BUILDING A WORLD WHILE PRESERVING THE RECORD AROUND IT

A creator-focused briefing on continuity, attribution, and the practical burden of defending a small brand during a pending dispute.



STORY ANGLE

THE RECORD SHOWS WHAT AN INDEPENDENT CREATOR PRESERVED AFTER A LARGER LAUNCH.

The public chronology establishes dates and artifacts. The human consequences come from Lucky Machines' first-person account and remain labeled as testimony rather than independently verified damages.

Open the web brief

Packet 05 | Generated 2026.10.22 | Record through Docket Oct 22; news Sep 30, 2026

AUDIENCE	STATUS	RECORD THROUGH
Independent Creators 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 record links early RACERVERSE use to public product language and paid transactions.
2. Lucky Machines has maintained both a working product and a versioned evidence system during the dispute.
3. Operational burden and personal impact are the founder's account, not an adjudicated finding.

REPORTER CHECKS

AVAILABLE VERIFICATION RECORDS

- Founder testimony about product choices and evidence preservation.
- Calendars, workflows, and records relevant to time and opportunity costs.
- Independent sources on practical safeguards for small creative businesses.

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.
[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