Retail channel appeasement method and system

Inventors: William David Sobel, Oakland, CA (US); William T. Stopford, Walnut Creek, CA (US)

Correspondence Address:
Raj Abhyanker, I.L.P
C/O Portfolio IP
P.O. Box 52050
Minneapolis, MN 55402

Assignee: LoyalCommerce Systems, Inc.

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ABSTRACT
Retail channel appeasement method system is disclosed. In one embodiment, a method includes generating a relationship data based on a profile meta-data analysis of a plurality of retailers, comparing a context data generated by a positioning module with the relationship data to determine a priority retailer of the plurality of retailers, and/or automatically providing an appeasement consideration to the priority retailer when a transaction is processed on a gaming module. The method may also include determining a quantification of the appeasement consideration based on an agreement data formed of a relationship between the priority retailer, the distribution module and a gaming provider, and/or allocating a portion of a disbursement associated with the transaction processed of the gaming module to the priority retailer.
The diagram illustrates a network system 100 consisting of various modules and connections. The diagram includes:

- Positioning module 104 connected to Context data 122
- Retailer 108
- Reference provider module 110
- Distribution module 102
- Gaming module 106
- Individual module 114 connected to an individual 116
- Individual 112
- Individual 118
- Group 120

The network 100 connects all these elements, facilitating interactions and data exchange.

**Figure 1**
<table>
<thead>
<tr>
<th>USER ID</th>
<th>TRANSACTION DATE</th>
<th>USER SHARE</th>
<th>PRIORITY SHARE</th>
<th>WINNINGS</th>
<th>PROVIDER</th>
<th>FINAL PRIORITY</th>
</tr>
</thead>
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<td>JOHNN</td>
<td>23:43:22, 03/28/2006</td>
<td>$25,000</td>
<td>$175,000</td>
<td>$48,500</td>
<td>CA STATE LOTTERY</td>
<td></td>
</tr>
<tr>
<td>BILL</td>
<td>16:22:03, 03/10/2006</td>
<td>4F</td>
<td></td>
<td></td>
<td>FRUITS, O94, LOBO AND CA, 9567</td>
<td></td>
</tr>
<tr>
<td>RETAILER ID 502</td>
<td>RELATIONSHIP CODE 504</td>
<td>PRIORITY CLASSIFICATION 506</td>
<td>TERRITORY CODE 508</td>
<td>PLAYER ID 510</td>
<td>PROVIDER 512</td>
<td>REVENUE SPLIT 514</td>
</tr>
<tr>
<td>----------------</td>
<td>-----------------------</td>
<td>-----------------------------</td>
<td>--------------------</td>
<td>--------------</td>
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<td>------------------</td>
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<tr>
<td>JOE'S DELI. 868 ALPHONS ORD, SAN JOSE, CA, 96208</td>
<td>L1G2</td>
<td>01</td>
<td>P4</td>
<td>JOHN</td>
<td>CA STATE LOTTERY</td>
<td>RETAILER -$20,000</td>
</tr>
<tr>
<td>FRAGA FRUITS, 094 LOBO AVE, OAKLAND, CA, 95973</td>
<td>N/A</td>
<td>05</td>
<td>G9</td>
<td>BILL</td>
<td>LOTTO</td>
<td>N/A</td>
</tr>
</tbody>
</table>

RETAILER DATA TABLE VIEW 500

FIGURE 5
START

1. Generate a relationship data based on a profile meta-data analysis of retailers.

2. Compare a context data generated by a positioning module with the relationship data to determine a priority retailer of the retailers.

3. Automatically provide an appeasement consideration to the priority retailer when a transaction is processed of a gaming module.

4. Determine a quantification of the appeasement consideration based on an agreement data formed of a relationship between the priority retailer, the distribution module and a gaming provider.

5. Provide a mark-up language portal to a user of the gaming module.

6. Verify an identity of a user using a digital signature to certify the identity with the transaction processed of the gaming module.

7. Communicate with a positioning module to allocate a context data of a position of a user of the gaming module relative to a position of a retailer of the retailers.

8. Generate a notification having aggregation information of the transaction and other transactions associated with the priority retailer.

9. Provide a print media marketing incentive to individual retailers.

10. Notify a user of the gaming module of an outcome associated with a gaming activity carried out by the user through the mark-up language portal.

11. Allocate a portion of a disbursement associated with the transaction processed of the gaming module to the priority retailer.

END

FIGURE 9
DETERMINE A GEOGRAPHICAL POSITIONING FRAMEWORK BASED ON A COMMUNICATION WITH AT LEAST ONE OF A REFERENCE PROVIDER MODULE, A GAMING MODULE, AND A DISTRIBUTION MODULE

GENERATE A CONTEXT DATA OF A POSITION OF A USER OF A GAMING MODULE WITHIN THE GEOGRAPHICAL POSITIONING FRAMEWORK RELATIVE TO A POSITION OF A RETAILER INDEPENDENT OF A TRANSACTION PROCESSED OF THE GAMING MODULE

COMPILE A CONTINUOUS LIFECYCLE TRACKING HISTORY ASSOCIATED WITH THE USER OF THE GAMING MODULE AND THE PRIORITY RETAILER

FIGURE 10
RETAIL CHANNEL APPEASEMENT METHOD AND SYSTEM

FIELD OF TECHNOLOGY

[0001] This disclosure relates generally to the technical fields of software and/or hardware technology and, in one example embodiment, to a method and/or system of accessibility and security in a gaming environment.

BACKGROUND

[0002] A gaming provider (e.g., California State Lottery, Lotto™) may provide a gaming service (e.g., a lottery, a game of chance, game of skill, etc.) to a user (e.g., a player). However, the gaming provider’s services may not be available to users wishing to access the service online (e.g., through the internet). The gaming provider’s offerings (e.g., lottery tickets, scratch-cards, gaming coupons, etc.) may be accessible to a potential user only through a physical retail channel (e.g., a grocery store, a deli, a supermarket, a stand, etc.).

[0003] A retail store may realize commercial benefits by advertising the gaming provider’s offerings. For example, the gaming provider’s offerings may be highly attractive to a person, and may entice the person to enter the retail store. Even though the person may have initially been interested in purchasing the gaming provider’s offerings, it is likely that the person might also purchase items for sale as part of the retail store’s offerings (e.g., groceries, snacks, drinks, reading material, etc.) and so doing generate a revenue derived from the person’s initial interest in the gaming provider’s offerings.

[0004] The potential for the gaming provider’s offerings to generate such foot traffic (e.g., walk-in customers) may represent a strong incentive for the retail store to continue displaying the gaming provider’s offerings.

[0005] The retail store may oppose an initiative by the gaming provider to make its offerings (e.g., the gaming provider’s offerings) available for sale to the public at alternative locations, such as online (e.g., on the internet). The retail store may consider such a move by the gaming provider to be undesirable because it would result in a loss of potential revenue for the retail store. The retail store may oppose attempts by the gaming provider to make its offerings available online by boycotting (e.g., by refusing to stock the gaming provider’s offerings), in an attempt to discourage the gaming provider from attempting online sale of its offerings.

