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(54) **METHOD AND APPARATUS FOR PROVIDING ADVERTISING**

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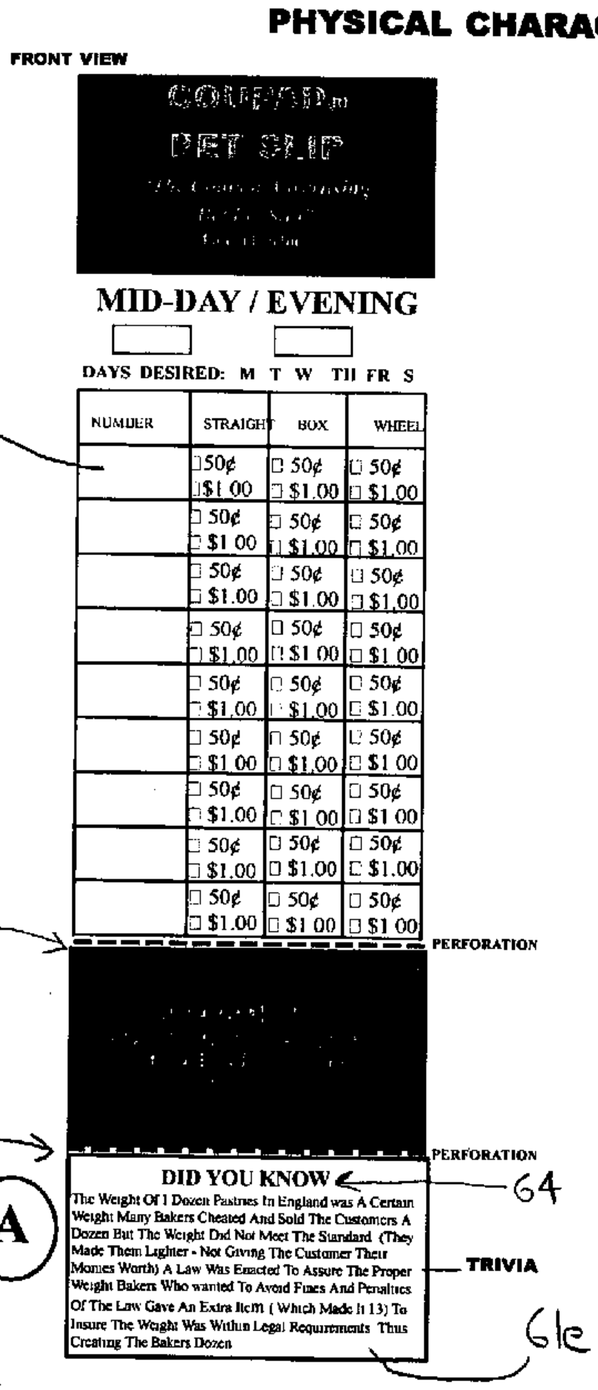
(51) **Int. Cl.**[7] **A63F 1/18**

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(57) **ABSTRACT**

A play ticket for use in a game of chance including a sheet of paper, a first graphical image and at least one advertising graphical image. The sheet of paper has a front facing surface and aback facing surface. The sheet of paper is weakened along at least one predetermined line to define at least a first portion and a second portion. The first graphical image includes required indicia for playing the game of chance and is at least partially imprinted on the first portion. The at least one advertising graphical image includes indicia identifying a product of an advertiser and is imprinted on the second portion. The first graphical image is imprinted on the front facing surface. The sheet of paper may include a readable data form containing coded data. The sheet of paper may also include a coupon detailing a product discount.

PHYSICAL CHARACTERISTICS



A.

1. Can Represents A FREE Trivia Scratch Off Game To The Consumer With The Prize In The Upper Left Hand Corner.
2. Can Represents Fun Facts Trivia With Prize
3 Can Represents Fun Facts Trivia With No Prize
Example Informing How and Why Bakers Dozen Was Originated
4. Contact Information To Organizations Designed To Help The Ills Of Society. Gamblers Anonymous, Alcohol Anonymous,Cancer Society, Homeless Organizations etc.
5 Connect The Dots And Play Your Lucky Number When Dots Are Connected It Will Create A 3 Digit Number The Lottery Player Could Play.
6. A Non Connect The Dots Scratch Off Giveaway Number
7.A Non Connect The Dots Giveaway Number If Used Received Prize Located In Corner

