

Spotlights: Jimmy Butler's NBA Journey and Trademark Savvy, Federer's Navigation Voiceover, Scottish Pickleball Championships, and a Copyright Battle for 'King of Collectibles: Goldin Touch

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Welcome back to the Spotlight (to everyone but the Boston Celtics, who made it as far as opening the link but didn't put in the effort to read any further)! A little basketball humor to kick off this week and get me blacklisted throughout New England. For those who were rooting for a comeback in the Heat and Celtics playoff series, you actually got exactly what you wanted, if not the one you realized. Indeed, by now, you have probably read or seen that just a year earlier, Heat forward (and fellow JB) Jimmy Butler boldly stated after a Game 7 loss to the Boston Celtics that he and his team would be back and get the job done next year. And like a stereotypical murder mystery, (the) Butler did it, propelling his team to the NBA Finals through countless memorable performances. Full of foresight and confidence, if Butler's on-court performance has been stellar, his off-court performance has been savvy. Having demonstrated an entrepreneurial chops in 2020 during the NBA's COVID-abbreviated "bubble" season, selling \$20 cups of coffee, Butler continued keeping an eye on business by having his legal team file for trademarks for HIMMY BUCKETS for use in connection with clothing...and coffee. The lesson? Always bet on yourself and surround yourself with a team to help you take advantage of opportunities when they come knocking. Not unlike taking advantage of the opportunity to read this week's Spotlight.

- Retired tennis great Roger Federer follows the route taken by such celebrities as Christina Aguilera and has lent his voice to traffic navigation app Waze. A surprising move for someone who's not used to being out.
- The Scottish Pickleball National Championships are set to get underway. Great news for the continued growth of the sport. Terrible news for the ball boy/girl who has to retrieve errant bounces from players' kilts.
- Wildly popular Netflix series King of Collectibles: Goldin Touch is the subject of a copyright infringement dispute in which the plaintiffs allege their concept for the show was stolen from them. Best case scenario for the defendants, they win. Worst case scenario is they lose and get to auction off original pleadings from the litigation.

Endorsement Deals, Sponsorships & Investments

Federer serves up directions as latest voice on Waze navigation app

June 1, 2023 via Reuters

Heat's Jimmy Butler files for trademark amid epic NBA Finals run

June 1, 2023 via Yahoo Sports

Harrods set to stock rum favoured by James Blunt

May 31, 2023 via Drinks Business

FTC Obtains First Monetary Settlements With Celebrity Endorsers

May 30, 2023 via JD Supra

Sports

Genius and Fubo Lead Sports Stocks in May as Broadcasters Tumble

June 1, 2023 via Sportico

As Diamond Sports Group Drops Padres, MLB Picks Up TV And Streaming Distribution

June 1, 2023 via Forbes

Wembanyama Could Save Millions in Taxes by Moving to Texas

May 31, 2023 via Sportico

Music Biz

A Comprehensive Guide to Choosing the Right Music Licensing Website for Creators

June 1, 2023 via News Break

Succession Composer Nicholas Britell Inks Deal with Secretly Distribution

June 1, 2023 via Digital Music News

Sean “Diddy” Combs sues Diageo, saying it neglected his vodka and tequila brands

May 31, 2023 via ABC News

Summerfest sponsorship revenue tops budget. Festival hiring nearly complete.

May 31, 2023 via Milwaukee Business Journal

Film & TV

Airing F1's Monaco Grand Prix live on ABC pays off for Disney

May 31, 2023 via Awful Announcing

The WGA strike is part of a recurring pattern when technology changes

May 30, 2023 via Washington Post

Netflix's 'King of Collectibles' Hit With Copyright Infringement Suit

May 27, 2023 via Sportico

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