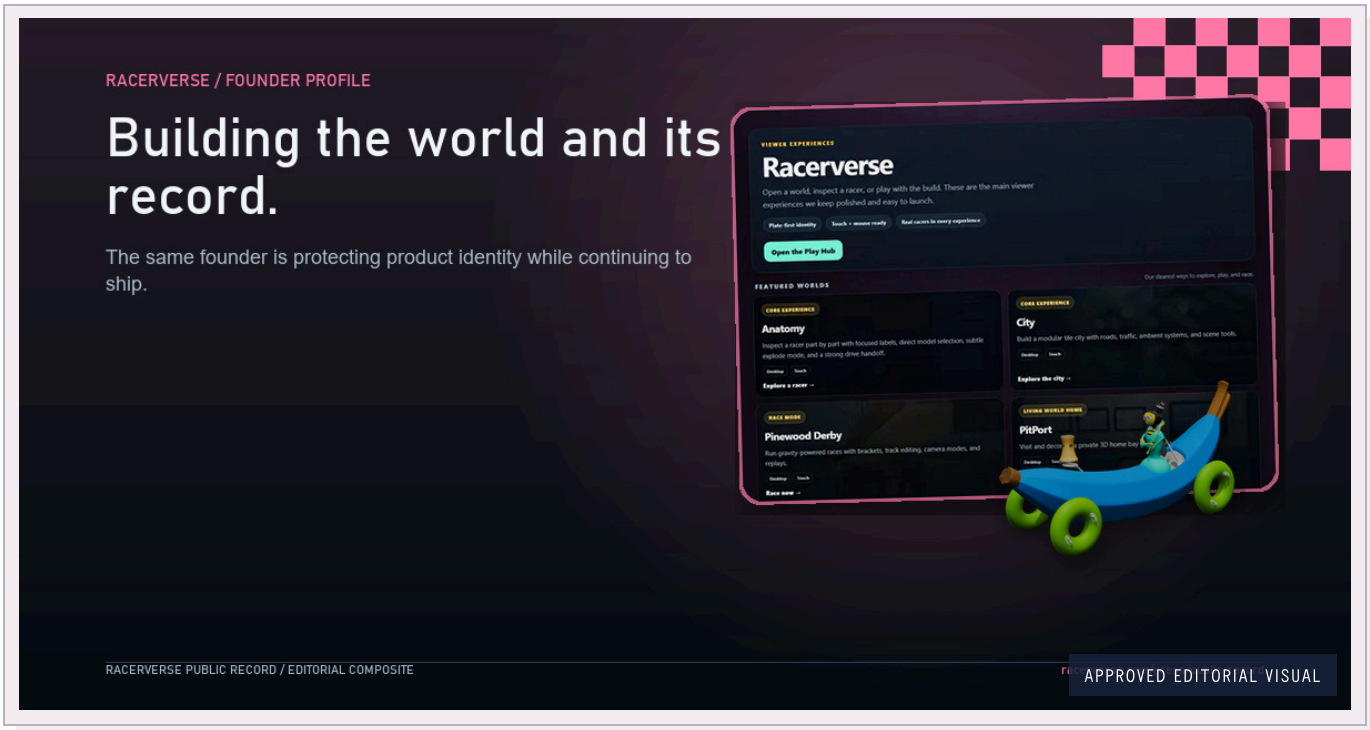
THE FOUNDER BUILDING BOTH THE PRODUCT AND THE RECORD

A profile route through creative ambition, technical execution, evidence discipline, and the unresolved strain of a live dispute.



STORY ANGLE

WORLD-BUILDING, PRODUCT ENGINEERING, AND DOCUMENTARY PRESERVATION BECAME ONE FOUNDER'S WORKLOAD.

The live product and development record establish what Lucky Machines was building. The evidence system documents a later operational burden without reducing the founder's work or identity to the dispute alone.

Open the web brief

Packet 18 | Generated 2026.10.22 | Record through Docket Oct 22; news Sep 30, 2026

AUDIENCE	STATUS	RECORD THROUGH
Founder Profiles 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 is a working browser-native digital-toy world, not solely a legal campaign.
2. The source room ties selected claims to public artifacts, transactions, company statements, and a live docket.
3. The founder's interpretation and experience are first-person material, not neutral adjudicated fact.

REPORTER CHECKS

AVAILABLE VERIFICATION RECORDS

- A live product demonstration and dated development materials.
- Founder testimony about changes in creative and technical decisions.
- Mattel's public statements and available response channels.

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] 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