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Title: Business Firm

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The purpose of this paper is to select a business firm and to answer various important questions which are associated with it. The business firm which has been chosen is Tampa Bay Lightning. Founded in 1992, Tampa Bay Lightning has remained a professional ice hockey team and the team is Florida based. The Tampa Bay is also known by the name of the Bolts. Moreover, the team has regularly participated in the National Hockey League (NHL) and they are the members of central division. It is important to mention that the Tampa Bay home ground is Amalie Arena. As far as their record of Stanley Cup championship is concerned, the team has won two championships back in 2004 and currently in 2020. Coming towards the coaching and administration of the team, the team is owned by Jeffrey Vinik, with Julien Brisebois as the general manager and John Cooper has remained the head coach of the team since 2013.

The Tampa Bay is considered to be amongst one of the most professional and well-decorated ice-hockey teams in the US. Founded in 1992, the team has participated in all the major championships, be it the Stanley Cup, conference championships or presidential championships. Importantly, the team has also played an effective role since the outbreak of Covid-19 as the team has helped the various segments of the society in a rightful manner. With engaging in various important activities at community level, the status of Tampa Bay Lightning has increased from an ice-hockey team to a community-oriented team.

In May 2018, in response to New jersey's whose plea was to legalize the sports betting, the US supreme court in a monumental decision has allowed that any sate who so ever wishes can legalize the sports betting. This is one important aspect regarding which the Tampa Bay is highly concerned as with this in practice, the true nature of the game will be effected. It is important to



mention that the bill has been moved in the state legislature but it has not been passed. Till now, nearly thirty states have legalized the sports betting which will prove to be catastrophic on the overall phenomenon of various game. The Tampa bay along with others should work to stop the legislation in this particular regard as by legalizing it, the overall scenario and environment of various games played in the country will undergo several basic changes. The transparency which is closely associated with the game will end up when the sports betting legislation will pass. It is high time, that the important policy makers of the Tampa Bay must play their effective role in order to stop this legislation. On the contrary, they should lobby to make various games more transparent. This is one of the most important legislation which should be blocked at any cost as it will have severe ramifications on the future of the game.

The most important lawsuit against the team happened to be in April, 2020 a former youth hockey coach, who is 23 said that she lost her job after telling the department that she was sexually assaulted and has named Aaron Humphrey in the lawsuit. She is currently suffering from post-traumatic stress disorder because of this particular incident. Moreover, according to the lawsuit, the girl was sexually abused and the attitude of the management was quite derogatory and discriminate. When, feaster, the general manager of the team was asked regarding the incident, he refused to discuss it and said that the human resource would deal with it. It is highly important to mention that the response from the human resource staff was even more callous as they remarked, that they heard about it but that was in the past and it does not matter. Based upon the above mentioned details, it largely seems that the team has a role to play in all this because they are all passing the buck upon each other. The credibility of Tampa Bay as a team is highly dependent on this lawsuit, as this is the matter of the values they believe in which they have been professing to



the community. If the policy of trying to sweep it under the rug will continue, Tampa Bay as a team and a community group will lose their credibility. From the attitude of the management, it seems that the firm is defendant in the case which will have severe ramifications for them in the future.

As an ice hockey team, the Bolts contracts are mostly on two-three years basis in which they sign off many important players so that their set of players should perform well during the championships. Currently, Tampa Bay has many new contracts and out of them one will be discussed here. Recently, they have Kevin Shattenkirk who is a veteran defender, and has been signed by the club for one-year for \$1.75 million. By signing this player, the team will receive a boost in the defense pairing as Shattenkirk is considered to be a fine defender. As mentioned, the other party in the contract is Kevin Shattenkirk and this contract is mainly related to the playing field. On the behalf of firm, they engage into various contracts with other producers and broadcasters so that they may have better access to the media and the market. Some of the important contractual relationship partners of the team are as follows. E.g. Fox Sports, Heart Media. The contract with the particular player was made in 2019 and he has been signed for one year in the team. Depending upon his performance, the contract will be extended. Moreover, the primary motive of this contract was to have Shattenkirk representing the Tampa Bay as his inclusion in the side will yield better results for the time on the whole. As above mentioned, the team enter into contracts with certain players over the year in order to build a strong side that may help them in winning the championship. Moreover, a reasonable amount is also paid to the contracted so that both the entities may gain a lot from the contract as it can help them in their respective regards.



The Bolts are the defending champions of the Stanley cup of 2020. Their original jerseys were quite simple as they had black shoulders and white jerseys and moreover, these two original logos were used from 1992 to 2007. In 2007, the blue color in the jersey became more prominent. Moreover, the franchise has been using the phrases “Kick ice”, “Be the thunder” etc. However, like many other others, it is quite ironic to state that the lightning are facing severe gaps as far as their trademark portfolios are concerned. The team has been unable to protect various phrases which they use in their respective regard like “Be the Thunder” and vice versa. In consideration of the above mentioned information, it is necessary to mention that currently, Tampa Bay don’t have any valuable piece of intellectual property. Although the team has filed an application in order to attain “Champa Bay” as a official trademark of the team, but the final decision regarding this has not been made yet. In light of above mentioned information, it is necessary to mention that the Tampa Bay is currently without any official trademark or intellectual property, but they have filed an application in favor of “Champa Bay” upon which the decision will be finalized.

For considering the social/political movement, the pandemic has been chosen and how the movement has effected the company and what has been the response of the company will be discussed. It is necessary to mention that the pandemic has adversely effected whole of the world and also the particular firm. Unemployment, health deterioration, economy bankruptcy is associated with the firm in times of the pandemic. Moreover, the firm has reacted to this particular movement in a rather convincing manner. The effective measure taken by the firm in order to deal with the pandemic are as follows. Meals have been distributed to the needy and helpless during the pandemic and importantly, the rules of social distancing has also been kept in mind by the volunteers. Feeding Tampa bay has remained important in times of the pandemic as with the help



of volunteers this particular work has been carried out. A number of 500,000 meals were pledged by the volunteers to the needy people of Tampa Bay. The St. Patrick's Day green jerseys have also been distributed among the frontline workers who were fighting hard against the pandemic. Through social media groups relevant information regarding how to survive in the pandemic has also been given to the masses. By distributing the food, helping the needy, food-drives and social distance the firm has responded to the challenges of the pandemic in a rightful manner. No doubt, the pandemic adversely effected the overall working of the society, but it was necessary to stand and fight against the pandemic and it is important to mention that the firm has stood the test of times in a rightful manner.

In a nutshell, the Tampa Bay Lightning Business firm was selected and various important questions regarding the law respective have been answered in the necessary details. The useful insights have been provided regarded the firm and various other important questions associated with it.



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