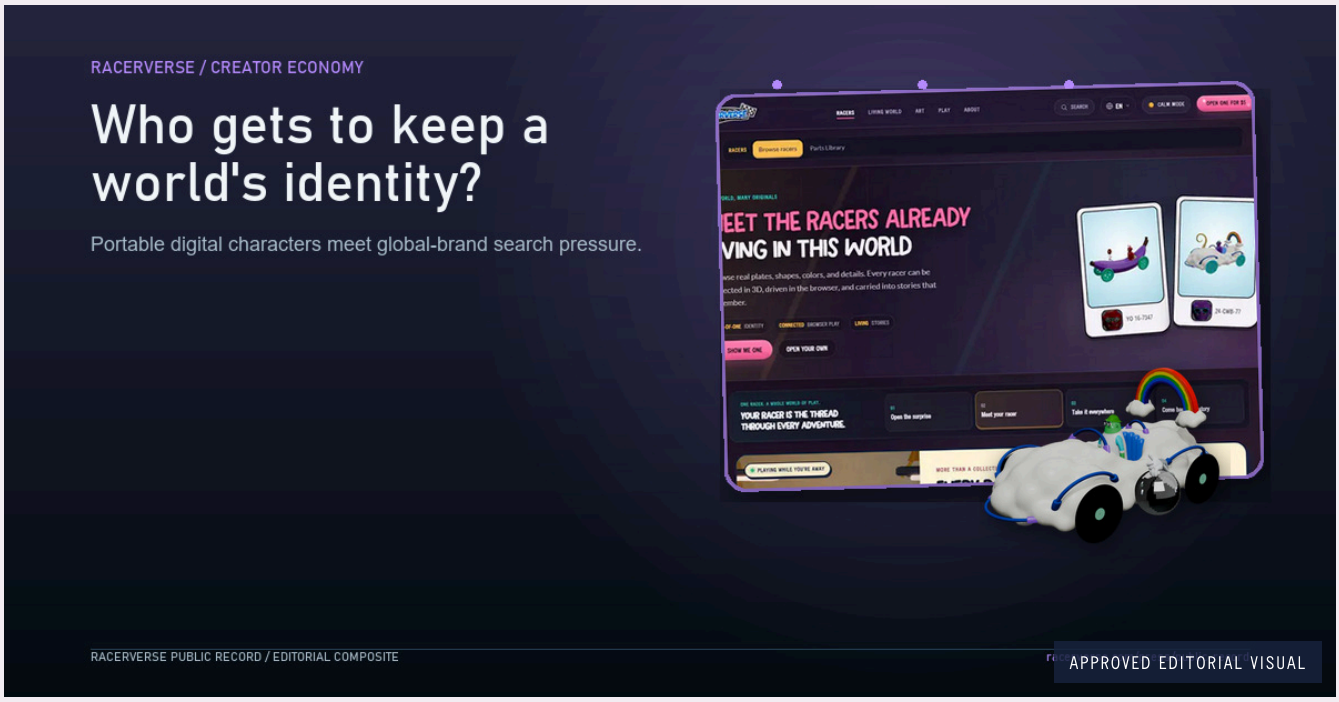
# PORTABLE CHARACTERS UNDER PLATFORM-SCALE PRESSURE

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

| AUDIENCE | STATUS | RECORD THROUGH |
|---|---|---|
| Creator Economy 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. 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