



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

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[21] Appl. No.: 759,895

[22] Filed: Dec. 3, 1996

[51] Int. Cl.<sup>6</sup> ..... A63F 9/24

[52] U.S. Cl. .... 463/42

[58] Field of Search ..... 463/26, 27, 42,  
463/11, 12, 13; 273/236, 237

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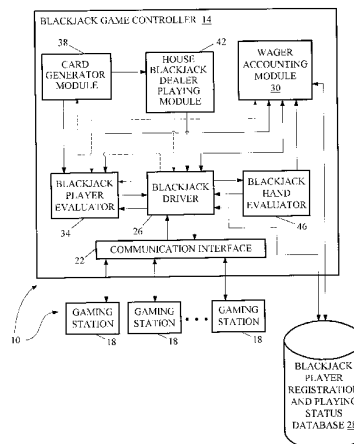
Attorney, Agent, or Firm—Sheridan Ross P.C.

## [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



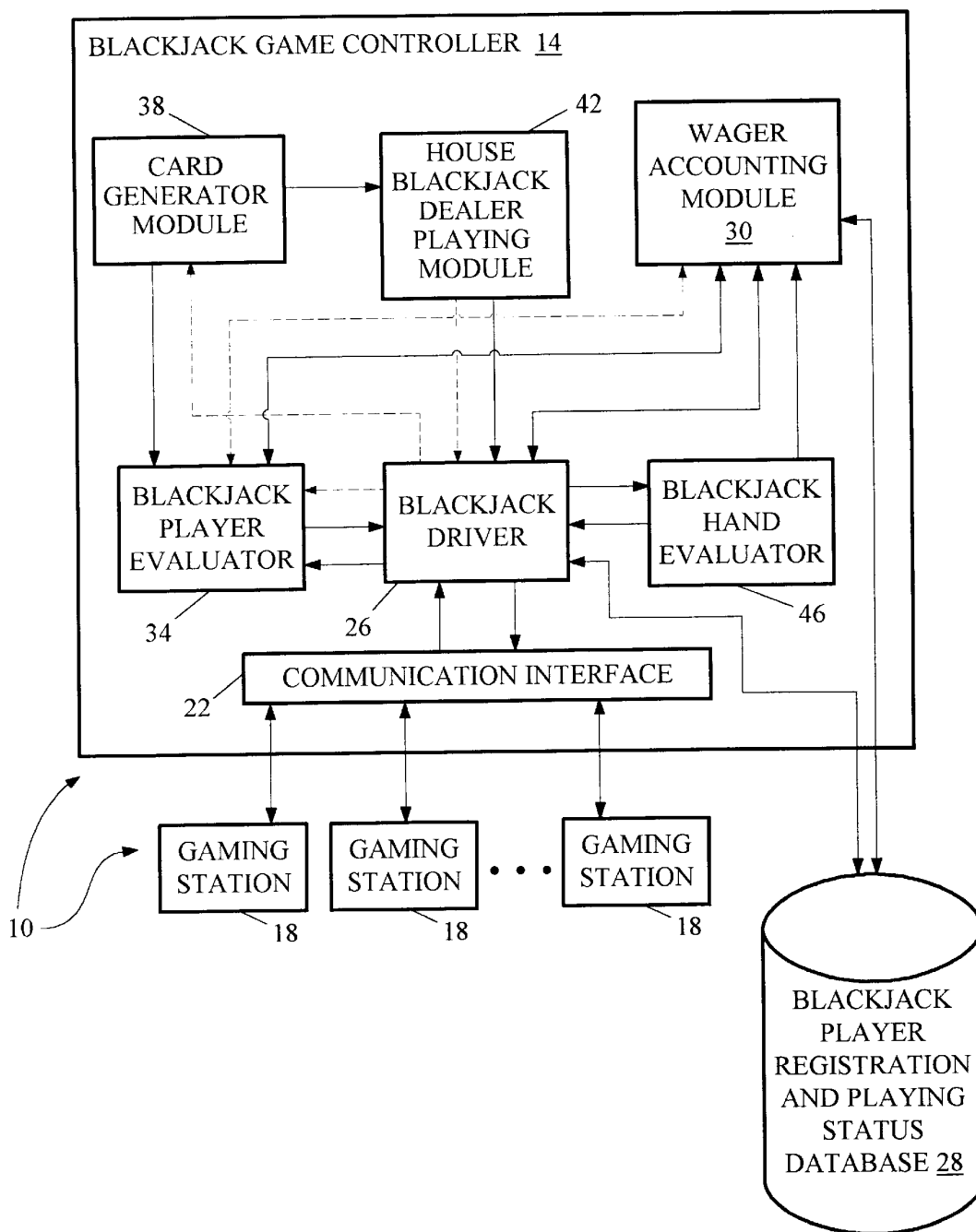
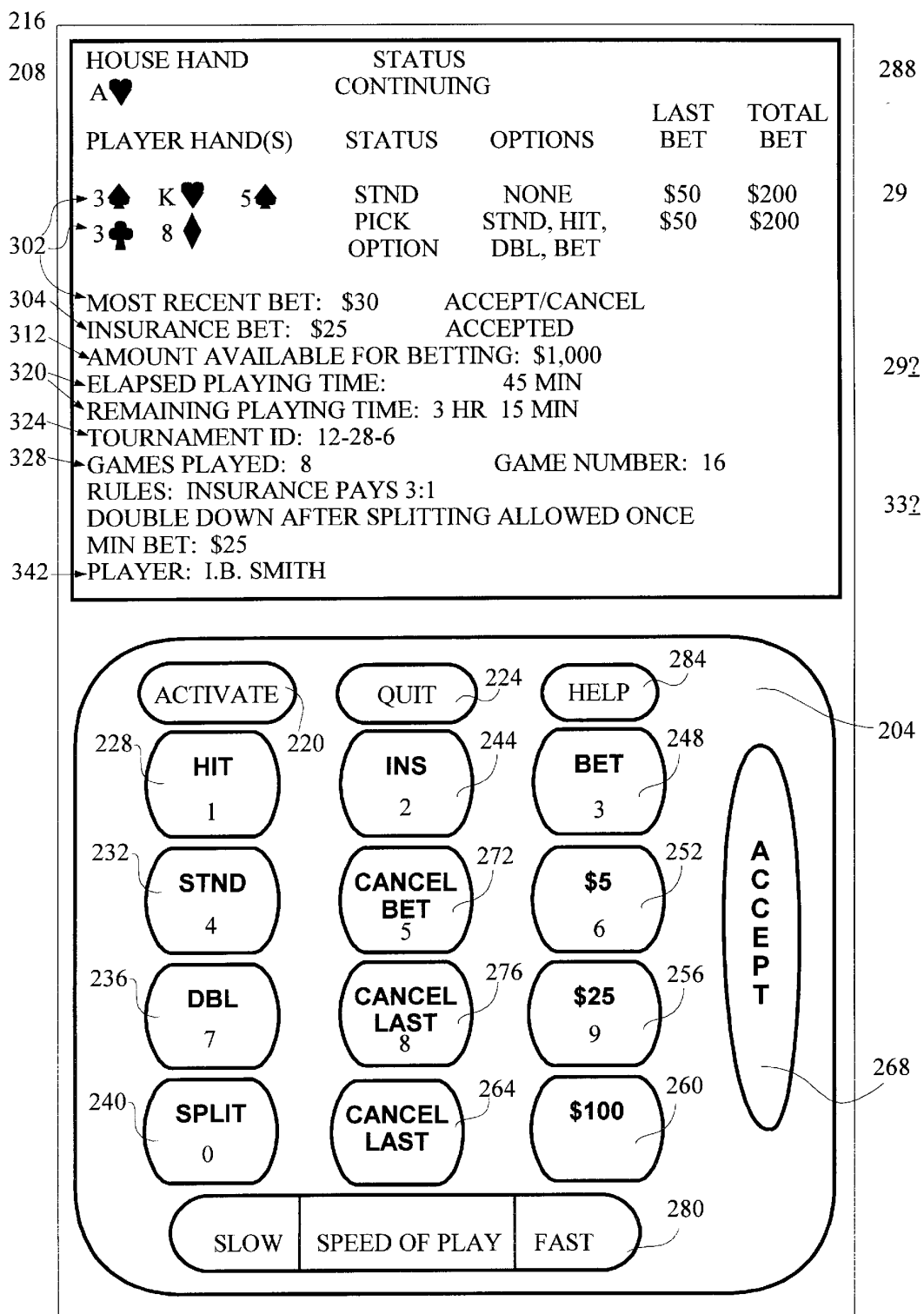


