

# Power Moves All Around: Xania Monet Tops the Charts, Djokovic Bets on Cob, Knicks Face a Logo Showdown and Sony Scores a \$15M Sequel Bonus

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Welcome back to the Spotlight! This past week, amidst Halloween candy sorting (and sampling...and re-sampling...) a recording artist by the name of Xania Monet generated enough radio play to make a historic appearance on the Billboard R&B charts. Why was it historic? Not because Xania Monet is a relative of French impressionist Claude (though, kudos to you for retaining art history), but rather because Xania Monet is a relative of Claude...and Alexa...and Siri...and Grok. You see, Xania Monet is a creation of Telisha "Nikki" Jones, who uses generative software and her own lyrics to bring Monet to "life."

On the one hand, this represents a democratization of the music industry. On the other hand, it's an anxiety-inducing moment for recording artists of the human variety. Put differently, the ease with which new AI-generated music can be pushed out makes it more likely for consumers' mass consumption of Xania and likelier still for traditional musicians' mass consumption of Xanax. Whether this is a passing fad or a sign of things to come (probably the latter), one thing is for certain: the Spotlight is proudly AI-free and authentic since its very first founding. And based on what I've seen from my late night trials, that's not in danger of that changing any time soon!

- Highly decorated Men's tennis star adds a deal to his endorsement portfolio, leading a \$5 million seed round for "corn-free popcorn" brand Cob. What's this corn-free popcorn, you ask? It is a snack product made with sorghum - which is incidentally exactly what I experience when I get a corn kernel stuck in my teeth.
- Following on the heels of this week's Mayoral election in New York City, President Trump published (and was forced to take down) a doctored New York Knicks logo to satirize a different doctored New York Knicks logo that Mayor-elect Zohran Mamdani used (for which he received a cease and desist letter) during his campaign. While I am relieved to see the Knicks not wading into the political morass, I am confused about why there seem to be more graphic designers than IP lawyers on both sides of the aisle.
- Just when you thought the "K-Pop Demon Hunters" craze might be winding down after Halloween, Netflix announced that a sequel will be made, triggering a \$15 million cash bonus for Sony film studio. Golden indeed.

For inquiries and/or unabashed compliments, please feel free to contact me at [josh.bloomgarden@foster.com](mailto:josh.bloomgarden@foster.com) or add me on [LinkedIn](#).

## Endorsement Deals, Sponsorships & Investments

### [Acquisition Creates Major Investment Company Focused on Padel, Pickleball and Other Niche Sports](#)

November 6, 2025 via Insider Media

### [Xtreme One Entertainment Adds Football to its Sports Platform, Announces Letter of Intent to Acquire The 7on7 Association](#)

November 6, 2025 via GlobeNewswire

### [Kim Kardashian Taps TikTok Couple Nara and Lucky Blue Smith for Skims Holiday Campaign](#)

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### [ESPN Bet's Death May Finally End Dream of Giant Media Sportsbook](#)

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### [Mark Cuban Joins Legal Fight Against Dark Money and Super PACs](#)

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### [Why the White House Deleted Post Mocking Mamdani With Knicks Logo](#)

November 5, 2025 via Front Office Sports

### [A Pro League Paying College Athletes? Unrivaled Is Thinking Outside the NIL Box](#)

November 4, 2025 via Sports Illustrated

### [Well-Established Marketing & Sponsorship Agency Acquired by Strategic Buyer](#)

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### [NIL Free-For-All Poses Real Threat to What Makes March Madness Special](#)

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### [Novak Djokovic Becomes Latest Celebrity Popcorn Endorser, Helps Launch Cob with \\$5M Seed Round](#)

November 3, 2025 via Sports Business Journal

### [How UW Football Commit Elijah Durr Represents Tacoma, His Adopted Hometown](#)

November 1, 2025 via The Seattle Times

## Sports

**People's ArmWrestling Federation of India Announces Hosting of 2026 World Championships**

November 6, 2025 via Central Asia International News

**Travis Kelce and Patrick Mahomes No Longer Rule NFL Ad Breaks**

November 3, 2025 via Sportico

**World Series Game 7 on Pace for Over 26M Viewers, Eight-Year High**

November 3, 2025 via Sportico

**In New Era of College Hoops Rosters, \$20.5M Salary Cap Feels More Like a Suggestion than a Rule**

November 3, 2025 via Yahoo! News

**WNBA Greatly Underestimates Stars Like Caitlin Clark, Angel Reese in CBA Fight**

November 3, 2025 via Awful Announcing

**Virginia Tech Sought a Pregame Home Anthem. Metallica's 'Enter Sandman' Became a 25-Year Staple**

October 31, 2025 via Record Patriot

**Music Biz**

**Xania Monet: The First AI Artist to Crack a Billboard Radio Chart**

November 5, 2025 via Los Angeles Daily News

**Guns N' Roses Sued By Ex-Manager Over Release of His Book**

November 5, 2025 via Variety

**Stars Urge Congress to Pass the American Music Fairness Act**

November 4, 2025 via The Washington Examiner

**Drake Accused of Earning Billions of Fraudulent Streams in Class Action Suit Against Spotify**

November 3, 2025 via The Hollywood Reporter

**AI Song Generator Udio Offers Brief Window for Downloads After Universal Settlement Upsets Users**

November 2, 2025 via WDSU 6

**Le Sserafim and Their Peers Are Flipping the Script on US K-Pop Brand Deals**

October 31, 2025 via AdWeek

**Why the Biggest Record Company Is Teaming Up With the AI-Music Company It Was Just Suing**

October 31, 2025 via Yahoo! News

**It's Always Been Hard to Make it as an Artist in America - and it's Becoming Only Harder**

October 31, 2025 via The Conversation UK

**Film & TV**

**WME Music for Visual Media Department Merges With Allegro Talent Group to Form New Film and TV Music Division**

November 7, 2025 via Variety

**'Michael' Trailer: Michael Jackson Becomes the King of Pop in First Footage From Biopic**

November 6, 2025 via Variety

**Behind 'KPop Demon Hunters' Sequel Deal: Netflix Awards Sony \$15 Million Cash Bonus for First Film**

November 6, 2025 via HollywoodReporter

**MPA Sends Cease And Desist Letter To Instagram Parent Meta Over "PG-13" Teen Accounts**

November 5, 2025 via Deadline

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