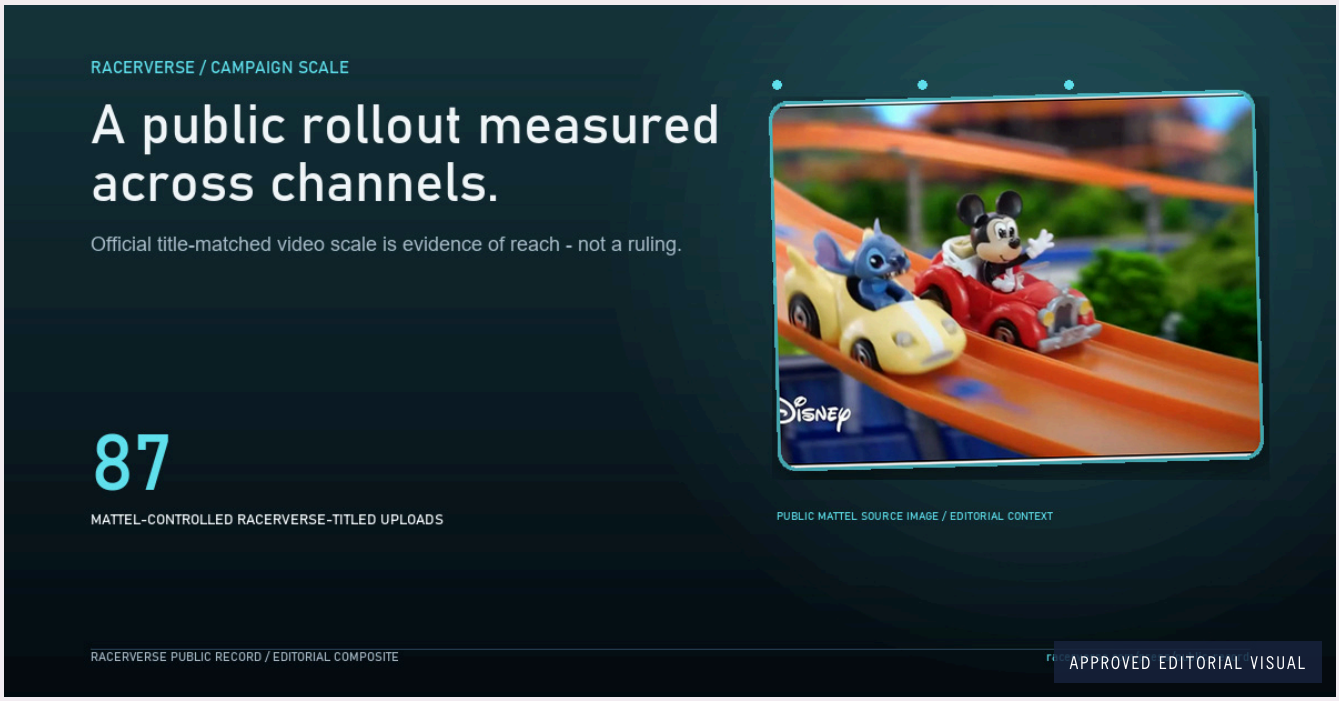
A MULTI-CHANNEL LAUNCH PRESERVED AS A PUBLIC RECORD

A marketing lens on investor language, social distribution, video, retail visibility, and the discipline required when interpreting reach.



STORY ANGLE

THE ROLLOUT RECORD DOCUMENTS MESSAGE REPETITION AND CROSS-CHANNEL EXPANSION.

Public campaign materials and defined platform datasets show how RacerVerse appeared across investor, social, video, licensing, and retail surfaces. Counts remain tied to collection dates and account sets; visibility is not proof of legal confusion or measurable harm.

Open the web brief

Packet 11 | Generated 2026.10.22 | Record through Docket Oct 22; news Sep 30, 2026

AUDIENCE	STATUS	RECORD THROUGH
Marketing and Advertising 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. Mattel said in September 2026 that it had shifted from item-based advertising toward thematic brand-building; the remarks concerned its broader portfolio, not RacerVerse specifically.
2. The site preserves dated RacerVerse social and YouTube datasets with collection methods and scope notes.
3. The datasets show observed publications and metrics, not complete global reach, unique people, causation, or damages.

REPORTER CHECKS

AVAILABLE VERIFICATION RECORDS

- Dated investor descriptions and corresponding consumer-channel records.
- Downloadable row-level datasets supporting the published totals.
- Independent marketing sources on the effects of cross-channel scale.

SOURCE DESK

PRIMARY SOURCES

SOURCE	WHAT IT SUPPORTS / IMPORTANT LIMIT
[S1] Mattel in its own words	Sourced Mattel statements about RacerVerse, direct design-process quotations, and the documented Superstar Speeders transition.
[S2] Official Mattel conference event page	Mattel's investor-relations page confirms the September 15, 2026 Goldman Sachs conference appearance and links the webcast.
[S3] September 2026 Goldman Sachs conference transcript	A third-party transcript of Mattel's remarks about Hot Wheels scale, cross-channel strategy, and fandom. The remarks did not name RacerVerse.
[S4] Mattel-controlled social record	A dated collection of public posts with methodology and scope limitations.
[S5] YouTube record	A reproducible snapshot of official video metadata, not an exhaustive worldwide audience study.

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