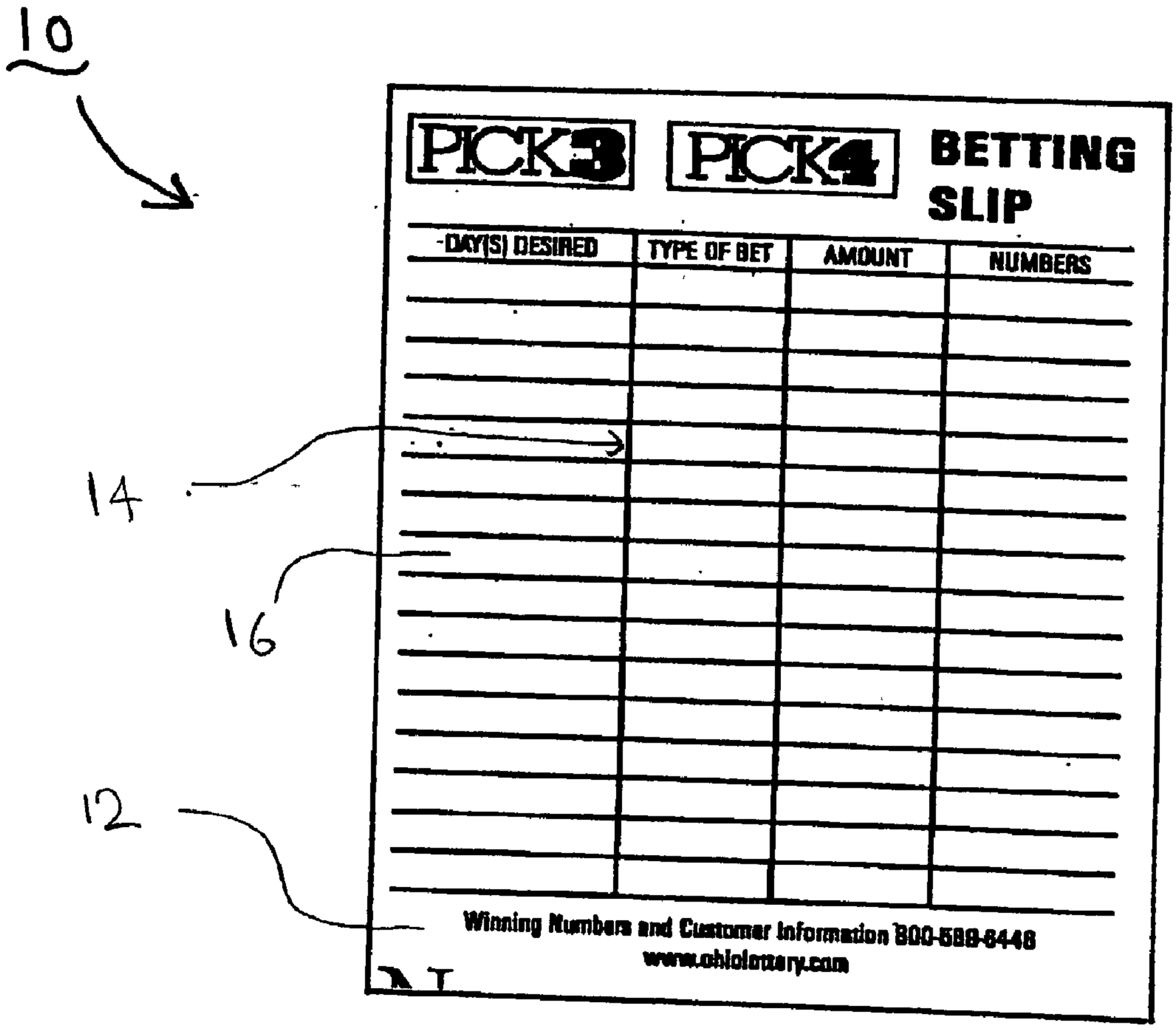


FIGURE 1
(PRIOR ART)

FIG 2

FIG 3