[0006] A large group of gaming providers may unite (e.g., form a group with the same objectives) to threaten to boycott their sale of the gaming provider’s offerings if the gaming provider intended to offer its services to online users, because an online environment might allow users from any location to access the gaming provider’s offerings without having to purchase them from the retail stores, and therefore retail stores located anywhere might be affected by a drop in customer traffic.

[0007] The effect of one retail store boycott of sale of the gaming provider’s offerings may be disastrous to the gaming provider, because if a large number of gaming providers also decided to boycott the gaming provider’s offerings, the gaming provider may perceive it as a considerable risk for commercial loss (e.g., revenue lost as a result of a large drop in sales).

SUMMARY

[0008] The method may also include determining a quantification of the appeasement consideration based on an agreement data formed of a relationship between the priority retailer, the distribution module and the gaming provider, and/or allocating a portion of a disbursement associated with the transaction processed of the gaming module to the priority retailer. The appeasement consideration may be earned by the priority retailer without participation of the priority retailer in the transaction.

[0009] The method may further include providing a mark-up language portal to a user of the gaming module. The mark-up language portal may include an advertisement of at least one of the plurality of retailers, and/or a number of games including a lottery game, a card game, a game of chance and/or a game of skill. The games may each include a subscription option, a group play option, a quick-pick option, and/or a multiple game option.

[0010] The method may yet include verifying an identity of a user using a digital signature to certify the identity with the transaction processed of the gaming module. The method may also include communicating with a positioning module to allocate a context data of a position of a user of the gaming module relative to a position of a retailer of the plurality of retailers. The method may further include generating a notification having aggregation information of the transaction and other transactions associated with the priority retailer, and/or notifying a user of the gaming module of an outcome associated with a gaming activity carried out by the user through the mark-up language portal. The method may yet include providing a print media marketing incentive to individual ones of the plurality of retailers.

[0011] In another aspect, a method includes determining a geographical positioning framework based on a communication with a reference provider module, a gaming module, and/or a distribution module, and/or generating a context data of a position of a user of a gaming module within the geographical positioning framework relative to a position of a retailer independent of a transaction processed of the gaming module. The geographical positioning framework may be generated using a mapping data, a reference data, a zoning data, a GPS data, a web-enabled search data, a proprietary algorithm data, and/or a demographic data.

[0012] The method may also include compiling a continuous lifecycle tracking history associated with the user of the gaming module and the priority retailer. The lifecycle tracking history may track changes in the context data and/or the
geographical positioning framework over a time period of an association of the user with the gaming module.

[0013] In yet another aspect, a system includes automatically providing an appeasement consideration to the priority retailer when a transaction is processed by a gaming module, generating a context data of a position of a user of a gaming module within the geographical positioning framework relative to a position of a retailer independent of a transaction processed by the gaming module, originating a disbursement to at least one of a priority retailer and a user of the gaming module, and/or processing the portion of the disbursement provided by the distribution module in a communication with the gaming module.

[0014] The system may further include comparing the context data with a relationship data to determine a priority retailer associated with the user of the gaming module. The appeasement consideration may be provided without the involvement of the retailer module in the transaction processed by the gaming module.

[0015] The methods, systems, and apparatuses disclosed herein may be implemented in any means for achieving various aspects, and may be executed in a form of a machine-readable medium embodying a set of instructions that, when executed by a machine, cause the machine to perform any of the operations disclosed herein. Other features will be apparent from the accompanying drawings and from the detailed description that follows.

BRIEF DESCRIPTION OF THE DRAWINGS

[0016] Example embodiments are illustrated by way of example and not limitation in the figures of the accompanying drawings, in which like references indicate similar elements and in which:

[0017] FIG. 1 is a system view of a distribution module that communicates with a positioning module, a gaming module, a retailer, a reference provider module, and an individual device, according to one embodiment.

[0018] FIG. 2 is an exploded view of the distribution module of FIG. 1, according to one embodiment.

[0019] FIG. 3 is an exploded view of the positioning module of FIG. 1, according to one embodiment.

[0020] FIG. 4 is a user data table view of content referenced by the distribution database of FIG. 2, according to one embodiment.

[0021] FIG. 5 is a retailer data table view of content referenced by the distribution database of FIG. 2, according to one embodiment.

[0022] FIG. 6 is an aerial view of a geographic positioning framework, according to one embodiment.

[0023] FIG. 7 is a user interface game view of the distribution module of FIG. 1, according to one embodiment.

[0024] FIG. 8 is a diagrammatic representation of a machine in the form of data processing system within which a set of instructions, for causing the machine to perform any one or more of the methodologies discussed herein, may be executed, according to one embodiment.

[0025] FIG. 9 is a process flow at automatically provide an appeasement consideration to a priority retailer when a transaction is processed by a gaming module.

[0026] FIG. 10 is a process flow to generate a context data of a position of a user of a gaming module within a geographical positioning framework relative to a position of a priority retailer independent of a transaction processed by the gaming module.

[0027] Other features of the present embodiments will be apparent from the accompanying drawings and from the detailed description that follows.

DETAILED DESCRIPTION

[0028] Retail channel appeasement system and method is disclosed. In the following description, for the purposes of explanation, numerous specific details are set forth in order to provide a thorough understanding of the various embodiments. It will be evident, however to one skilled in the art that the various embodiments may be practiced without these specific details.

[0029] An example embodiment provides a method of generating a relationship data based on a profile meta-data analysis (e.g., using an analysis module 210 of FIG. 2) of a plurality of retailers, comparing a context data generated by a positioning module 104 (e.g., using a context module 302 of FIG. 3) with the relationship data (e.g., associated with a retailer 108 of FIG. 1) to determine a priority retailer of the plurality of retailers, and/or automatically providing an appeasement consideration (e.g., a financial disbursement, a payment, etc. using the payment module 238 of FIG. 2) to the priority retailer when a transaction is processed (e.g., a successful transaction, a winning ticket purchase, etc.) of a gaming module 106 (e.g., a gaming module 106 associated with gaming offerings such as lottery games, card games, games of chance, games of skill, etc.)

[0030] In another embodiment, a method may include determining a geographical positioning framework (e.g., the geographical positioning framework 600 illustrated in FIG. 6) based on a communication with a reference provider module 110, a gaming module 106, and/or a distribution module 102, and/or generating a context data of a position of a user of a gaming module 106 within the geographical positioning framework (e.g., using the context module 302 of FIG. 3(a)) relative to a position of a retailer independent of a transaction processed by the gaming module (e.g., the retailer may not be actively involved in the transaction).

[0031] In yet another embodiment, a system may include automatically providing an appeasement consideration (e.g., a financial disbursement, a payment, etc.) to the priority retailer when a transaction is processed by a gaming module 106, generating a context data of a position of a user of a gaming module 106 within the geographical positioning framework (e.g., the geographical positioning framework 600 illustrated in FIG. 6) relative to a position of a retailer independent of a transaction processed by the gaming module, originating a disbursement (e.g., using the payment module 238 of FIG. 2) to at least one of a priority retailer (e.g., and/or another retailer) and a user of the gaming module 106, and/or processing the portion of the disbursement (e.g., the appeasement consideration) provided by the distribution module 102 in a communication with the gaming module 106.

[0032] It will be appreciated that the various embodiments discussed herein may/may not be the same embodiment, and may be grouped into various other embodiments not explicitly disclosed herein.

