



US005823879A

United States Patent [19]
Goldberg et al.

[11] **Patent Number:** **5,823,879**
[45] **Date of Patent:** **Oct. 20, 1998**

[54] **NETWORK GAMING SYSTEM**

OTHER PUBLICATIONS

- [75] Inventors: **Sheldon F. Goldberg**, 3360 E. Serene, Henderson, Nev. 89014; **John Van Antwerp**, Springdale, Md.
- [73] Assignee: **Sheldon F. Goldberg**, Henderson, Nev.
- [21] Appl. No.: **759,895**
- [22] Filed: **Dec. 3, 1996**
- [51] Int. Cl.⁶ **A63F 9/24**
- [52] U.S. Cl. **463/42**
- [58] Field of Search 463/26, 27, 42, 463/11, 12, 13; 273/236, 237

Patent application, Auxier et al.
 Advertising brochure for "Trak-21", by Digital Biometrics, Inc., Gaming Division, 5600 Rowland Road, Minnetonka, MN 55343.
 Advertising page for "Tracker-Plus TP-700 Player Tracking Equipment for Table Games", by Open Technologies, 6520 Platt Ave., Suite 672, West Hills, CA 91307.
 Advertising pages (15-16 and Order Form) for QQP games, in eStrategy Plus, believed to be from 1994.
 Estavanik, "Designing On-Line, Multiplayer Games", in Game Developer, pp. 14-21, Premier 1994.
 Horton, "The Power of Imagination", in Advertising Age, Mar. 7, 1994.
 Information sheet for "Action Tracker Electronic Voucher System".
 Marketing Plan for Manifest Destiny, Inc., 1994.
 O'Connell, "Advertisers Get Benched", Promo, The International Magazine for Promotion Marketing, p. 96, Mar. 1994.

[56] **References Cited**

U.S. PATENT DOCUMENTS

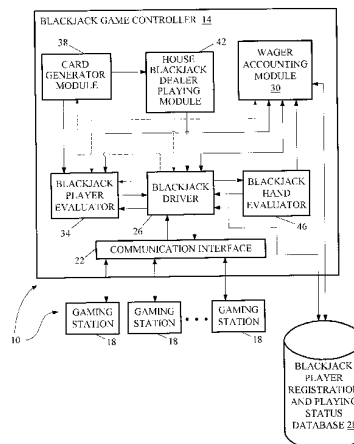
4,339,798	7/1982	Hedges et al.	364/412
4,467,424	8/1984	Hedges et al.	364/412
4,494,197	1/1985	Troy et al.	364/412
4,528,643	7/1985	Freeny, Jr.	364/900
4,531,187	7/1985	Uhland	364/412
4,614,342	9/1986	Takashima	273/85
4,636,951	1/1987	Harlick	364/412
4,760,527	7/1988	Sidley	364/412
4,856,787	8/1989	Itkis	273/237
4,875,164	10/1989	Monfort	364/412
4,902,020	2/1990	Auxier	273/256
4,926,327	5/1990	Sidley	364/412
5,009,429	4/1991	Auxier	273/240
5,038,022	8/1991	Lucero	235/380
5,129,549	7/1992	Hallman, Jr. et al.	364/412
5,224,706	7/1993	Bridgeman et al.	273/85
5,257,789	11/1993	LeVasseur	273/309
5,257,810	11/1993	Schorr et al.	273/292
5,320,356	6/1994	Cauda	273/292
5,321,241	6/1994	Craine	235/380
5,326,104	7/1994	Pease et al.	273/138
5,393,067	2/1995	Paulsen et al.	273/292
5,403,015	4/1995	Forte et al.	273/304
5,437,462	8/1995	Breeding	273/292
5,559,312	9/1996	Lucero	235/380
5,586,936	12/1996	Bennett et al.	463/42
5,611,730	3/1997	Weiss	463/20
5,643,088	7/1997	Vaughn et al.	463/40
5,707,287	1/1998	McCrea, Jr.	463/27

Primary Examiner—George Manuel
Attorney, Agent, or Firm—Sheridan Ross P.C.

