

ECKERT ROBERT
Form 4
July 01, 2009

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0287
Expires: January 31, 2005
Estimated average burden hours per response... 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *
ECKERT ROBERT

(Last) (First) (Middle)

MATTEL, INC., 333
CONTINENTAL BLVD.

(Street)

EL SEGUNDO,, CA 90245

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
MATTEL INC /DE/ [MAT]

3. Date of Earliest Transaction
(Month/Day/Year)
06/29/2009

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director 10% Owner
 Officer (give title below) Other (specify below)
Chairman and CEO

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
| | | | Code | V | Amount or Price | | |
| Common stock | 06/29/2009 | | M | | 295,909 (1) | A | \$ 11.25 323,034 D |
| Common stock | 06/29/2009 | | S | | 295,909 (2) | D | \$ 16.023 27,125 D |
| Common stock | 06/30/2009 | | M | | 295,909 (1) | A | \$ 11.25 323,034 D |
| Common stock | 06/30/2009 | | S | | 295,909 (3) | D | \$ 16.0458 27,125 D |
| Common stock | 07/01/2009 | | M | | 295,909 (1) | A | \$ 11.25 323,034 D |

Edgar Filing: ECKERT ROBERT - Form 4

| | | | | | | | | |
|--------------|------------|---|-----------------------|---|------------|--------|---|---------------------|
| Common stock | 07/01/2009 | S | 295,909 <u>(4)</u> | D | \$ 16.3278 | 27,125 | D | |
| Common stock | | | | | | 5,000 | I | In trust <u>(5)</u> |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number. SEC 1474 (9-02)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Security (Instr. 3 and 4) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|
| | | | | Code | V (A) (D) | Date Exercisable Expiration Date | Title Am Nur Sha |
| Employee Stock Option-Right to Buy | \$ 11.25 | 06/29/2009 | | M | 295,909 <u>(1)</u> | 05/16/2003 05/16/2010 | Common stock 29 |
| Employee Stock Option - Right to Buy | \$ 11.25 | 06/30/2009 | | M | 295,909 <u>(1)</u> | 05/16/2003 05/16/2010 | Common stock 29 |
| Employee Stock Option - Right to Buy | \$ 11.25 | 07/01/2009 | | M | 295,909 <u>(1)</u> | 05/16/2003 05/16/2010 | Common stock 29 |

Reporting Owners

| Reporting Owner Name / Address | Relationships | | | |
|---|---------------|-----------|------------------|-------|
| | Director | 10% Owner | Officer | Other |
| ECKERT ROBERT MATTEL, INC. 333 CONTINENTAL BLVD. EL SEGUNDO,, CA 90245 | X | | Chairman and CEO | |

Signatures

/s/ Andrew Paalborg, Attorney-in-Fact for Robert A.
Eckert

07/01/2009

__Signature of Reporting Person

Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

- (1) The exercise occurred pursuant to a previously disclosed trading plan designed to comply with Rule 10b5-1.

The sale occurred pursuant to a previously disclosed trading plan designed to comply with Rule 10b5-1. The transaction was executed in multiple trades at prices ranging from \$15.68 to \$16.17. The price reported above reflects the weighted average purchase price. The reporting person hereby undertakes to provide upon request to the SEC staff, the issuer or a security holder of the issuer full information regarding the number of shares and prices at which the transactions were effected.

(2) The sale occurred pursuant to a previously disclosed trading plan designed to comply with Rule 10b5-1. The transaction was executed in multiple trades at prices ranging from \$15.85 to \$16.24. The price reported above reflects the weighted average purchase price. The reporting person hereby undertakes to provide upon request to the SEC staff, the issuer or a security holder of the issuer full information regarding the number of shares and prices at which the transactions were effected.

(3) The sale occurred pursuant to a previously disclosed trading plan designed to comply with Rule 10b5-1. The transaction was executed in multiple trades at prices ranging from \$16.25 to \$16.50. The price reported above reflects the weighted average purchase price. The reporting person hereby undertakes to provide upon request to the SEC staff, the issuer or a security holder of the issuer full information regarding the number of shares and prices at which the transactions were effected.

- (4) The Eckert Family Trust dated January 31, 2002, Robert A. Eckert and Kathleen M. Eckert, trustees.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.