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(54) **SCHEDULING AND MARKETING OF CASINO TOURNAMENTS**

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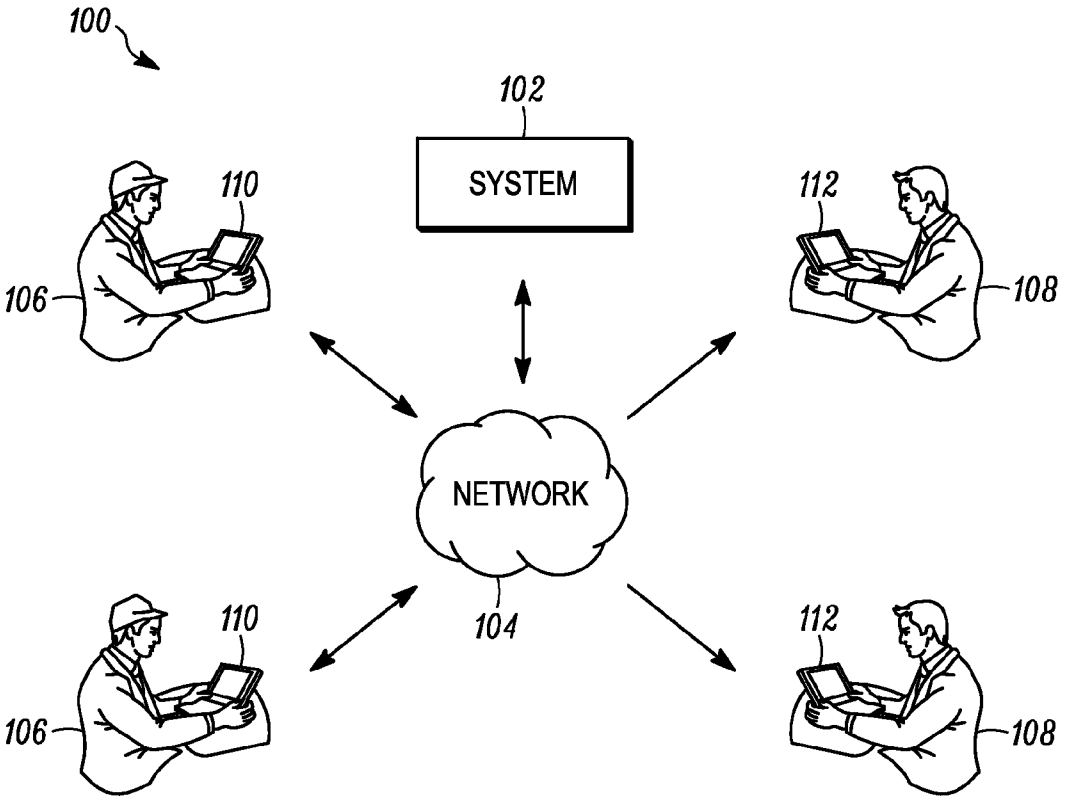
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A63F 9/24 (2006.01)

(52) **U.S. Cl.** **463/42**

(57) **ABSTRACT**

Systems, methods and apparatus for scheduling of casino tournaments are provided. In one embodiment, the method includes providing at least one casino member the ability to create an account or register to provide casino tournament information over a computer network and a log-in screen; receiving information regarding a plurality of casino tournaments offered by the casino members, providing schedulers to upload the plurality of casino tournaments by the casino members based on pre-specified criteria, providing the potential player or player the ability to search the plurality of casino tournaments offered by the casino members based on a pre-specified criteria, providing the results of a search of the casino tournaments from the search requested from the players or potential players and providing the players or potential players with the ability to calendar/schedule at least one or more casino tournaments in their personal calendar.