[0033] FIG. 1 is a system view of a distribution module 102 that communicates with a positioning module 104, a gaming module 106, a retailer 108, a reference provider module 110, an individual device 114 and/or an individual device 118, according to one embodiment. The distribution module 102 may communicate (e.g., through a network 100...
of FIG. 1) with an individual device (e.g., an individual device 114 associated with an individual 112, and/or an individual device 118 associated with a group 120, as illustrated in FIG. 1) and/or the gaming module 106 to make available (e.g., provide, facilitate and/or host, etc. in an online environment) various gaming offerings (e.g., lottery games, card games, games of chance and/or games of skill, etc.) to a user (e.g., the individual 112 of FIG. 1).

[0034] In another embodiment, the distribution module 102 may provide options related to the gaming offerings (e.g., subscription options, group-play options, quick-pick options, and a multiple game option. The distribution module 102 may provide a mark-up language portal (e.g., a user interface, a graphical user interface and/or a website, etc.) to allow the user to participate in (e.g., play, view, use, apply and/or execute, etc.) the gaming offerings (e.g., gaming offerings provided by the gaming module 106). The gaming module 106 may be associated with a gaming provider (e.g., an organization, an association, a board, and/or an institution, etc.) that may communicate with the distribution module 102 to provide the gaming offerings to the public (e.g., to multiple users in an online environment).

[0035] In one embodiment, the distribution module 102 may process (e.g., capture, generate, analyze, record, track and/or store, etc.) a relationship data (e.g., a relationship data associated with a retailer 108) based on a profile (e.g., a relationship, a contract, an agreement, etc.) meta-data analysis of a retailer (e.g., a grocery store, a supermarket, a deli, a stand, a shop, a store, etc.). For example, the meta-data associated with the retailer may include a time data, a position data, a contract data, a sales volume data, a statistical data, a historical regression data, a demographic data, a financial data and/or a personal data, etc. In another embodiment, the distribution module 102 may process (e.g., capture, analyze, track, etc.) a context data (e.g., the context data 122 of FIG. 1) communicated by the positioning module 104. The context data 122 may be associated with a position (e.g., a geographical position, a relative position, a meta-data representation of a location, etc.) of the user (e.g., the individual 112 of FIG. 1) of the gaming module 106 relative to a position of the retailer.

[0036] The distribution module may process (e.g., compare and/or analyze, etc.) relationship data and the context data 122 to determine (e.g., select, choose, compute, etc.) a priority retailer (e.g., based on a preference, a relationship, a contract, an agreement, a special interest, an association, and/or a membership, etc.) of retailers (e.g., the retailer 108 of FIG. 1). In a further embodiment, the distribution module 102 may process a transaction (e.g., a play, a purchase of tickets, and/or a gaming transaction, etc.) by the user of the gaming module 106 (e.g., through the mark-up language portal provided by the distribution module 102).

[0037] The distribution module 102 may communicate with the gaming module 106 to verify a successful transaction (e.g., a winning ticket purchase by the user) processed by the gaming module 106. The distribution module 102 may automatically provide an appraisement consideration (e.g., a portion of a financial disbursement provided by the gaming module 106 to the user associated with the successful transaction) to the priority retailer (e.g., may provide a financial disbursement, a material consideration, a benefit, an incentive, etc. without the priority retailer’s participation and/or involvement in the transaction). The distribution module 102 is best understood with reference to FIG. 2.

[0038] FIG. 2 is an exploded view of the distribution module 102 of FIG. 1, having a user module 200, a retailer module 202, a transaction module 206, an analysis module 210, a financial module 212, and a distribution database 214, according to one embodiment. The user module 200 may include a history module 216, a subscription module 218, and/or an activity module 220.

[0039] The history module 216 may process (e.g., capture, track, record, store and/or analyze, etc.) data (e.g., static data and/or dynamic data associated with the user’s gaming preferences, priority retailers corresponding to transactions made by the user, personal information, locations, play patterns, winnings, purchases, transactions, etc.) associated with the gaming activity (e.g., through the mark-up language portal provided by the distribution module 102) of the user (e.g., of the individual device 114) over a time period of an association (e.g., subscription, membership, use, etc.) of the user with the gaming module 106.

[0040] For example, the history module may track changes in the context data 122 associated with the user, maintain a record of priority retailers associated (e.g., over the course of, and/or at multiple instances during, various transactions) with the user, and/or update information associated with the position (e.g., geographical location, and/or personal circumstances, etc. of the user, etc.

[0041] The subscription module 218 may process (e.g., capture, track, record, track, and/or analyze, etc.) data (e.g., historical data, contemporaneous data, etc.) associated with the user’s association (e.g., subscription, membership, contract, term of use, etc.) with the gaming module 106. For example, the subscription module 218 may process (e.g., capture, track, store and/or generate, etc.) a subscription data (e.g., communicated by the user through the mark-up language portal provided by the distribution module 102) which may activate recurring transactions (e.g., tickets, gaming options, and/or playing rounds, etc. associated with a particular user) that may be issued (e.g., periodically and/or automatically) to the user.

[0042] The activity module 220 may process information associated with the user’s gaming activity (e.g., game play options) through the gaming module 106. For example, the user may initiate a transaction (e.g., a ticket selection and/or purchase, a dice roll, a wheel spin, etc.) as an individual (e.g., the individual 112 of FIG. 1) and/or on behalf of a group (e.g., a group 120 associated with the individual device 118 of FIG. 1).

[0043] In one embodiment, the activity module 220 may communicate with the history module 216 to process the user’s preferences associated with the gaming activity (e.g., based on a user prompt and/or input, based on historical data associated with the user’s preferences, based an automated selection, etc.) and/or to process a group gaming activity (e.g., multiple ticket selections, group lottery ticket purchases, simultaneous game plays) based on the user’s preferences, and/or transaction parameters (e.g., single and/or multiple transaction parameters) specified by the user (e.g., using the mark-up language portal).

[0044] In another embodiment, the activity module 220 may process game play options (e.g., quick-picks, randomized selections of gaming parameters generated by an algorithm, multiple simultaneous gaming selections, bets amounts, stakes, antes, etc.) associated with the user’s gaming activity.
The retailer module 202 may include a relationship module 222, an incentive module 224 and/or a location module 226. The retailer module 202 may process data and/or meta data associated with and/or relevant to a retailer associated with the distribution module 102. In one embodiment, the relationship module 222 may process a profile meta data (e.g., a time data, a position data, a contract data, a sales volume data, a statistical data, a historical regression data, a demographic data, a financial data and/or a personal data, etc.) analysis of retailers associated with a geographical positioning framework (e.g., the geographical positioning framework illustrated in FIG. 6).

For example, the relationship module 222 may generate a relationship data associated with a particular retailer based on the profile meta data analysis of the retailers associated with the geographical positioning framework. The incentive module 224 may process (e.g., capture, track, generate, store, record and/or analyze, etc.) data and/or meta data related to an incentive associated with a retailer (e.g., as part of and/or based on the relationship data generated by the relationship module 222. For example, the incentive module 224 may generate an advertisement associated with a particular retailer and/or display the advertisement to users of the mark-up language portal.

