(54) Title: ADVERTISING PROGRAM USING PLAYING CARDS

(57) Abstract: An advertising method and system in which playing cards include advertisements for products. The hierarchical value of the cards and the price range of the advertised products are preferably generally correlated so that higher-value cards have advertisements for higher-value products and lower-value cards have advertisements for lower-value products. Also, the hierarchical value of the cards and the prices of the advertisements are preferably generally correlated so that the advertisements on the higher-value cards cost more than the advertisements on the lower-value cards. In addition, prize cards can be randomly distributed among a number of the decks. Furthermore, a building or building compound can include a casino using the cards and a retail outlet selling the products advertised on the cards. Moreover, the cards may feature a casino and be used and sold in that casino, and/or the cards may feature a celebrity whether affiliated with the casino or not.
INTERNATIONAL SEARCH REPORT

A. CLASSIFICATION OF SUBJECT MATTER
IPC(8) - A63F 1/10; A63F 9/20 (2008.04)
USPC - 273/297; 273/308
According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED
Minimum documentation searched (classification system followed by classification symbols)
USPC: 273/297; 273/308

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
273/302,303,292,293,244.2; 434/129; D21/129

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
pubWEST (USPT,PGB,EPAB,JPAB), dialogPRO, google scholar, google patents

C. DOCUMENTS CONSIDERED TO BE RELEVANT

<table>
<thead>
<tr>
<th>Category*</th>
<th>Citation of document, with indication, where appropriate, of the relevant passages</th>
<th>Relevant to claim No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>X</td>
<td>US 2006/0063567 A1 (MANZOE) 23 March 2006 (23.03.2006), entire document especially Fig 35, para [0048],[0107],[0194] and [0216]</td>
<td>1-3, 13-16</td>
</tr>
<tr>
<td>Y</td>
<td>US 2003/0224845 A1 (KOGOD et al) 4 December 2003 (04.12.2003), para [0007], [0008], [0123], claims 13 and 22.</td>
<td>4-6, 17-23</td>
</tr>
<tr>
<td>Y</td>
<td>US 5,466,010 A (Spooner) 14 November 1995 (14.11.1995), col 6, ln 47-51</td>
<td>9-10, 19</td>
</tr>
</tbody>
</table>

☐ Further documents are listed in the continuation of Box C. ☐

* Special categories of cited documents:
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Date of the actual completion of the international search 09 July 2008 (07.07.2008)
Date of mailing of the international search report 18 JUL 2008

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