United States Patent [19]

Small

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[54] **AUTOMATED MARKETING AND GAMING SYSTEMS**

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[*] Notice: The portion of the term of this patent subsequent to Jun. 2, 2004 has been disclaimed.

[21] Appl. No.: **34,282**

[22] Filed: **Apr. 2, 1987**

Related U.S. Application Data

[63] Continuation-in-part of Ser. No. 668,011, Nov. 5, 1984, Pat. No. 4,669,730.

[51] Int. Cl.⁴ A63F 9/00
[52] U.S. Cl. .... 273/138 A; 273/1 E
[58] Field of Search .... 273/1 E, 85 G, 138 A, 273/DIG. 28; 364/410–412

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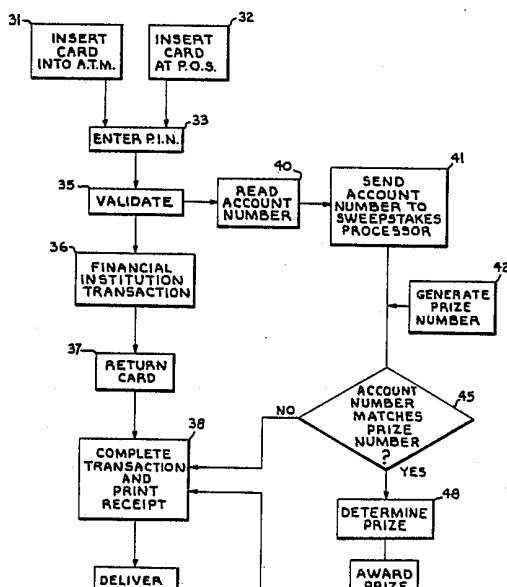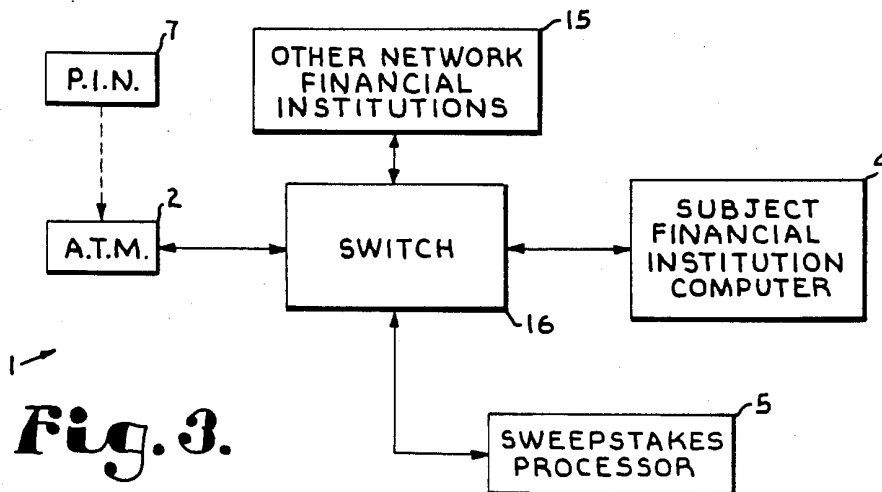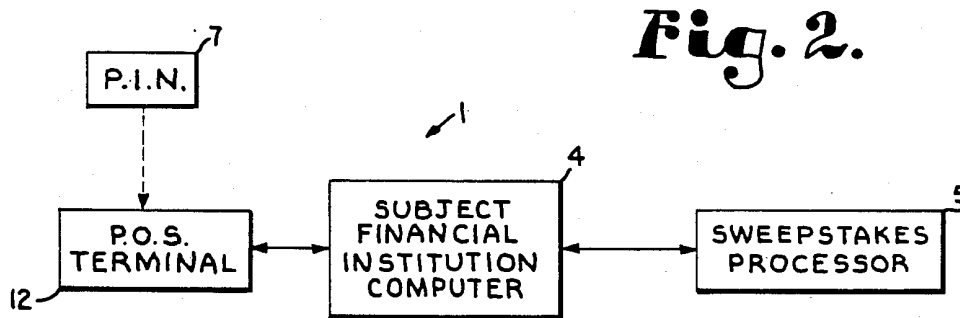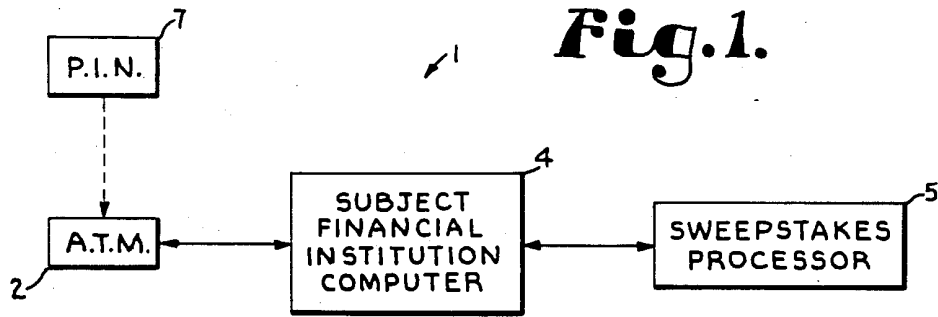
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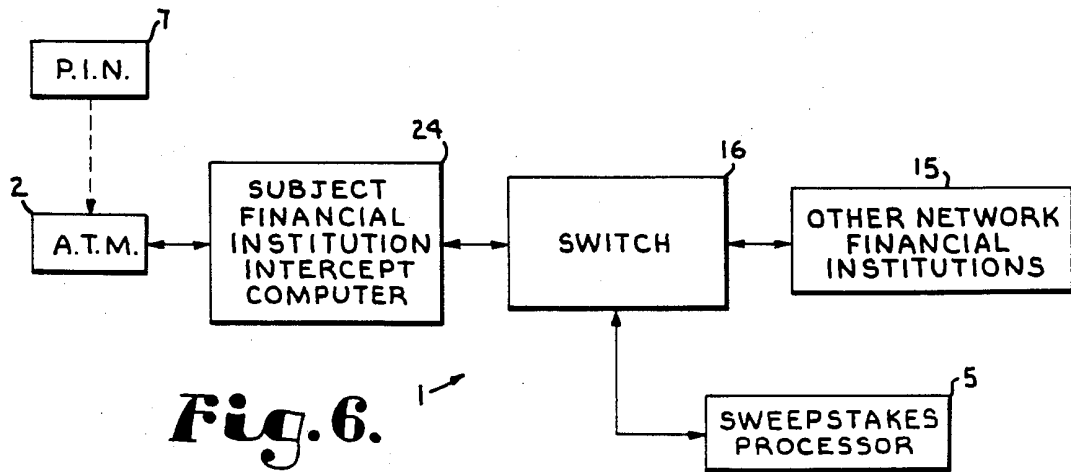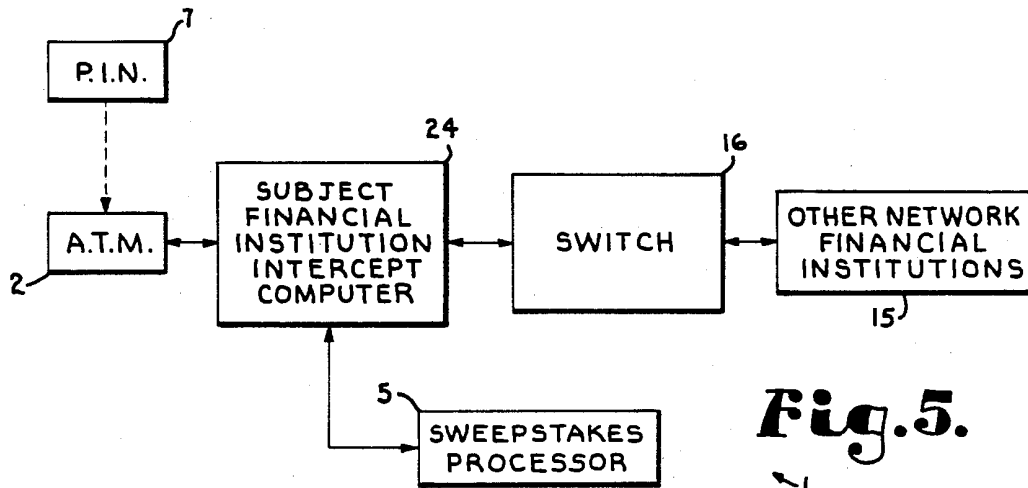*Attorney, Agent, or Firm*—Litman McMahon & Brown