In one embodiment, the incentive module may communicate with the location module 226 and/or the positioning module 104 to process (e.g., determine, allocate, generate and/or create, etc.) a print media marketing (e.g., a billboard, a physical display, an ad campaign, a sign, etc.) associated with a particular retailer (e.g., in the geographical positioning framework 600 illustrated in FIG. 6). The location module 226 may communicate with the positioning module 104 of FIG. 1 to process (e.g., capture, analyze, track and/or store, etc.) data and/or meta data associated with a location of a retailer (e.g., within the geographical positioning framework 600 illustrated in FIG. 6). For example, the location module 226 may communicate the location associated with the retailer to the positioning module 104.

The transaction module 206 may include a tracking module 228, a verification module 230, a notification module 232, a compliance module 234, and/or a security module 236. The tracking module 228 may communicate with the user module 208, the security module 236, the analysis module 210, the gaming module 106 and/or the positioning module 104 of FIG. 1 to process meta-data associated with a gaming transaction (e.g., a purchase of a lottery ticket, a card game, a game of chance and or a game of skill, etc.) carried out by the user associated with the gaming module 106.

For example, the tracking module 228 may capture, track, monitor and/or record a revenue flow and/or a series of transactions (e.g., the revenue flow may accrue from payments receivable of the gaming module 106 of FIG. 1) based on a cumulative history of the users' gaming activities that are verified (e.g., by the verification module 230, in a communication with the gaming module 106) as successful transactions (e.g., winning ticket purchases).

The verification module 230 may communicate with the tracking module 228, the security module 236, and/or the gaming module 106 to process (e.g., verify, certify, authenticate, etc.) a gaming transaction carried out by the user through the mark-up language portal (e.g., a gaming transaction and/or meta data associated with the gaming transaction communicated as an electronic document to the gaming module 106). For example, the verification module 230 may verify an identifier (e.g., a digital signature, a digital watermark, a digital fingerprint, etc.) associated with the electronic document (e.g., a ticket) communicated by the user to the gaming module 106 is authentic and/or unaltered. In one embodiment, the verification module 230 may process the electronic document to determine if the electronic document is associated with a successful transaction (e.g., a winning ticket number, a winning combination, a lucky number, a winning configuration, etc.). In another example, the security module 236 may verify an identity of a user using a digital signature to certify the identity with the transaction processed of the gaming module 106.

The notification module 232 may interact with the positioning module 104 and the gaming module 106 of FIG. 1 and the tracking module 228 to process communications to various parties (e.g., to users, to retailers and/or priority retailers, to gaming providers, etc.) The communications may include information associated with and/or relevant to the various parties.

The compliance module 234 may process information associated with transactions processed of the gaming module 106 and/or ensure that the gaming module 106 and/or the distribution module 102 is in compliance with (e.g., conforms to, adheres to, follows, is functioning within, etc.) any requirements (e.g., legal regulations, statutes, laws, codes, guides, ethical requirements, etc.) associated with transactions, offerings, and/or dealings, etc. processed by the distribution module 102 and/or the gaming module 106.

The security module 236 may process transactions, communications and/or electronically transmitted documents (e.g., lottery ticket purchases) initiated by the user and/or information communicated by the gaming module and/or the user to ensure that the transaction and/or the information communicated is secure (e.g., that personal information submitted by the user may not be identifiable and/or available to any non-authorized party, that data and/or meta data submitted and/or received by the user, the priority retailer and/or the gaming module is is trusted and unaltered in any form, etc.).

The financial module 212 may include a payment module 238 and/or a gaming revenue module 240. The payment module 238 may communicate with the positioning module 104 and/or the gaming module 106 of FIG. 1, and/or the transaction module 206, the verification module 230 and/or the user module 208 to process an payment (e.g., a financial disbursement) to the user when a successful transaction is processed of the gaming module 106 of FIG. 1.

The payment module 238 may process a portion of the payment (e.g., an appeasement consideration, in a com-
communication with the gaming module 106 and/or the retailer module 202 to a priority retailer (e.g., a priority retailer determined based on an analysis of a context data and a relationship data by the distribution module 102 of FIG. 1). For example, the gaming module may process an appraise- ment consideration based on an agreement data formed of a relationship between the priority retailer, the distribution module and a gaming provider (e.g., the relationship may not require the priority retailer’s participation).

[0058] The gaming revenue module 240 may process (e.g., analyze, record, track, store, generate, capture, etc.) data and/or meta data related to revenue receivable by the gaming module 106 and/or the distribution module 102 (e.g., from payments receivable of users based on the users’ gaming transactions, activities and/or subscription options, etc.), and/or associated with the users (e.g., based on payments processed of the gaming module 106 based upon verification of successful transactions), and/or the priority retailers associated with the users.

[0059] The distribution database may store information, data and/or meta data related to communications, transactions, entities, interests and/or offerings, etc. associated with various parties (e.g., gaming providers, users, retailers, etc.) and/or the distribution module 102, the positioning module 104 and/or the gaming module 106 of FIG. 1.

[0060] The analysis module 210 may interact with the positioning module 104 and/or the gaming module 106 of FIG. 1, the user module 200, the retail module 202, and/or the transaction module 206 to process (e.g., analyze, interpret, manipulate, compile, track, record, generate, etc.) data and/or meta data (e.g., a context data associated by the positioning module 104 of FIG. 1, a relationship data communicated by the retailer module 202, etc.) associated with the user and/or the retailer. For example, the analysis module may compare a context data (e.g., generated by the positioning module 104 of FIG. 1) with the relationship data (e.g., communicated by the retailer module 202) to determine a priority retailer of the retailers.

[0061] The priority retailer may be the retailer most proximal (e.g., based on a geographical association) to the user, or may be a different retailer (e.g., based on a priority analysis of the relationship data associated with the different retailer). The analysis module 210 may include a conflict resolution module 242. The conflict resolution module 242 may process (e.g., analyze, resolve, determine, sort, etc.) differences (e.g., inconsistencies, disparities, conflicts, variations, etc.) associated with the context data and the relationship data. For example, the context data may be generated at multiple instances during the time period of an association of the user with the gaming module.

[0062] The conflict resolution module 242 may resolve discrepancies associated with different instances of the context data generated for a particular user (e.g., due to demographic changes, displacement, address change, a particular retailer going out of business or moving, etc.), and/or communicate with the user module 200, the retail module 202, and/or the positioning module 104 to refresh (e.g., recalculate, re-evaluate, update, etc.) the context data associated with the user.

[0063] FIG. 3 is an exploded view of the positioning module 104 of FIG. 1, having a reference module 300, a context module 302, a meta module 304, a zoning module 306 and a segmentation module 308, according to one embodiment. The reference module 300 may communicate with a reference provider module (e.g., the reference provider module 110 of FIG. 1) to process (e.g., analyze, compare, track, etc.) a position data and/or meta data (e.g., a mapping data, a reference data, a zoning data, a GPS data, a web-enabled search data, a proprietary algorithm data, and/or a demographic data) associated with a position (e.g., a geographical position) of a retailer.