FIG. 1



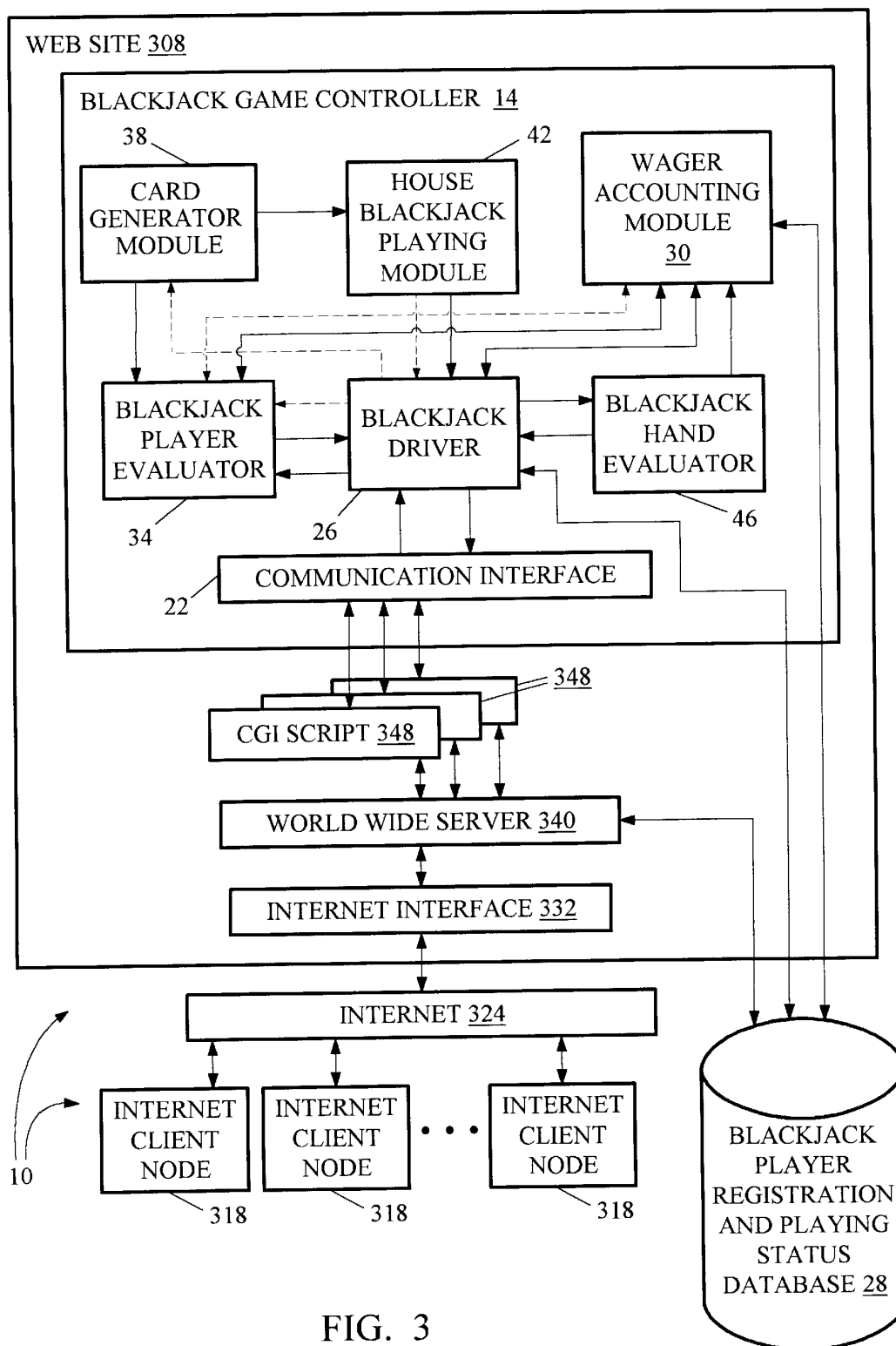
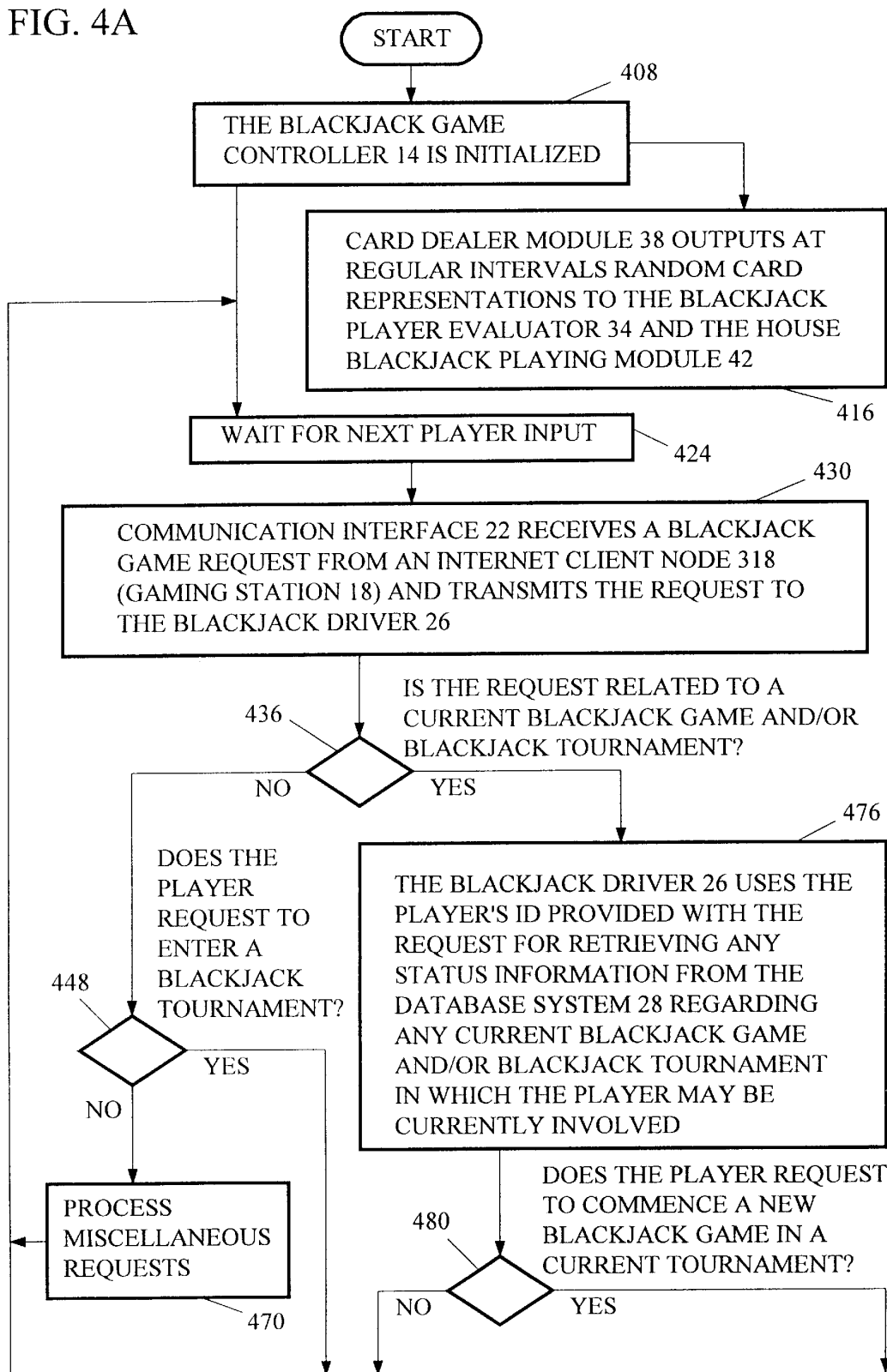


FIG. 3

FIG. 4A





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