

MATTEL INC /DE/
Form 8-K
July 30, 2013

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d)

of The Securities Exchange Act of 1934

Date of Report (Date of earliest event reported):

July 29, 2013

MATTEL, INC.

(Exact name of registrant as specified in its charter)

Delaware
(State or other Jurisdiction)

001-05647
(Commission)

95-1567322
(IRS. Employer)

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of Incorporation)

File Number)

Identification No.)

333 Continental Boulevard, El Segundo, California
(Address of Principal Executive Offices)

90245-5012
(Zip Code)

Registrant's telephone number, including area code: (310) 252-2000

N/A

(Former name or former address if changed since last report.)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- .. Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- .. Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- .. Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- .. Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Item 8.01. Other Events.

On July 29, 2013, pursuant to the Mattel, Inc. ("Mattel") Guidelines Concerning Rule 10b5-1(c) Individual Trading Plans (the "Guidelines"), Timothy Kilpin, Executive Vice President, Global Brands Team - Boys & Girls, entered into an individual Rule 10b5-1(c) trading plan (the "Plan") with a broker to sell up to 15,000 shares of Mattel stock acquired upon vesting of restricted stock units. In accordance with Mattel's Guidelines, the first sale under the Plan will not take place until August 28, 2013, which is at least 30 days after the date Mr. Kilpin adopted his Plan. Mr. Kilpin may sell shares of Mattel stock under the Plan through the close of trading on July 25, 2014, at which time the Plan will terminate.

Transactions under the Plan will be disclosed publicly through Form 144 and Form 4 filings with the Securities and Exchange Commission. The Plan was adopted in accordance with Rule 10b5-1 of the Securities Exchange Act of 1934, as amended, and with Mattel's Guidelines.

Rule 10b5-1 permits individuals who are not aware of material, non-public information at the time the plan is adopted to establish pre-arranged plans to buy or sell company stock. Using these plans, individuals can gradually diversify their investment portfolios over an extended period of time and better manage the exercise of stock options and/or the sale of shares.

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, as amended, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

MATTEL, INC.

Date: July 30, 2013

By: /s/ Robert Normile
Name: Robert Normile
Title: Executive Vice President, Chief Legal Officer and Secretary