[0064] The context module 302 may communicate with the user module 200 and/or the retailer module of FIG. 2, the reference module 300 and/or the zoning module 306 to generate a context data associated with a position of a user of the gaming module 106 within the geographical positioning framework 600, relative to a position of a retailer (e.g., a retailer independent of a transaction processed of the gaming module). The context data may be generated at multiple instances for a particular user (e.g., the context data may vary based on changes in the user’s and/or the retailer’s position, changes in the priority zone associated with a particular retailer, changes in the relationship data associated with a particular retailer, etc.)

[0065] The meta module 304 may process (e.g., analyze, record, track, store, capture, etc.) meta data (e.g., associated with the context data for a particular user, the relationship data for a retailer, the priority classification for a retailer, etc.). For example, the meta module 304 may classify (e.g., using meta tags, identifiers, markers, etc.) data received and/or communicated in an interaction with various modules (e.g., to synchronize and/or organize communications between modules). For example, the meta module may process a profile meta data (e.g., a time data, a position data, a contract data, a sales volume data, a statistical data, a historical regression data, a demographic data, a financial data and/or a personal data, etc.) associated with a retailer in a communication with the analysis module 210 of FIG. 2.

[0066] The zoning module 306 may interact with the reference module 300, the context module 302, and/or the segmentation module 308 to process (e.g., determine, analyze, capture, track, store, etc.) data and/or meta data associated with positioning information. For example, the zoning module 306 may determine a geographical positioning framework (e.g., using a mapping data, a reference data, a zoning data, a GPS data, a web-enabled search data, a proprietary algorithm data, and/or a demographic data) associated with the position of a user and/or geographical distribution of various users and retailers.

[0067] In one embodiment, the zoning module 306 may determine a priority zone associated with a retailer (e.g., based on a relationship data associated with the retailer communicated by the retailer module 202 of FIG. 2. In another embodiment, the zoning module 306 may determine a territory (e.g., a population, a zone, an area, etc.) within a geographical positioning framework based on an analysis of data and/or meta data associated with a particular section (e.g., location, division, subset) of the geographical positioning framework relative to the position of a retailer. For example, the zoning module 306 may determine boundaries associated with the territory (e.g., relative to a position associated with a particular retailer) based on a population density of the territory associated with the position of the retailer.

[0068] The segmentation module 308 may interact with the context module 302, the meta module 304 and/or the distribution module 102 of FIG. 1 to process (e.g., segment, classify, analyze, track, etc.) data and/or meta data (e.g., a
context data, a relationship data, a priority classification) associated with a user and/or a retailer.

For example, the segmentation module may analyze multiple instances of the context data associated with a particular user (e.g., based on a communication with the context module 302) to capture variations in the data and/or metadata based on various criteria (e.g., an epoch criteria, a principality criteria, a location criteria, an ordinance criteria, a legal criteria, etc.) The segmentation module 308 may resolve conflicts associated with incompatibilities between communications of data and/or metadata (e.g., different data formats due to changes in data collection measures, differing conventions, data linked to unavailable data, etc.) by segmenting the data and/or metadata associated with positioning information according to categorizations that may be easier processed by the positioning module 104 and/or the distribution module 106.

FIG. 4 is a user data table view 400 of content referenced by the distribution database 214 of FIG. 2, according to one embodiment. The user data table view 400 may include a user ID field 402, a ticket ID field 404, a transaction date field 406, an initial priority field 408, a final priority field 410, a provider field 412, a winnings field 414, a user share field 416 and/or a priority share field 418. The user ID field 402 may display an identifier for the user associated with a gaming transaction represented in the user data table view 400 (e.g., the user may be an individual 112 communicating through an individual device 114 and/or an individual 116 associated with a group 120 communicating through an individual device 118).

The ticket ID field 404 may display an identifier associated with a gaming transaction of the user (e.g., a lottery ticket purchase, a card game, a game of chance, a game of skill, etc.) through the mark-up language portal provided by the distribution module 102 of FIG. 1. The transaction date field 406 may display an identifier associated with a time and/or date that the gaming transaction was carried out by the user. The initial priority field 408 may display an identifier for the priority retailer associated with the user (e.g., determined by the analysis module 210 of FIG. 2) based on an analysis of the context data (e.g., the context data 310 generated by the context module 302 of FIG. 3) associated with the user at the time referenced in the transaction date field 406.

The final priority field 410 may display an identifier associated with the priority retailer associated with the user at the time of expiry and/or conversion of the gaming transaction. The provider field 412 may display an identifier referencing a gaming provider (e.g., the gaming provider associated with the gaming module 106 of FIG. 1) associated with the gaming transaction. The winnings field 414 may display a currency amount indicating a gross value (e.g., without any deductions and/or adjustments) of the winnings associated with the user's successful gaming transaction.

The user share field 416 may display a currency amount indicating a net value (e.g., an adjusted value) of the user's winnings associated with the currency amount displayed in the winnings field 414. The priority share field 418 may display a currency amount associated with a portion of the disbursement (e.g., an appeasement consideration) referenced in the winnings field 414 to the final priority retailer associated with the user.

For example, in the hypothetical example illustrated in FIG. 4, two gaming transactions are represented. The user ID field 402 displays “John” and “Bill,” indicating identifiers for the users associated with each transaction. The ticket ID field 404 displays “3G” and “4F,” indicating identifiers for the tickets (e.g., processed by the distribution module 102 in a communication with the gaming module 106 of FIG. 1) associated with each gaming transaction (e.g., John’s ticket is “3G” and Bill’s ticket is “4F.” The transaction date field 406 displays ‘23-43-22’ and ‘Mar. 28, 2006’ as the time and date associated with John’s gaming transaction, and ‘16:22:03’ and ‘Mar. 10, 2006’ as the time and date associated with Bill’s gaming transaction.

The Initial Priority field 408 displays ‘Rana Groceries—66 Alphone Rd, San Jose, Calif., 96208,’ indicating the priority retailer (e.g., determined by the analysis module 210 of FIG. 2) associated with the user ‘John’ at the time the transaction was made, and ‘Fraga Fruits—094 Lobo Ave, Oakland, Calif., 95673’ indicating the priority retailer associated with the user ‘Bill’ at the time the transaction was made. The final priority field 410 displays ‘Joe’s Deli, 888 Alphone Rd, San Jose, Calif., 96208,’ indicating that the initial priority retailer associated with the user ‘John’ at the time of the gaming transaction is different from the final priority retailer associated with ‘John’ upon expiry and/or conversion of the transaction (e.g., ‘Rana Groceries’ or ‘John’ may have moved, the relationship between ‘Rana Groceries’ and the distribution module 102 of FIG. 1 may have changed, etc.), and ‘Fraga Fruits—094 Lobo Ave, Oakland, Calif., 95673,’ indicating that the final priority retailer associated with the user ‘Bill’ is the same as the initial priority retailer associated with ‘Bill.’

The provider field 412 displays ‘CA State Lottery,’ indicating the gaming provider (e.g., associated with the gaming module 106 of FIG. 1) associated with the gaming transaction carried out by ‘John,’ and ‘Lotto,’ indicating the gaming provider associated with the gaming transaction carried out by ‘Bill.’ The winnings field 414 displays ‘$200,000,’ indicating the gross value of the successful transaction (e.g., the value of the winning ticket) carried out by ‘John’ and verified by ‘CA State Lottery,’ and ‘$50,000,’ indicating the gross value of the successful transaction carried out by ‘Bill’ and verified by ‘Lotto.’

