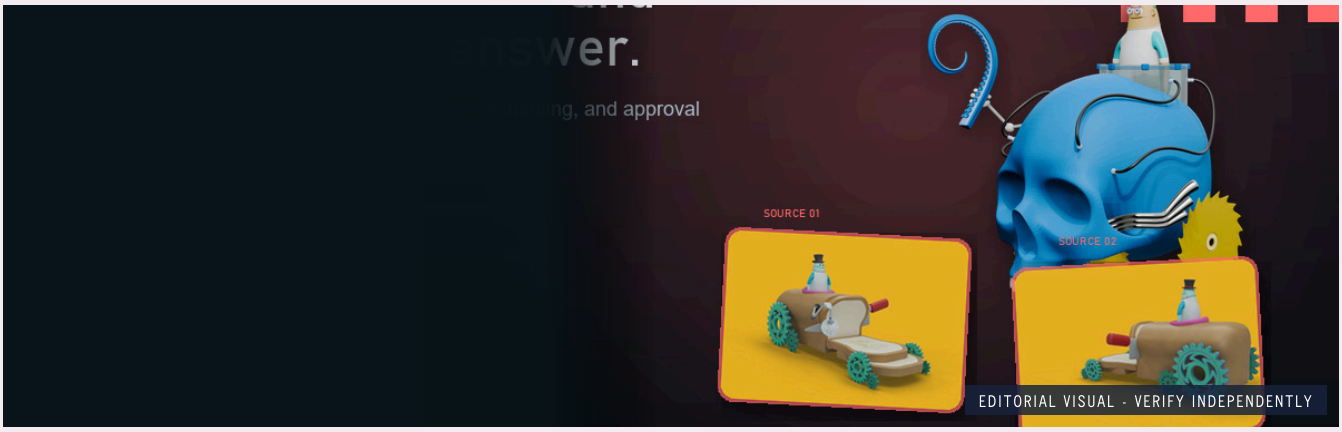
A public document trail with private questions still open

An investigative source map separating public facts from approval, clearance, access, and communications questions that require new records or testimony.



WHY THIS MAY BE A STORY

September 30 succession: A longstanding director becoming CEO raises reporting questions about continuity; board tenure does not establish knowledge of this dispute.

THREE CHECKABLE STARTING POINTS

Record point 01

Public records establish selected dates, filings, statements, posts, videos, and transactions.

Record point 02

They do not establish who at Mattel or any license partner saw Lucky Machines' work, what searches were run, or how approvals moved internally.

Record point 03

Those unanswered questions require interviews, voluntary records, formal discovery, or compulsory process where legally available.

START WITH THESE SOURCES

Source desk

[S1] Mattel leadership announcement - September 30
Kreiz leaves October 2; Lynch becomes CEO on or before November 2. Recheck actual start.

[S2] How ideas reach Hot Wheels
Publicly documented design-input and idea-development records..

[S3] Mattel in its own words
Sourced Mattel statements and documented design-process remarks..

REPORTING INVITATION

A useful next step

Use the open questions as reporting tasks, not as implied findings, and seek response from Mattel independently.

The full brief preserves chronology, source notes, and the evidence boundary.

Open the full source brief

CURRENT CHECKPOINT

The TTAB matter is pending. No final merits decision has issued. Latest docket entry: 35 - P OPP/RESP TO MOTION (October 20, 2026). Recheck the official docket before publication.