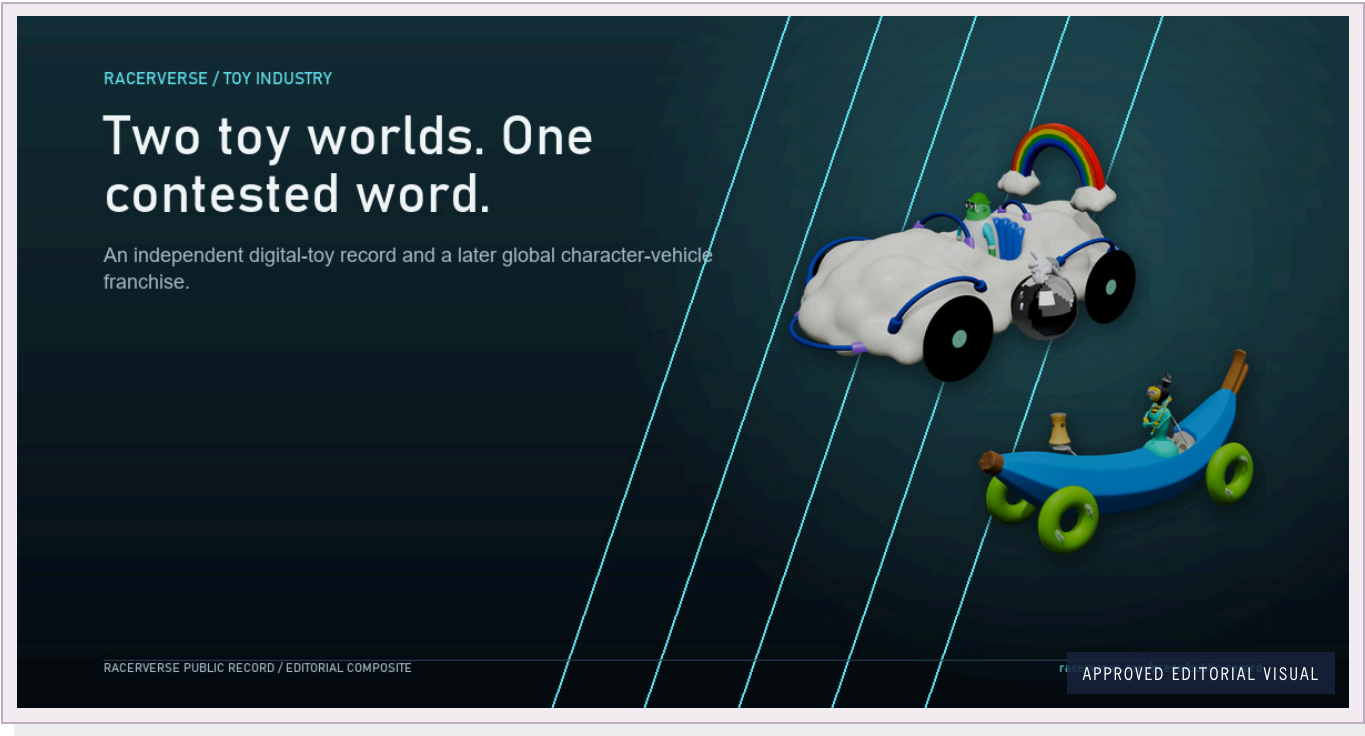


TWO TOY PRODUCT HISTORIES, ONE CONTESTED NAME

A source-led briefing on how a name can become infrastructure across collectible play, digital extensions, retail, licensing, and video.



STORY ANGLE

THE RECORD DOCUMENTS TWO DISTINCT PRODUCT SYSTEMS USING THE SAME CORE NAME.

Lucky Machines' digital-toy world and Mattel's later character-and-vehicle program developed as separate offerings. Dated commercial materials show when each use became public, while the current docket supplies a procedural update without deciding the merits.

[Open the web brief](#)

Packet 01 | Generated 2026.09.22 | Record through September 20, 2026

AUDIENCE	STATUS	RECORD THROUGH
Toy-trade editors and reporters	Pending - TTAB 91290947	September 20, 2026

SOURCE-LINKED
Open the underlying record.

RECORD-BOUNDED
Dates and limits stay visible.

REPORTER-READY
Built for independent checks.

DATE	RECORD EVENT
January 2022	Public RACERVERSE presentation by Lucky Machines
February 16, 2022	Identified paid transaction record begins
December 8, 2022	Mattel files for HOT WHEELS RACERVERSE
September 17, 2026	TTAB entry 33 resets the procedural schedule

QUICK READ

WHAT THE RECORD SHOWS

1. Lucky Machines publicly presented RACERVERSE with a Mint Key sale in January 2022, followed by identified paid transactions beginning February 16, 2022.
2. 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.
3. Lucky Machines opposed the application in 2024; the proceeding remains pending and the Board has not decided the merits. On September 17, 2026, docket entry 33 reset the schedule: expert disclosures are due October 13, discovery closes November 12, and plaintiff's pretrial disclosures are due December 27. The reset is procedural, not a merits ruling.

REPORTER CHECKS

AVAILABLE VERIFICATION RECORDS

- Dated product, category, and channel records for both systems.
- Public Mattel statements on RacerVerse and its broader Hot Wheels strategy.
- The live TTAB docket and linked primary chronology, including docket entry 33.

SOURCE DESK

PRIMARY SOURCES

SOURCE	WHAT IT SUPPORTS / IMPORTANT LIMIT
[S1] Reporter brief and source downloads	The concise starting point for chronology, attribution, downloads, and corrections.
[S2] Lucky Machines product and commerce record	Public presentation, product language, paid transactions, delivery, and stated limits.
[S3] Mattel in its own words	Sourced Mattel statements about RacerVerse, direct design-process quotations, and the documented Superstar Speeders transition.
[S4] Neutral procedural overview	Case identifiers, current posture, and an explicit separation of allegations from findings.
[S5] 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](#)