

# Sports & Entertainment Spotlight: Damar Hamlin Files for 'Did We Win?' Trademark

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Welcome back to the Spotlight! We find ourselves at an interesting moment where, on the one hand, tech companies are laying off tens of thousands of workers apiece in the face of economic headwinds, Elon Musk claims from Guinness World Records the dubious honor of having lost the largest personal fortune in history (\$182 billion, bringing his total net worth to a "paltry" \$147 billion) and the price of eggs would make a golden goose blush. On the other hand, the sports and entertainment world seems to be suffering from no such ill effects as large sums of capital continue to be invested into various entities without much sign of slowing down (and that's to say nothing of professional athletes' salaries). Kansas City Chiefs quarterback Patrick Mahomes seems to have decided that "owning" the NFL is not enough, instead he owns equity in major Kansas City sports teams such as the MLS' Sporting Kansas City, MLB's Kansas City Royals and most recently the NWSL's Kansas City Current. Safe to say he's not in any financial Missouri. World Wrestling Entertainment Chairman of the Board Vince McMahon is said to be considering a real \$8 billion sale of the professional fake wrestling league to Saudi interests. And with 95 of the top 100 highest rated events in 2022 being sports, there's little doubt that sports and entertainment will remain a bright spot in a down economy-almost like a spotlight.

- Just nine days removed from suffering cardiac arrest on an NFL field, Buffalo Bills safety Damar Hamlin has happily been discharged from the hospital. As he continues to recover, he's also got business in mind, filing for two trademarks, "DID WE WIN" and "THREE IS BACK," to pay homage to his first words in the hospital, while hinting at a triumphant return to the gridiron.
- An investor group that includes Cincinnati Bengals Quarterback Joe Burrow and Boston Celtics Forward Blake Griffin purchased a 128 acre plot of farmland in rural Iowa. But to Ray Kinsella's chagrin, this appears to be a bonafide agriculture investment.
- More celebrity endorsements and investments in the cannabis industry paired with many states' legalization of marijuana, mean that perhaps it's high time that the plant formerly seen as taboo make its way into the mainstream.

## Endorsement Sponsorship and Investments

### [Celebrities in Cannabis Reflect a Modern Era of Marketing](#)

January 11, 2023 via PR Newswire

### [Osaka's absence from majors could hurt sponsorships](#)

January 10, 2023 via Sports Business Journal – All Sections (sportsbusinessjournal.com)

**Calvin Klein taps breakout tennis star Alcaraz as face of latest campaign**

January 10, 2023 via Sports Business Journal – All Sections (sportsbusinessjournal.com)

**Joe Burrow, Blake Griffin, Around 20 More Athletes Buy Iowa Farm for Roughly \$5M**

January 10, 2023 via Bleacher Report

Sport

**Stephanie McMahon resigns from WWE; Nick Khan now sole CEO**

January 11, 2023 via News Break – Top Stories

**La Previa: Liga MX Media Rights, Brazil's Breakaway League and NFL Sunday Ticket**

January 11, 2023 via Sportico – Business

**Damar Hamlin Files for 'Did We Win?' Trademark**

January 10, 2023 via Boardroom

**President Biden Signs Cantwell-Capito Equal Pay Bill Into Law, Historic Win for Women's Equality in Sports**

January 5, 2023 via U.S. Senate Commerce, Science, and Transportation Committee

Music Biz

**For Tim McGraw-Headlined Pre-Super Bowl Festival, BetMGM Becomes First Mobile Betting App to Sell Concert Tickets**

January 11, 2023 via Variety

**Music copyright NFT market charm-Euterpe launches the first Music IP-NFT mystery box and sold out instantly**

January 11, 2023 via AZ Central

**Universal Music CEO Grainge Decries Spam Music on Streaming Platforms**

January 11, 2023 via U.S. News & World Report – Top Stories

**[Apple Co-Founder Steve Wozniak Defeats Appeal of Copyright Win](#)**

January 10, 2023 via Bloomberg Law – Intellectual Property News

Film & TV

**[Golden Globes: Disney Dominates With Nine Wins Across Film, TV](#)**

January 11, 2023 via The Hollywood Reporter

**[The End of the Netflix-ization of TV and the Beginning of a New Streaming Bundle](#)**

January 9, 2023 via News Break – Top Stories

**[Hollywood Reporter: Atlanta's TV, film boom is ballooning home prices](#)**

January 9, 2023 via Urbanize Atlanta

**[TikTok to License IMDb Data for Feature Targeting Film and TV Content \(Exclusive\)](#)**

January 5, 2023 via Hollywood Reporter

Emerging Sports

**[Syracuse men's and women's lacrosse have a combined six preseason All-Americans](#)**

January 11, 2023 via Syracuse Post Standard

**[Tonight's rugby news as 'shameful' Owen Farrell loophole emerges and Gatland favourite close to return](#)**

January 11, 2023 via Western Mail

**[Girls wrestling sees huge growth in 2022-23 season](#)**

January 10, 2023 via Goshen News

**[The Worldwide Racket Sports Equipment Industry is Projected to Reach \\$272.4 Million by 2031](#)**

January 6, 2023 via PR Newswire – News Releases

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