A document trail with clearly marked unanswered questions

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



STORY ANGLE

Public facts and private approval questions occupy different evidence lanes.

Mattel announced September 30 that Kreiz leaves October 2 and Lynch becomes CEO on or before November 2. A longstanding director becoming CEO raises reporting questions about continuity; board tenure does not establish knowledge of this dispute.

Open the web brief

Packet 12 | Generated 2026.10.22 | Record through Docket Oct 22; news Sep 30, 2026

AUDIENCE	STATUS	RECORD THROUGH
Investigations 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. Public records establish selected dates, filings, statements, posts, videos, and transactions.
2. They do not establish who at Mattel or any license partner saw Lucky Machines' work, what searches were run, or how approvals moved internally.
3. Those unanswered questions require interviews, voluntary records, formal discovery, or compulsory process where legally available.

REPORTER CHECKS

Available verification records

- Public chronology and company statements available for direct inspection.
- Potential clearance, naming, and approval routing records not present in the public source set.
- Official comment channels and lawful avenues for obtaining additional records.

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] How ideas reach Hot Wheels	A source index of public statements about inputs to product development, without asserting access here.
[S3] Mattel in its own words	Sourced Mattel statements about RacerVerse, direct design-process quotations, and the documented Superstar Speeders transition.
[S4] Neutral procedural overview	Case identifiers, current posture, and an explicit separation of allegations from findings.
[S5] 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