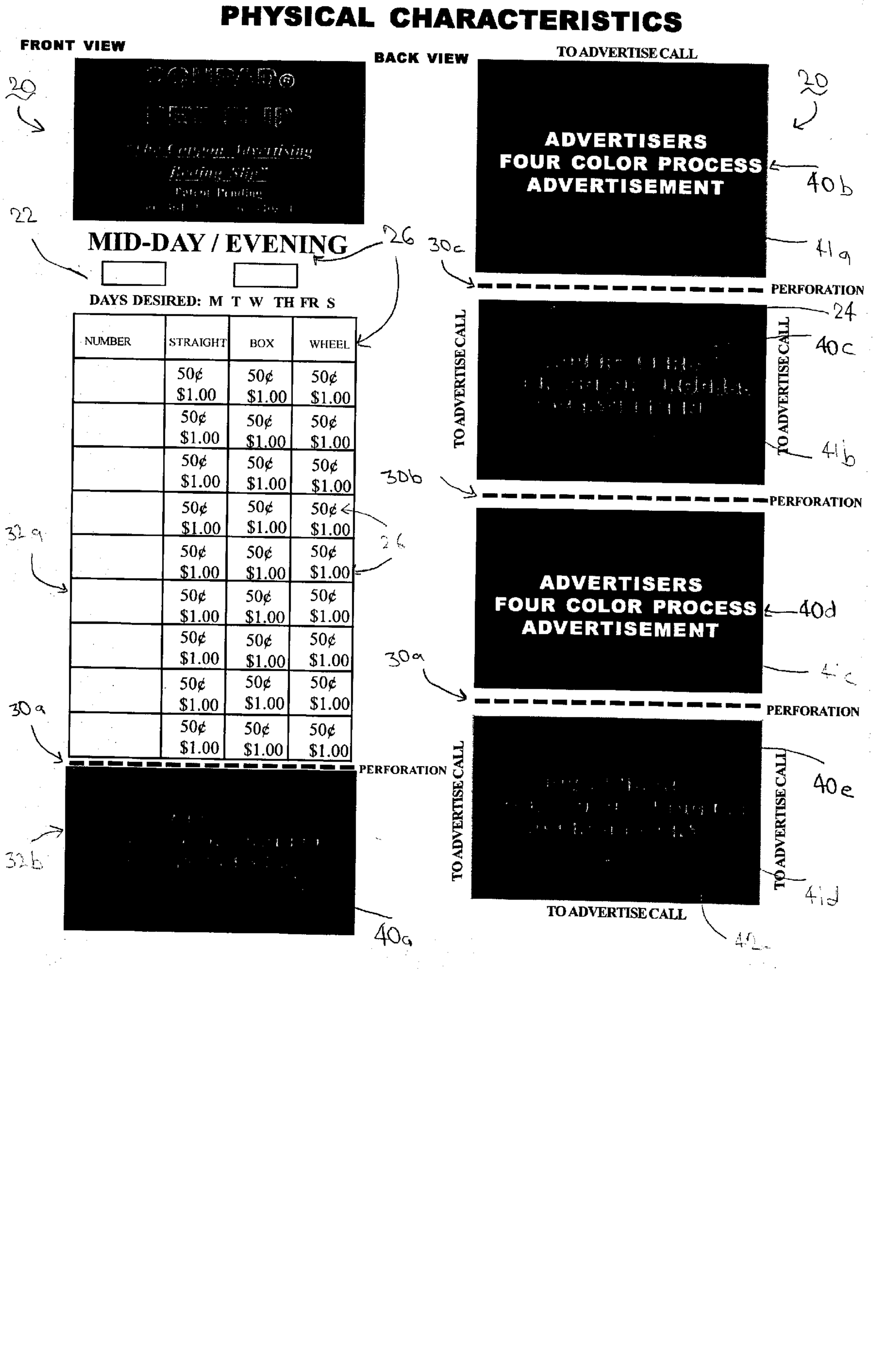
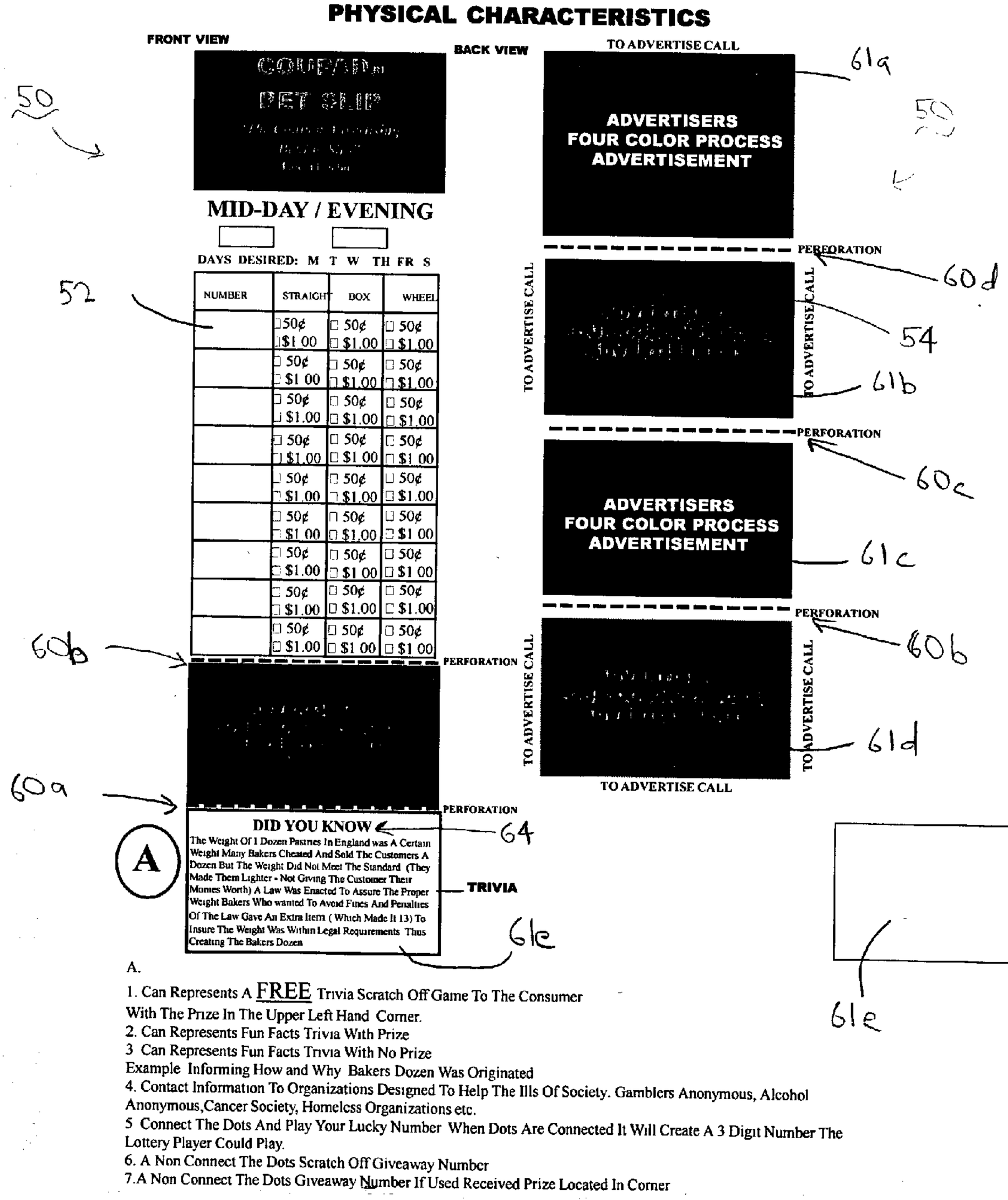