The user share field 416 displays ‘$175,000,’ indicating the currency (e.g., net) amount that ‘John’ is entitled to receive of the ‘$200,000’ (e.g., gross winnings), and ‘$48,500,’ indicating the net currency amount ‘Bill’ is entitled to receive of the ‘$50,000’ gross winnings. The priority share field 418 displays ‘$25,000,’ indicating the currency amount (e.g., an appeasement consideration) that ‘Joe’s Deli’ is entitled to receive of the ‘$200,000’ winnings, and ‘$1500,’ indicating the currency amount that ‘Fraga Fruits’ is entitled to receive of the ‘$200,000’ winnings.

FIG. 5 is a retailer data table view 500 of content referenced by the distribution database of FIG. 2, according to one embodiment. The retailer data table view 500 may include a retailer ID field 502, a relationship classification field 504, a priority classification field 506, a territory classification field 508, a player ID field 510, a provider field 512, a revenue split field 514, and/or an incentive type field 518.

The retailer ID field 502 may display an identifier for a retailer (e.g., a retailer 108 of FIG. 1) associated with a gaming transaction (e.g., the retailer 108 may not be actively involved in the gaming transaction). The relation-
ship code field 504 may display an identifier referencing a relationship (e.g., based on a relationship data generated by the relationship module 222 of FIG. 2) between the retailer 108 and the distribution module 102 of FIG. 1. The priority classification field 506 may display an identifier referencing a priority classification (e.g., rating, code, contract, agreement, etc.) based on the relationship between the retailer and the distribution module and/or based on an analysis of the context data of the user associated with the retailer (e.g., using the context module 302 of FIG. 3 and/or the analysis module 210 of FIG. 2).

[0080] The territory code field 508 may display an identifier referencing a territory (e.g., a geographical region, a framework, a zone, a location, a matrix, etc.) associated with the retailer 108 (e.g., based on a communication with the zoning module 306 of FIG. 3). The player ID field 510 may display an identifier for a user of a gaming module 106 for a gaming transaction associated with the retailer 108. For example, the retailer 108 may be determined to be a priority retailer associated with a user who carries out a successful transaction (e.g., purchases a winning ticket) through the mark-up language portal provided by the distribution module 102 of FIG. 1.

[0081] The provider field 512 may display an identifier for a gaming provider (e.g., a gaming provider associated with the gaming module 106 of FIG. 1) associated with the successful transaction of the user associated with the retailer 108. The revenue split field 514 may display various currency amounts referencing disbursements (e.g., appeasement considerations) processed of the gaming module 106 to the retailer 108 and/or other retailers (e.g., based on a relationship, agreement, contract, etc. between the retailers). The incentive type field 518 may display an identifier associated with an incentive provided by the distribution module 102 to the retailer 108 (e.g., an online advertisement on the mark-up language portal and/or a print media marketing such as a billboard, sign, etc.).

[0082] For example, two hypothetical retailers 108 are illustrated in FIG. 5. FIG. 5 may be understood with reference to the hypothetical examples illustrated in FIG. 4. The retailer ID field 502 displays ‘Joe’s’ Deli, 868 Alphonsa Rd, San Jose, Calif., 95208’ and ‘Fraga Fruits—94 Lobo Ave, Oakland, Calif. 95673,’ indicating identifiers for two different retailers. The relationship code field 504 displays ‘LG2,’ indicating an identifier associated with the relationship between ‘Joe’s Deli’ and the distribution module 102 of FIG. 1, and ‘N/A,’ indicating that ‘Fraga Fruits’ has no current relationship with the distribution module 102. The priority classification field 506 displays ‘01,’ indicating an identifier associated with ‘Joe’s Deli’ priority classification (e.g., determined by the analysis module 210 of FIG. 2), and ‘05,’ indicating an identifier associated with ‘Fraga Fruits’ priority classification.

[0083] The territory code field 508 displays ‘P4,’ indicating that ‘Joe’s Deli’ is associated with a territory ‘P4’ (e.g., population, zone, location, matrix, etc.), and ‘G9,’ indicating that ‘Fraga Fruits’ is associated with a territory ‘G9.’ The territories associated with the retailers may be determined by the zoning module 306 of FIG. 3. The player ID field 510 displays ‘John,’ indicating an identifier for the user associated with ‘Joe’s Deli’ (e.g., Joe’s Deli may be the priority retailer associated with ‘John’), and ‘Bill,’ indicating that ‘Fraga Fruits’ may be the priority retailer associated with ‘Bill.’ (e.g.,

[0084] ‘Fraga Fruits’ may be the priority retailer associated with ‘Bill’ regardless of not having an assigned priority classification).

[0085] The provider field 512 displays ‘CA State Lottery,’ indicating an identifier for the gaming provider associated with the successful gaming transaction by ‘John,’ as ‘CA State Lottery,’ and ‘Lotto,’ indicating the identifier for the gaming provider associated with the successful gaming transaction by ‘Bill’ as ‘Lotto.’ The revenue split field 514 displays in the first row ‘Retailer—$20,000’ and ‘Julio Deli—$5,000,’ indicating that ‘Joe’s Deli’ may have agreed to split a winnings of $25,000 (e.g., according to the distribution illustrated) with ‘Julio Deli.’ In the second row, the revenue split field 514 displays ‘N/A,’ indicating that ‘Fraga Fruits’ may not have an arrangement and/or agreement with the distribution module 102 to split revenue (e.g., the appeasement package) with (an)other retailer(s).

[0086] The incentive type field 518 displays ‘PMM02,’ indicating that the distribution module 102 may provide an incentive (e.g., a print media marketing incentive such as a billboard, sign and/or flyer service) to ‘Joe’s Deli,’ and ‘ONLI64,’ indicating the distribution module 102 may provide an incentive (e.g., an online advertisement through a mark-up language portal available to users) to ‘Fraga Fruits.’

[0087] FIG. 6 is an aerial view 600 of a geographical positioning framework, according to one embodiment. The aerial view 600 may be a virtual representation of the geographical positioning framework (e.g., generated by the zoning module 306 of FIG. 3). The aerial view 600 may include territories 602 (e.g., a territory 602A, a territory 602B, a territory 602N, etc.), retailers 604 (e.g., a retailer 604A, a retailer 604B, a retailer 604N, etc.), priority zones 606 (e.g., a priority zone 606A, a priority zone 606B, etc.), and/or users 608 (e.g., a user 608A, a user 608B, a user 608N, etc.).

[0088] The territories 602 may be geographical areas (e.g., territories, matrices, zones, population distributions, demographic units, etc.) associated with the retailers 604 (e.g., determined by the positioning module 104 of FIG. 1) based on a context data (e.g., the context data 122 generated by the positioning module 104 of FIG. 1) associated with the users 604. In one embodiment, the territories 602 may be inversely proportional in coverage (e.g., area, spread, scope, etc.) to the population density of the users 608 associated with the geographical positioning framework.

[0089] For example, the territories 602 associated with the retailers 604 may be determined based on an analysis of data associated with the number and/or distribution of users 608 (e.g., having access to the internet, having subscription to gaming offerings of the gaming module 106 through the mark-up language portal provided by the distribution module 102 of FIG. 1, having access to the retailers 604, etc.).

