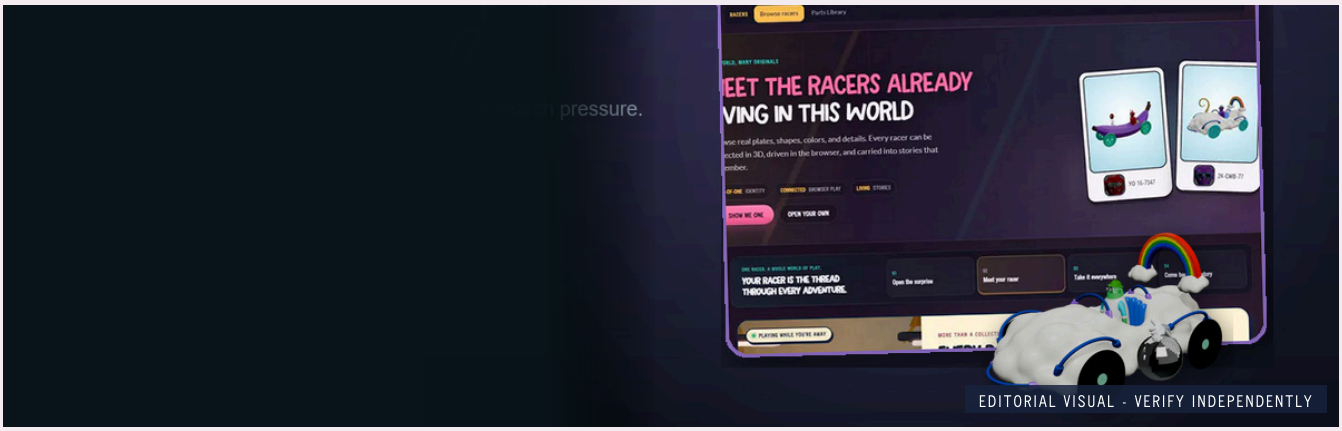
WHAT HAPPENS WHEN PORTABLE CHARACTERS MEET PLATFORM-SCALE DISTRIBUTION

A creator-economy lens on identity, discoverability, distribution, and the difference between visibility and proof.



WHY THIS MAY BE A STORY

THE RECORD PUTS A SMALL PORTABLE-CHARACTER PRODUCT BESIDE A LATER GLOBAL DISTRIBUTION FOOTPRINT WHILE PRESERVING THE LIMITS OF REACH METRICS.

THREE CHECKABLE STARTING POINTS

Record point 01

The independent product was designed around collectible characters that move across browser experiences.

Record point 02

The public social and video records show later Mattel-controlled distribution at a different scale.

Record point 03

Reach metrics describe publication and visibility, not consumer confusion or causation.

START WITH THESE SOURCES

SOURCE DESK

[S1] Racerverse product walkthrough
Product formats, channels, release chronology, and taxonomy..

[S2] Lucky Machines product and commerce record
Public presentation, product language, paid transactions, delivery, and limits..

[S3] Mattel-controlled social record
Dated Mattel-controlled social and campaign records..

REPORTING INVITATION

A USEFUL NEXT STEP

Separate product identity, platform visibility, and any inference about confusion or causation.

The full brief preserves chronology, source notes, and the evidence boundary.

Open the full source brief

CURRENT CHECKPOINT

The TTAB matter is pending. No final merits decision has issued. Latest docket entry: 35 - P OPP/RESP TO MOTION (October 20, 2026). Recheck the official docket before publication.