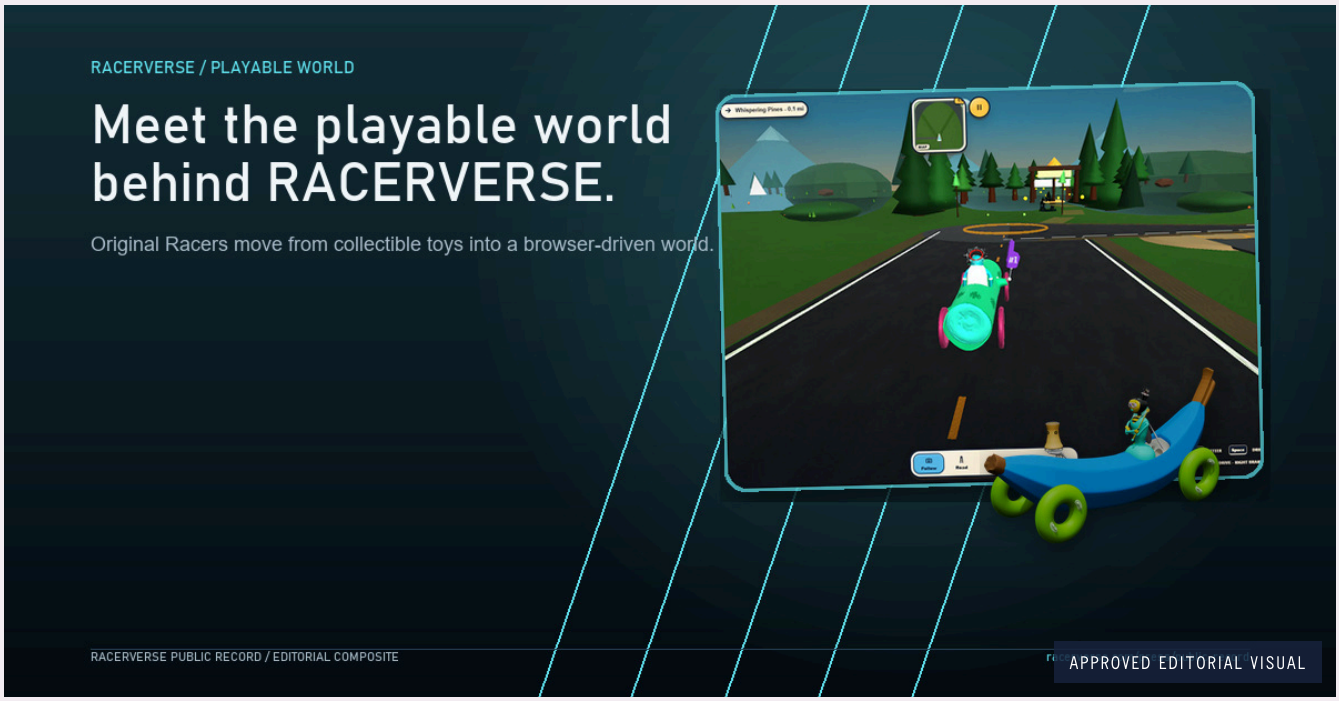
THE BROWSER-GAME HISTORY BEHIND THE RACERVERSE NAME

A source-backed comparison of an independent browser-native world, persistent racers, and a later licensed franchise using the same core term.



STORY ANGLE

THE LIVE PRODUCT PRESERVES WHAT USERS COULD OPEN, OWN, AND PLAY.

Lucky Machines' browser product supplies direct evidence of its play loop and product identity. Mattel's later Hot Wheels RacerVerse game and entertainment footprint is documented separately; the products are not presented as interchangeable.

Open the web brief

Packet 04 | Generated 2026.10.22 | Record through Docket Oct 22; news Sep 30, 2026

AUDIENCE	STATUS	RECORD THROUGH
Gaming 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. Lucky Machines links RACERVERSE to browser-native products, Mint Keys, digital racers, and public transaction records.
2. The current product walkthrough shows the independent project's continuing play and collection design.
3. The legal record is pending, and similarity of theme is not offered as proof of copying or confusion.

REPORTER CHECKS

AVAILABLE VERIFICATION RECORDS

- A live browser product and documented core loop.
- Release chronology, platform records, and product descriptions.
- Versioned evidence showing preservation work alongside continued development.

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] Neutral procedural overview	Case identifiers, current posture, and an explicit separation of allegations from findings.

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