[0090] For example, some territories 602 may have less coverage (e.g., less area, less scope, less spread etc.) but more population density of the users 608 (e.g., based on various metrics, data and/or models) than other territories 602, as illustrated in FIG. 6 (e.g., territory coverage may be represented by area sizes of the territories 602, and/or population density of the users 608 may be represented by number of users 608 depicted). The priority zones 606 may be associated with the retailers 604 (e.g., various retailers 604 may be priority retailers for the users 608 illustrated as being within the boundaries of the priority zones 606...
associated with the various retailers 604) and/or the users 608 (e.g., based on context data generated by the positioning module 104 of FIG. 1).

[0091] The priority zones 606 may cross boundaries associated with the territories 602, and/or may represent a priority of association of the retailers 604 (e.g., associated with the priority zones 606) with the users 608 within boundaries of coverage (e.g., areas) of the priority zones 606 (e.g., a retailer 604A having a territory 602A may be a priority retailer associated with a user 608N despite the user 608N being within a territory 602N associated with a retailer 604N, based on an analysis of a relationship data associated with the retailer 604A and/or a context data associated with the user 608N).

[0092] FIG. 7 is a user interface game view 700 of the distribution module 102 of FIG. 1, according to one embodiment. The user interface game view 700 may include a welcome page, a game play options view 702, a subscription options view 704, a promotional information view 706, a current games view 708, an account information view 710, a checkout now view 712, and/or a profile view 714. The game play options view 702 may display various playing options (e.g., selections, combinations, lucky numbers, multiple simultaneous picks, etc.) associated with a game that the user is currently playing.

[0093] The subscriptions options view 704 may display subscription options (e.g., number of weeks, frequency and/or type, etc.) associated with the game (e.g., based on a communication with the subscription module 218 of FIG. 2). The promotional information view 706 may display any offers (e.g., promotions and/or deals) that may be in effect (e.g., online advertisements associated with a retailer 108 and/or generated by an incentive module 224 of FIG. 2).

[0094] The current games view 708 may include a list of games associated with the user’s preferences (e.g., quick-pick, Lotto, bingo, sports betting, poker and/or new car sweepstakes, etc.). The account information view 710 may display subscription information about the user. The checkout now view 712 may display the user’s current outstanding balance. The profile view 714 may include data about the user (e.g., address, source IP, location, etc.).

[0095] For example, a hypothetical participant ‘John’ is illustrated in FIG. 4. The user interface game view includes a welcome message ‘Welcome John’ identifying ‘John’ as a user. The subscriptions options view 704 shows ‘52’ weeks, ‘weekly’ frequency, and ‘IND’ type indicating that the subscription is for a duration of fifty two weeks, on a weekly basis, and individual type (e.g., John may also have the option of being associated with a group type). The current games view 708 shows that ‘John’ is currently playing ‘quick pick’ and ‘bingo’. ‘John’ may also view the promotional information 706 associated with the retailer ‘Fraga Fruits,’ view and/or edit his account information 710, profile 714 (e.g., ‘John’ may enter information that may be communicated with the positioning module 104 to generate a context data when ‘John’ initiates a transaction), view his current balance (e.g., the current balance may be communicated by the gaming revenue module 240 of FIG. 2) and/or choose to checkout now 712.

[0096] FIG. 8 is a diagrammatic representation of a machine in the form of a data processing system within which a set of instructions, for causing the machine to perform any one or more of the methodologies discussed herein, may be executed, according to one embodiment. In various embodiments, the machine operates as a standalone device and/or may be connected (e.g., networked) to other machines. In a networked deployment, the machine may operate in the capacity of a server and/or a client machine in a server-client network environment, and/or as a peer machine in a peer-to-peer (or distributed) network environment.

[0097] The machine may be a personal computer (PC), a tablet PC, a set-top box (STB), a Personal Digital Assistant (PDA), a cellular telephone, a web appliance, a network router, switch and/or bridge, an embedded system and/or any machine capable of executing a set of instructions (sequential and/or otherwise) that specify actions to be taken by that machine. Further, while only a single machine is illustrated, the term “machine” shall also be taken to include any collection of machines that individually and/or jointly execute a set (or multiple sets) of instructions to perform any one and/or more of the methodologies discussed herein.

[0098] The example computer system 800 includes a processor 802 (e.g., a central processing unit (CPU) and/or both), a main memory 804 and a static memory 806, which communicate with each other via a bus 808. The computer system 800 may further include a video display unit 810 (e.g., a liquid crystal display (LCD) and/or a cathode ray tube (CRT)). The computer system 800 also includes an alphanumeric input device 812 (e.g., a keyboard), a cursor control device 814 (e.g., a mouse), a disk drive unit 816, a signal generation device 818 (e.g., a speaker) and a network interface device 820.

[0099] The disk drive unit 816 includes a machine-readable medium 822 on which is stored one or more sets of instructions (e.g., software 824) embodying any one or more of the methodologies and/or functions described herein. The software 824 may also reside, completely and/or at least partially, within the main memory 804 and/or within the processor 802 during execution thereof by the computer system 800, the main memory 804 and the processor 802 also constituting machine-readable media.

[0100] The software 824 may further be transmitted and/or received over a network 826 via the network interface device 820. While the machine-readable medium 822 is shown in an example embodiment to be a single medium, the term “machine-readable medium” should be taken to include a single medium and/or multiple media (e.g., a centralized and/or distributed database, and/or associated caches and servers) that store the one or more sets of instructions. The term “machine-readable medium” shall also be taken to include any medium that is capable of storing, encoding and/or carrying a set of instructions for execution by the machine and that cause the machine to perform any one or more of the methodologies of the various embodiments. The term “machine-readable medium” shall accordingly be taken to include, but not be limited to, solid-state memories, optical and magnetic media, and carrier wave signals.

[0101] FIG. 9 is a process flow to automatically provide an appraisement consideration to a priority retailer when a transaction is processed of a gaming module. In operation 902, a relationship data is generated (e.g., using the relationship module 222 of FIG. 2) based on a profile meta-data analysis (e.g., by the analysis module 210 of FIG. 2) of retailers (e.g., the retailer 108 of FIG. 1). In operation 904, a context data generated by a positioning module is compared with the relationship data (e.g., by the analysis module
In operation 906, an appeasement consideration is automatically provided to the priority retailer when a transaction (e.g., by a user through the mark-up language portal provided by the distribution module 102 of FIG. 1) is processed of a gaming module (e.g., the gaming module 106 of FIG. 1).

In operation 908, a quantification is determined of the appeasement consideration based on an agreement data formed of a relationship between the priority retailer, the distribution module 102 and a gaming provider (e.g., a gaming provider associated with the gaming module 106 of FIG. 1). In operation 910, a mark-up language portal is provided (e.g., by the distribution module 102) to a user of the gaming module 106. In operation 912, an identity of a user is verified (e.g., by the verification module 230 of FIG. 2) using a digital signature to certify the identity with the transaction processed of the gaming module 106.

