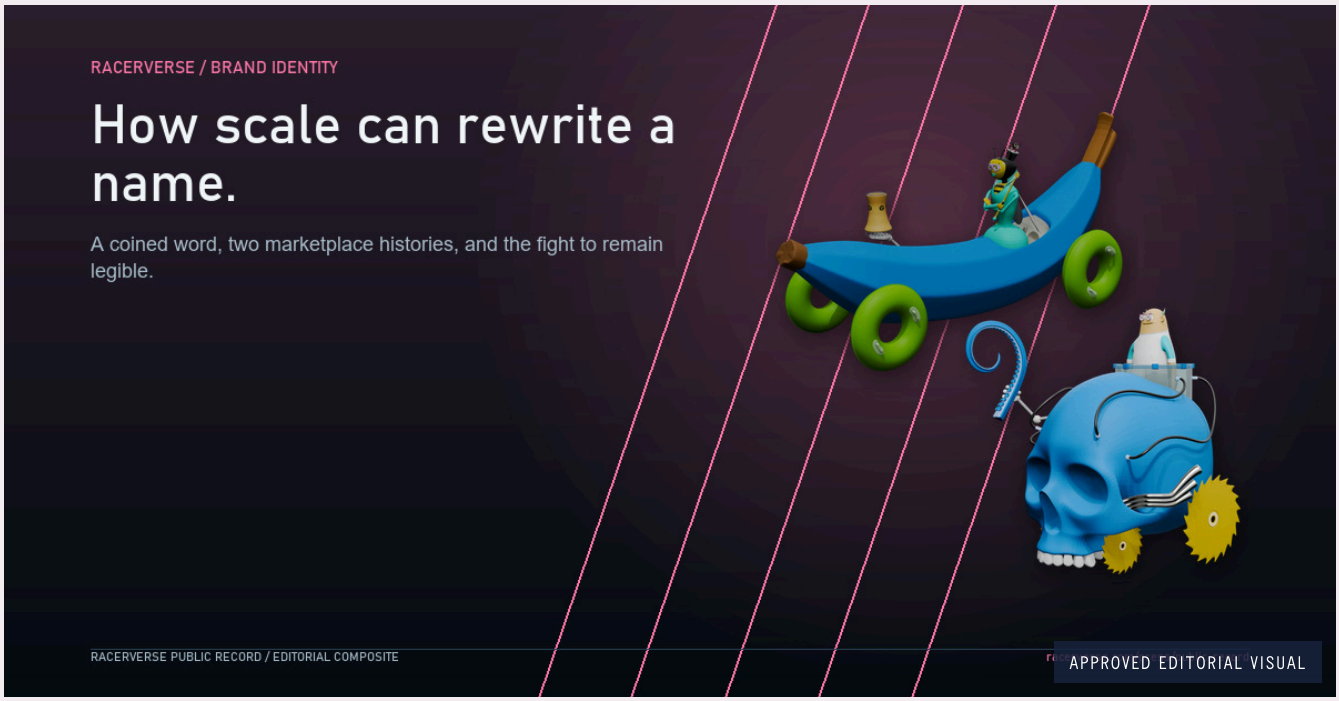
ONE COINED TERM, TWO INCOMPATIBLE MARKETPLACE HISTORIES

A naming and brand-architecture case about how chronology, product meaning, and scale accumulate around a word.



STORY ANGLE

THE NAMING RECORD SHOWS WHAT EACH COMPANY CALLED ITS PRODUCT AND WHEN.

Dated materials show the semantic role of RACERVERSE in each product architecture and how each system presents itself. Private naming, clearance, and approval work remains outside the current public record.

Open the web brief

Packet 10 | Generated 2026.10.22 | Record through Docket Oct 22; news Sep 30, 2026

AUDIENCE	STATUS	RECORD THROUGH
Branding and Naming editorial audience	Pending - TTAB 91290947	Docket Oct 22; news Sep 30, 2026

SOURCE-LINKED
Open the underlying record.

RECORD-BOUNDED
Dates and limits stay visible.

REPORTER-READY
Built for independent checks.

DATE	RECORD EVENT
January-February 2022	Lucky Machines publicly presents RACERVERSE; identified paid transactions begin February 16
December 8, 2022	Mattel files for HOT WHEELS RACERVERSE
September 17-October 20, 2026	TTAB entries 33-35 update the schedule and record Mattel's motion to amend and Lucky Machines' opposition; Mattel announces CEO succession

QUICK READ

WHAT THE RECORD SHOWS

1. RACERVERSE appears in a Lucky Machines public commercial presentation in January 2022.
2. Mattel later filed HOT WHEELS RACERVERSE, built a broad character-and-vehicle program around the term, and filed HOT WHEELS SUPERSTAR SPEEDERS while the opposition was pending.
3. Whether legal confusion or priority is established remains for the pending proceeding.

REPORTER CHECKS

AVAILABLE VERIFICATION RECORDS

- Dated uses of the name within each product architecture.
- Independent naming-practice sources concerning collision checks for digital products.
- Separate records for search visibility, marketplace presentation, and legal procedure.

SOURCE DESK

PRIMARY SOURCES

SOURCE	WHAT IT SUPPORTS / IMPORTANT LIMIT
[S1] Lucky Machines product and commerce record	Public presentation, product language, paid transactions, delivery, and stated limits.
[S2] Mattel in its own words	Sourced Mattel statements about RacerVerse, direct design-process quotations, and the documented Superstar Speeders transition.
[S3] Neutral procedural overview	Case identifiers, current posture, and an explicit separation of allegations from findings.
[S4] Official TTAB docket	The controlling source for live procedural status. Recheck it before publication.

PUBLICATION GUARDRAIL

EVIDENCE BOUNDARY

The TTAB matter is pending. No final merits decision has issued.

Public records establish chronology and publication, not access, copying, intent, actual confusion, causation, damages, private approval routing, licensor knowledge, or the Board's future ruling. Attribute Lucky Machines' positions and first-person accounts. Seek Mattel's response independently.

Recheck the official docket before publication