PHYSICAL CHARACTERISTICS
FRONT VIEW
20
22
MID-DAY / EVENING
26
DAYS DESIRED: M T W TH FR S
NUMBER
STRAIGHT
BOX
WHEEL
50¢ $1.00
32a
32b
30a
PERFORATION
40a
BACK VIEW
TO ADVERTISE CALL
ADVERTISERS FOUR COLOR PROCESS ADVERTISEMENT
40b
41a
30c
PERFORATION
24
40c
TO ADVERTISE CALL
41b
30b
PERFORATION
ADVERTISERS FOUR COLOR PROCESS ADVERTISEMENT
40d
41c
30a
PERFORATION
40e
TO ADVERTISE CALL
41d
TO ADVERTISE CALL
42

FIG 4a

FIG 4b

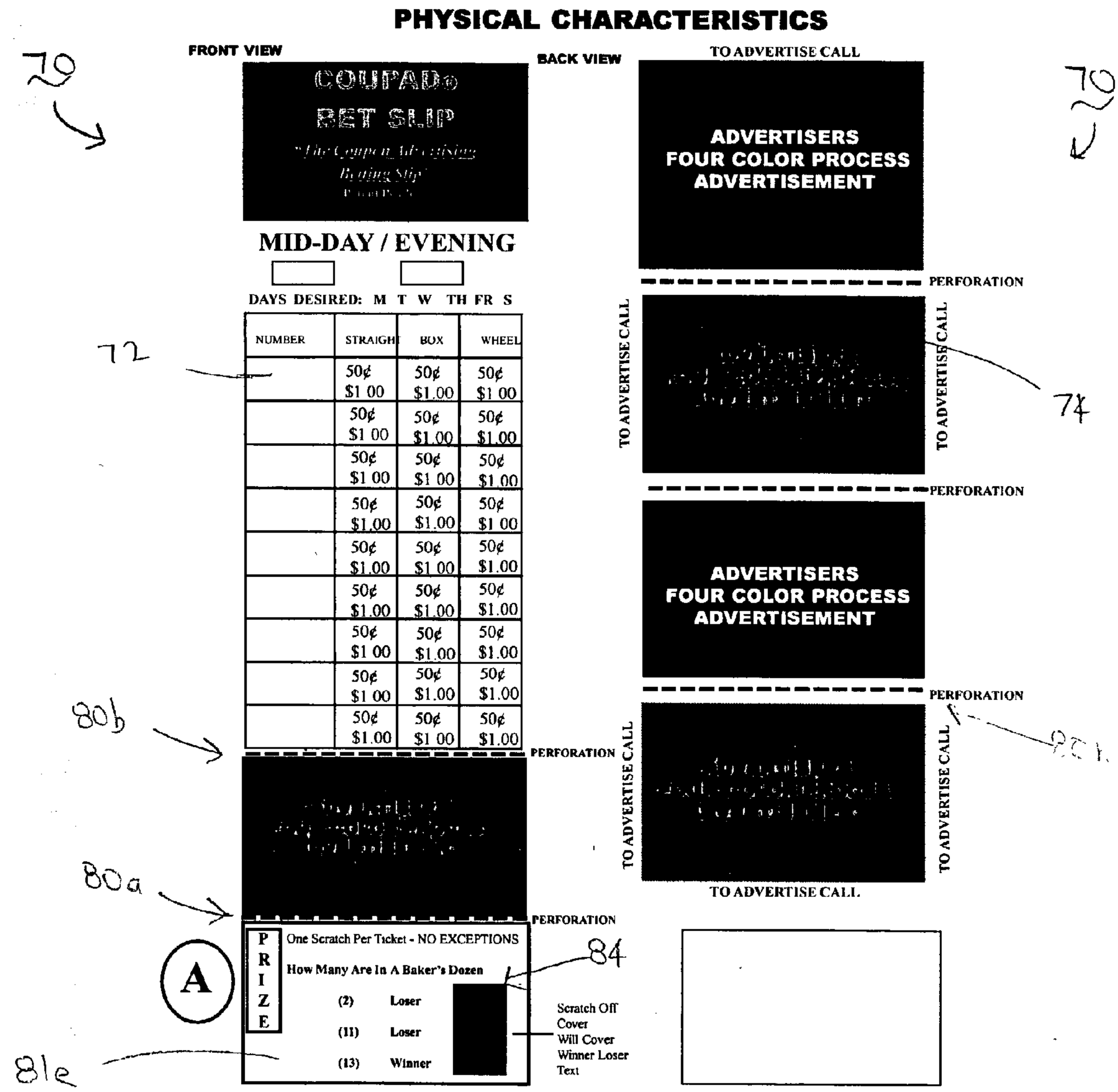


A.

1. Can Represents A FREE Trivia Scratch Off Game To The Consumer With The Prize In The Upper Left Hand Corner.
2. Can Represents Fun Facts Trivia With Prize
3 Can Represents Fun Facts Trivia With No Prize
Example Informing How and Why Bakers Dozen Was Originated
4. Contact Information To Organizations Designed To Help The Ills Of Society. Gamblers Anonymous, Alcohol Anonymous,Cancer Society, Homeless Organizations etc.
5 Connect The Dots And Play Your Lucky Number When Dots Are Connected It Will Create A 3 Digit Number The Lottery Player Could Play.
6. A Non Connect The Dots Scratch Off Giveaway Number
7.A Non Connect The Dots Giveaway Number If Used Received Prize Located In Corner

Fig 5a

Fig 5b

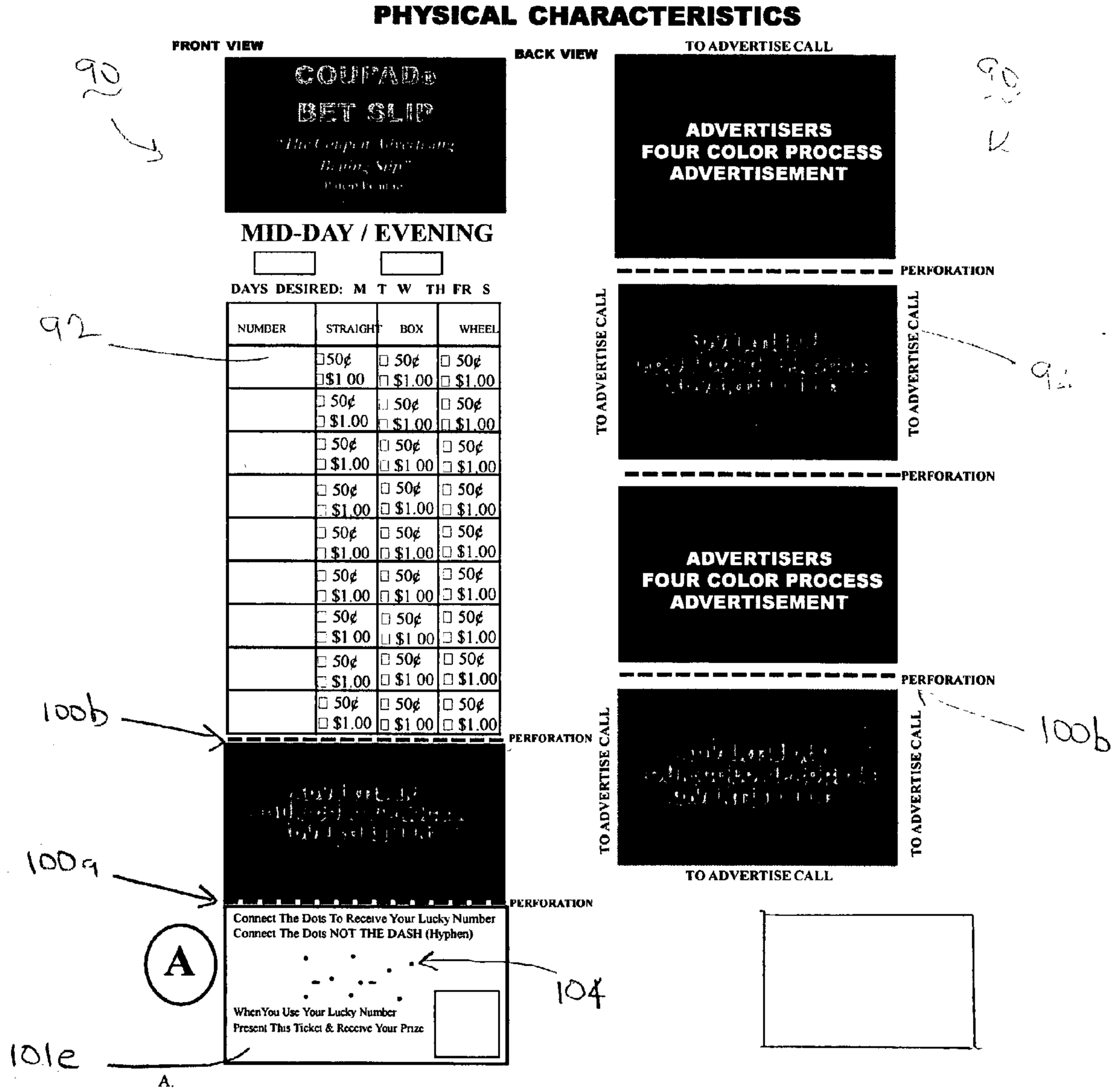


A.

