

Sports & Entertainment Spotlight: Groundhog Day all over again–Tom Brady edition

02.02.23 01.07.26

Welcome back to the Spotlight! Ok readers, rise and shine and don't forget your booties 'cause it's coooold out there. That line of course being inspired by the 1992 Harold Ramis film, "Groundhog Day" seems awfully relevant on account of...it's Groundhog Day, at least in my neck of the woods, we're in for a deep freeze and like Bill Murray's character, Phil Connors, we find ourselves waking up to a day that we have lived before: the day after NFL great Tom Brady's retirement. Indeed, just yesterday, Brady emerged from his post-playoff hibernation and announced that he is retiring "for good." Strange timing after having been rumored to be linked to a trade that would have moved the 45 year old quarterback to the San Francisco 49ers. Perhaps the franchise rebuffed Brady's attempts to change its name to the 45ers. Perhaps Brady didn't see his shadow. Whatever the reason, like last time, he has a doozy of a next step in a \$375 million broadcasting deal for the NFL on FOX. That to go on top of a nest egg built through business ventures, investments and endorsements during his professional career (not to mention his salary). Much more than what the lion's share of athletes can say for themselves upon retirement (at least without the right guidance). Believe him this time or not, but one way or another-as sure as Sonny and Cher have got their babes-we will still be seeing a lot of Brady in the Sunday spotlight.

- Breakfast company Post unveils a line of on-the-go cold cereal cups under the brand name "OK GO," for which all one needs to add is cold water and promptly tries to throw cold water on indie rock band OK Go's attempts to have Post stop using its name. The case Post filed in federal court to seek a judgment declaring that it may continue using the name will hinge on the open question under trademark law is whether a consumer is likely to confuse the cereal cups as being affiliated with or originating from the band. Meanwhile, less of an open question is whether one is likely to confuse just-add-water breakfast cereal with breakfast cereal to which you add milk.

- Jaden Rashada, the four star quarterback that bolted from the University of Florida after the \$13 million NIL deal he was promised fell through, finds his way from one mirage to another, heading out to the desert to play for Arizona State University.
- Universal and TIDAL join forces to build what they believe will be a more "artist- and fan-friendly" streaming model. (*Pssst...that's code for a more Universal- and TIDAL-friendly streaming model*).

Endorsement Sponsorship and Investments

Tom Brady Has Lost a Lot of Money Because of FTX

February 1, 2023 via *Crypto News Australia – Top Stories Worldwide*

Jaden Rashada to Arizona State: How NIL fallout from Florida led to QB signing with Sun Devils

February 1, 2023 via *Sporting News*

NWSL names Adobe its official creativity partner

January 31, 2023 via *Sport Business – News Page (sportbusiness.com)*

Grundéns Renews Sponsorship with MLF and Adds Athletes

January 27, 2023 via *WILX-TV (Lansing, Michigan)*

Sport

Apple's MLS Season Pass Aims to Change Sports Streaming

February 1, 2023 via *Sportico – Business*

Sports world reacts to Tom Brady's retirement

February 1, 2023 via *ESPN.com*

U.S. sports betting: Here's where all 50 states stand on legalizing sports gambling, United States mobile bets

February 1, 2023 via *CBSSports.com*

Music Biz

OK Go, the Band, Fights Back Against 'OK GO!', the Breakfast Cereal: 'Just Pick a New Name'

February 2, 2023 via *Variety*

Justin Bieber sells his back catalogue - an expert explains why artists give up rights to their music

February 1, 2023 via *The Conversation - Top Stories*

[Sony's 2023 AV receivers are Sonos-ready and work with wireless speakers](#)

February 1, 2023 via *Digital Trends News*

[Dr. Dre's Debut 'The Chronic' Returns to Interscope and Streaming Services](#)

February 1, 2023 via *Billboard*

[TIDAL and Universal Music Group Partner to Develop More Artist- and Fan-Friendly Streaming Model](#)

January 31, 2023 via *Yahoo Finance - Top Stories*

Film & TV

[Apple embraces potential of sports streaming with MLS deal](#)

February 1, 2023 via *Seattle PI - Local Business*

[Brodkin, Mandel will advise NCAA ahead of its next media rights negotiations](#)

February 1, 2023 via *Sports Business Journal - All Sections (sportsbusinessjournal.com)*

[NASCAR rights: New deals could come by early summer](#)

January 31, 2023 via *Sports Business Journal - All Sections (sportsbusinessjournal.com)*

Emerging Sports

[NYSPHSAA approves high school girls flag football as a state championship sport on National Girls and Women in Sports Day](#)

February 1, 2023 via *giants.com*

[Pickleball Lands A Few Television Deals](#)

January 30, 2023 via *Forbes - Business*

[Davenport STUNT recognized as NCAA emerging sport](#)

January 29, 2023 via *FOX 17 West Michigan News (WXMI)*

Posted in [Sports & Entertainment Spotlight](#)

Authored by

[Joshua A. Bloomgarden](#)

Principal|New York

212.965.4529 josh.bloomgarden@foster.com