[57] **ABSTRACT**

An apparatus and method for automated marketing and gaming wherein a player inserts an identification card into an automated remote interface device and accesses an account at a subject financial institution. The user identifier provides access to the financial account, and a user indicia is compared to a game indicia. In one form a sweepstakes processor compares the user and game indicia to determine whether a selected winning correlation is present between the game indicia and user indicia. The appartus is adapted to be used with a network of data processing machines and a transmission facilities device, which provides data processing communication among the data processing machines. The processor can alternatively be in electronic communication with a government-associated lottery system to purchase lottery chances for distribution to users of the remote interface device. Further, the processor can be utilized to allow a user to purchase a lottery ticket electronically through a transfer of funds from the user's financial account to a lottery-type game account.

29 Claims, 4 Drawing Sheets

Fig.1.

Fig.2.

Fig.3.

Fig.4.

Fig.5.

Fig.6.

31 — INSERT CARD INTO A.T.M.

32 — INSERT CARD AT P.O.S.

33 — ENTER P.I.N.

35 — VALIDATE

40 — READ ACCOUNT NUMBER

41 — SEND ACCOUNT NUMBER TO SWEEPSTAKES PROCESSOR

42 — GENERATE PRIZE NUMBER

36 — FINANCIAL INSTITUTION TRANSACTION

37 — RETURN CARD

45 — ACCOUNT NUMBER MATCHES PRIZE NUMBER ?

NO

YES

38 — COMPLETE TRANSACTION AND PRINT RECEIPT

48 — DETERMINE PRIZE

49 — AWARD PRIZE

39 — DELIVER RECEIPT

Fig. 7.

Fig.8.

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        102                    107                    104                    105
   ┌──────────┐          ┌──────────┐         ┌──────────┐          ┌──────────┐
   │ REMOTE   │          │          │         │ SUBJECT  │          │SWEEPSTAKES│
   │INTERFACE │◄────────►│VALIDATION│◄───────►│FINANCIAL │◄────────►│PROCESSOR │
   │ DEVICE   │          │          │         │INSTITUTION│         │          │
   └──────────┘          └──────────┘         │COMPUTER  │          └──────────┘
                                              └──────────┘
              101
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Fig.9.

```
        102                    107                    104                    105
   ┌──────────┐          ┌──────────┐         ┌──────────┐          ┌──────────┐
   │ REMOTE   │          │          │         │ SUBJECT  │          │SWEEPSTAKES│
   │INTERFACE │◄────────►│VALIDATION│◄───────►│FINANCIAL │◄────────►│PROCESSOR │
   │ DEVICE   │          │          │         │INSTITUTION│         │          │
   └──────────┘          └──────────┘         │COMPUTER  │          └──────────┘
                                              └──────────┘              ▲
                                                                        │
       113                    111                    109                │
  ┌──────────────┐      ┌──────────────┐     ┌───────────────────────┐  │
  │STATE LOTTERY │◄────►│LOTTERY-TYPE  │◄───►│INSTITUTION-CONTROLLED │◄─┘
  │COMPUTER      │      │GAME ACCOUNT  │     │FINANCIAL ACCOUNT      │
  └──────────────┘      └──────────────┘     └───────────────────────┘
```