1. Can Represents A FREE Trivia Scratch Off Game To The Consumer With The Prize In The Upper Left Hand Corner.
The Rules Of The Game Printed On The Reverse Side For Games With Prize
2. Can Represents Fun Facts Trivia With Prize
3. Can Represents Fun Facts Trivia With No Prize
Example: Informing How and Why Bakers Dozen Was Originated
4. Contact Information To Organizations Designed To Help The Ills Of Society: Gamblers Anonymous, Alcohol Anonymous,Cancer Society, Homeless Organizations etc.
5. Connect The Dots And Play Your Lucky Number. When Dots Are Connected It Will Create A 3 Digit Number The Lottery Player Could Play.
6. A Non Connect The Dots Scratch Off Giveaway Number
7.A Non Connect The Dots Giveaway Number If Used Received Prize Located In Corner

Fig 6a

Fig 6b



A.

1 Can Represents A FREE Trivia Scratch Off Game To The Consumer With The Prize In The Upper Left Hand Corner

2 Can Represents Fun Facts Trivia With Prize

3. Can Represents Fun Facts Trivia With No Prize

Example Informing How and Why Bakers Dozen Was Originated

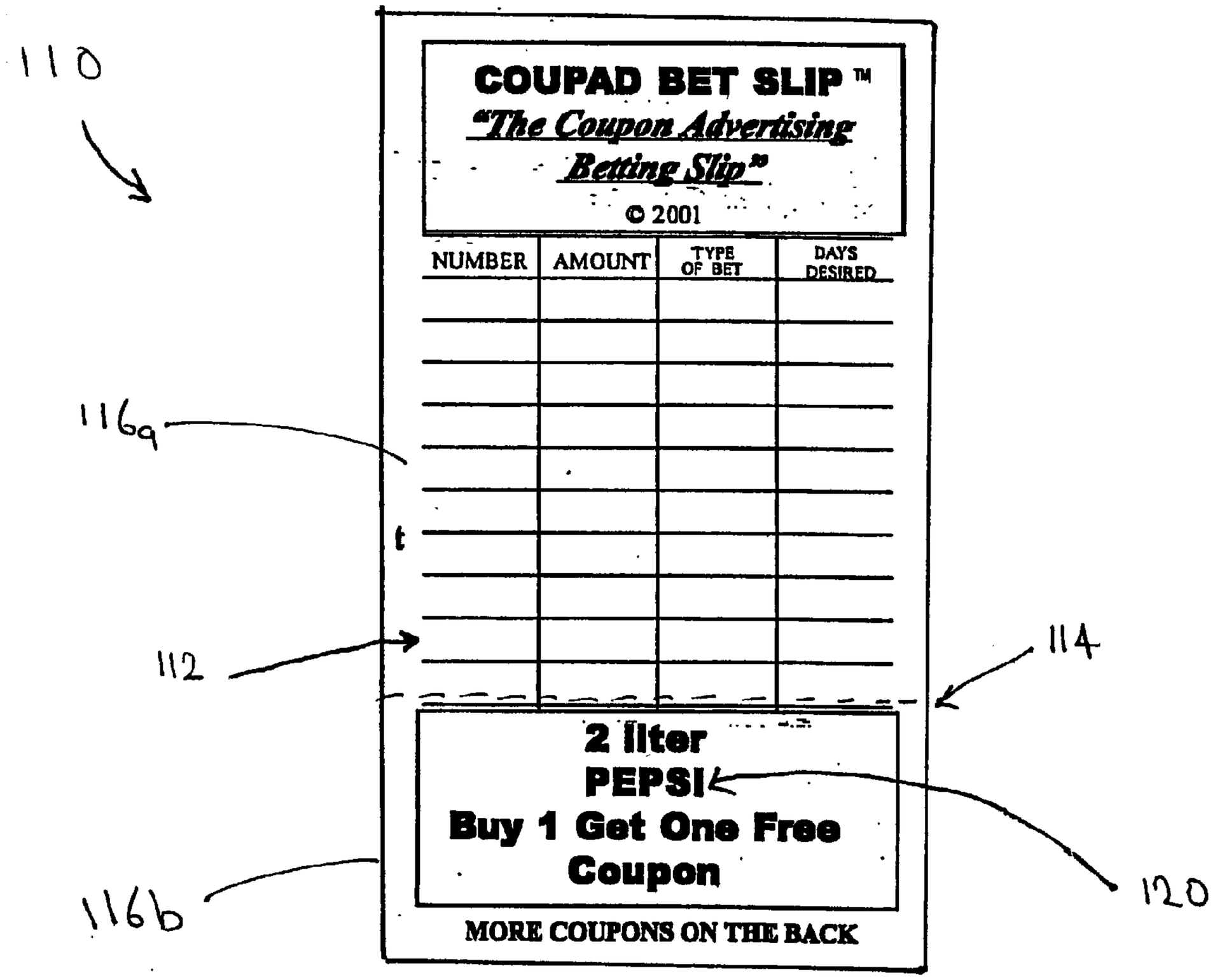
4. Contact Information To Organizations Designed To Help The Ills Of Society: Gamblers Anonymous, Alcohol Anonymous,Cancer Society, Homeless Organizations etc.

5. Connect The Dots And Play Your Lucky Number. When Dots Are Connected It Will Create A 3 Digit Number The Lottery Player Could Play.

6. A Non Connect The Dots Scratch Off Giveaway Number

7.A Non Connect The Dots Giveaway Number If Used Received Prize Located In Corner

FIGURE 7


110
COUPAD BET SLIP ™
"The Coupon Advertising Betting Slip"
© 2001
NUMBER
AMOUNT
TYPE OF BET
DAYS DESIRED
116a
112
114
2 liter
PEPSI
Buy 1 Get One Free
Coupon
116b
120
MORE COUPONS ON THE BACK

METHOD AND APPARATUS FOR PROVIDING ADVERTISING

CROSS-REFERENCE TO RELATED APPLICATIONS

[0001] This non-provisional application claims benefit of U.S. Provisional Patent Applications Serial No. 60/336,124, entitled "Method and Apparatus for Providing Advertising," filed on Nov. 15, 2001, and Serial No. 60/340,871, entitled "Method and Apparatus for Providing Advertising," filed on Dec. 7, 2001.

