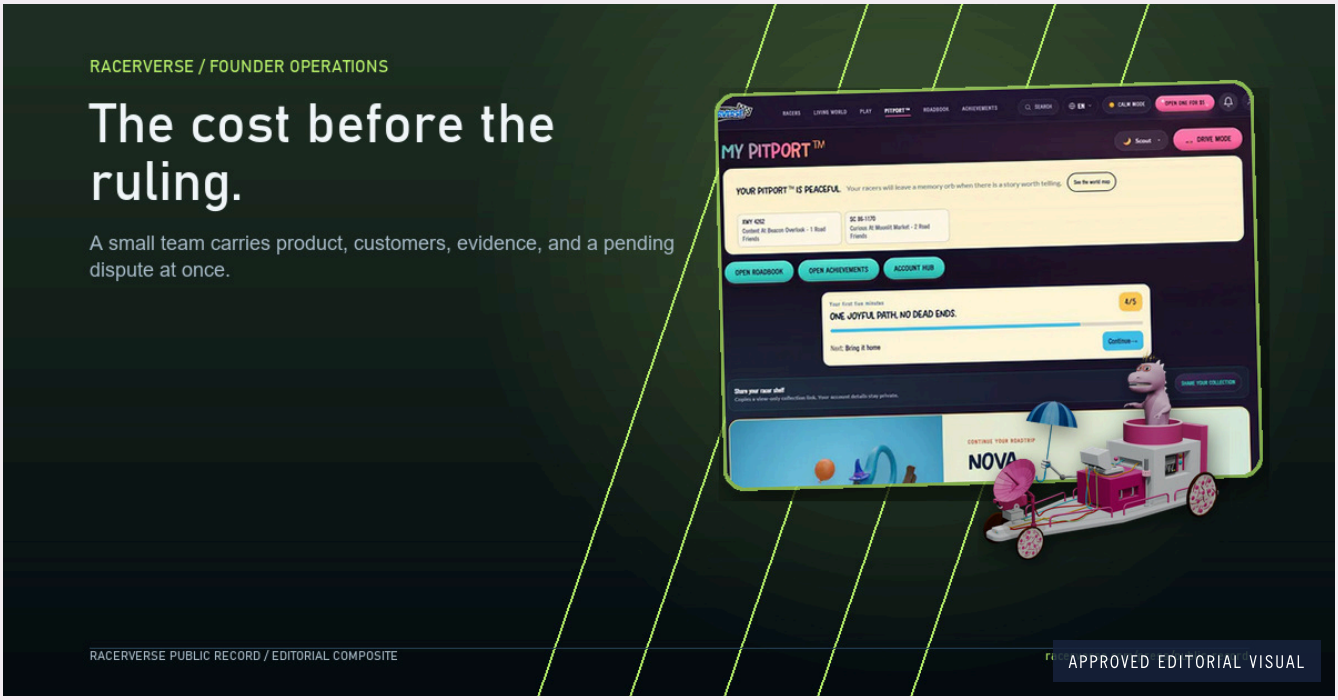
THE OPERATING BURDEN OF A DISPUTE BEFORE THE MERITS ARE DECIDED

A small-business briefing on time, focus, documentation, and continuity during a long-running contested-brand proceeding.



STORY ANGLE

PRODUCT DEVELOPMENT AND EVIDENCE PRESERVATION COMPETE FOR THE SAME SMALL-COMPANY RESOURCES.

Lucky Machines' founder can document time allocation, product tradeoffs, and personal burden. Those statements remain first-person testimony unless supported by financial records or independent analysis.

Open the web brief

Packet 16 | Generated 2026.10.22 | Record through Docket Oct 22; news Sep 30, 2026

AUDIENCE	STATUS	RECORD THROUGH
Small Business 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 continues to operate a product while maintaining a detailed public source room.
2. The TTAB docket documents an active proceeding and motion practice, not a final outcome.
3. Claims about lost revenue, causation, or damages are not established by the public record presented here.

REPORTER CHECKS

AVAILABLE VERIFICATION RECORDS

- Calendars, workflows, and records concerning operational burden.
- A separate chronology of legal events and first-person impact statements.
- Independent sources on support available to small firms in brand disputes.

SOURCE DESK

PRIMARY SOURCES

SOURCE	WHAT IT SUPPORTS / IMPORTANT LIMIT
[S1] First-person impact account	Lucky Machines' account of operational impact, kept separate from independently established damages.
[S2] Neutral procedural overview	Case identifiers, current posture, and an explicit separation of allegations from findings.
[S3] Racerverse product walkthrough	The current browser-native product experience and its distinct play loop.
[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