

## Mastery Journal Entry – Law & Sports: Navigating the Evolving Landscape

At the beginning of this course, my Mastery: PDL timeline goal was to understand how legal frameworks and regulatory trends shape the entertainment and sports business. Coming from a sports-management background, I wanted to expand my skill set by learning about intellectual property, contracts and compliance issues that influence careers and businesses in entertainment. Over the past weeks, this law course has delivered exactly that, and this final assignment encourages me to reflect on how the course aligned with my goals and how I might apply what I learned.

One of the most eye-opening subjects was the evolving doctrine of fair use as applied to generative AI. In June 2025, two Northern District of California cases—Bartz v. Anthropic and Kadrey v. Meta—produced groundbreaking rulings. Judge Alsup found in Bartz that using lawfully acquired books to train AI models is “quintessentially transformative” and therefore fair use, but he held that downloading pirated copies is not<sup>[1]</sup>. Just days later, Judge Chhabria held in Kadrey that Meta’s AI training was fair use and that the plaintiffs’ evidence of market harm was insufficient<sup>[2]</sup>. Together, these opinions show that courts are beginning to recognize AI training as transformative, yet they also emphasize that liability still exists for unauthorized copying and that future cases will hinge on evidence of market harm.

Another important development is regulation of digital distribution platforms. Utah and Texas enacted “App Store Accountability Act” legislation that requires mobile-app stores and developers to verify user ages, obtain verifiable parental consent for minors and share compliance data. The laws divide users into specific age categories—children 12 and under, younger teenagers 13–15, older teenagers 16–17 and adults 18+—and impose penalties for non-compliance<sup>[3]</sup>. This legislation reflects growing concern for minors’ safety online and signals that entertainment companies must update policies and technology to comply.

I also examined privacy enforcement in streaming. In October 2025, Florida filed the first enforcement action under its Digital Bill of Rights, alleging that Roku collected and sold children’s personal data without consent<sup>[4]</sup>. The lawsuit highlights how streaming platforms’ partnerships with data brokers can create liability and notes that penalties of up to \$150 000 per violation apply when sensitive data from minors is mishandled. This case shows regulators’ increasing emphasis on privacy, age verification and transparency in digital entertainment.

This law course equipped me with tools to interpret statutes and case law, evaluate risk and advise organizations on compliance. As I pursue a career in sports and entertainment analytics, I will apply this knowledge by ensuring that any data-driven products or marketing strategies respect intellectual-property rights, comply with age-verification laws and protect user privacy. By staying current on legal developments and integrating them into business strategies, I can help organizations innovate responsibly and protect both creators and consumers.

### Footnotes:

[1] Bartz v. Anthropic ruling on fair use for training AI with lawfully acquired books  
【308936528018343†L126-L141】 .

[2] Kadrey v. Meta decision affirming fair use and lack of market harm evidence  
【308936528018343†L149-L170】 .

[3] Utah and Texas App Store Accountability Act requirements and age categories  
【734803827916928†L60-L104】 .

[4] Florida Digital Bill of Rights enforcement action against Roku 【379774468049945†L55-L84】 .