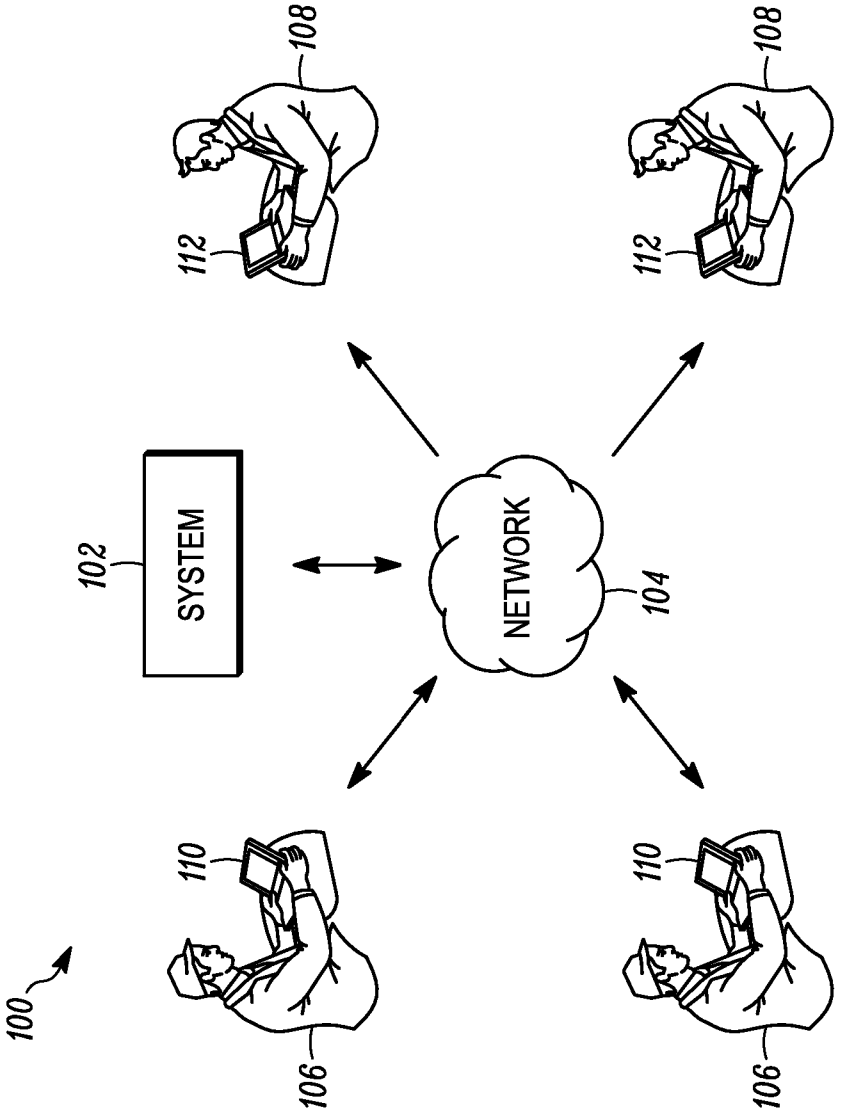


FIG. 1

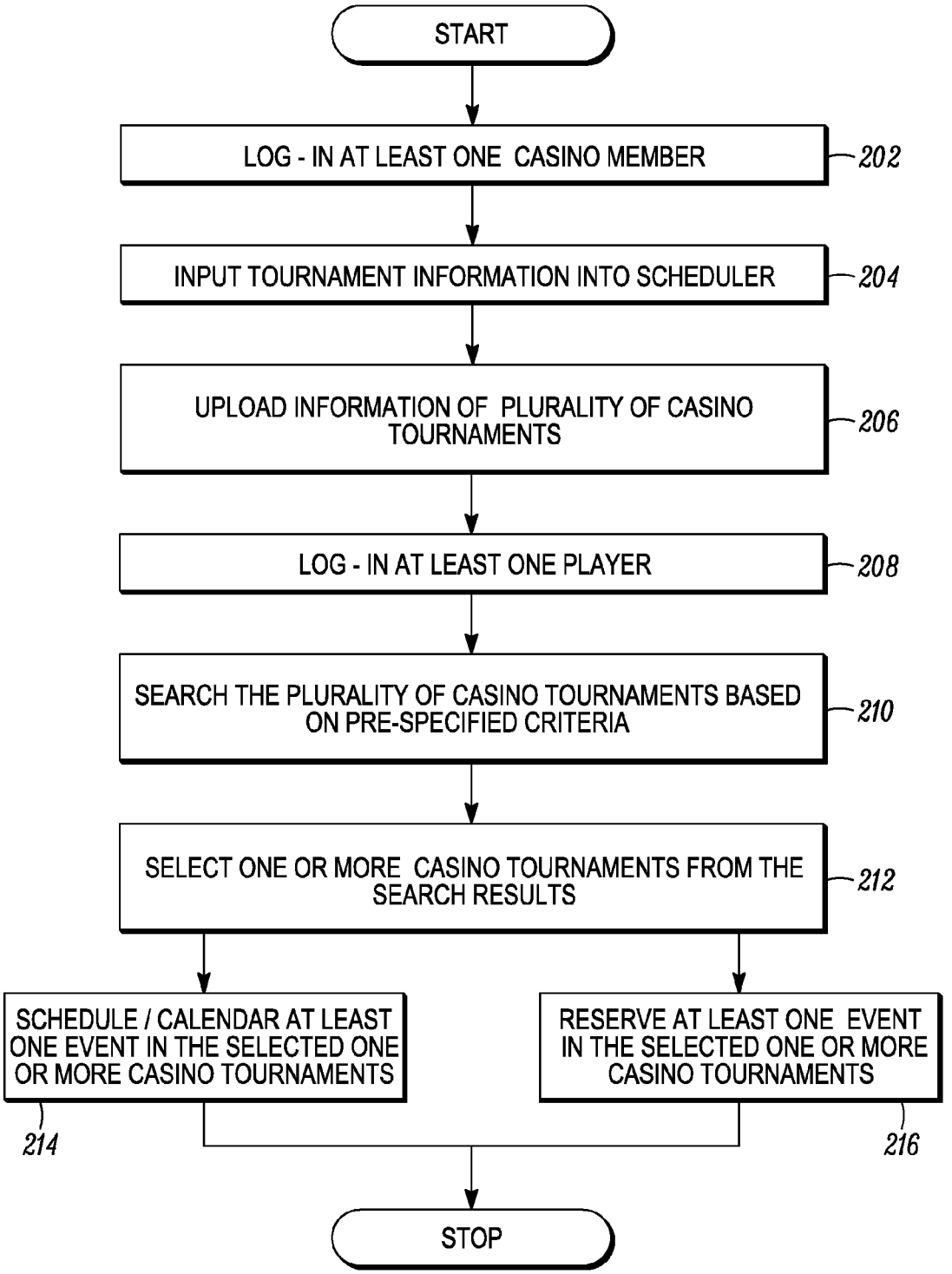

START
LOG - IN AT LEAST ONE CASINO MEMBER
202
INPUT TOURNAMENT INFORMATION INTO SCHEDULER
204
UPLOAD INFORMATION OF PLURALITY OF CASINO TOURNAMENTS
206
LOG - IN AT LEAST ONE PLAYER
208
SEARCH THE PLURALITY OF CASINO TOURNAMENTS BASED ON PRE-SPECIFIED CRITERIA
210
SELECT ONE OR MORE CASINO TOURNAMENTS FROM THE SEARCH RESULTS
212
SCHEDULE / CALENDAR AT LEAST ONE EVENT IN THE SELECTED ONE OR MORE CASINO TOURNAMENTS
214
RESERVE AT LEAST ONE EVENT IN THE SELECTED ONE OR MORE CASINO TOURNAMENTS
216
STOP

FIG. 2

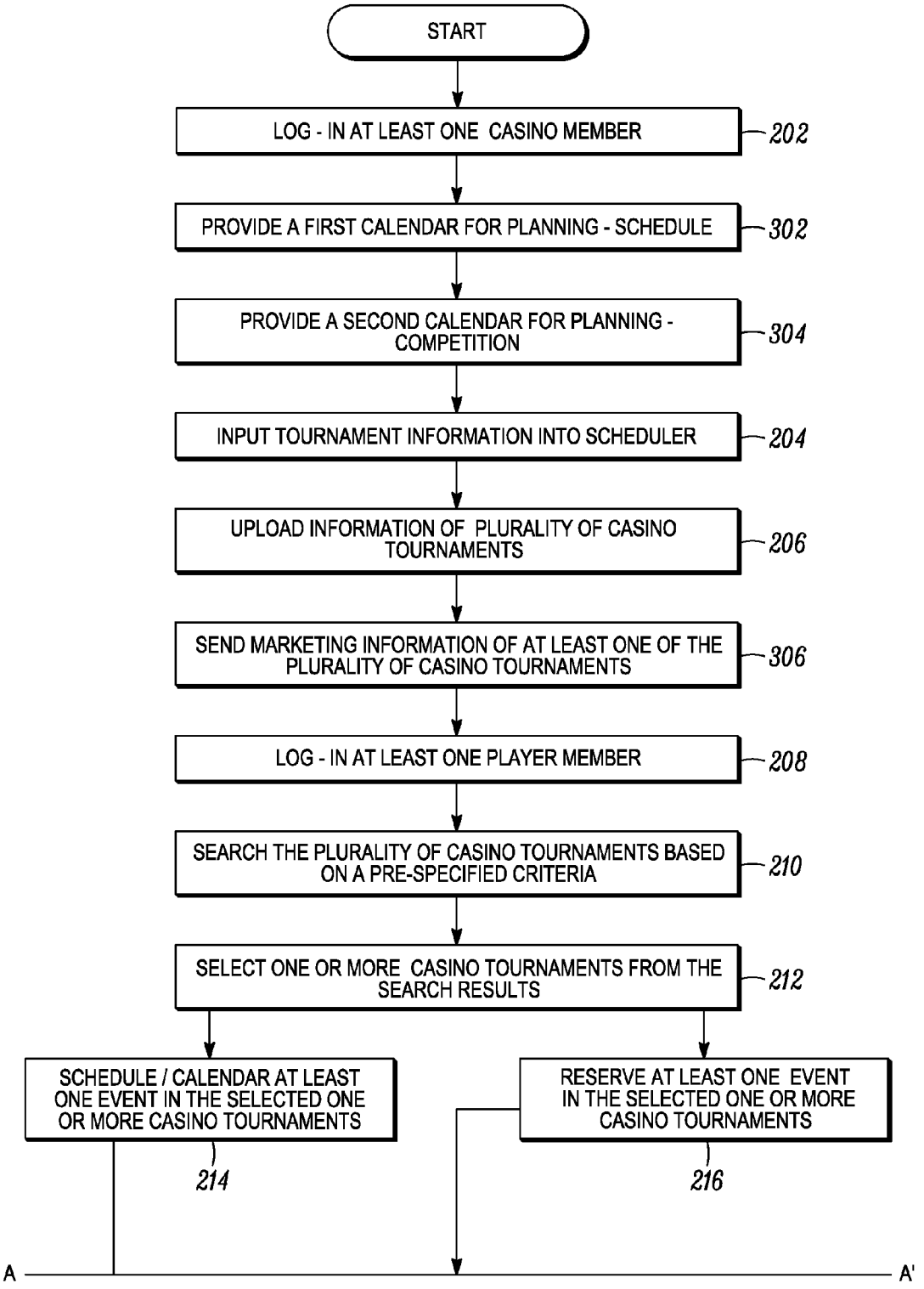

START
LOG - IN AT LEAST ONE CASINO MEMBER
202
PROVIDE A FIRST CALENDAR FOR PLANNING - SCHEDULE
302
PROVIDE A SECOND CALENDAR FOR PLANNING - COMPETITION
304
INPUT TOURNAMENT INFORMATION INTO SCHEDULER
204
UPLOAD INFORMATION OF PLURALITY OF CASINO TOURNAMENTS
206
SEND MARKETING INFORMATION OF AT LEAST ONE OF THE PLURALITY OF CASINO TOURNAMENTS
306
LOG - IN AT LEAST ONE PLAYER MEMBER
208
SEARCH THE PLURALITY OF CASINO TOURNAMENTS BASED ON A PRE-SPECIFIED CRITERIA
210
SELECT ONE OR MORE CASINO TOURNAMENTS FROM THE SEARCH RESULTS
212
SCHEDULE / CALENDAR AT LEAST ONE EVENT IN THE SELECTED ONE OR MORE CASINO TOURNAMENTS
214
RESERVE AT LEAST ONE EVENT IN THE SELECTED ONE OR MORE CASINO TOURNAMENTS
216
A
A'