FIELD OF THE INVENTION

[0002] The present invention is directed to a method and apparatus for providing advertising, and more particularly, the invention is directed to a method and apparatus for providing advertising on a game of chance ticket.

BACKGROUND ART

[0003] Games of chance continue to be very popular in our culture. Certain games of chance, such as instant ticket games or pull tab tickets games have gained popularity with social, fraternal, or church organizations seeking to raise funds. Commercial bingo halls also feature similar games of chance. Other conventional games of chance include state lottery instant tickets and betting slips. Certain betting slips are available at no charge. In these cases, a player holding a bet slip only pays when placing his or her bet. These and other types of games of chance are well-known and popular with a relatively large percentage of people.

[0004] Many games of chance are played with play tickets that are discarded soon after completion of the game. Because most holders of the play tickets are not ultimately winners in these games, the holders are sometimes left with a feeling disappointment or sorrow regarding the particular game of chance. To counteract this affect, some games of chance include "second chance" options to compensate certain losing players. Some of these methods include a material loss of revenue or profit to the game operator. A need exists to compensate losing players of games of chance, without providing additional chances to play at the expense of the game operator.

[0005] As stated, games of chances are very popular in our culture. As a result, the competition for players has led to a very competitive market with ever decreasing profit-margins for game operators. A need exists for an individual operator of a game of chance to receive revenues additional and separate from revenues received from game players. The play tickets used in these games represent a previously unused advertising vehicle for goods and services of companies not associated with the operator of the game of chance and thus, a potential source of revenue for game manufacturers or operators.

[0006] For at least the reasons stated, a need exists in the art for a game of chance playing ticket that is a new apparatus and method for providing advertising. The present invention advantageously allows for a play ticket to include advertising, with possibilities for coupons and bar code data, while supplying the game operator with additional revenue and the play ticket holder with extra incentive to play the game of chance.

SUMMARY OF THE INVENTION

[0007] The present invention is directed to a method and apparatus for providing advertising on a game of chance play ticket. The invention allows an individual operator of a game of chance to receive revenues additional and separate from revenues received from game players. One embodiment of the invention features a "tear-off" portion including advertising or coupons for retention by the player.

[0008] The play ticket of the present invention includes a sheet of paper, a first graphical image and at least one advertising graphical image. The sheet has a front facing surface and a back facing surface. The sheet is weakened along at least one predetermined line to define at least a first portion and a second portion. The first graphical image includes required indicia for playing the game of chance and is at least partially imprinted on the first portion. The at least one advertising graphical image includes indicia identifying a product of an advertiser and is imprinted on the second portion. The first graphical image is imprinted on the front facing surface.

[0009] The play ticket may include a plurality of advertising graphical images, wherein each image identifies a product of an advertiser. The play ticket may include at least one advertising graphical image that is a readable data form, wherein the data form comprises coded data. The data may including information identifying the play ticket of the game of chance as an advertising vehicle source. The at least one advertising graphical image may be a coupon detailing a product discount offered to a holder of the play ticket.

[0010] The play ticket of the present invention may include at least one predetermined line weakened by scoring to facilitate folding, or at least one predetermined line weakened by perforation to facilitate tearing.

[0011] The play ticket may include at least one predetermined line perforated to allow a play ticket holder to separate the play ticket into the first portion and the second portion, wherein the second portion includes at least one advertising graphical image and may be retained by the play ticket holder separately from the first portion.

[0012] The play ticket may include on the front facing surface a perforation that defines a supplemental information portion. The supplemental portion may include fanciful information for the enjoyment of a play ticket holder. The supplemental portion may include a second game of chance for the enjoyment of a play ticket holder. The second game of chance may be a scratch-off game. In one embodiment, the player is not required to pay a fee to play the scratch-off game. The supplemental portion may include indicia for providing a method for selecting a number to be played in the game of chance.

[0013] The method practiced in accordance with an exemplary embodiment of the invention includes the steps of obtaining a first graphical image, providing at least one advertising graphical image, producing a game of chance play ticket on a sheet of paper, the play ticket having the first graphical image imprinted on a front facing surface of the ticket and the at least one advertising graphical image imprinted on a surface of the ticket, and weakening the sheet of paper along at least one predetermined line, wherein the at least one predetermined line is perforated and defines at least a first portion and a second portion, the second portion

includes the at least one advertising graphical image, the advertising graphical image is a coupon, and the coupon details a product discount offered to a play ticket holder.

[**0014**] Other objects and advantages and a fuller understanding of the invention will become apparent to those skilled in the art from the following detailed description of the preferred embodiments and the accompanying drawings.

BRIEF DESCRIPTION OF THE DRAWINGS

[**0015**] **FIG. 1** is a front view of a prior art game of chance play ticket;

[**0016**] **FIG. 2** is a front view of a play ticket constructed in accordance with one embodiment of the present invention, showing a front facing surface;

[**0017**] **FIG. 3** is a back view of the play ticket illustrated in **FIG. 2**, showing a back facing surface;

[**0018**] **FIG. 4***a* is a front view of a play ticket constructed in accordance with an alternative embodiment of the present invention, showing a front facing surface;

[**0019**] **FIG. 4***b* is a back view of the play ticket illustrated in **FIG. 4***a*, showing a back facing surface;

[**0020**] **FIG. 5***a* is a front view of a play ticket constructed in accordance with yet another alternative embodiment of the present invention, showing a front facing surface;

[**0021**] **FIG. 5***b* is a back view of the play ticket illustrated in **FIG. 5***a*, showing a back facing surface;

[**0022**] **FIG. 6***a* is a front view of a play ticket constructed in accordance with yet another alternative embodiment of the present invention, showing a front facing surface;

[**0023**] **FIG. 6***b* is a back view of the play ticket illustrated in **FIG. 6***a*, showing a back facing surface; and

[**0024**] **FIG. 7** is a front view of a play ticket constructed in accordance with yet another alternative embodiment of the present invention, showing a front facing surface.

