

Sports & Entertainment Beat

# Sports & Entertainment: Rock Royalties, NIL Lawsuits, and Carmelo's Cannabis Venture

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Welcome back to the Spotlight! With my being glued to the Yankees game, amongst other things, I will be brief here. But hopefully, I have left just enough meat on the bone for you to dig in below.

- Rock band Limp Bizkit sues record label Universal Music for \$200 million in allegedly unpaid royalties. Universal would be forgiven for thinking that the group did not want the money since, by their own admission, they did it all for the nookie.
- Former Ohio State University standout quarterback Terrelle Pryor follows in Reggie Bush's footsteps with an NIL lawsuit against the NCAA and the Big Ten Conference, seeking to recover a substantial sum from years Pryor.
- Former NBA star Carmelo Anthony turned entrepreneur reveals his next venture is in the cannabis industry-a fitting endeavor for someone well acquainted with being mellow.

**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**

### **Strauss Gets Sky-High ROI From MLB Playoff Helmet Logos**

*October 8, 2024 via Sportico*

### **Basketball great Carmelo Anthony enters new arena with cannabis brand, mission**

*October 7, 2024 via Marijuana Business Daily*

### **Tyrese Haliburton Reportedly Inks New Endorsement Deal With Puma**

*October 7, 2024 via Footwear News*

### **Man City land blow on Premier League in legal battle over sponsorship deals**

*October 7, 2024 via The Independent*

## **Sports**

**College athletes are one step closer to pocketing millions of dollars-and they can begin applying for payments this month**

October 8, 2024 via Fortune Magazine

**Terrelle Pryor sues Ohio State, Big Ten, NCAA and Learfield over NIL**

October 4, 2024 via Awful Announcing

**Music Biz**

**Limp Bizkit Seeks \$200 Million From Universal Music Over Unpaid Royalties**

October 8, 2024 via Claims Journal

**Why it pays to be a songwriter**

October 5, 2024 via Business Mirror

**Selena Gomez couldn't afford to go to her first Disney casting-now she's a billionaire startup founder**

October 4, 2024 via CNBC

**Here's how AI is going to change the music industry, according to one of the leaders of Apple's first foray into music**

October 4, 2024 via Fortune Magazine

**Film & TV**

**Derek Jeter Launches Company to Grow Hollywood Footprint**

October 9, 2024 via Sportico

**Grasshopper Film Acquires Jem Cohen's Cosmic 'Little, Big, And Far' On Eve Of World Premiere At New York Film Festival**

October 4, 2024 via Deadline

**Sony Pictures Classics acquires TIFF premiere 'The Penguin Lessons' for multiple territories | News | Screen**

October 4, 2024 via Screen Daily

**NBA Says TBS No 'Match' for Amazon as Legal Row Heats Up**

October 4, 2024 via Sportico

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