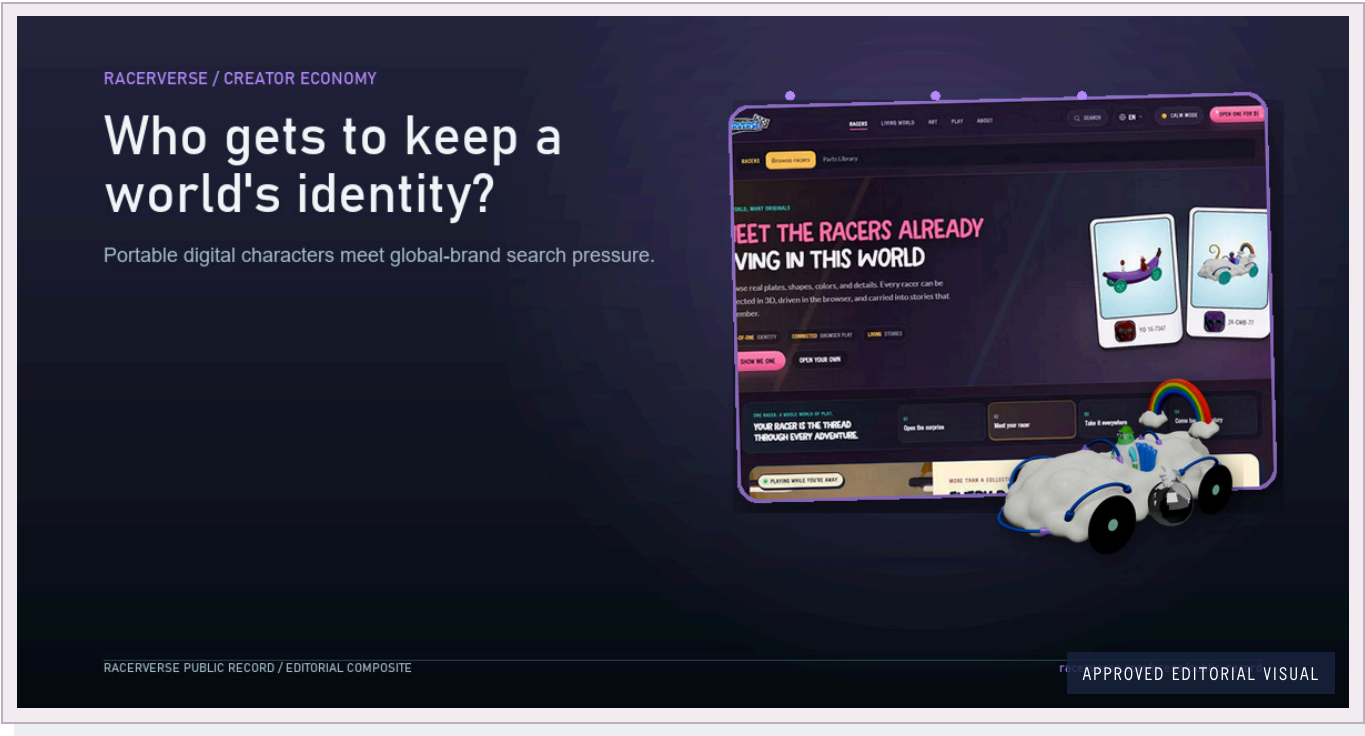


PORTABLE CHARACTERS UNDER PLATFORM-SCALE PRESSURE

A creator-economy lens on ownership, identity, distribution, and discoverability when a small world shares a name with a global launch.



STORY ANGLE

PORTABLE PRODUCT IDENTITY AND PLATFORM-SCALE VISIBILITY APPEAR IN THE SAME RECORD.

Lucky Machines connects each racer to a portable product identity and a broader world. Separate public records show how Mattel's later global rollout accumulated reach across social, retail, video, and licensing channels.

[Open the web brief](#)

Packet 08 | Generated 2026.09.22 | Record through September 20, 2026

AUDIENCE	STATUS	RECORD THROUGH
Creator Economy editorial audience	Pending - TTAB 91290947	September 20, 2026
SOURCE-LINKED Open the underlying record.	RECORD-BOUNDED Dates and limits stay visible.	REPORTER-READY Built for independent checks.

DATE	RECORD EVENT
January 2022	Public RACERVERSE presentation by Lucky Machines
February 16, 2022	Identified paid transaction record begins
December 8, 2022	Mattel files for HOT WHEELS RACERVERSE
September 17, 2026	TTAB entry 33 resets the procedural schedule

QUICK READ

WHAT THE RECORD SHOWS

1. The independent product was designed around collectible characters that move across browser experiences.
2. The public social and video records show later Mattel-controlled distribution at a different scale.
3. Reach metrics describe publication and visibility, not consumer confusion or causation.

REPORTER CHECKS

AVAILABLE VERIFICATION RECORDS

- Product records showing portable racer identity and ownership features.
- Dated visibility and discoverability records with stated limits.
- Independent sources on identity tools available to creators.

SOURCE DESK

PRIMARY SOURCES

SOURCE	WHAT IT SUPPORTS / IMPORTANT LIMIT
[S1] Racerverse product walkthrough	The current browser-native product experience and its distinct play loop.
[S2] Lucky Machines product and commerce record	Public presentation, product language, paid transactions, delivery, and stated limits.
[S3] Mattel-controlled social record	A dated collection of public posts with methodology and scope limitations.
[S4] YouTube record	A reproducible snapshot of official video metadata, not an exhaustive worldwide audience study.
[S5] First-person impact account	Lucky Machines' account of operational impact, kept separate from independently established damages.

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](#)