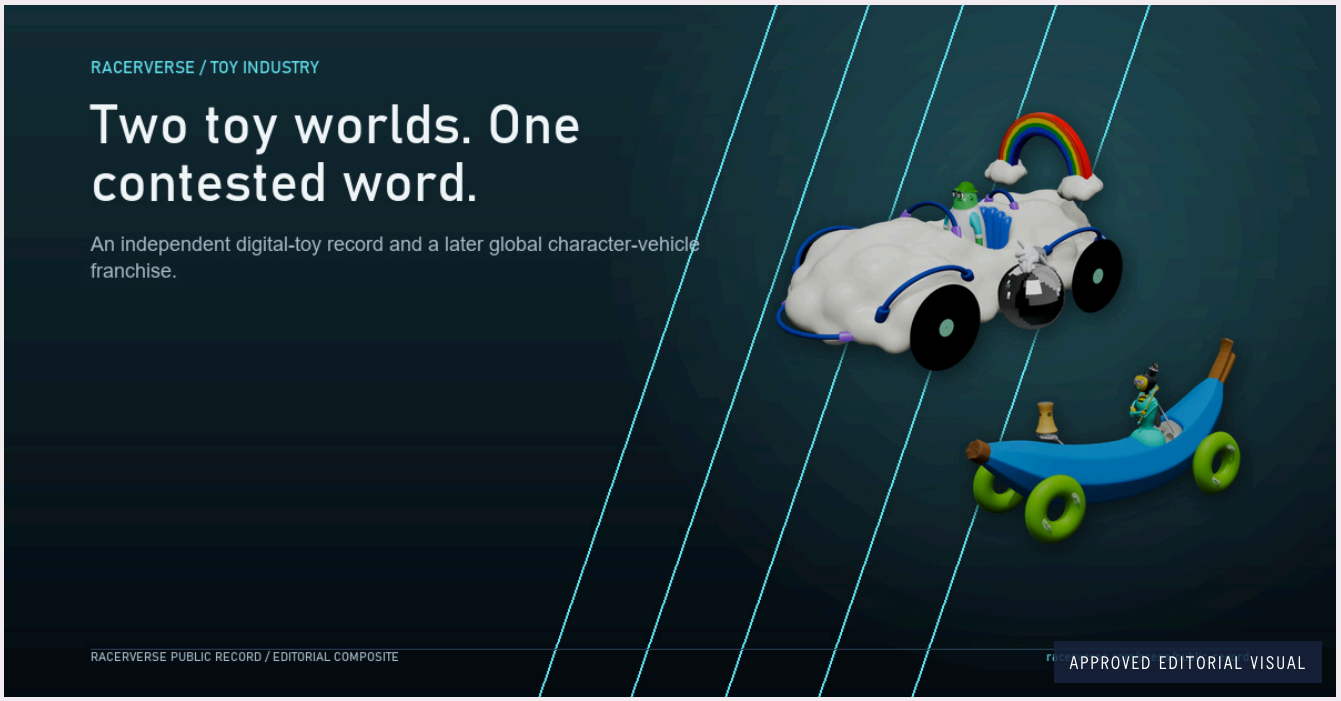
MATTEL'S NEXT CHAPTER PUTS TWO RACERVERSE HISTORIES IN FOCUS

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.

Mattel announced September 30 that Kreiz leaves October 2 and Lynch becomes CEO on or before November 2. Board member 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.

Open the web brief

Packet 01 | Generated 2026.10.22 | Record through Docket Oct 22; news Sep 30, 2026

AUDIENCE	STATUS	RECORD THROUGH
Toy-trade editors and reporters	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 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. Entry 35, filed October 20, is Lucky Machines' opposition to Mattel's entry 34 motion to amend. It argues delay and prejudice and alternatively requests focused discovery and schedule relief; the Board has not ruled. The current entered schedule lists discovery close on November 12 and plaintiff's pretrial disclosures on December 27.

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 entries 33, 34, and 35.

SOURCE DESK

PRIMARY SOURCES

SOURCE	WHAT IT SUPPORTS / IMPORTANT LIMIT
[S1] Mattel leadership announcement - September 30	Mattel-issued press release filed with the SEC. Leadership dates and company-wide strategy; it does not establish a connection to the dispute.
[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