FIG. 3

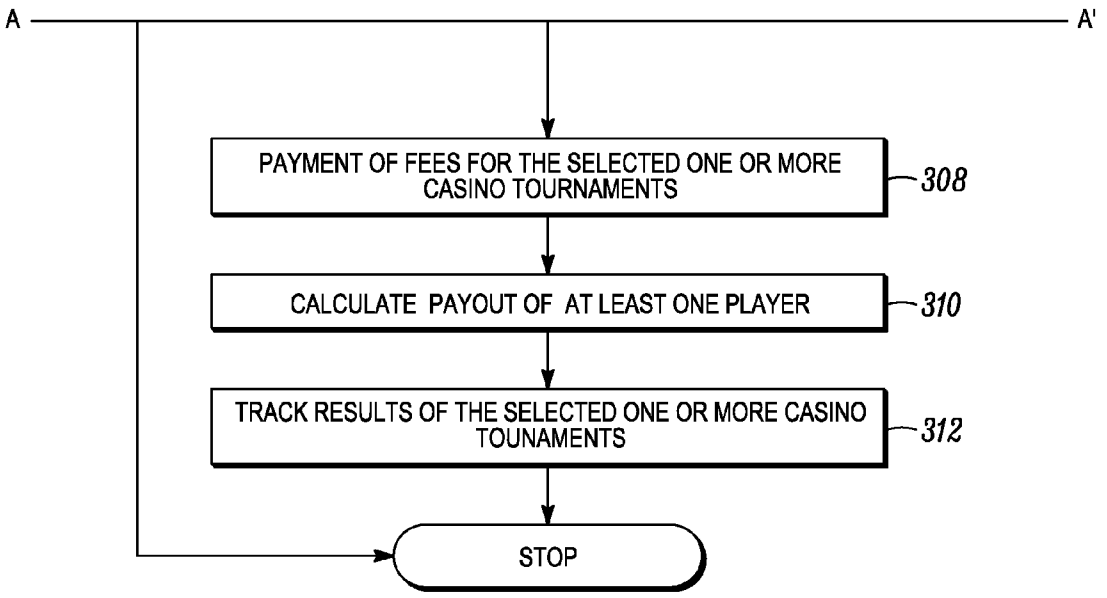

A
A'
PAYMENT OF FEES FOR THE SELECTED ONE OR MORE CASINO TOURNAMENTS
308
CALCULATE PAYOUT OF AT LEAST ONE PLAYER
310
TRACK RESULTS OF THE SELECTED ONE OR MORE CASINO TOUNAMENTS
312
STOP

FIG. 3

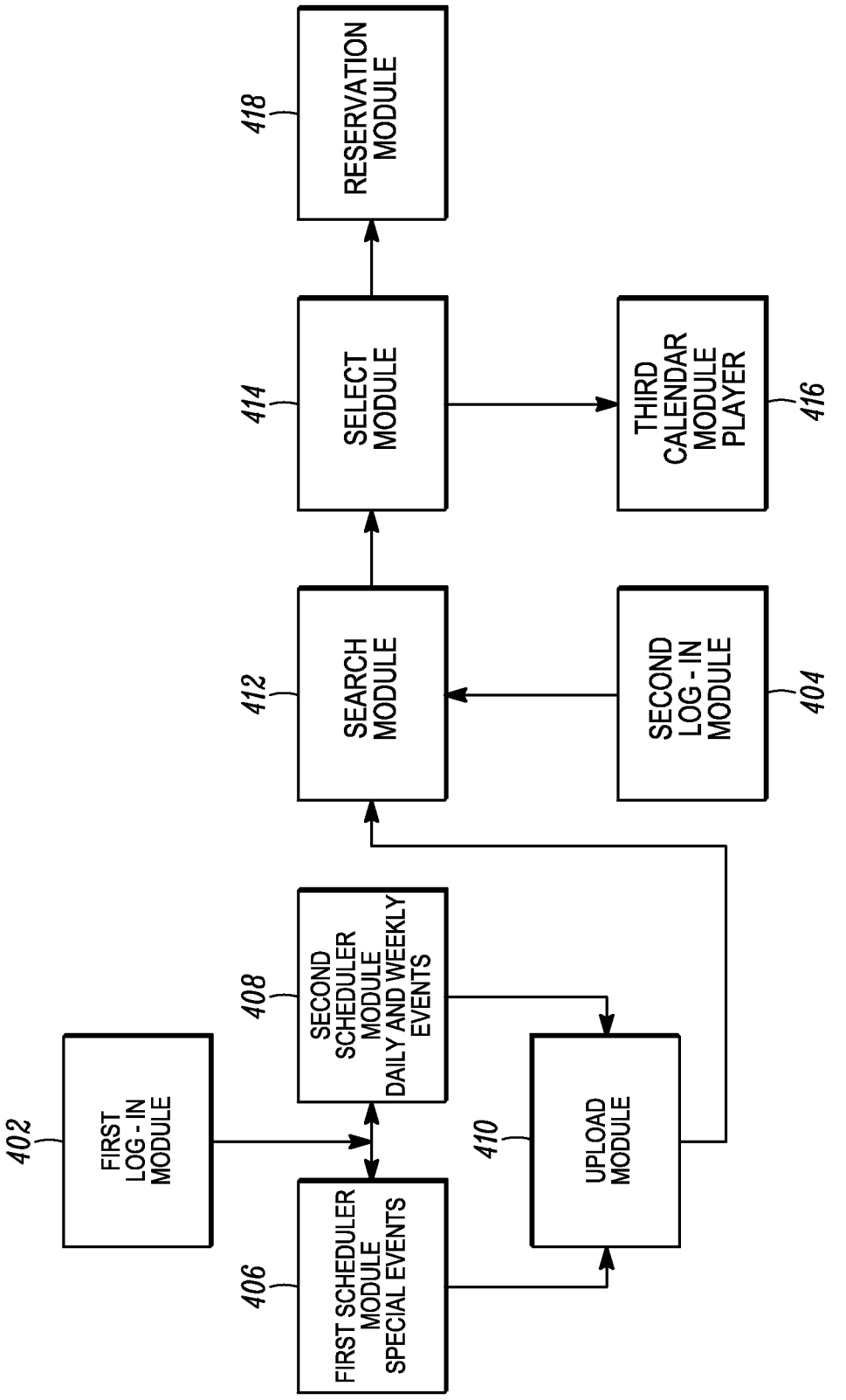

FIRST LOG - IN MODULE
402
SECOND SCHEDULER MODULE DAILY AND WEEKLY EVENTS
408
FIRST SCHEDULER MODULE SPECIAL EVENTS
406
UPLOAD MODULE
410
SEARCH MODULE
412
SECOND LOG - IN MODULE
404
SELECT MODULE
414
THIRD CALENDAR MODULE PLAYER
416
RESERVATION MODULE
418