In operation 914, a positioning module 104 is communicated with to allocate a context data (e.g., using the context module 302 of FIG. 3) of a position (e.g., a geographical position) of a user of the gaming module 106 relative to a position of a retailer of the retailers. In operation 916, a notification is generated (e.g., by the notification module 232 of FIG. 2) having aggregation information of the transaction and other transactions (e.g., by the user of the gaming module 106) associated with the priority retailer. In operation 918, a print media marketing incentive (e.g., a billboard service, a sign advertisement, a flyer service, etc.) is provided to individual retailers.

In operation 920, a user of the gaming module 106 is notified of an outcome associated with a gaming activity (e.g., a successful transaction, a winning ticket purchase, etc.) carried out by the user through the mark-up language portal (e.g., provided by the distribution module 102). In operation 922, a portion of a disbursement (e.g., an appeasement consideration) associated with the transaction processed of the gaming module is allocated to the priority retailer (e.g., by the payment module 238 of FIG. 2).

FIG. 10 is a process flow to generate a context data of a position of a user of a gaming module within a geographical positioning framework relative to a position of a priority retailer independent of a transaction processed of the gaming module. In operation 1002, a geographical positioning framework is determined (e.g., by the zoning module 306 of FIG. 3) based on a communication with at least one of a reference provider module (e.g., the reference provider module 110 of FIG. 1), a gaming module 106, and a distribution module 102.

In operation 1004, a context data is generated of a position of a user of a gaming module 106 (e.g., by the context module 302 of FIG. 3) within the geographical positioning framework (e.g., the geographical positioning framework 600 illustrated in FIG. 65) relative to a position of a retailer (e.g., the retailers 604 of FIG. 6) independent of a transaction processed of the gaming module 106. In operation 1006, a continuous lifecycle tracking history associated with the user of the gaming module and the priority retailer is compiled (e.g., by the history module 216 of FIG. 2).

Although the present embodiments have been described with reference to specific example embodiments, it will be evident that various modifications and changes may be made to these embodiments without departing from the broader spirit and scope of the various embodiments. For example, the various devices, modules, analyzers, generators, etc. described herein may be enabled and operated using hardware circuitry (e.g., CMOS based logic circuitry), firmware, software and/or any combination of hardware, firmware, and/or software (e.g., embodied in a machine readable medium).

For example, the distribution module 102, the positioning module 104, the gaming module 106, the reference provider module 110, the individual device 114, the individual device 116, the user module 200, the retailer module 202, the transaction module 206, the analysis module 210, the financial module 212, the history module 216, the subscription module 218, the activity module 220, the relationship module 222, the incentive module 224, the location module 226, the tracking module 228, the verification module 230, the notification module 232, the compliance module 234, the security module 236, the payment module 238, the gaming revenue module 240, the conflict resolution module 242, the reference module 300, the context module 302, the meta module 304, the zoning module 306, and/or the segmentation module 308 may be enabled using a distribution circuit 102, a positioning circuit 104, a gaming circuit 106, a reference provider circuit 110, an individual circuit 114, an individual circuit 116, a user circuit 200, a retailer circuit 202, a transaction circuit 206, an analysis circuit 210, a financial circuit 212, a history circuit 216, a subscription circuit 218, an activity circuit 220, a relationship circuit 222, and incentive circuit 224, a location circuit 226, a tracking circuit 228, a verification circuit 230, a notification circuit 232, a compliance circuit 234, a security circuit 236, a payment circuit 238, a gaming revenue circuit 240, a conflict resolution circuit 242, a reference circuit 300, a context circuit 302, a meta circuit 304, a zoning circuit 306, and/or a segmentation circuit 308.

In addition, it will be appreciated that the various operations, processes, and methods disclosed herein may be embodied in a machine-readable medium and/or a machine-accessible medium compatible with a data processing system (e.g., a computer system), and may be performed in any order. Accordingly, the specification and drawings are to be regarded in an illustrative rather than a restrictive sense.

1. A method of a distribution module, comprising:
   generating a relationship data based on a profile meta-data analysis of a plurality of retailers;
   comparing a context data generated by a positioning module with the relationship data to determine a priority retailer of the plurality of retailers; and
   automatically providing an appeasement consideration to the priority retailer when a transaction is processed of a gaming module.

2. The method of claim 1 further comprising determining a quantification of the appeasement consideration based on an agreement data formed of a relationship between the priority retailer, the distribution module and a gaming provider.

3. The method of claim 2 wherein the appeasement consideration is earned by the priority retailer without participation of the priority retailer in the transaction.

4. The method of claim 1 further comprising providing a mark-up language portal to a user of the gaming module.

5. The method of claim 4 wherein the mark-up language portal includes an advertisement of at least one of the plurality of retailers.
6. The method of claim 4 wherein the mark-up language portal includes a number of games including at least one of a lottery game, a card game, a game of chance and a game of skill.

7. The method of claim 6 wherein the number of games each include at least one of a subscription option, a group play option, a quick-pick option, and a multiple game option.

8. The method of claim 1 further comprising verifying an identity of a user using a digital signature to certify the identity with the transaction processed of the gaming module.

9. The method of claim 1 further comprising communicating with a positioning module to allocate a context data of a position of a user of the gaming module relative to a position of a retailer of the plurality of retailers.

10. The method of claim 1 wherein the meta-data is at least one of a time data, a position data, a contract data, a sales volume data, a statistical data, a historical regression data, a demographic data, a financial data and a personal data.

11. The method of claim 1 further comprising generating a notification having aggregation information of the transaction and other transactions associated with the priority retailer.

12. The method of claim 1 further comprising providing a print media marketing incentive to individual ones of the plurality of retailers.

13. The method of claim 1 further comprising notifying a user of the gaming module of an outcome associated with a gaming activity carried out by the user through the mark-up language portal.

14. The method of claim 1 further comprising allocating a portion of a disbursement associated with the transaction processed of the gaming module to the priority retailer.

15. A method of a positioning module, comprising: determining a geographical positioning framework based on a communication with at least one of a reference provider module, a gaming module, and a distribution module; and generating a context data of a position of a user of a gaming module within the geographical positioning framework relative to a position of a retailer independent of a transaction processed of the gaming module.

16. The method of claim 15 wherein the geographical positioning framework is generated using at least one of a mapping data, a reference data, a zoning data, a GPS data, a web-enabled search data, a proprietary algorithm data, and a demographic data.

17. The method of claim 15 further comprising compiling a continuous lifecycle tracking history associated with the user of the gaming module and the priority retailer, wherein the lifecycle tracking history tracks changes in the context data and the geographical positioning framework over a time period of an association of the user with the gaming module.

18. A system, comprising:
   a gaming module to originate a disbursement to at least one of a priority retailer and a user of the gaming module;
   a distribution module to automatically provide an appeasement consideration to the priority retailer when a transaction is processed of the gaming module, and to process the portion of the disbursement provided by the distribution module in a communication with the gaming module;
   a positioning module to generate a context data of a position of a user of a gaming module within the geographical positioning framework relative to a position of a retailer independent of a transaction processed of the gaming module.

19. The system of claim 18 further comprising comparing the context data with a relationship data to determine a priority retailer associated with the user of the gaming module.

20. The system of claim 18 wherein the appeasement consideration is provided without the involvement of the retailer module in the transaction processed of the gaming module.

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