DESCRIPTION OF THE INVENTION

[**0025**] Referring to **FIG. 1, a** prior art game of chance ticket **10** is shown. As illustrated, the ticket **10** is sold by a State Lottery. A front facing surface **12** of the ticket **10** as illustrated does not include advertising for any goods or services. The back facing surface (not shown) of this ticket **10** is blank. The ticket includes imprinted graphical grids **14** that create areas **16** for a play ticket holder to records bet information. Other similar prior art tickets may be computer generated at the point-of-purchase to include play numbers selected by the player or by a random generator.

[**0026**] Referring to **FIG. 2, a** front view of a ticket **20** constructed in accordance with one embodiment of the present invention is illustrated, showing a front facing surface **22**. A portion of the ticket may be pre-printed at another location and a portion may be printed at a point-of-sale location. Alternatively, the entire ticket may be computer generated and printed at a point-of-sale location. The play ticket **20** includes a sheet of paper, a first graphical image **26** and at least one advertising graphical image **40***a*.

[**0027**] As illustrated, the play ticket **20** is designed for use as a bet slip in a conventional game of chance. It should be apparent to others with ordinary skill in the art that play tickets for use in other games of chance may be constructed in accordance with the present invention in view of this disclosure.

[**0028**] The play ticket **20** includes a sheet of paper. The play ticket **20** may be constructed from paper, chip board, or any other suitable medium. In a preferred embodiment, 60 lb. paper is used. The sheet has a front facing surface **22** and a back facing surface **24**. The back facing surface **24** is best shown in **FIG. 3**.

[**0029**] The ticket **20** is weakened along at least one predetermined line **30***a*. A predetermined line **30***a* may be scored to facilitate folding or perforated to facilitate tearing. As illustrated, the ticket **20** includes three perforated lines **30***a*, **30***b*, **30***c*. Only one line **30***a* is illustrated in **FIG. 2**, however all three **30***a*, **30***b*, **30***c* are illustrated in **FIG. 3**. The line **30***a* acts to separate the ticket into two portions **32***a*, **32***b*. A top portion **32***a* includes printing directed to the game of chance and a bottom portion **32***b* includes printing directed to advertising. The perforation **30***a* allows a player to tear off the advertising portion **32***b* and retain for future reference after the top portion **32***a* is discarded. The player may do so before or after the game is played.

[**0030**] In an alternative embodiment, the line **30***a* is scored and allows a game operator to fold a play ticket **20** in half to facilitate insertion into a computer ticket entry opening.

[**0031**] In yet another alternative embodiment, a bottom portion **32***b* includes printing directed to the game of chance and a top portion **32***a* includes printing directed to advertising.

[**0032**] Referring again to **FIG. 2**, the ticket **20** includes a first graphical image **26**. The first graphical image **26** is imprinted on the front facing surface **22**. The first graphical image **26** includes required indicia for playing a game of chance. As discussed, the indicia may be pre-printed, or generated by a computer at a point-of-sale location. The indicia may include imprinted graphical grids for player use, instructions to players, and general game of chance information.

[**0033**] The ticket **20** also includes at least one advertising graphical image **40***a*. The at least one advertising graphical image **40***a* is imprinted on the front facing surface **22**. The at least one advertising graphical image **40***a* includes indicia identifying an advertiser's products or services. The image **40***a* may be imprinted in black ink, by a four color printing process, or by any other conventional method.

[**0034**] Referring now to **FIG. 3, a** back view of the ticket **20** illustrated in **FIG. 2** showing a back facing surface **24** is illustrated. The back facing surface **24** of the ticket **20** is divided into four portions **41***a*, **41***b*, **41***c*, **41***d* by three perforations **30***a*, **30***b*, **30***c*. As illustrated, the ticket **20** further includes four advertising graphical images **40***b*, **40***c*, **40***d*, **40***e* imprinted on the back facing surface **24**. Alternatively, one or more of the images **40***b*, **40***c*, **40***d*, **40***e* could be replaced with game of chance instructions **50** imprinted on the back facing surface **24**.

[**0035**] As illustrated, the advertising graphical image **40***e* imprinted on the bottom portion **41***d* includes a readable data form **42**. The readable data form may be one of several

known systems that utilize coded data, including bar coding. In one embodiment, the coded data of the present invention data includes information identifying a product and a product discount. In other words, after the portion **41***d* is separated by the play ticket holder from the ticket **20**, the portion **41***d* may act as a conventional coupon. In a preferred embodiment, the coded data of the present invention the code data includes information identifying the play ticket of the game of chance as an advertising vehicle source. Therefore, after the portion **41***d* with the bar code is utilized by a consumer as a coupon, an advertiser could identify the game of chance as the source of the coupon.

[**0036**] Referring now to **FIG. 4***a*, a front view of a play ticket **50** constructed in accordance with an alternative embodiment of the present invention is illustrated. A front facing surface **52** is shown in **FIG. 4***a*. A back facing surface **54** of the ticket **50** is illustrated in **FIG. 4***b*.

[**0037**] Again to **FIG. 4***a*, the ticket includes perforations **60***a*, **60***b*. The play ticket **50** includes a perforation **60***a* that defines a supplemental information portion **61***e*. As illustrated, the supplemental portion **61***e* includes imprinted fanciful information **64** for the enjoyment of a play ticket holder.

[**0038**] Referring now to **FIG. 4***b*, the back facing surface of the ticket **50** is divided into five portions **61***a*, **61***b*, **61***c*, **61***d*, **61***e* by four perforations **60***a*, **60***b*, **60***c*, **60***d*. As illustrated, the ticket portion **61***e* has been separated from the ticket **50**.

[**0039**] Referring now to **FIGS. 5***a* and **5***b*, a play ticket **70** constructed in accordance with yet another alternative embodiment of the present invention is illustrated. As shown in the two referenced figures, a front facing surface **72** and a back facing surface **74** is illustrated. The general physical construction of the play ticket **70** is essentially the same as the play ticket **50** illustrated in **FIGS. 4***a* and **4***b*.

[**0040**] The ticket **70** includes perforations **80***a*, **80***b*. The play ticket **70** includes a perforation **80***a* that defines a supplemental information portion **81***e*. As illustrated, the supplemental portion **81***e* includes a second game of chance **84** for the enjoyment of a play ticket holder for the enjoyment of a play ticket holder. In the embodiment illustrated, the player does not pay any money to play the scratch-off game. In fact, in certain applications, no purchase is required of any kind. As illustrated, the second game of chance is a scratch-off game **84**.