FIG. 4

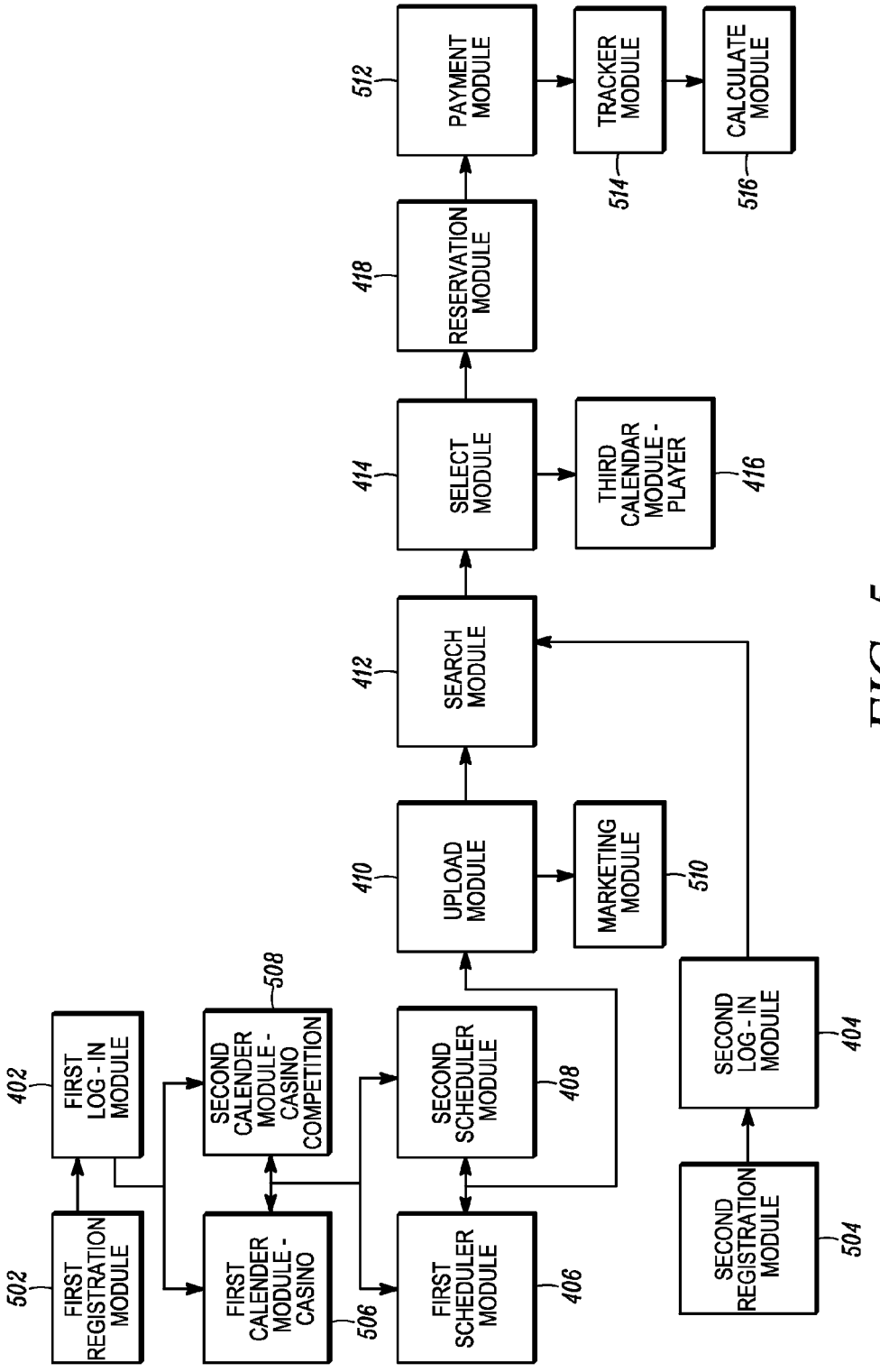

FIRST REGISTRATION MODULE
502
FIRST LOG - IN MODULE
402
FIRST CALENDER MODULE - CASINO
506
SECOND CALENDER MODULE - CASINO COMPETITION
508
FIRST SCHEDULER MODULE
406
SECOND SCHEDULER MODULE
408
UPLOAD MODULE
410
MARKETING MODULE
510
SEARCH MODULE
412
SELECT MODULE
414
THIRD CALENDAR MODULE - PLAYER
416
RESERVATION MODULE
418
PAYMENT MODULE
512
TRACKER MODULE
514
CALCULATE MODULE
516
SECOND REGISTRATION MODULE
504
SECOND LOG - IN MODULE
404

