A COMPACT, LINK-RICH BRIEFING FOR A CROWDED INBOX

The essential dates, identifiers, primary links, and caveats needed for a responsible newsletter item or briefing note.



STORY ANGLE

SIX DATES ESTABLISH THE ESSENTIAL CHRONOLOGY WITHOUT DECIDING THE MERITS.

Mattel announced September 30 that Kreiz leaves October 2 and Lynch becomes CEO on or before November 2. The leadership announcement offers a concise business-news peg alongside the dated product history and pending docket.

Open the web brief

Packet 20 | Generated 2026.10.22 | Record through Docket Oct 22; news Sep 30, 2026

AUDIENCE	STATUS	RECORD THROUGH
Newsletters 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. January 2022: public Lucky Machines RACERVERSE commercial presentation; February 2022: identified paid transactions.
2. December 2022: Mattel filed for HOT WHEELS RACERVERSE; April 2024: Lucky Machines filed its opposition.
3. As of the stated record date, Opposition No. 91290947 remains pending with no final merits decision.

REPORTER CHECKS

AVAILABLE VERIFICATION RECORDS

- A six-date chronology with linked underlying sources.
- The official docket for current procedure and filed positions.
- The complete source record for independent inspection.

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] Lucky Machines product and commerce record	Public presentation, product language, paid transactions, delivery, and stated limits.
[S3] Neutral procedural overview	Case identifiers, current posture, and an explicit separation of allegations from findings.
[S4] 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