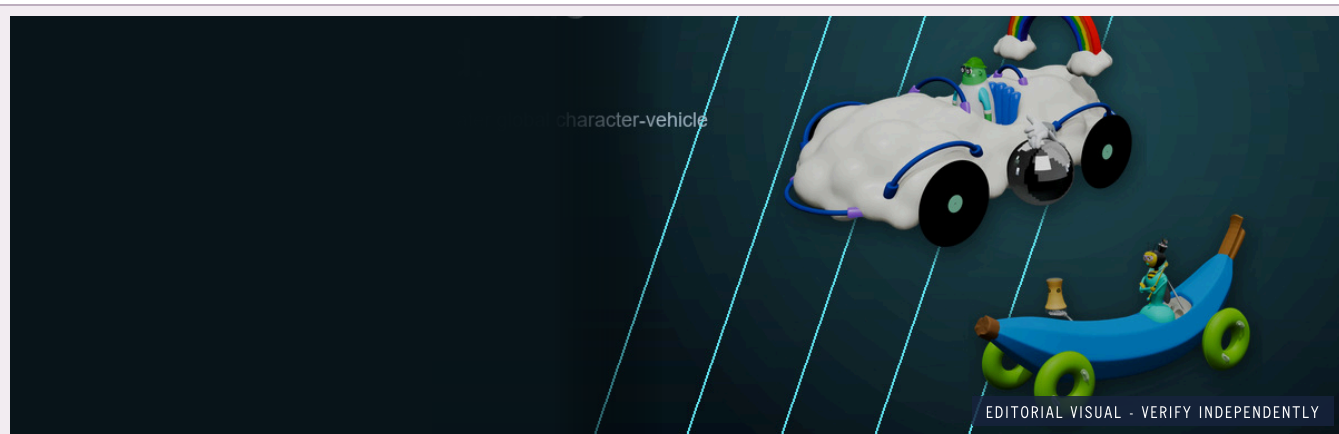


A CONTESTED NAME SITS ON TWO TOY PRODUCT HISTORIES

A dated, source-linked look at an independent digital-toy record and a later character-and-vehicle program using the same core term.



WHY THIS MAY BE A STORY

TOY COVERAGE CAN EXAMINE HOW ONE NAME ACCUMULATED DIFFERENT PRODUCT MEANINGS ACROSS COLLECTIBLE PLAY, DIGITAL EXTENSIONS, RETAIL, LICENSING, AND VIDEO.

THREE CHECKABLE STARTING POINTS

Record point 01

Lucky Machines publicly presented RACERVERSE with a Mint Key sale in January 2022, followed by identified paid transactions beginning February 16, 2022.

Record point 02

Mattel filed for HOT WHEELS RACERVERSE on December 8, 2022, then filed HOT WHEELS SUPERSTAR SPEEDERS on June 24, 2025 while the RacerVerse opposition was pending.

Record point 03

Lucky Machines opposed the application in 2024

START WITH THESE SOURCES

SOURCE DESK

[S1] [Reporter brief and source downloads](#)
Chronology, attribution, downloads, and corrections..

[S2] [Lucky Machines product and commerce record](#)
Public presentation, product language, paid transactions, delivery, and limits..

[S3] [Mattel in its own words](#)
Sourced Mattel statements and documented design-process remarks..

REPORTING INVITATION

A USEFUL NEXT STEP

If useful, start with the dated product record, the later filing, and the live docket checkpoint.

The full brief preserves chronology, source notes, and the evidence boundary.

[Open the full source brief](#)

CURRENT CHECKPOINT

The TTAB matter is pending. No final merits decision has issued. Latest docket entry: 33 - TRIAL DATES RESET (September 17, 2026). Recheck the official docket before publication.