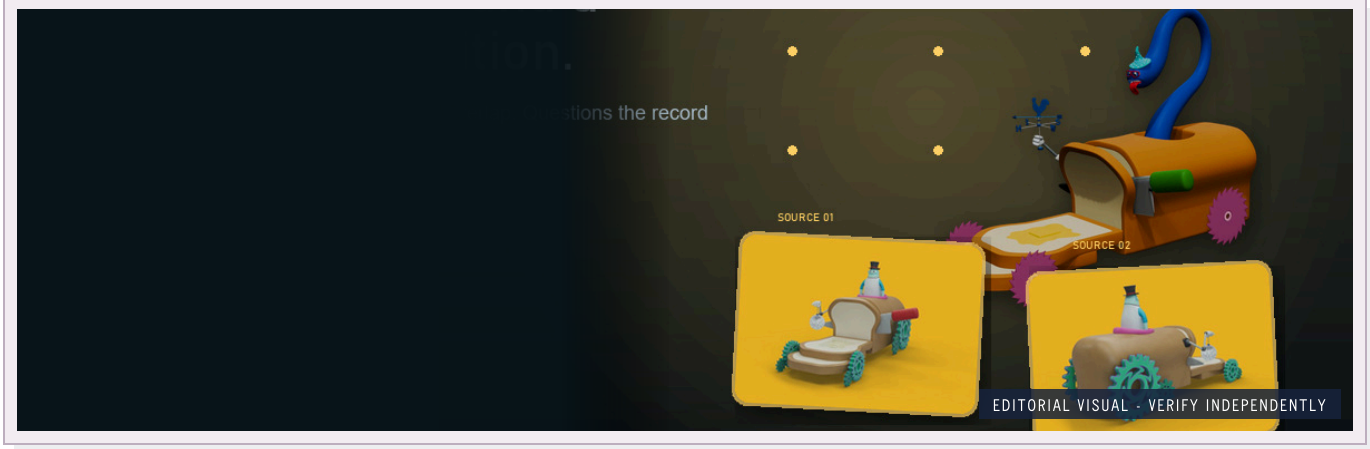
A live opposition at Mattel's leadership transition

A primary-source reporting memo separating priority evidence, procedural timing, party positions, and unresolved legal questions.



WHY THIS MAY BE A STORY

The September 30 succession is corporate context; the pending opposition still turns on evidence, party positions, and the Board's eventual decision.

THREE CHECKABLE STARTING POINTS

Record point 01

Public records identify a January 2022 commercial presentation and February 2022 paid transactions connected to RACERVERSE.

Record point 02

Mattel's application identifies a December 8, 2022 filing date for HOT WHEELS RACERVERSE.

Record point 03

The opposition is pending. Entries 34 and 35 concern Mattel's motion to amend and Lucky Machines' opposition to it

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] Lucky Machines product and commerce record
Public presentation, product language, paid transactions, delivery, and limits..

[S3] Neutral procedural overview
Public procedural record and attributed party positions..

REPORTING INVITATION

A useful next step

Use the source IDs and official docket first; request a fact check or comment on any disputed characterization.

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.