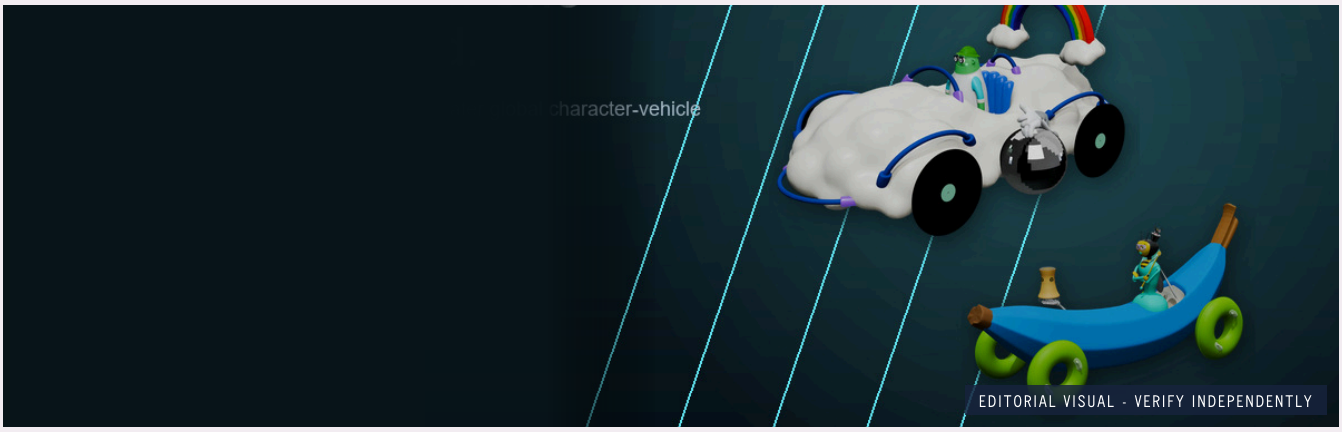
TWO RACERVERSE HISTORIES IN MATTEL'S NEXT CHAPTER

Mattel's stated IP-driven play strategy alongside Lucky Machines' dated product world, commerce record, and pending name dispute.



WHY THIS MAY BE A STORY

IN THE SEPTEMBER 30 SUCCESSION RELEASE, JUDY OLIAN DESCRIBES A "LEADING IP-DRIVEN PLAY AND FAMILY ENTERTAINMENT COMPANY." MATTEL'S IP-DRIVEN PLAY STRATEGY GIVES THE TWO RACERVERSE PRODUCT HISTORIES A TIMELY TOY-BUSINESS COMPARISON.

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] Mattel leadership announcement - September 30
Kreiz leaves October 2; Lynch becomes CEO on or before November 2. Recheck actual start.

[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: 35 - P OPP/RESP TO MOTION (October 20, 2026). Recheck the official docket before publication.