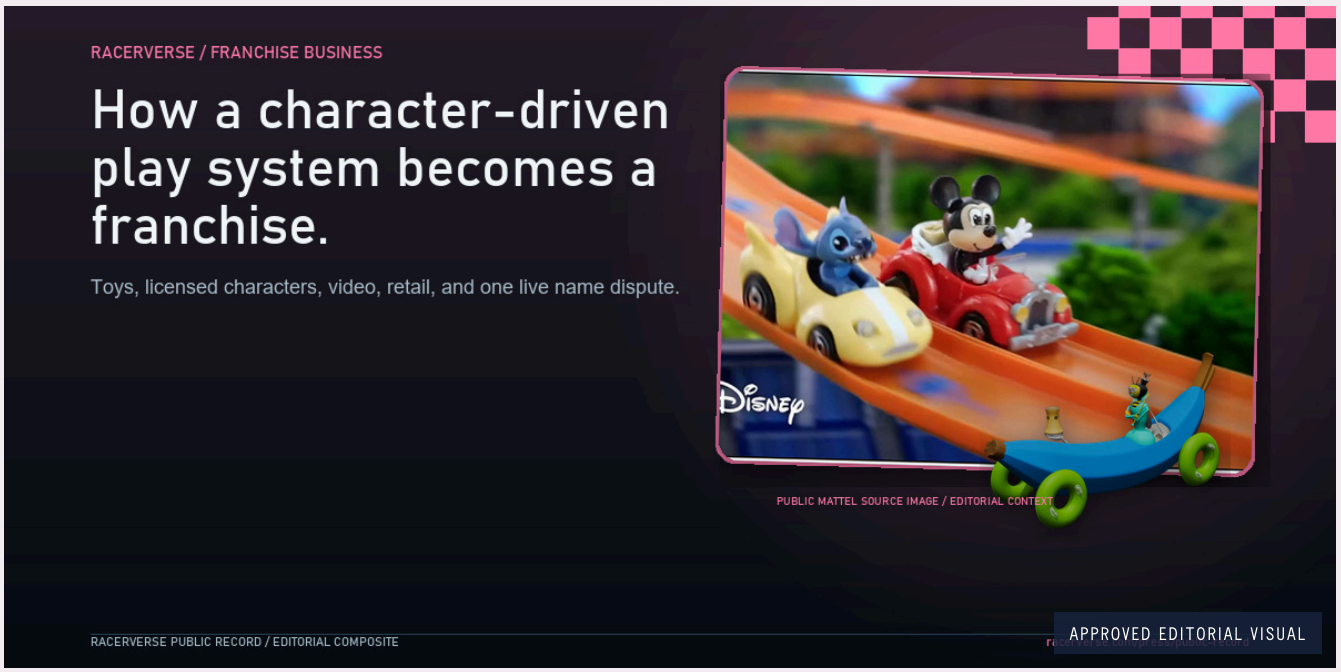
MATTEL'S IP-DRIVEN NEXT CHAPTER MEETS AN INDEPENDENT PLAY WORLD

A business-of-entertainment lens on toys, games, video, licensing, and the value concentrated in an expandable world name.



STORY ANGLE

THE SHARED CORE NAME OPERATES ACROSS PRODUCTS, VIDEO, GAMES, AND LICENSING.

Mattel announced September 30 that Kreiz leaves October 2 and Lynch becomes CEO on or before November 2. Board member Judy Olian describes a "leading IP-driven play and family entertainment company." The board's IP-driven play language connects this naming dispute to the business of character worlds, games, and franchise expansion.

Open the web brief

Packet 03 | Generated 2026.10.22 | Record through Docket Oct 22; news Sep 30, 2026

AUDIENCE	STATUS	RECORD THROUGH
Entertainment Business 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 was publicly tied to Lucky Machines products and paid transactions in early 2022.
2. In September 2026, Mattel's CEO described the Hot Wheels strategy generally as a flywheel spanning toys, entertainment, digital games, consumer products, and merchandise.
3. The conference did not mention RacerVerse; the record documents timing and public statements, not private approval paths or intent.

REPORTER CHECKS

AVAILABLE VERIFICATION RECORDS

- Public records showing the name across business units and license categories.
- Publicly available descriptions of clearance and cross-format launch practices.
- Each company's own descriptions of its world and products.

SOURCE DESK

PRIMARY SOURCES

SOURCE	WHAT IT SUPPORTS / IMPORTANT LIMIT
[S1] Mattel leadership announcement - September 30	Mattel-issued press release filed with the SEC. Leadership dates and company-wide strategy; it does not establish a connection to the dispute.
[S2] Lucky Machines product and commerce record	Public presentation, product language, paid transactions, delivery, and stated limits.
[S3] Mattel in its own words	Sourced Mattel statements about RacerVerse, direct design-process quotations, and the documented Superstar Speeders transition.
[S4] September 2026 Goldman Sachs conference transcript	A third-party transcript of Mattel's remarks about Hot Wheels scale, cross-channel strategy, and fandom. The remarks did not name RacerVerse.
[S5] Neutral procedural overview	Case identifiers, current posture, and an explicit separation of allegations from findings.
[S6] 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