

BROTHERS ELLEN L

Form 4

July 21, 2009

# FORM 4

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

OMB APPROVAL

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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 \*  
BROTHERS ELLEN L

(Last) (First) (Middle)

MATTEL, INC. - MAIL STOP  
M1-1516, 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)  
07/17/2009

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)  
Executive Vice President

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	07/17/2009		M	A	6,500 (1) \$ 13.6875	10,050	D	
Common stock	07/17/2009		S	D	6,500 (2) \$ 17	3,550	D	
Common stock	07/20/2009		M	A	6,500 (1) \$ 13.6875	10,050	D	
Common stock	07/20/2009		S	D	6,500 (2) \$ 18	3,550	D	
Common stock	07/20/2009		M	A	15,625 (1) \$ 11.875	19,175	D	

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Common stock	07/20/2009	S	<u>15,625</u> <sup>(2)</sup>	D	\$ 18	3,550	D	
Common stock						8,555	<u>(3)</u>	I In 401(k)
Common stock						923		I In trust <u>(4)</u>

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

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(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	\$ 13.6875	07/17/2009		M	6,500 <u>(1)</u>	11/04/2001 11/04/2009	Common stock	6,500	
Employee Stock Option - Right to Buy	\$ 13.6875	07/20/2009		M	6,500 <u>(1)</u>	11/04/2001 11/04/2009	Common stock	6,500	
Employee Stock Option - Right to Buy	\$ 11.875	07/20/2009		M	15,625 <u>(1)</u>	03/15/2002 03/30/2010	Common stock	15,625	

## Reporting Owners

Reporting Owner Name / Address

Relationships

Director      10% Owner      Officer      Other

BROTHERS ELLEN L  
MATTEL, INC. - MAIL STOP M1-1516  
333 CONTINENTAL BLVD.  
EL SEGUNDO,, CA 90245

Executive  
Vice  
President

## Signatures

/s/ Andrew Paalborg, Attorney-in-Fact for Ellen L.  
Brothers

07/21/2009

\_\_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.
  - (2) The sale occurred pursuant to a previously disclosed trading plan designed to comply with Rule 10b5-1.
  - (3) As of July 20, 2009, the reporting person had a balance of \$154,931 in the Mattel Stock Fund of Mattel's 401(k) plan, the Personal Investment Plan ("PIP"). The number of shares has been calculated by the plan administrator for the PIP.
  - (4) The Ellen L. Brothers Revocable Trust of 11/15/02.

### Remarks:

Exhibit List

Exhibit 24 - Power of Attorney

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

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