Steve Ballmer Comes Out 'Relatively Unscathed' From Kawhi Leonard Scandal](#)

August 8, 2026 via Awful Announcing

[CFTC Eyes Prediction-Market Conflicts of Interest: Key Points](#)

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[Sound Familiar? Kawhi Leonard Tied to a Secret Sponsorship Deal With Intuit Dome Scoreboard Maker](#)

August 7, 2026 via Yahoo! News

[Family Matters: How Shaq & Jamie Salter Built a Business Dynasty](#)

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Sports

[Jayden Daniels' Camp Picked a Fight With LSU and May Have Overplayed His Hand in Baton Rouge](#)

August 13, 2026 via CBS Sports

[Walter Sold the Lakers Amid Federal Probes. Are the Dodgers Next?](#)

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[LeBron James' 76ers Debut Set for Blockbuster Knicks Showdown at MSG](#)

August 12, 2026 via Fox News

[WNBA Trans Athlete Policy Gap Raises Legal Questions](#)

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[No 'Mo Romo? Not So Fast, Says CBS Sports](#)

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[Lawmakers Target MLB's Sportsbook Deals After Bryce Harper Video Used by FanDuel to Thank Gambling Addict](#)

August 11, 2026 via Los Angeles Times

[College Sports Bill Doesn't Get Vote, But Does Get Spot on the Senate's September Calendar](#)

August 9, 2026 via The Intelligencer

Music Biz

[After Universal and Merlin deals, Spotify Inks Agreement With Kobalt for AI-powered 'Fan-Made' Covers and Remixes](#)

August 13, 2026 via Music Business Worldwide

[Travis Kelce Breaks Silence on 'Crazy' Madison Square Garden Wedding to Taylor Swift](#)

August 13, 2026 via The Independent

[Anthropic Seeks Partial Dismissal in Music Publishers' \\$3B Lyrics Suit - as CEO Moves to Drop the Direct-Infringement Claim Against Him](#)

August 6, 2026 via Music Business Worldwide

Film & TV

['Ted Lasso' Season 4 Opens With 296.6 Million Minutes Watched in Two Days, Apple TV's Biggest Launch Ever](#)

August 13, 2026 via Variety

[Matt Damon, Julia Roberts, Jimmy Kimmel & Alex Honnold Join David Letterman's 'My Next Guest Needs No Introduction'](#)

August 13, 2026 via Deadline

['Only Murders In The Building' Expands Its Collection Of 'Doctor Who' Stars, Adds Peter Capaldi To Season 6 Cast](#)

August 13, 2026 via Deadline

[David Ellison Threatens to Pull Paramount Out of California Starting Oct. 1 if States Refuse to Negotiate Settlement in Antitrust Suit](#)

August 11, 2026 via Variety

[Disney Doubles Down on Video Podcasts, Inks Streaming Deal With iHeartMedia](#)

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[Jason Bateman Attached to New York Yankees Scripted Drama Series at Netflix](#)

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[Michael J. Fox Lands Emmy Nom for 'Shrinking' After Ending His Five-Year Acting Retirement](#)

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