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FLORHAM PARK <http://www.tampabaybuccaneersteamonline.com/mike-edwards-jersey> , N.J. (AP) — Isaiah Crowell entered the press room at the New York Jets' facility and promptly excused himself to use the bathroom. No, you can't make this stuff up. The running back, of course, has been in the headlines lately for his butt-wiping touchdown celebration at Cleveland on Sept. 20. It drew a penalty — as well as the ire of coach Todd Bowles — and resulted in a fine of \$13,369 by the NFL for unsportsmanlike conduct. "I talked to Todd about what happened on the field and I told him it wouldn't happen again," Crowell said Wednesday. But Crowell also received an endorsement deal out of the whole mess, with pictures of him holding boxes of a toilet paper alternative for men splattered all over social media by the running back and the company Dude Wipes. It provided a bit of a questionable look — especially since Bowles had been so angered by the crude celebration. "As far as the endorsement deal, I don't want to get too much into that

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," Crowell said. "I didn't mean any disrespect to anybody. I've got a lot of respect for everybody that's in the building and, I mean, that's really how I feel." He repeated those sentiments when asked if he thought he was making light of the situation by accepting an endorsement deal as a result. "It won't happen again," Crowell said. "We talked about the on-field stuff and it won't happen again. We're moving forward after that." It all started when Crowell scored against the Browns, for whom he spent his first four NFL seasons before signing with the Jets in the offseason. After reaching the end zone, Crowell took the football, wiped it against his rear end and then fired it into the stands. Bowles spoke to Crowell to make it clear that he didn't approve of his player's actions. Crowell insisted after the game that he wasn't trying to send a message to the Browns. He was only having fun, he said

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, but felt bad about the unsportsmanlike conduct penalty his celebration drew. "The play itself won't happen again on our field," Bowles said. "I can't do anything about anybody's endorsement deals off the field, but on this team it won't happen." Bowles said he didn't consider benching Crowell at the time because he didn't see the celebration until watching the game film. When asked if he was disciplined by the team, Crowell said he was punished by the NFL with the fine — but wouldn't say whether he would appeal. "I mean, that's my business, right?" he said. Crowell, who leads the Jets with 171 yards rushing and four touchdowns, just wanted to flush away the chatter about his TD wipe. "I really don't want to keep talking about the endorsement deals

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," he said. "I want to keep my focus on the upcoming games, if I can." LOS ANGELES (AP) — Although Kliff Kingsbury was Southern California's offensive coordinator for just 34 days, Clay Helton says he isn't mad after the Arizona Cardinals swooped in. Kingsbury became the Cardinals' head coach and left the Trojans in the lurch Tuesday, leaving LA just over one month after he agreed to take charge of USC's offense. The former Texas Tech coach's abrupt departure throws USC right back into turmoil, but Helton was graceful and conciliatory in a brief statement. "I am happy for Kliff," Helton said. "Any time you get an opportunity to be an NFL head coach, it is special. He is a talented coach. That's why we brought him here. I wish him nothing but the best." Still, USC is back where it started last month when athletic director Lynn Swann justified his much-criticized decision to keep Helton in charge after the Trojans' first losing season since 2000 by pairing him with Kingsbury

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, one of the top offensive minds in college football. Finding a replacement for Kingsbury could take several weeks, according to Helton. Some top candidates for similar jobs already have been snapped up, but Helton betrayed no public worries about solving his latest problem with the tumultuous Trojans. "USC has always attracted the best coaches in the country from all levels," Helton said. "We will spend the upcoming weeks finding the best possible fit for USC and our program." Helton and Kingsbury hadn't made any major hires of Kingsbury's offensive assistants, so the Trojans are also without an

offensive line coach, a quarterbacks coach and an outside receivers coach. But the Trojans thought they had landed the ideal coach to take over an offense that ranked 91st in the FBS in scoring and 11th in the Pac-12 in yardage last season. They patiently pursued Kingsbury as their top choice after his firing at Tech, luring him with USC's seemingly endless supply of five-star talent and the chance to showcase his skills for another big job. Instead, that job arrived before anyone apparently expected — and was bigger than most observers thought possible

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, with the Cardinals making an unconventional hire of a college head coach coming off three straight losing seasons and a 35-40 overall record. Helton, the Trojans' former offensive coordinator, dismissed offensive coordinator Tee Martin and several assistants after the Trojans finished 5-7 in just their fourth losing season since 1961. USC's quarterbacks coach, Bryan Ellis, left to become Western Kentucky's offensive coordinator.

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