Fig.10.

```
        102                    107                    104                    105
   ┌──────────┐          ┌──────────┐         ┌──────────┐          ┌──────────┐
   │ REMOTE   │          │          │         │ SUBJECT  │          │SWEEPSTAKES│
   │INTERFACE │◄────────►│VALIDATION│◄───────►│FINANCIAL │◄────────►│PROCESSOR │
   │ DEVICE   │          │          │         │INSTITUTION│         │          │
   └──────────┘          └──────────┘         │COMPUTER  │          └──────────┘
                                              └──────────┘              ▲
                                                                        │
       113                    111                    117                │
  ┌──────────────┐      ┌──────────────┐     ┌───────────────────┐      │
  │STATE LOTTERY │◄────►│LOTTERY-TYPE  │◄───►│USER               │◄─────┘
  │COMPUTER      │      │GAME ACCOUNT  │     │FINANCIAL ACCOUNT  │
  └──────────────┘      └──────────────┘     └───────────────────┘
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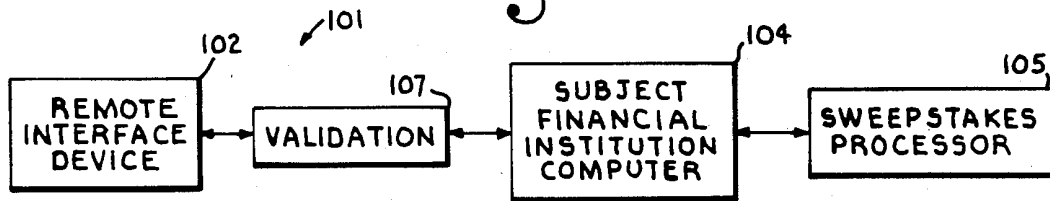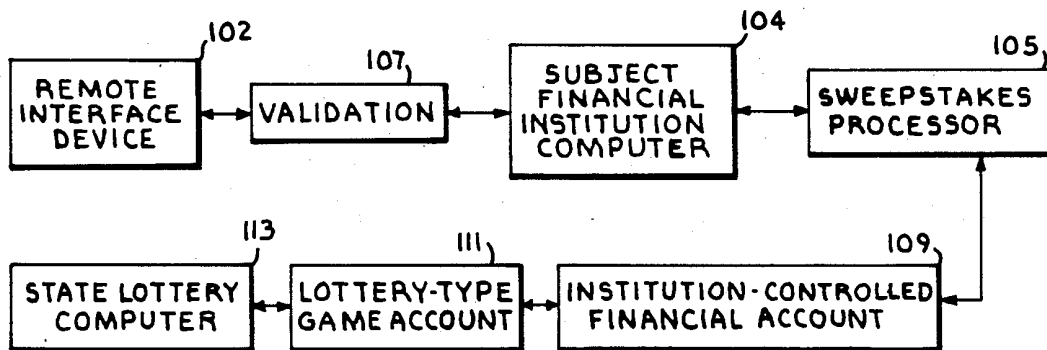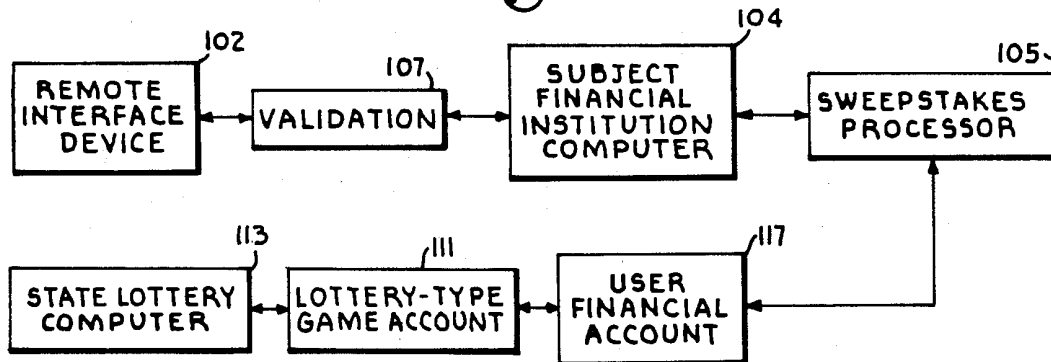
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