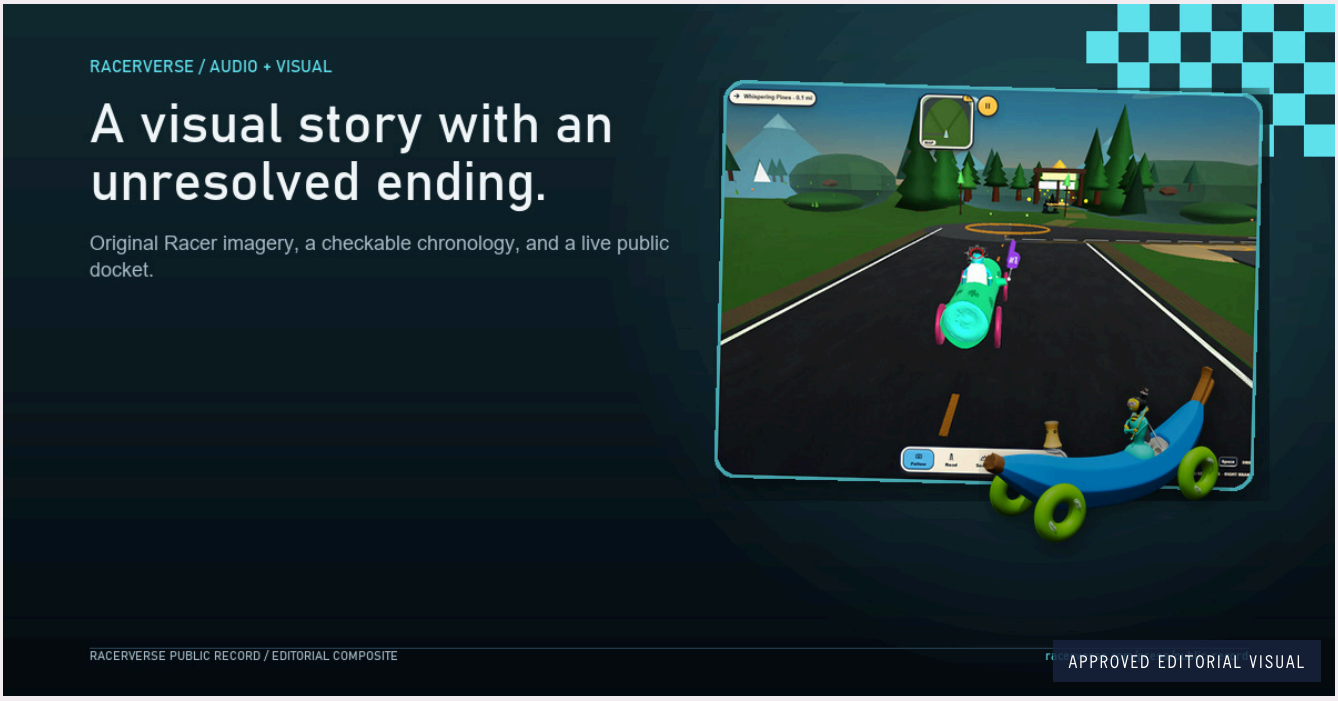
A VISUAL CHRONOLOGY WITH AN UNRESOLVED ENDING

A visual and audio source set with inspectable receipts, contrasting product worlds, available interview sources, and explicit evidence boundaries.



STORY ANGLE

THE SOURCE SET CONTAINS VISUAL AND AUDIO RECORDS SUITED TO CLOSE INSPECTION.

Dated artifacts include product footage, a public presentation, transaction receipts, trademark filings, company statements, video records, and the docket. Each source is labeled, and unresolved factual and legal questions remain explicit.

Open the web brief

Packet 21 | Generated 2026.10.22 | Record through Docket Oct 22; news Sep 30, 2026

AUDIENCE	STATUS	RECORD THROUGH
Podcasts and Video Essays 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. The record includes visual product material and independently inspectable transaction and filing records.
2. Mattel's own statements and official channels provide a separate evidentiary track.
3. The pending case supplies a real unresolved ending; no final merits outcome is implied.

REPORTER CHECKS

AVAILABLE VERIFICATION RECORDS

- Original visual sources suitable for direct display and inspection.
- Available founder, independent-expert, and Mattel response channels.
- Scope notes published alongside audience and social metrics.

SOURCE DESK

PRIMARY SOURCES

SOURCE	WHAT IT SUPPORTS / IMPORTANT LIMIT
[S1] Racerverse product walkthrough	The current browser-native product experience and its distinct play loop.
[S2] Mattel in its own words	Sourced Mattel statements about RacerVerse, direct design-process quotations, and the documented Superstar Speeders transition.
[S3] YouTube record	A reproducible snapshot of official video metadata, not an exhaustive worldwide audience study.
[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