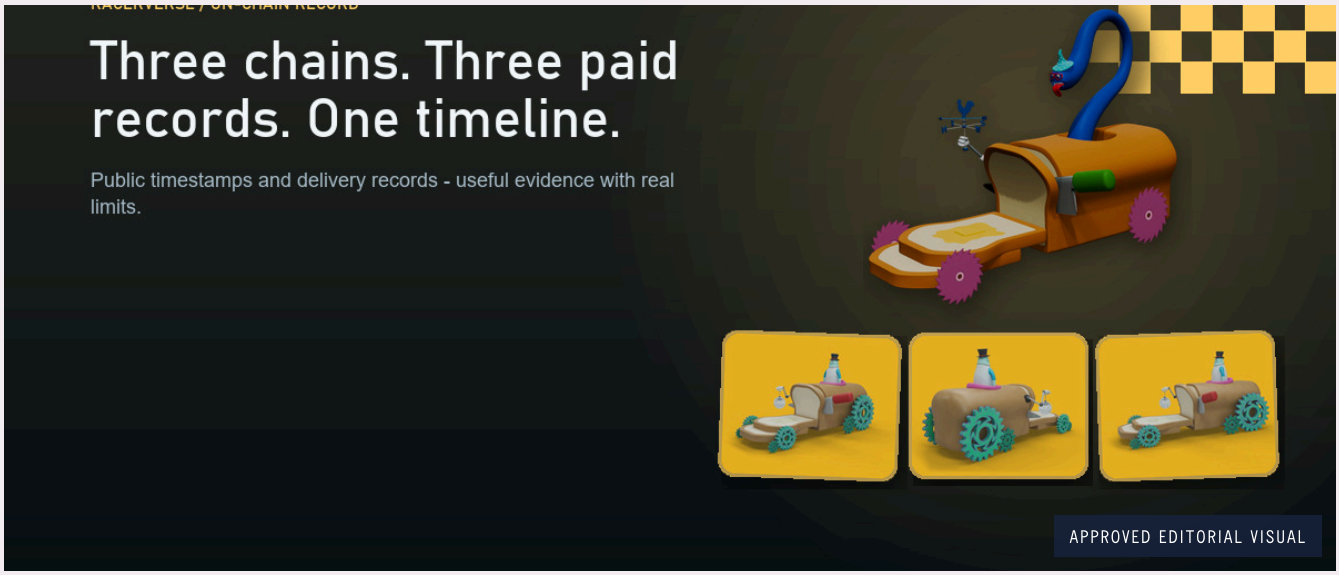
TWO DIGITAL-COLLECTIBLES RECORDS AND A HOT WHEELS NFT MARKET MEASURED IN MILLIONS

A source-linked comparison of Lucky Machines' multichain commerce record with Mattel's Hot Wheels NFT primary sales, Series IV launch, and indexed resale activity.



STORY ANGLE

THE PUBLIC RECORD DOCUMENTS REAL DIGITAL-COLLECTIBLES COMMERCE ON BOTH SIDES.

Identified blockchain transactions verify Lucky Machines payment and delivery events. Separately, published Hot Wheels pack quantities, prices, and sell-through statements support a gross Series I-IV primary-sales floor above $2.55 million. Historical-dollar market indexes add approximately $3.20 million in legacy WAX resales and $518,307 in Series IV Flow resales. Neither record independently establishes access, copying, confusion, intent, damages, or Mattel's net receipts.

Open the web brief

Packet 09 | Generated 2026.10.22 | Record through Docket Oct 22; news Sep 30, 2026

AUDIENCE	STATUS	RECORD THROUGH
Digital Collectibles and Web3 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 Lucky Machines index includes full hashes for identified Avalanche, Polygon, and Ethereum transactions beginning in February 2022.
2. Published Hot Wheels NFT Garage Series I-IV quantities and prices support at least 103,229 packs and more than $2.55 million in gross initial-sale value; Series IV alone represents $750,000 before the separate Flow index's $518,307 resale aggregate.
3. On-chain pack counts extend the record through Series X and licensed tie-ins (Fast & Furious, Batman, Lamborghini), above $10 million in list-price pack value. Collectors separately resold about $6.39 million, and Mattel's 8% WAX collection fees came to about $292,000; these are not Mattel revenue, profit, or damages.

REPORTER CHECKS

AVAILABLE VERIFICATION RECORDS

- Full Lucky Machines transaction hashes and public explorer receipts.
- Series-by-series Mattel collector posts, corporate releases, published pack supplies, listed prices, and shown arithmetic.
- Dated CryptoSlam historical-USD aggregates and AtomicMarket's chain-native WAX statistics, presented with separate boundaries for transaction activity, revenue, access, confusion, intent, causation, and damages.

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 NFT record and sales calculation	Published quantities and prices support a $2.55 million-plus Series I-IV primary floor; Mattel's own on-chain pack counts put Series I-X and licensed tie-ins above $10 million in list-price pack value. Resale volume (about $6.39 million) and Mattel's measured WAX fees (about $292,000) are labeled separately.
[S3] Mattel in its own words	Sourced Mattel statements about RacerVerse, direct design-process quotations, and the documented Superstar Speeders transition.
[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