Edgar Filing: ECKROTH JOSEPH - Form 4

ECKROTH	I JOSEPH										
Form 4											
February 24	4, 2005										
OMB APPROVAL											
CURIVI 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549								DMMISSION	OMB Number:	3235-0287	
Check this box								Expires:	January 31,		
if no longer subject to STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF								Estimated average			
Section	Section 16. SECURITIES							burden hour			
Form 4 Form 5	Form 4 or Form 5 Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,								response	0.5	
obligati							U				
may con	ntinue. Section 17			•	•	-	•	935 or Section			
See Inst	truction	50(II)	of the I	nvestmen	it Compa	Iy At	ct of 1940				
1(b).											
(Print or Type Responses)											
1. Name and	Address of Reporting	Person *	2 Icen	er Name an	d Ticker or	Tradi	ng	5. Relationship of I	Reporting Pers	on(s) to	
ECKROTH JOSEPH Symbol				ter i tante una mener or maanig				Issuer			
Symbol				TEL INC /DE/ [MAT]							
(Last)	(First)	(Middle)	3 Date (of Earliest 7	- Fransaction	-		(Check	all applicable)	
				n/Day/Year)				Director 10% Owner			
MATTEL, INC., 333 02/22/2005X_Officer (give											
CONTINENTAL BLVD. below) below) SVP & Chief Info Officer											
	(Street)		4. If Am	endment, D	Date Origina	վ	e	5. Individual or Joi	nt/Group Filin	g(Check	
				-				Applicable Line)			
X Form filed by One Reporting Person											
EL SEGUNDO,, CA 90245 Form filed by More than One Reporting Person											
(City)	(State)	(Zip)	Tal	ole I - Non-	Derivative	Secu	rities Acqui	ired, Disposed of,	or Beneficiall	y Owned	
1.Title of	2. Transaction Date	e 2A. Deen	ned	3.	4. Securit	ies Ac	quired (A)	5. Amount of	6.	7. Nature of	
Security	(Month/Day/Year)		n Date, if	, if Transaction Disposed of (D)				Securities	Ownership	Indirect	
(Instr. 3) any (Month/I			Code(Instr. 3, 4 and 5)ay/Year)(Instr. 8)					Beneficially Owned	Form: Direct (D)	Beneficial Ownership	
		(month/D	uy, i cui)	(11341.0)				Following	or Indirect	(Instr. 4)	
						(A)		Reported	(I) (I		
						or		Transaction(s) (Instr. 3 and 4)	(Instr. 4)		
Common				Code V	Amount	(D)	Price	(
Common stock	02/22/2005			Μ	50,000	А	\$ 10.75	50,000	D		
							.				
Common stock	02/22/2005			S	50,000	D	\$ 20.7493	0	D		

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. Transactic Code (Instr. 8)	TransactionDerivative Code Securities		Perivative Expiration Date ecurities (Month/Day/Year) acquired (A) r Disposed of D) nstr. 3, 4,		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
Stock option (right to buy)	\$ 10.75	02/22/2005		М	5	50,000	08/21/2003	08/21/2010	Common stock	50,000

Reporting Owners

Reporting Owner Name / Address	Relationships						
	Director	10% Owner	Officer	Other			
ECKROTH JOSEPH MATTEL, INC. 333 CONTINENTAL BLVD. EL SEGUNDO,, CA 90245			SVP & Chief Info Officer				
Signatures							

/s/ Joseph F.	02/23/2005
Eckroth Jr.	02/25/2005

**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).

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.