FIG. 5

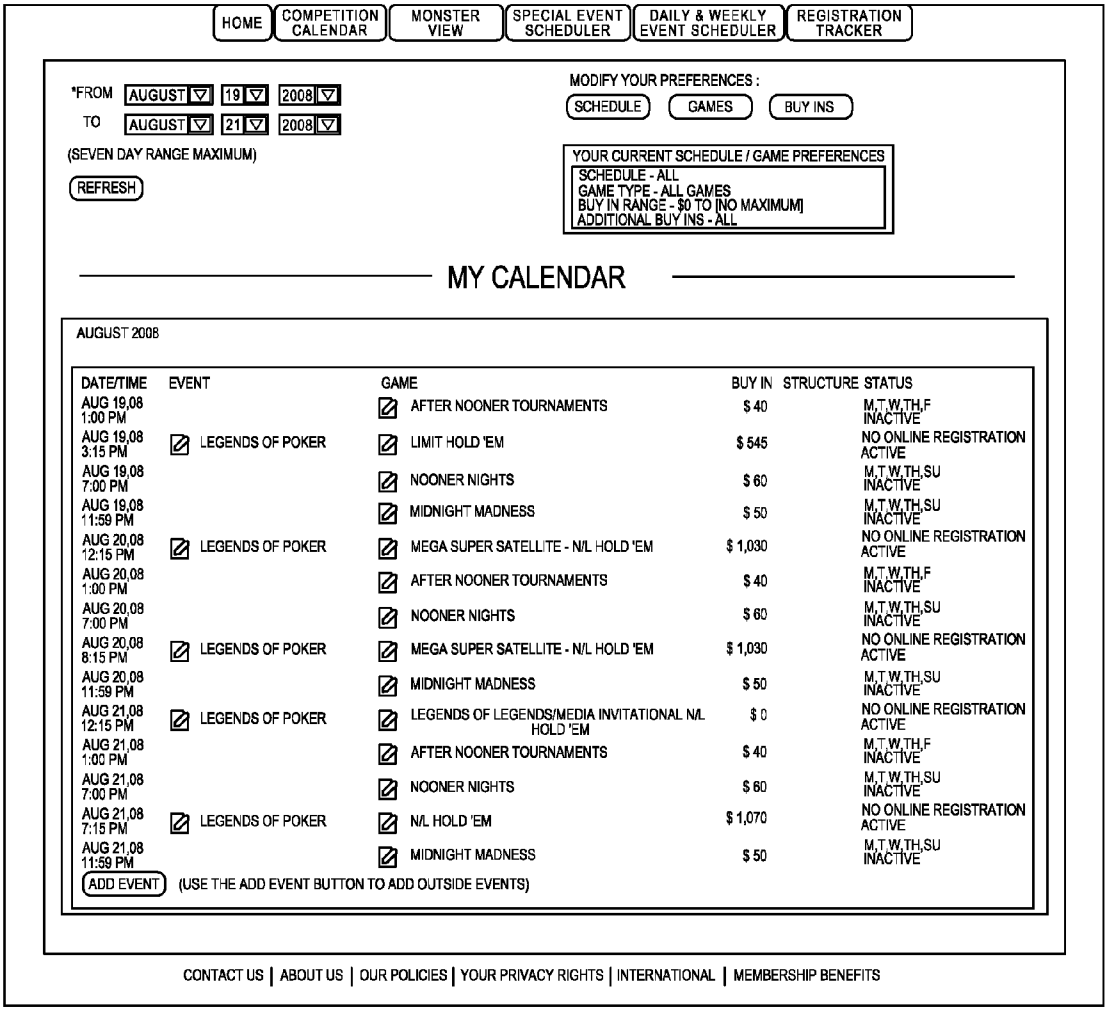

HOME
COMPETITION CALENDAR
MONSTER VIEW
SPECIAL EVENT SCHEDULER
DAILY & WEEKLY EVENT SCHEDULER
REGISTRATION TRACKER
*FROM AUGUST 19 2008
TO AUGUST 21 2008
(SEVEN DAY RANGE MAXIMUM)
REFRESH
MODIFY YOUR PREFERENCES :
SCHEDULE
GAMES
BUY INS
YOUR CURRENT SCHEDULE / GAME PREFERENCES
SCHEDULE - ALL
GAME TYPE - ALL GAMES
BUY IN RANGE - $0 TO [NO MAXIMUM]
ADDITIONAL BUY INS - ALL
MY CALENDAR
AUGUST 2008
DATE/TIME EVENT GAME BUY IN STRUCTURE STATUS
AUG 19,08 1:00 PM AFTER NOONER TOURNAMENTS $ 40 M,T,W,TH,F INACTIVE
AUG 19,08 3:15 PM LEGENDS OF POKER LIMIT HOLD 'EM $ 545 NO ONLINE REGISTRATION ACTIVE
AUG 19,08 7:00 PM NOONER NIGHTS $ 60 M,T,W,TH,SU INACTIVE
AUG 19,08 11:59 PM MIDNIGHT MADNESS $ 50 M,T,W,TH,SU INACTIVE
AUG 20,08 12:15 PM LEGENDS OF POKER MEGA SUPER SATELLITE - N/L HOLD 'EM $ 1,030 NO ONLINE REGISTRATION ACTIVE
AUG 20,08 1:00 PM AFTER NOONER TOURNAMENTS $ 40 M,T,W,TH,F INACTIVE
AUG 20,08 7:00 PM NOONER NIGHTS $ 60 M,T,W,TH,SU INACTIVE
AUG 20,08 8:15 PM LEGENDS OF POKER MEGA SUPER SATELLITE - N/L HOLD 'EM $ 1,030 NO ONLINE REGISTRATION ACTIVE
AUG 20,08 11:59 PM MIDNIGHT MADNESS $ 50 M,T,W,TH,SU INACTIVE
AUG 21,08 12:15 PM LEGENDS OF POKER LEGENDS OF LEGENDS/MEDIA INVITATIONAL N/L HOLD 'EM $ 0 NO ONLINE REGISTRATION ACTIVE
AUG 21,08 1:00 PM AFTER NOONER TOURNAMENTS $ 40 M,T,W,TH,F INACTIVE
AUG 21,08 7:00 PM NOONER NIGHTS $ 60 M,T,W,TH,SU INACTIVE
AUG 21,08 7:15 PM LEGENDS OF POKER N/L HOLD 'EM $ 1,070 NO ONLINE REGISTRATION ACTIVE
AUG 21,08 11:59 PM MIDNIGHT MADNESS $ 50 M,T,W,TH,SU INACTIVE
ADD EVENT
(USE THE ADD EVENT BUTTON TO ADD OUTSIDE EVENTS)
CONTACT US | ABOUT US | OUR POLICIES | YOUR PRIVACY RIGHTS | INTERNATIONAL | MEMBERSHIP BENEFITS