[57] **ABSTRACT**

The present invention is a game playing method and apparatus for automating games such as blackjack, poker, craps, roulette, baccarat and pai gow, wherein players may play continuously and asynchronously, and information related to advertised items can be exchanged between players and advertisers. In one embodiment, each instance of a game is likely unique from all other current game instances. The games do not require a manual dealer and in one embodiment, played in a gaming establishment using low cost gaming stations. The present invention may also be used to play such games on the Internet or an interactive cable television network wherein a game controller communicates with players at network nodes in their homes and at their leisure since there is no game tempo requirement. During a game, advertising is selectively provided by comparing player personal information with a desired demographic profile. Player responses to advertising are used for evaluating advertising effectiveness. The invention is useful for test marketing of products, advertisements, and reduces advertising costs.

96 Claims, 14 Drawing Sheets



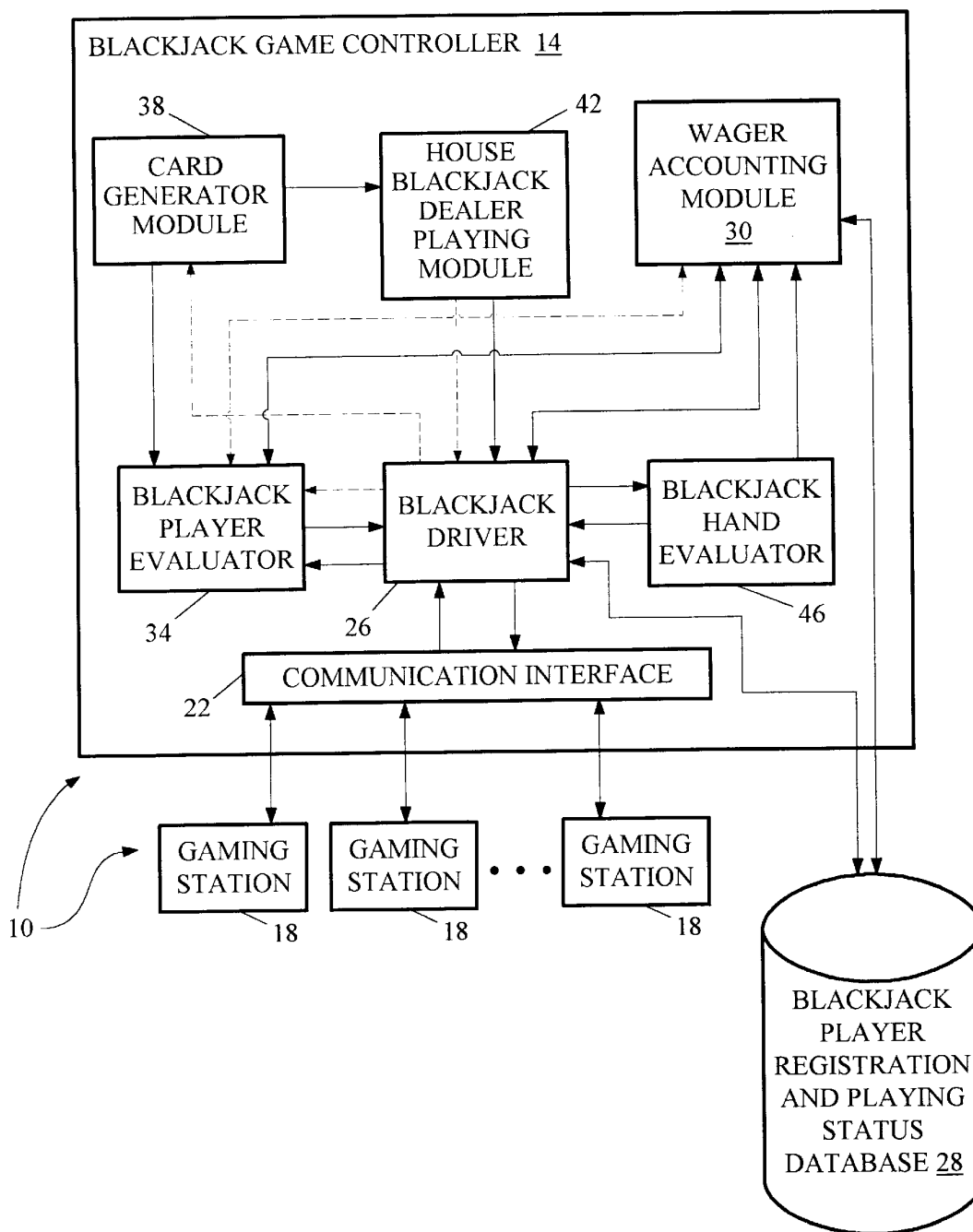


FIG. 1

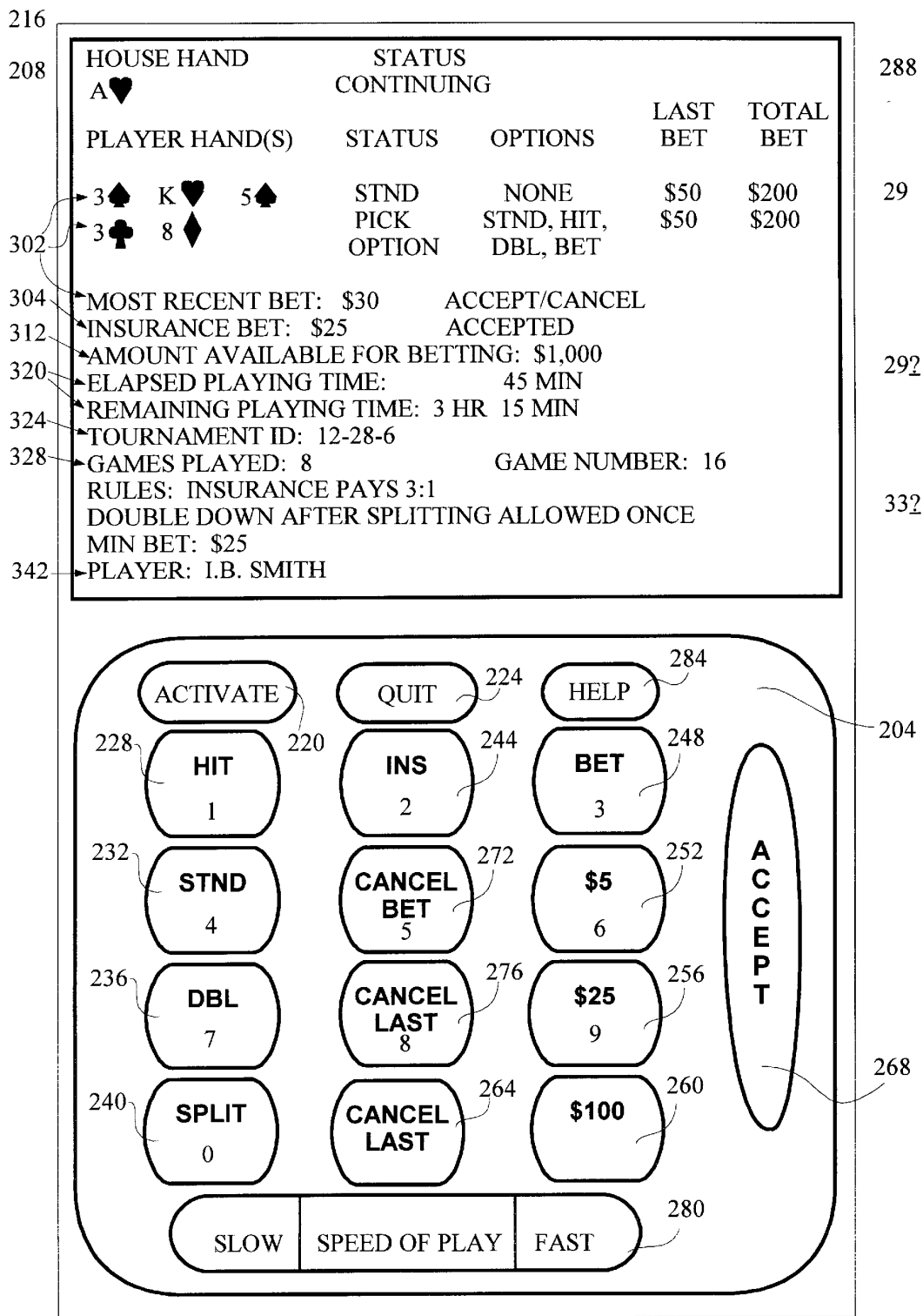


FIG. 2

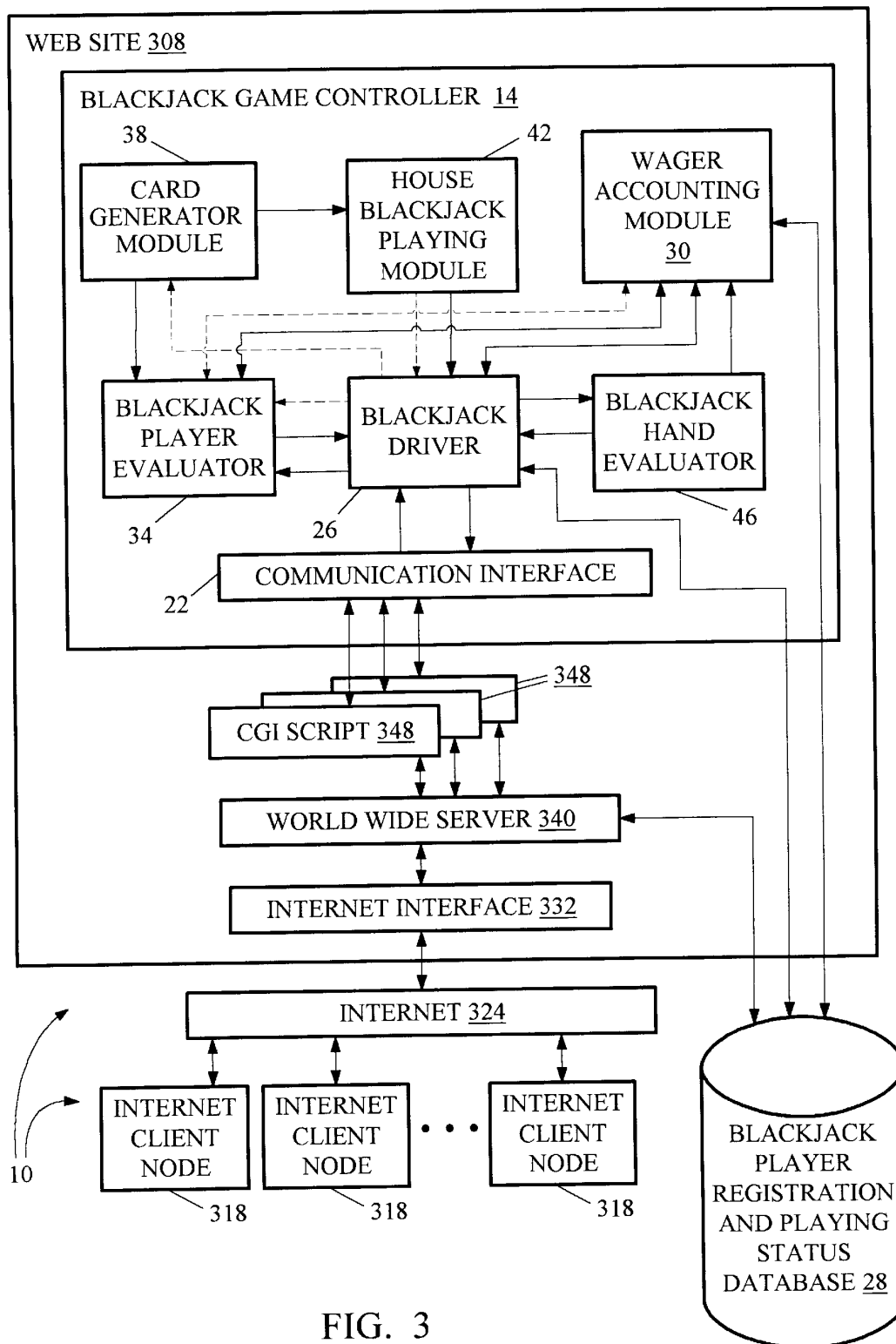
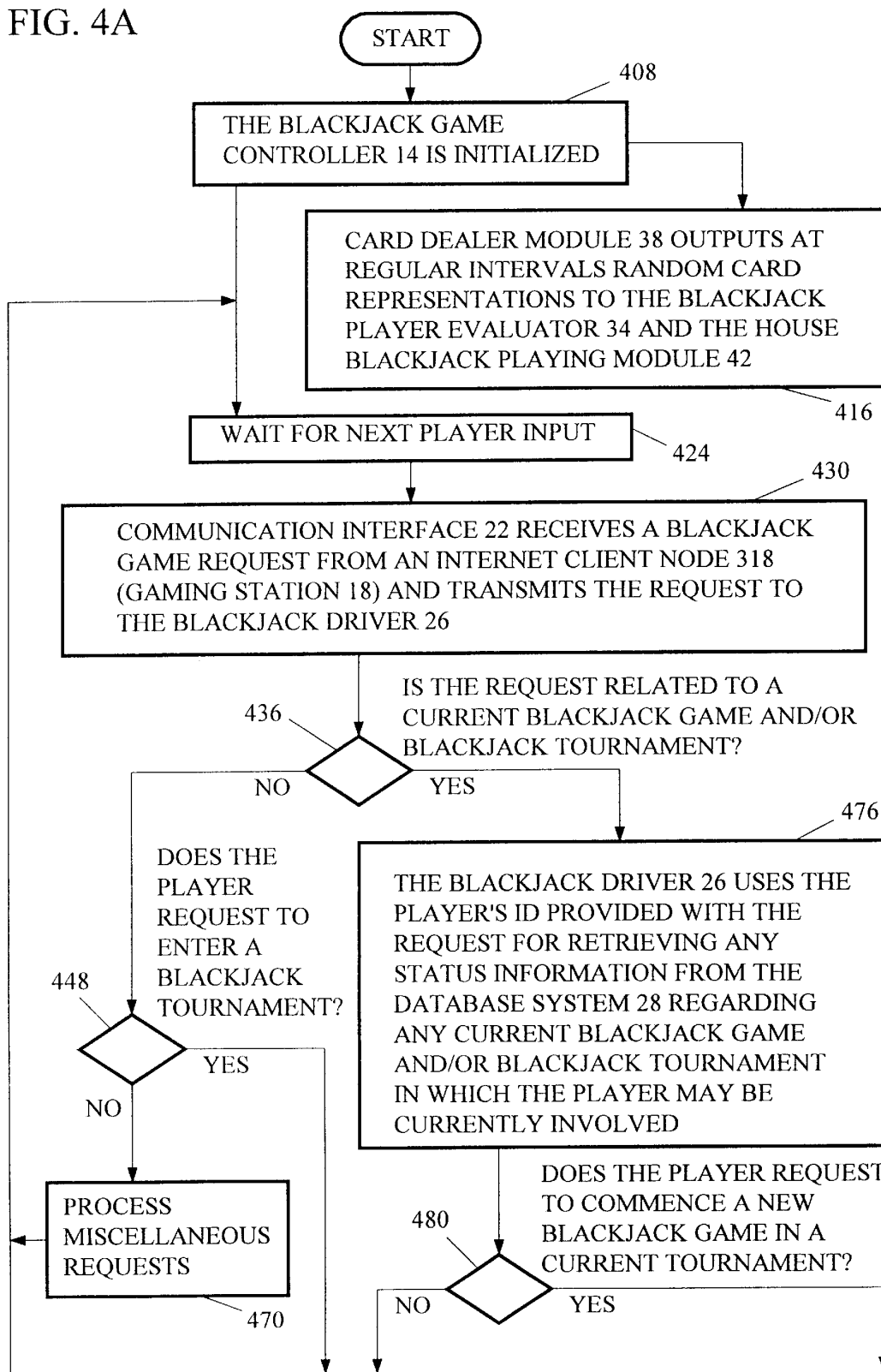


