

FARR KEVIN M  
Form 4  
March 04, 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 \*  
FARR KEVIN M

(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)  
02/29/2008

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)  
Chief Financial Officer

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 Ownership (Instr. 4)
			Code	V	Amount or Price		
Common stock	02/29/2008		M		\$ 55,000 10.375	D <sup>(1)</sup>	
Common stock	02/29/2008		S		\$ 54,900 19.27	D	
Common stock	02/29/2008		S		\$ 54,200 19.28	D	
Common stock	02/29/2008		S		\$ 52,000 19.29	D	
Common stock	02/29/2008		S		\$ 50,400 19.3	D	

## Edgar Filing: FARR KEVIN M - Form 4

Common stock	02/29/2008	S	200	D	\$ 19.31	50,200	D
Common stock	02/29/2008	S	100	D	\$ 19.32	50,100	D
Common stock	02/29/2008	S	300	D	\$ 19.35	49,800	D
Common stock	02/29/2008	S	600	D	\$ 19.36	49,200	D
Common stock	02/29/2008	S	900	D	\$ 19.37	48,300	D
Common stock	02/29/2008	S	1,900	D	\$ 19.38	46,400	D
Common stock	02/29/2008	S	2,200	D	\$ 19.39	44,200	D
Common stock	02/29/2008	S	1,000	D	\$ 19.41	43,200	D
Common stock	02/29/2008	S	1,600	D	\$ 19.42	41,600	D
Common stock	02/29/2008	S	3,200	D	\$ 19.43	38,400	D
Common stock	02/29/2008	S	900	D	\$ 19.44	37,500	D
Common stock	02/29/2008	S	200	D	\$ 19.45	37,300	D
Common stock	02/29/2008	S	1,900	D	\$ 19.46	35,400	D
Common stock	02/29/2008	S	2,700	D	\$ 19.47	32,700	D
Common stock	02/29/2008	S	3,400	D	\$ 19.48	29,300	D
Common stock	02/29/2008	S	100	D	\$ 19.49	29,200	D
Common stock	02/29/2008	S	800	D	\$ 19.5	28,400	D
Common stock	02/29/2008	S	1,600	D	\$ 19.51	26,800	D
Common stock	02/29/2008	S	400	D	\$ 19.52	26,400	D
Common stock	02/29/2008	S	600	D	\$ 19.53	25,800	D
	02/29/2008	S	400	D	\$ 19.54	25,400	D

Common stock

Common stock 02/29/2008 S 400 D \$ 19.55 25,000 D

Common stock 02/29/2008 S 300 D \$ 19.56 24,700 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)		
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option - right to buy	\$ 10.375	02/29/2008		M	50,000	02/01/2003	02/01/2010	Common stock	50,000

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
FARR KEVIN M MATTEL, INC. 333 CONTINENTAL BLVD. EL SEGUNDO,, CA 90245			Chief Financial Officer	

## Signatures

/s/ Kevin M. Farr 03/03/2008

\*\*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) Note to electronic filing: This is part one of a two-part electronic filing. Because the electronic Form 4 filing can only accommodate 30 rows in Table I, and there are more than 30 rows to be reported, additional rows of Table I appear in a separate electronic Form 4 filing.

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.