

ECKERT ROBERT
Form 4
March 26, 2008

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 *
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 Price (A) or (D)		
Common stock	03/25/2008		S		27,800 (1) \$ 21.51	D	D (2)
Common stock	03/25/2008		S		17,900 (1) \$ 21.52	D	D
Common stock	03/25/2008		S		13,600 (1) \$ 21.53	D	D
Common stock	03/25/2008		S		23,200 (1) \$ 21.54	D	D
Common stock	03/25/2008		S		29,400 (1) \$ 21.55	D	D

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

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Common stock						\$ 21.77		
Common stock	03/25/2008	S	700 ⁽¹⁾	D	\$ 21.79	7,200		D
Common stock	03/25/2008	S	2,300 ⁽¹⁾	D	\$ 21.8	4,900		D
Common stock	03/25/2008	S	600 ⁽¹⁾	D	\$ 21.81	4,300		D
Common stock	03/25/2008	S	600 ⁽¹⁾	D	\$ 21.82	3,700		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. 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)
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Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
ECKERT ROBERT MATTEL, INC. 333 CONTINENTAL BLVD. 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.

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