FIG. 6

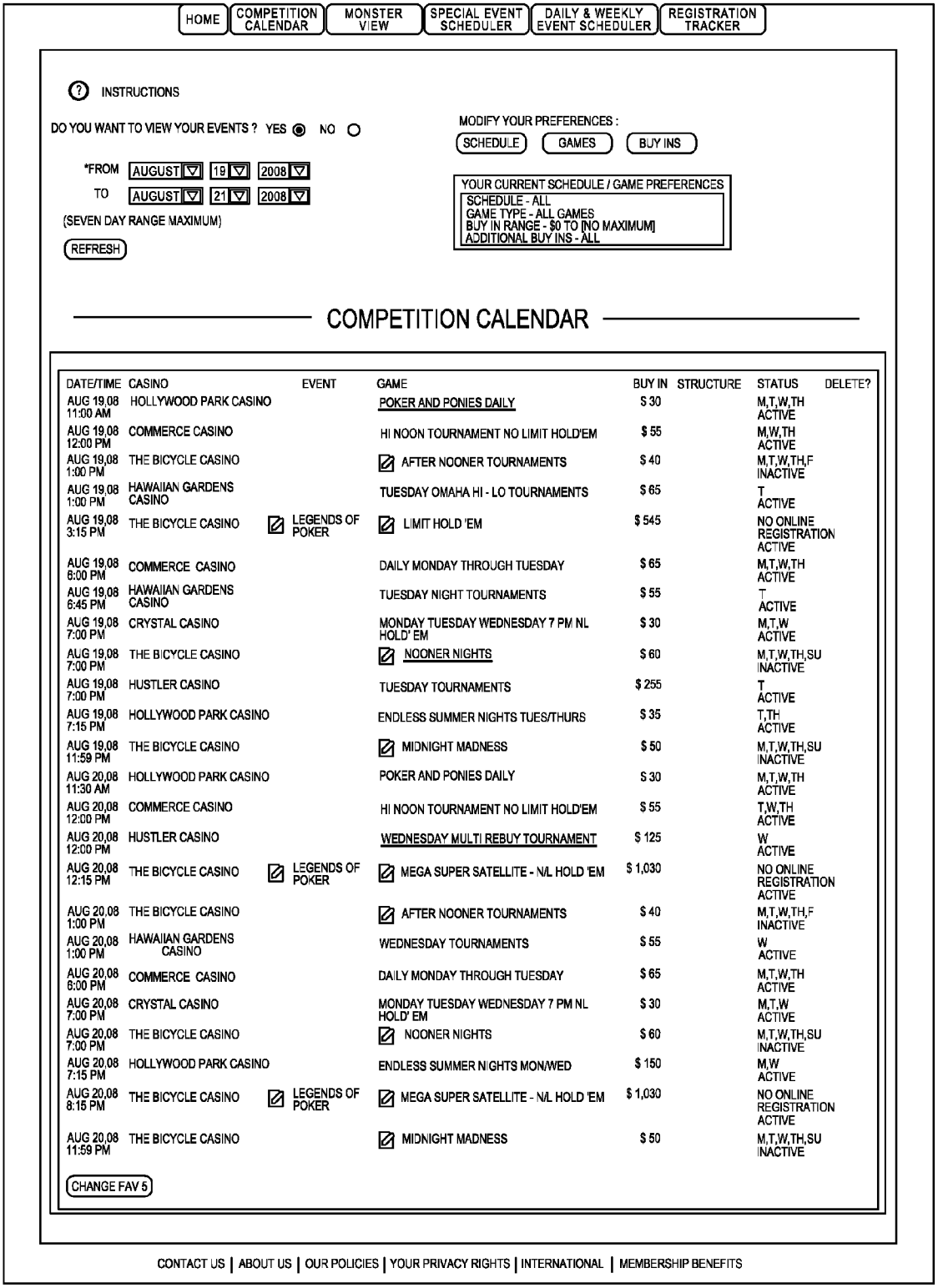

HOME
COMPETITION CALENDAR
MONSTER VIEW
SPECIAL EVENT SCHEDULER
DAILY & WEEKLY EVENT SCHEDULER
REGISTRATION TRACKER
INSTRUCTIONS
DO YOU WANT TO VIEW YOUR EVENTS ? YES NO
*FROM AUGUST 18 2008
TO AUGUST 21 2008
(SEVEN DAY RANGE MAXIMUM)
REFRESH
MODIFY YOUR PREFERENCES :
SCHEDULE
GAMES
BUY INS
YOUR CURRENT SCHEDULE / GAME PREFERENCES
SCHEDULE - ALL
GAME TYPE - ALL GAMES
BUY IN RANGE - $0 TO [NO MAXIMUM]
ADDITIONAL BUY INS - ALL
COMPETITION CALENDAR
DATE/TIME CASINO EVENT GAME BUY IN STRUCTURE STATUS DELETE?
AUG 19,08 11:00 AM HOLLYWOOD PARK CASINO POKER AND PONIES DAILY $ 30 M,T,W,TH ACTIVE
AUG 19,08 12:00 PM COMMERCE CASINO HI NOON TOURNAMENT NO LIMIT HOLD'EM $ 55 M,W,TH ACTIVE
AUG 19,08 1:00 PM THE BICYCLE CASINO AFTER NOONER TOURNAMENTS $ 40 M,T,W,TH,F INACTIVE
AUG 19,08 1:00 PM HAWAIIAN GARDENS CASINO TUESDAY OMAHA HI - LO TOURNAMENTS $ 65 T ACTIVE
AUG 19,08 3:15 PM THE BICYCLE CASINO LEGENDS OF POKER LIMIT HOLD 'EM $ 545 NO ONLINE REGISTRATION ACTIVE
AUG 19,08 6:00 PM COMMERCE CASINO DAILY MONDAY THROUGH TUESDAY $ 65 M,T,W,TH ACTIVE
AUG 19,08 6:45 PM HAWAIIAN GARDENS CASINO TUESDAY NIGHT TOURNAMENTS $ 55 T ACTIVE
AUG 19,08 7:00 PM CRYSTAL CASINO MONDAY TUESDAY WEDNESDAY 7 PM NL HOLD' EM $ 30 M,T,W ACTIVE
AUG 19,08 7:00 PM THE BICYCLE CASINO NOONER NIGHTS $ 60 M,T,W,TH,SU INACTIVE
AUG 19,08 7:00 PM HUSTLER CASINO TUESDAY TOURNAMENTS $ 255 T ACTIVE
AUG 19,08 7:15 PM HOLLYWOOD PARK CASINO ENDLESS SUMMER NIGHTS TUES/THURS $ 35 T,TH ACTIVE
AUG 19,08 11:59 PM THE BICYCLE CASINO MIDNIGHT MADNESS $ 50 M,T,W,TH,SU INACTIVE
AUG 20,08 11:30 AM HOLLYWOOD PARK CASINO POKER AND PONIES DAILY $ 30 M,T,W,TH ACTIVE
AUG 20,08 12:00 PM COMMERCE CASINO HI NOON TOURNAMENT NO LIMIT HOLD'EM $ 55 T,W,TH ACTIVE
AUG 20,08 12:00 PM HUSTLER CASINO WEDNESDAY MULTI REBUY TOURNAMENT $ 125 W ACTIVE
AUG 20,08 12:15 PM THE BICYCLE CASINO LEGENDS OF POKER MEGA SUPER SATELLITE - N/L HOLD 'EM $ 1,030 NO ONLINE REGISTRATION ACTIVE
AUG 20,08 1:00 PM THE BICYCLE CASINO AFTER NOONER TOURNAMENTS $ 40 M,T,W,TH,F INACTIVE
AUG 20,08 1:00 PM HAWAIIAN GARDENS CASINO WEDNESDAY TOURNAMENTS $ 55 W ACTIVE
AUG 20,08 6:00 PM COMMERCE CASINO DAILY MONDAY THROUGH TUESDAY $ 65 M,T,W,TH ACTIVE
AUG 20,08 7:00 PM CRYSTAL CASINO MONDAY TUESDAY WEDNESDAY 7 PM NL HOLD' EM $ 30 M,T,W ACTIVE
AUG 20,08 7:00 PM THE BICYCLE CASINO NOONER NIGHTS $ 60 M,T,W,TH,SU INACTIVE
AUG 20,08 7:15 PM HOLLYWOOD PARK CASINO ENDLESS SUMMER NIGHTS MON/WED $ 150 M,W ACTIVE
AUG 20,08 8:15 PM THE BICYCLE CASINO LEGENDS OF POKER MEGA SUPER SATELLITE - N/L HOLD 'EM $ 1,030 NO ONLINE REGISTRATION ACTIVE
AUG 20,08 11:59 PM THE BICYCLE CASINO MIDNIGHT MADNESS $ 50 M,T,W,TH,SU INACTIVE
CHANGE FAV 5
CONTACT US | ABOUT US | OUR POLICIES | YOUR PRIVACY RIGHTS | INTERNATIONAL | MEMBERSHIP BENEFITS

