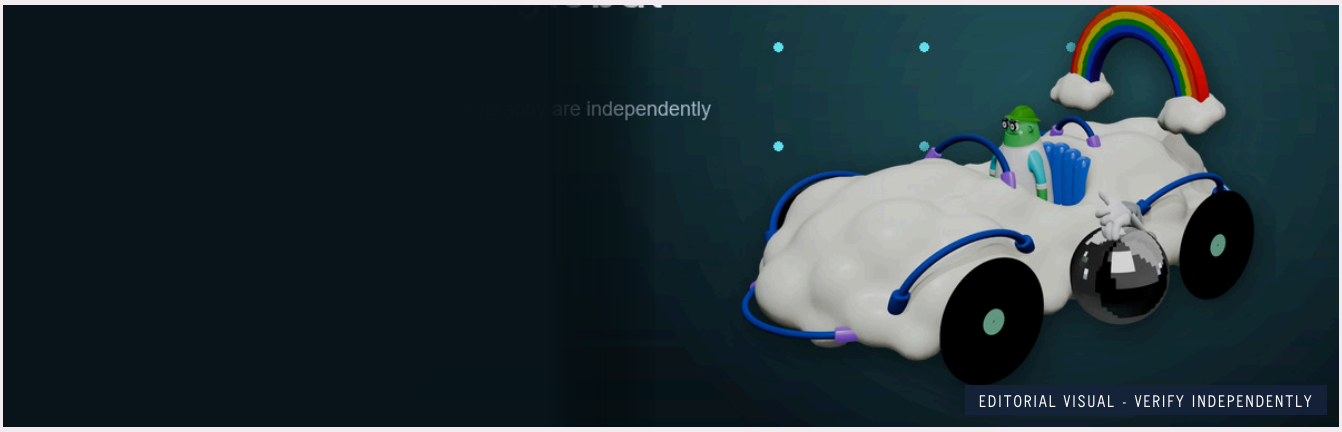
A CALIFORNIA BUSINESS STORY WITH A NATIONAL BRAND QUESTION

A local source map centered on Mattel's El Segundo presence, an independent studio's account, and a pending trademark proceeding.



WHY THIS MAY BE A STORY

SEPTEMBER 30 SUCCESSION: MATTEL'S EL SEGUNDO PRESENCE SUPPLIES CORPORATE CONTEXT; A SPECIFIC LUCKY MACHINES LOCAL CONNECTION STILL REQUIRES INDEPENDENT VERIFICATION.

THREE CHECKABLE STARTING POINTS

Record point 01

Mattel is publicly associated with El Segundo and the Hot Wheels business.

Record point 02

The dispute is documented in a federal TTAB docket and public company records.

Record point 03

Lucky Machines' precise current local connection must be confirmed with the founder before a local-news pitch becomes publication-ready.

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

[S3] First-person impact account
First-person account of product and business impact..

REPORTING INVITATION

A USEFUL NEXT STEP

Begin with the local records, then use the source room to verify the national chronology and right of reply.

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.