[**0041**] Referring now to **FIGS. 6***a* and **6***b*, a play ticket **90** constructed in accordance with yet another alternative embodiment of the present invention is illustrated. As shown in the two figures, a front facing surface **92** and a back facing surface **94** is illustrated. The general physical construction of the play ticket **70** is essentially the same as the play ticket **50** illustrated in **FIGS. 4***a* and **4***b*, as well as the play ticket **90** illustrated in **FIGS. 5***a* and **5***b*.

[**0042**] The ticket **90** includes perforations **100***a*, **100***b*. The play ticket **90** includes a perforation **100***a* that defines a supplemental information portion **101***e*. As illustrated, the supplemental portion **101***e* includes indicia **104** for providing a method for selecting a number to be played in the game of chance by the holder of the play ticket **90**.

[**0043**] Referring now to **FIG. 7, a** front view of a play ticket **110** constructed in accordance with yet another alternative embodiment of the present invention is illustrated. The play ticket **110** includes a front facing surface **112**. The ticket **110** includes a perforation **114** defining a first portion **116***a* and a second portion **116***b*. As illustrated, the second portion **116***b* includes at least one advertising graphical image **120**. As shown, the image is an imprinted coupon **120**. The coupon **120** details a product discount offered to a play ticket holder. The exemplary coupon shown details a "buy one, get one free" offer. It should be understood by others with ordinary skill in the art that other promotional strategies could be used in the practice of the present invention.

[**0044**] Many variations and modifications of the invention will be apparent to those skilled in the art from the above detailed description. Therefore, it is to be understood that, within the scope of the appended claims, the invention can be practiced otherwise than as specifically shown and described.

What is claimed is:

1. A play ticket for use in a game of chance comprising:

a) a sheet of paper, wherein said sheet has a front facing surface and a back facing surface and is weakened along at least one predetermined line to define at least a first portion and a second portion;

b) a first graphical image, wherein said first graphical image comprises required indicia for playing said game of chance and is at least partially imprinted on said first portion; and

c) at least one advertising graphical image, wherein said at least one advertising graphical image comprises indicia identifying a product of an advertiser and is imprinted on said second portion;

d) wherein said first graphical image is imprinted on said front facing surface.

2. The play ticket of claim 1 wherein said at least one advertising graphical image is imprinted on said back facing surface.

3. The play ticket of claim 1 further including a plurality of advertising graphical images, wherein each image identifies a product of an advertiser.

4. The play ticket of claim 1 further including a plurality of advertising graphical images, wherein at least one image is imprinted on said front facing surface and at least one image is imprinted on said back facing surface.

5. The play ticket of claim 1 wherein said at least one advertising graphical image includes a readable data form, wherein said data form comprises coded data.

6. The play ticket of claim 1 wherein said at least one advertising graphical image includes a readable data form, wherein said data form comprises coded data, said data including information identifying said play ticket of said game of chance as an advertising vehicle source.

7. The play ticket of claim 1 wherein said at least one advertising graphical image is a coupon, said coupon detailing a product discount offered to a play ticket holder.

8. The play ticket of claim 1 wherein said at least one predetermined line is weakened by scoring to facilitate folding.

9. The play ticket of claim 1 wherein said at least one predetermined line is weakened by perforation to facilitate tearing.

10. The play ticket of claim 1 wherein said back facing surface comprises a plurality of advertising graphical images.

11. The play ticket of claim 1 wherein said game of chance is a state lottery.

12. The play ticket of claim 1 wherein at least a portion of said first graphical image is generated by an automated printing system at a point-of-sale location.

13. The play ticket of claim 1 wherein at least a portion of said at least one advertising graphical image is generated by an automated printing system at a point-of-sale location.

14. The play ticket of claim 1 wherein said at least one predetermined line is perforated to allow a play ticket holder to separate said play ticket into said first portion and said second portion, wherein said second portion comprises said at least one advertising graphical image and may he retained by said play ticket holder separately from said first portion.

15. The play ticket of claim 1 wherein said back facing surface is imprinted with information indicia, wherein said indicia is directed toward cash award information and game of chance instructions.

16. The play ticket of claim 1 wherein said front facing surface includes a perforation that defines a supplemental information portion, wherein said supplemental portion includes fanciful information for the enjoyment of a play ticket holder.

17. The play ticket of claim 1 wherein said front facing surface includes a perforation that defines a supplemental information portion, wherein said supplemental portion includes a second game of chance for the enjoyment of a play ticket holder, said second game of chance being a scratch-off game.

18. The play ticket of claim 1 wherein said front facing surface includes a perforation that defines a supplemental information portion, wherein said supplemental portion includes indicia for providing a method for selecting a number to be played in said game of chance.

19. A play ticket for use in a game of chance comprising:

a) a sheet of paper, wherein said sheet has a front facing surface and a back facing surface and is weakened along a plurality of predetermined lines to define at least a first portion and a second portion;

b) a first graphical image, wherein said first graphical image comprises required indicia for playing said game of chance and is at least partially imprinted on said first portion; and

c) a plurality of advertising graphical images, wherein each of said advertising graphical images comprises indicia identifying a product of an advertiser, at least one advertising graphical images is imprinted on said second portion, at least one advertising graphical image includes a readable data form, wherein said data form comprises coded data, and at least one advertising graphical image is a coupon, said coupon detailing a product discount offered to a play ticket holder;

d) wherein said first graphical image is imprinted on said front facing surface;

e) wherein at least one of said predetermined lines is perforated to allow a play ticket holder to separate said play ticket into said first portion and said second portion, wherein said second portion comprises said at least one advertising graphical image and may be retained by said play ticket holder separately from said first portion.

20. A method of providing advertising comprising the steps of:

a) obtaining a first graphical image, wherein said first graphical image comprises required indicia for playing a game of chance;

b) providing at least one advertising graphical image, wherein said at least one advertising graphical image comprises indicia identifying a product of an advertiser;

c) producing a game of chance play ticket on a sheet of paper, said play ticket having said first graphical image imprinted on a front facing surface of said ticket and said at least one advertising graphical image imprinted on a surface of said ticket; and

d) weakening said sheet of paper along at least one predetermined line, wherein said at least one predetermined line is perforated and defines at least a first portion and a second portion;

e) wherein said second portion includes said at least one advertising graphical image, said image being a coupon, said coupon detailing a product discount offered to a play ticket holder.

* * * * *