FIG. 7

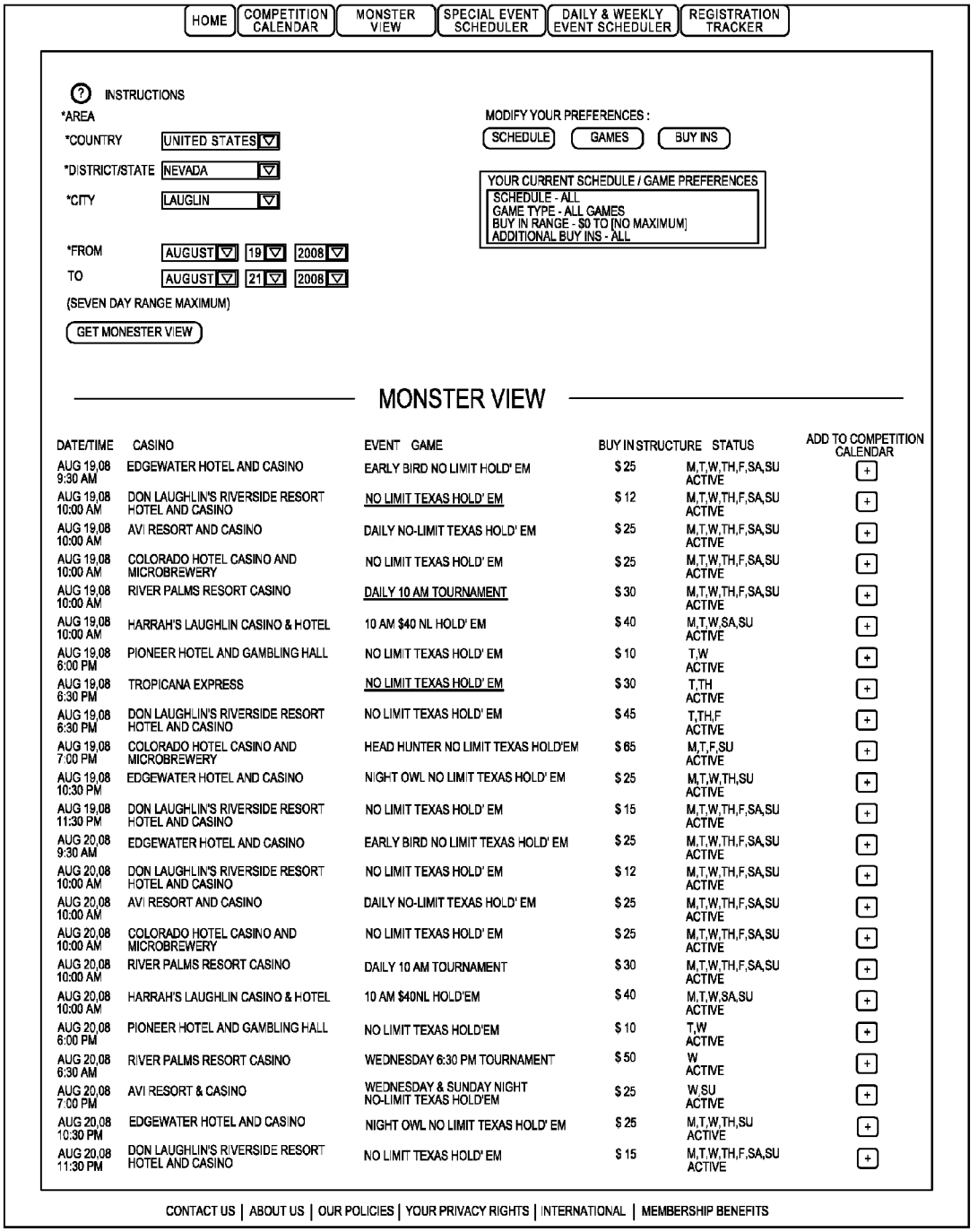

HOME
COMPETITION CALENDAR
MONSTER VIEW
SPECIAL EVENT SCHEDULER
DAILY & WEEKLY EVENT SCHEDULER
REGISTRATION TRACKER
INSTRUCTIONS
*AREA
*COUNTRY UNITED STATES
*DISTRICT/STATE NEVADA
*CITY LAUGLIN
*FROM AUGUST 19 2008
TO AUGUST 21 2008
(SEVEN DAY RANGE MAXIMUM)
GET MONESTER VIEW
MODIFY YOUR PREFERENCES :
SCHEDULE
GAMES
BUY INS
YOUR CURRENT SCHEDULE / GAME PREFERENCES
SCHEDULE - ALL
GAME TYPE - ALL GAMES
BUY IN RANGE - $0 TO [NO MAXIMUM]
ADDITIONAL BUY INS - ALL
MONSTER VIEW
DATE/TIME CASINO EVENT GAME BUY IN STRUCTURE STATUS ADD TO COMPETITION CALENDAR
AUG 19,08 9:30 AM EDGEWATER HOTEL AND CASINO EARLY BIRD NO LIMIT HOLD' EM $ 25 M,T,W,TH,F,SA,SU ACTIVE
AUG 19,08 10:00 AM DON LAUGHLIN'S RIVERSIDE RESORT HOTEL AND CASINO NO LIMIT TEXAS HOLD' EM $ 12 M,T,W,TH,F,SA,SU ACTIVE
AUG 19,08 10:00 AM AVI RESORT AND CASINO DAILY NO-LIMIT TEXAS HOLD' EM $ 25 M,T,W,TH,F,SA,SU ACTIVE
AUG 19,08 10:00 AM COLORADO HOTEL CASINO AND MICROBREWERY NO LIMIT TEXAS HOLD' EM $ 25 M,T,W,TH,F,SA,SU ACTIVE
AUG 19,08 10:00 AM RIVER PALMS RESORT CASINO DAILY 10 AM TOURNAMENT $ 30 M,T,W,TH,F,SA,SU ACTIVE
AUG 19,08 10:00 AM HARRAH'S LAUGHLIN CASINO & HOTEL 10 AM $40 NL HOLD' EM $ 40 M,T,W,SA,SU ACTIVE
AUG 19,08 6:00 PM PIONEER HOTEL AND GAMBLING HALL NO LIMIT TEXAS HOLD' EM $ 10 T,W ACTIVE
AUG 19,08 6:30 PM TROPICANA EXPRESS NO LIMIT TEXAS HOLD' EM $ 30 T,TH ACTIVE
AUG 19,08 6:30 PM DON LAUGHLIN'S RIVERSIDE RESORT HOTEL AND CASINO NO LIMIT TEXAS HOLD' EM $ 45 T,TH,F ACTIVE
AUG 19,08 7:00 PM COLORADO HOTEL CASINO AND MICROBREWERY HEAD HUNTER NO LIMIT TEXAS HOLD'EM $ 65 M,T,F,SU ACTIVE
AUG 19,08 10:30 PM EDGEWATER HOTEL AND CASINO NIGHT OWL NO LIMIT TEXAS HOLD' EM $ 25 M,T,W,TH,SU ACTIVE
AUG 19,08 11:30 PM DON LAUGHLIN'S RIVERSIDE RESORT HOTEL AND CASINO NO LIMIT TEXAS HOLD' EM $ 15 M,T,W,TH,F,SA,SU ACTIVE
AUG 20,08 9:30 AM EDGEWATER HOTEL AND CASINO EARLY BIRD NO LIMIT TEXAS HOLD' EM $ 25 M,T,W,TH,F,SA,SU ACTIVE
AUG 20,08 10:00 AM DON LAUGHLIN'S RIVERSIDE RESORT HOTEL AND CASINO NO LIMIT TEXAS HOLD' EM $ 12 M,T,W,TH,F,SA,SU ACTIVE
AUG 20,08 10:00 AM AVI RESORT AND CASINO DAILY NO-LIMIT TEXAS HOLD' EM $ 25 M,T,W,TH,F,SA,SU ACTIVE
AUG 20,08 10:00 AM COLORADO HOTEL CASINO AND MICROBREWERY NO LIMIT TEXAS HOLD' EM $ 25 M,T,W,TH,F,SA,SU ACTIVE
AUG 20,08 10:00 AM RIVER PALMS RESORT CASINO DAILY 10 AM TOURNAMENT $ 30 M,T,W,TH,F,SA,SU ACTIVE
AUG 20,08 10:00 AM HARRAH'S LAUGHLIN CASINO & HOTEL 10 AM $40NL HOLD'EM $ 40 M,T,W,SA,SU ACTIVE
AUG 20,08 6:00 PM PIONEER HOTEL AND GAMBLING HALL NO LIMIT TEXAS HOLD'EM $ 10 T,W ACTIVE
AUG 20,08 6:30 AM RIVER PALMS RESORT CASINO WEDNESDAY 6:30 PM TOURNAMENT $ 50 W ACTIVE
AUG 20,08 7:00 PM AVI RESORT & CASINO WEDNESDAY & SUNDAY NIGHT NO-LIMIT TEXAS HOLD'EM $ 25 W,SU ACTIVE
AUG 20,08 10:30 PM EDGEWATER HOTEL AND CASINO NIGHT OWL NO LIMIT TEXAS HOLD' EM $ 25 M,T,W,TH,SU ACTIVE
AUG 20,08 11:30 PM DON LAUGHLIN'S RIVERSIDE RESORT HOTEL AND CASINO NO LIMIT TEXAS HOLD' EM $ 15 M,T,W,TH,F,SA,SU ACTIVE
CONTACT US | ABOUT US | OUR POLICIES | YOUR PRIVACY RIGHTS | INTERNATIONAL | MEMBERSHIP BENEFITS

