

ECKERT ROBERT  
Form 4  
March 26, 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

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)  
03/24/2008

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 Beneficial Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
|                                 |                                      |  | Code                           | V   | Amount or (D) Price   |  |   |
| Common stock                    | 03/25/2008                           |  | S                              |   | 27,800<br>(1) \$ 21.51  | D  | D (2)   |
| Common stock                    | 03/25/2008                           |  | S                              |   | 17,900<br>(1) \$ 21.52  | D  | D   |
| Common stock                    | 03/25/2008                           |  | S                              |   | 13,600<br>(1) \$ 21.53  | D  | D   |
| Common stock                    | 03/25/2008                           |  | S                              |   | 23,200<br>(1) \$ 21.54  | D  | D   |
| Common stock                    | 03/25/2008                           |  | S                              |   | 29,400<br>(1) \$ 21.55  | D  | D   |

Edgar Filing: ECKERT ROBERT - Form 4

|              |            |   |                              |   |          |        |   |
|--------------|------------|---|------------------------------|---|----------|--------|---|
| Common stock | 03/25/2008 | S | <u>15,749</u> <sup>(1)</sup> | D | \$ 21.56 | 89,700 | D |
| Common stock | 03/25/2008 | S | <u>14,000</u> <sup>(1)</sup> | D | \$ 21.57 | 75,700 | D |
| Common stock | 03/25/2008 | S | <u>9,800</u> <sup>(1)</sup>  | D | \$ 21.58 | 65,900 | D |
| Common stock | 03/25/2008 | S | <u>11,100</u> <sup>(1)</sup> | D | \$ 21.59 | 54,800 | D |
| Common stock | 03/25/2008 | S | <u>6,200</u> <sup>(1)</sup>  | D | \$ 21.6  | 48,600 | D |
| Common stock | 03/25/2008 | S | <u>4,600</u> <sup>(1)</sup>  | D | \$ 21.61 | 44,000 | D |
| Common stock | 03/25/2008 | S | <u>11,100</u> <sup>(1)</sup> | D | \$ 21.62 | 32,900 | D |
| Common stock | 03/25/2008 | S | <u>10,900</u> <sup>(1)</sup> | D | \$ 21.63 | 22,000 | D |
| Common stock | 03/25/2008 | S | <u>3,700</u> <sup>(1)</sup>  | D | \$ 21.64 | 18,300 | D |
| Common stock | 03/25/2008 | S | <u>3,500</u> <sup>(1)</sup>  | D | \$ 21.65 | 14,800 | D |
| Common stock | 03/25/2008 | S | <u>900</u> <sup>(1)</sup>    | D | \$ 21.66 | 13,900 | D |
| Common stock | 03/25/2008 | S | <u>1,200</u> <sup>(1)</sup>  | D | \$ 21.67 | 12,700 | D |
| Common stock | 03/25/2008 | S | <u>1,300</u> <sup>(1)</sup>  | D | \$ 21.68 | 11,400 | D |
| Common stock | 03/25/2008 | S | <u>600</u> <sup>(1)</sup>    | D | \$ 21.7  | 10,800 | D |
| Common stock | 03/25/2008 | S | <u>700</u> <sup>(1)</sup>    | D | \$ 21.71 | 10,100 | D |
| Common stock | 03/25/2008 | S | <u>1,300</u> <sup>(1)</sup>  | D | \$ 21.72 | 8,800  | D |
| Common stock | 03/25/2008 | S | <u>300</u> <sup>(1)</sup>    | D | \$ 21.73 | 8,500  | D |
| Common stock | 03/25/2008 | S | <u>100</u> <sup>(1)</sup>    | D | \$ 21.74 | 8,400  | D |
| Common stock | 03/25/2008 | S | <u>300</u> <sup>(1)</sup>    | D | \$ 21.75 | 8,100  | D |
| Common stock | 03/25/2008 | S | <u>100</u> <sup>(1)</sup>    | D | \$ 21.76 | 8,000  | D |
|              | 03/25/2008 | S | <u>100</u> <sup>(1)</sup>    | D |          | 7,900  | D |

Edgar Filing: ECKERT ROBERT - Form 4

|              |            |   |                      |   |  |          |       |   |
|--------------|------------|---|----------------------|---|--|----------|-------|---|
| Common stock |            |   |                      |   |  | \$ 21.77 |       |   |
| Common stock | 03/25/2008 | S | 700 <sup>(1)</sup>   | D |  | \$ 21.79 | 7,200 | D |
| Common stock | 03/25/2008 | S | 2,300 <sup>(1)</sup> | D |  | \$ 21.8  | 4,900 | D |
| Common stock | 03/25/2008 | S | 600 <sup>(1)</sup>   | D |  | \$ 21.81 | 4,300 | D |
| Common stock | 03/25/2008 | S | 600 <sup>(1)</sup>   | D |  | \$ 21.82 | 3,700 | D |

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 Securities (Instr. 3 and 4) | 8. Price of Derivative Security (Instr. 5) | 9. Number of Derivative Securities Owned Beneficially (Instr. 5) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--|--|

## 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

Robert A.  
Eckert

03/26/2008

\_\_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 sale occurred pursuant to a trading plan designed to comply with Rule 10b5-1.

Note to electronic filing: This is part three of a four-part electronic filing. Because the electronic Form 4 filing can only accommodate 30

(2) rows in Table I, and there are more than 90 rows to be reported, additional rows of Table I appear in three other separate electronic Form 4 filings.

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.