

MATTEL INC /DE/  
Form 4  
February 29, 2008

**FORM 4**

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

OMB APPROVAL

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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 \*  
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)  
02/27/2008

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	02/27/2008		M		3,300 A \$ 10.375	8,300	D
Common stock	02/27/2008		S		1,800 D \$ 21	6,500	D
Common stock	02/27/2008		S		1,300 D \$ 21.01	5,200	D
Common stock	02/27/2008		S		200 D \$ 21.02	5,000	D
Common stock	02/28/2008		M		46,700 A \$ 10.375	51,700	D

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Common stock	02/28/2008	S	700	D	\$ 20.17	51,000	D
Common stock	02/28/2008	S	500	D	\$ 20.18	50,500	D
Common stock	02/28/2008	S	1,300	D	\$ 20.19	49,200	D
Common stock	02/28/2008	S	3,300	D	\$ 20.2	45,900	D
Common stock	02/28/2008	S	900	D	\$ 20.21	45,000	D
Common stock	02/28/2008	S	900	D	\$ 20.22	44,100	D
Common stock	02/28/2008	S	1,100	D	\$ 20.23	43,000	D
Common stock	02/28/2008	S	400	D	\$ 20.24	42,600	D
Common stock	02/28/2008	S	4,600	D	\$ 20.25	38,000	D
Common stock	02/28/2008	S	5,600	D	\$ 20.26	32,400	D
Common stock	02/28/2008	S	5,700	D	\$ 20.27	26,700	D
Common stock	02/28/2008	S	3,700	D	\$ 20.28	23,000	D
Common stock	02/28/2008	S	2,600	D	\$ 20.29	20,400	D
Common stock	02/28/2008	S	7,700	D	\$ 20.3	12,700	D
Common stock	02/28/2008	S	1,800	D	\$ 20.31	10,900	D
Common stock	02/28/2008	S	2,000	D	\$ 20.32	8,900	D
Common stock	02/28/2008	S	1,500	D	\$ 20.33	7,400	D
Common stock	02/28/2008	S	1,300	D	\$ 20.34	6,100	D
Common stock	02/28/2008	S	300	D	\$ 20.35	5,800	D
Common stock	02/28/2008	S	400	D	\$ 20.36	5,400	D
	02/28/2008	S	400	D	\$ 20.37	5,000	D

Common  
stock

Common  
stock 10,755 <sup>(1)</sup> I 401(k)

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

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**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	
Employee Stock Option - right to buy	\$ 10.375	02/27/2008		M	3,300	02/01/2003 02/01/2010	Common stock	3,300	
Employee Stock Option - right to buy	\$ 10.375	02/28/2008		M	46,700	02/01/2003 02/01/2010	Common stock	46,700	

## 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

02/28/2008

\_\_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).

As of February 27, 2008, Mr. Farr had a balance of \$234,605 in the Mattel Stock Fund of Mattel's 401(k) plan, the Personal Investment (1) Plan (the "PIP"). The assets in the Mattel Stock Fund include cash amounts as well as shares of Mattel common stock. The number of shares has been calculated by the plan administrator for the PIP.

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