FIG. 3

FIG. 4A



Explore Litigation Insights

Docket Alarm provides insights to develop a more informed litigation strategy and the peace of mind of knowing you're on top of things.

Real-Time Litigation Alerts



Keep your litigation team up-to-date with **real-time alerts** and advanced team management tools built for the enterprise, all while greatly reducing PACER spend.

Our comprehensive service means we can handle Federal, State, and Administrative courts across the country.

Advanced Docket Research



With over 230 million records, Docket Alarm's cloud-native docket research platform finds what other services can't. Coverage includes Federal, State, plus PTAB, TTAB, ITC and NLRB decisions, all in one place.

Identify arguments that have been successful in the past with full text, pinpoint searching. Link to case law cited within any court document via Fastcase.

Analytics At Your Fingertips



Learn what happened the last time a particular judge, opposing counsel or company faced cases similar to yours.

Advanced out-of-the-box PTAB and TTAB analytics are always at your fingertips.

API

Docket Alarm offers a powerful API (application programming interface) to developers that want to integrate case filings into their apps.

LAW FIRMS

Build custom dashboards for your attorneys and clients with live data direct from the court.

Automate many repetitive legal tasks like conflict checks, document management, and marketing.

FINANCIAL INSTITUTIONS

Litigation and bankruptcy checks for companies and debtors.

E-DISCOVERY AND LEGAL VENDORS

Sync your system to PACER to automate legal marketing.