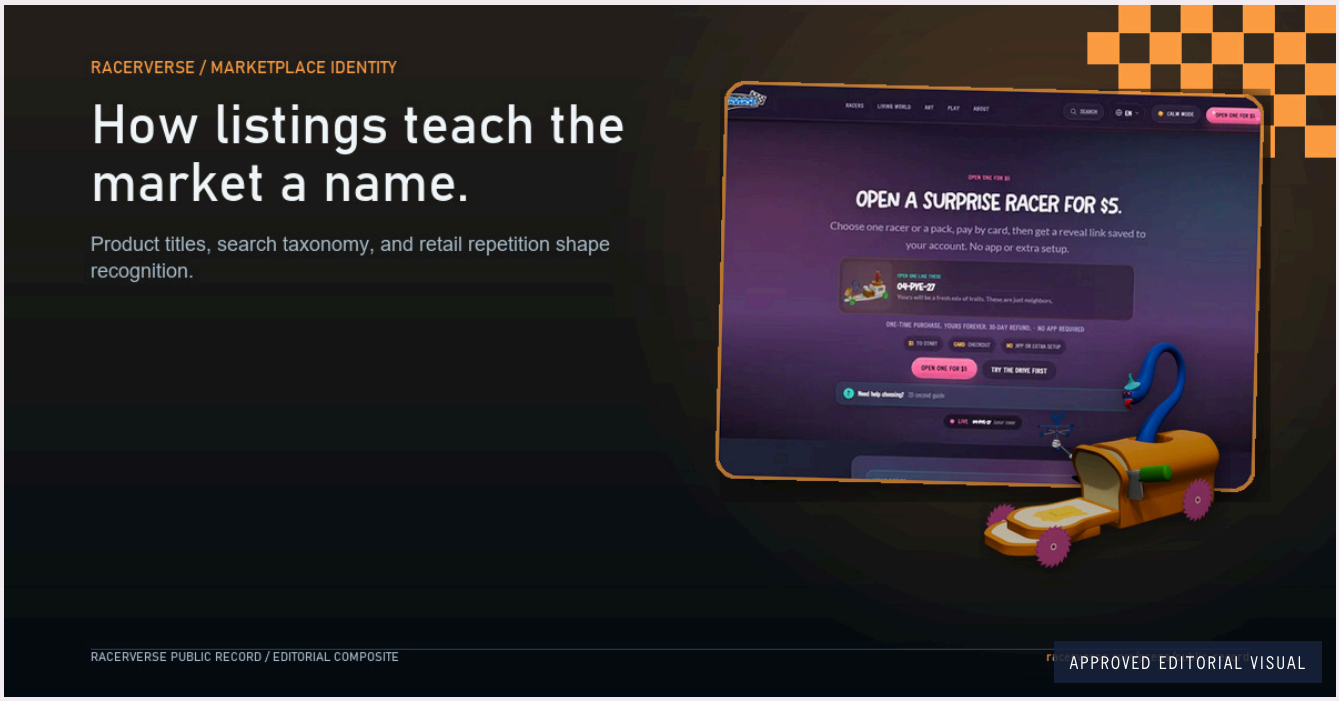
HOW LISTINGS AND TAXONOMY TEACH SHOPPERS WHAT A NAME MEANS

A retail and marketplace lens on categorization, discoverability, product distinction, and the cumulative effect of broad distribution.



STORY ANGLE

RETAIL CATEGORIES AND SEARCH INTERFACES SHAPE HOW THE TWO HISTORIES ARE DISPLAYED.

Retail pages document listing language, category placement, timing, and search presentation. They do not directly establish what every shopper believed or prove consumer confusion.

Open the web brief

Packet 15 | Generated 2026.10.22 | Record through Docket Oct 22; news Sep 30, 2026

AUDIENCE	STATUS	RECORD THROUGH
Retail 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. Lucky Machines' public record identifies an earlier digital-toy commerce chronology.
2. Mattel's CEO said in September 2026 that Mattel products reach 500,000 brick-and-mortar stores worldwide; that company-wide figure is not a Hot Wheels or RacerVerse distribution count.
3. Listings can document marketplace context; authenticated confusion and damages require additional evidence.

REPORTER CHECKS

AVAILABLE VERIFICATION RECORDS

- Dated retail listings and preserved category breadcrumbs.
- Exact product names, sellers, descriptions, and channel records.
- Independent retail-search sources on taxonomy and brand attribution.

SOURCE DESK

PRIMARY SOURCES

SOURCE	WHAT IT SUPPORTS / IMPORTANT LIMIT
[S1] Lucky Machines product and commerce record	Public presentation, product language, paid transactions, delivery, and stated limits.
[S2] Mattel in its own words	Sourced Mattel statements about RacerVerse, direct design-process quotations, and the documented Superstar Speeders transition.
[S3] Official Mattel conference event page	Mattel's investor-relations page confirms the September 15, 2026 Goldman Sachs conference appearance and links the webcast.
[S4] 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.
[S5] Mattel-controlled social record	A dated collection of public posts with methodology and scope limitations.

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