

MATTEL INC /DE/  
Form 4  
March 27, 2008

# 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

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## 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)  
03/26/2008

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 & 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 Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|--|
|                                 |                                      |  | Code                           | V Amount or (D) Price   |   |  |  |
| Common stock                    | 03/26/2008                           |  | M                              | 77,860<br>(1) A \$ 11.25  | 77,860  | D  |  |
| Common stock                    | 03/26/2008                           |  | S                              | 31,560<br>(2) D \$ 21.25  | 46,300  | D  |  |
| Common stock                    | 03/26/2008                           |  | S                              | 10,800<br>(2) D \$ 21.26  | 35,500  | D  |  |
| Common stock                    | 03/26/2008                           |  | S                              | 10,100<br>(2) D \$ 21.27  | 25,400  | D  |  |
| Common stock                    | 03/26/2008                           |  | S                              | 10,900<br>(2) D \$ 21.28  | 14,500  | D  |  |

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|              |            |   |              |   |          |       |   |              |
|--------------|------------|---|--------------|---|----------|-------|---|--------------|
| Common stock | 03/26/2008 | S | 4,900<br>(2) | D | \$ 21.29 | 9,600 | D |              |
| Common stock | 03/26/2008 | S | 1,000<br>(2) | D | \$ 21.3  | 8,600 | D |              |
| Common stock | 03/26/2008 | S | 800 (2)      | D | \$ 21.31 | 7,800 | D |              |
| Common stock | 03/26/2008 | S | 1,000<br>(2) | D | \$ 21.32 | 6,800 | D |              |
| Common stock | 03/26/2008 | S | 2,200<br>(2) | D | \$ 21.33 | 4,600 | D |              |
| Common stock | 03/26/2008 | S | 500 (2)      | D | \$ 21.34 | 4,100 | D |              |
| Common stock | 03/26/2008 | S | 900 (2)      | D | \$ 21.35 | 3,200 | D |              |
| Common stock | 03/26/2008 | S | 200 (2)      | D | \$ 21.36 | 3,000 | D |              |
| Common stock | 03/26/2008 | S | 3,000<br>(2) | D | \$ 21.41 | 0     | D |              |
| Common stock |            |   |              |   |          | 5,000 | I | In trust (3) |

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

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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 Securities (Instr. 3 and 4) | Amount or Number of Shares |                            |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|----------------------------|----------------------------|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title                      | Amount or Number of Shares |
| Employee Stock Option - right to buy       | \$ 11.25   | 03/26/2008                           |  | M                              | 77,860<br>(1)   | 05/16/2003   | 05/16/2010  | Common stock               | 77,860                     |

## Reporting Owners

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

## Signatures

|                                    |            |
|------------------------------------|------------|
| /s/ Robert A.<br>Eckert            | 03/27/2008 |
| **Signature of<br>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 trading plan designed to comply with Rule 10b5-1.
- (2) The sale occurred pursuant to a trading plan designed to comply with Rule 10b5-1.
- (3) The Eckert Family Trust dated January 31, 2002; Robert A. Eckert and Kathleen M. Eckert, trustees.

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