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MATTEL INC /DE/

Reported by

FARR KEVIN M

FORM 4

(Statement of Changes in Beneficial Ownership)

Filed 02/27/12 for the Period Ending 02/23/12

Address	333 CONTINENTAL BLVD EL SEGUNDO, CA 90245
Telephone	3102522000
CIK	0000063276
Symbol	MAT
SIC Code	3942 - Dolls and Stuffed Toys
Industry	Recreational Products
Sector	Consumer Cyclical
Fiscal Year	12/31

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FORM 4

[ ] Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. *See* Instruction 1(b).

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

OMB APPROVAL
OMB Number: 3235-0287
Expires: November 30, 2011
Estimated average burden hours per response... 0.5

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(f) of the Investment Company Act of 1940

1. Name and Address of Reporting Person *	2. Issuer Name **and** Ticker or Trading Symbol	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)
FARR KEVIN M (Last) (First) (Middle)	**MATTEL INC /DE/ [MAT]**	_____ Director _____ 10% Owner
MATTEL, INC., 333 CONTINENTAL BOULEVARD (Street)	3. Date of Earliest Transaction (MM/DD/YYYY) **2/23/2012**	__ **X** __ Officer (give title below) _____ Other (specify below) **Chief Financial Officer**
EL SEGUNDO, CA 90245 (City) (State) (Zip)	4. If Amendment, Date Original Filed (MM/DD/YYYY)	6. Individual or Joint/Group Filing (Check Applicable Line) _ **X** _ 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. Trans. Date	2A. Deemed Execution Date, if any	3. Trans. 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	(A) or (D)	Price			
Common Stock	**2/23/2012**		**M**		**15000**	**A**	**$20.04**	**122995**	**D**	
Common Stock	**2/23/2012**		**S**		**15000**	**D**	**$32.2909** (1)	**107995**	**D**	
Common Stock	**2/24/2012**		**M**		**25000**	**A**	**$20.04**	**132995**	**D**	
Common Stock	**2/24/2012**		**S**		**25000**	**D**	**$32.1984** (2)	**107995**	**D**	
Common Stock	**2/27/2012**		**M**		**2500**	**A**	**$20.04**	**110495**	**D**	
Common Stock	**2/27/2012**		**S**		**2500**	**D**	**$32.3913** (3)	**107995**	**D**	
Common Stock	**2/27/2012**		**M**		**35000**	**A**	**$19.43**	**142995**	**D**	
Common Stock	**2/27/2012**		**S**		**35000**	**D**	**$32.3913** (3)	**107995**	**D**	
Common Stock								**13517** (4)	**I**	**In 401(k)**

Table II - Derivative Securities Beneficially Owned (*e.g.* , puts, calls, warrants, options, convertible securities)

1. Title of Derivate Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Trans. Date	3A. Deemed Execution Date, if any	4. Trans. 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		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction (s) (Instr. 4)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Employee Stock Option - Right to Buy	**$20.04**	**2/23/2012**		**M**			**15000**	**5/22/2005**	**5/22/2012**	**Common Stock**	**15000**	**$ 0**	**27500**	**D**	
Employee Stock		**2/24/2012**							**5/22/2012**	**Common**					

Table II - Derivative Securities Beneficially Owned (*e.g.* , puts, calls, warrants, options, convertible securities)

1. Title of Derivate Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Trans. Date	3A. Deemed Execution Date, if any	4. Trans. 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		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction (s) (Instr. 4)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Option - Right to Buy	**$20.04**			**M**			**25000**	**5/22/2005**		**Stock**	**25000**	**$ 0**	**2500**	**D**	
Employee Stock Option - Right to Buy	**$20.04**	**2/27/2012**		**M**			**2500**	**5/22/2005**	**5/22/2012**	**Common Stock**	**2500**	**$ 0**	**0**	**D**	
Employee Stock Option - Right to Buy	**$19.43**	**2/27/2012**		**M**			**35000**	**12/28/2005**	**7/31/2013**	**Common Stock**	**35000**	**$ 0**	**90000**	**D**	

Explanation of Responses:

(1) This transaction was executed in multiple trades at prices ranging from $32.265 to $32.305. The price reported reflects the weighted average purchase price. The reporting person hereby undertakes to provide to the SEC staff, the issuer or a security holder of the issuer, upon request, full information regarding the number of shares and prices at which the transactions were effected.

(2) This transaction was executed in multiple trades at prices ranging from $32.12 to $32.27. The price reported reflects the weighted average purchase price. The reporting person hereby undertakes to provide to the SEC staff, the issuer or a security holder of the issuer, upon request, full information regarding the number of shares and prices at which the transactions were effected.

(3) This transaction was executed in multiple trades at prices ranging from $32.25 to $32.45. The price reported reflects the weighted average purchase price. The reporting person hereby undertakes to provide to the SEC staff, the issuer or a security holder of the issuer, upon request, full information regarding the number of shares and prices at which the transactions were effected.

(4) As of February 23, 2012, the reporting person had a balance of $436,741.94 in the Mattel Stock Fund of Mattel's 401(k) Personal Investment Plan ("PIP"). The number of shares has been calculated by the plan administrator for the PIP.

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
FARR KEVIN M **MATTEL, INC.** **333 CONTINENTAL BOULEVARD** **EL SEGUNDO, CA 90245**			**Chief Financial Officer**	

Signatures

/s/ Andrew Paalborg, Attorney-in-Fact for Kevin M. Farr — **2/27/2012**

** Signature of Reporting Person — Date

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

***** 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.

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