FIG. 8

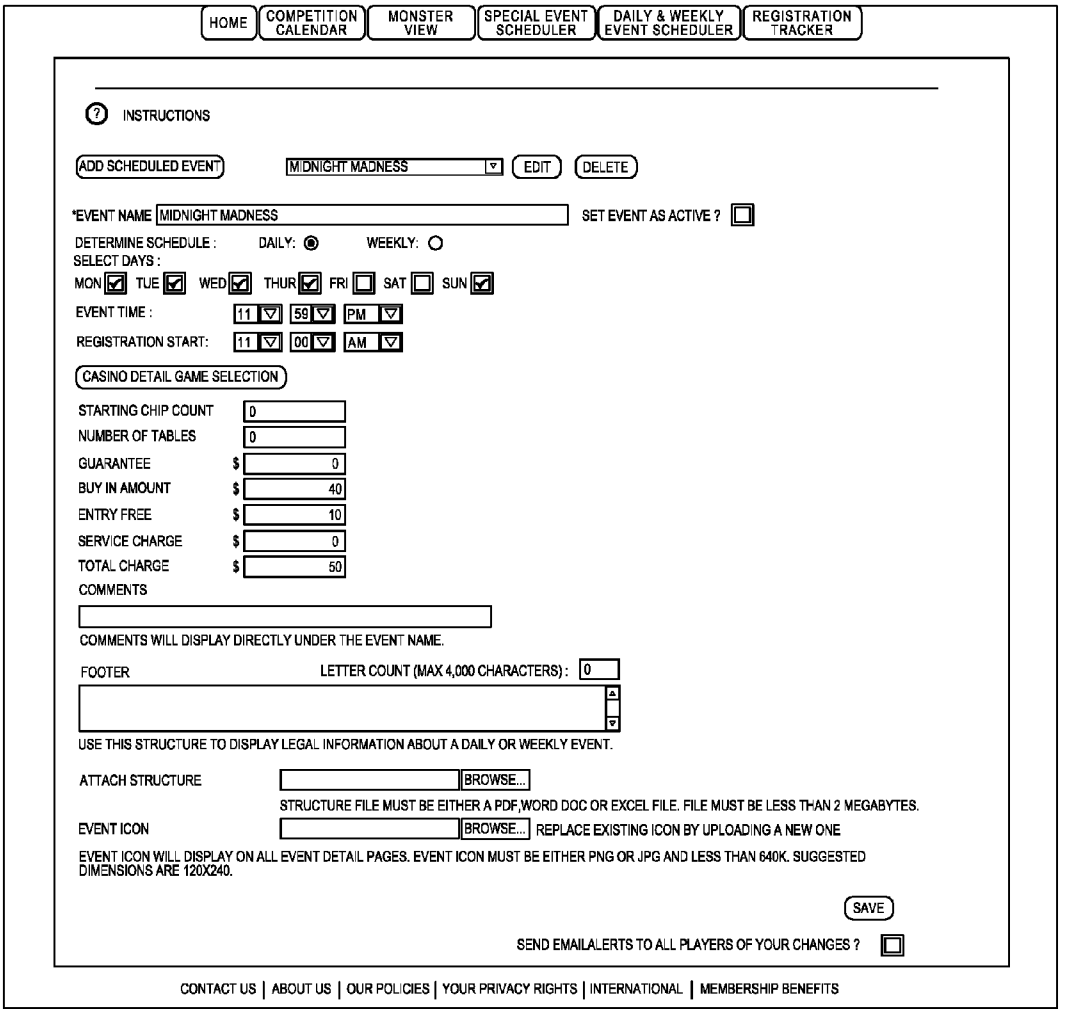

HOME
COMPETITION CALENDAR
MONSTER VIEW
SPECIAL EVENT SCHEDULER
DAILY & WEEKLY EVENT SCHEDULER
REGISTRATION TRACKER
INSTRUCTIONS
ADD SCHEDULED EVENT
MIDNIGHT MADNESS
EDIT
DELETE
*EVENT NAME MIDNIGHT MADNESS
SET EVENT AS ACTIVE ?
DETERMINE SCHEDULE : DAILY: WEEKLY:
SELECT DAYS :
MON TUE WED THUR FRI SAT SUN
EVENT TIME : 11 59 PM
REGISTRATION START: 11 00 AM
CASINO DETAIL GAME SELECTION
STARTING CHIP COUNT 0
NUMBER OF TABLES 0
GUARANTEE $ 0
BUY IN AMOUNT $ 40
ENTRY FREE $ 10
SERVICE CHARGE $ 0
TOTAL CHARGE $ 50
COMMENTS
COMMENTS WILL DISPLAY DIRECTLY UNDER THE EVENT NAME.
FOOTER
LETTER COUNT (MAX 4,000 CHARACTERS) : 0
USE THIS STRUCTURE TO DISPLAY LEGAL INFORMATION ABOUT A DAILY OR WEEKLY EVENT.
ATTACH STRUCTURE
BROWSE...
STRUCTURE FILE MUST BE EITHER A PDF,WORD DOC OR EXCEL FILE. FILE MUST BE LESS THAN 2 MEGABYTES.
EVENT ICON
BROWSE...
REPLACE EXISTING ICON BY UPLOADING A NEW ONE
EVENT ICON WILL DISPLAY ON ALL EVENT DETAIL PAGES. EVENT ICON MUST BE EITHER PNG OR JPG AND LESS THAN 640K. SUGGESTED DIMENSIONS ARE 120X240.
SAVE
SEND EMAILALERTS TO ALL PLAYERS OF YOUR CHANGES ?
CONTACT US | ABOUT US | OUR POLICIES | YOUR PRIVACY RIGHTS | INTERNATIONAL | MEMBERSHIP BENEFITS

FIG. 9

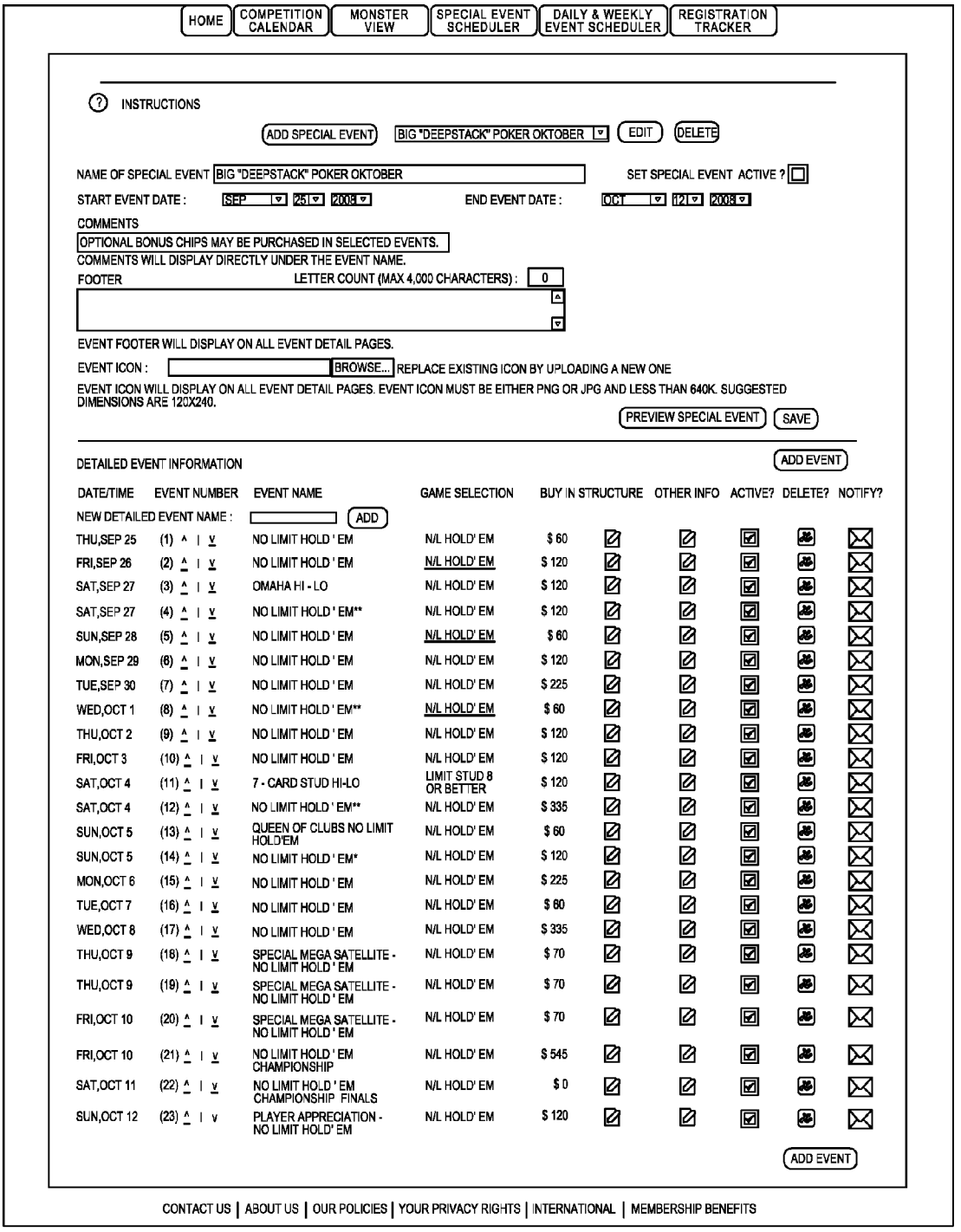

HOME
COMPETITION CALENDAR
MONSTER VIEW
SPECIAL EVENT SCHEDULER
DAILY & WEEKLY EVENT SCHEDULER
REGISTRATION TRACKER
INSTRUCTIONS
ADD SPECIAL EVENT
BIG "DEEPSTACK" POKER OKTOBER
EDIT
DELETE
NAME OF SPECIAL EVENT BIG "DEEPSTACK" POKER OKTOBER
SET SPECIAL EVENT ACTIVE ?
START EVENT DATE : SEP 25 2008
END EVENT DATE : OCT 12 2008
COMMENTS
OPTIONAL BONUS CHIPS MAY BE PURCHASED IN SELECTED EVENTS.
COMMENTS WILL DISPLAY DIRECTLY UNDER THE EVENT NAME.
FOOTER
LETTER COUNT (MAX 4,000 CHARACTERS) : 0
EVENT FOOTER WILL DISPLAY ON ALL EVENT DETAIL PAGES.
EVENT ICON :
BROWSE...
REPLACE EXISTING ICON BY UPLOADING A NEW ONE
EVENT ICON WILL DISPLAY ON ALL EVENT DETAIL PAGES. EVENT ICON MUST BE EITHER PNG OR JPG AND LESS THAN 640K. SUGGESTED DIMENSIONS ARE 120X240.
PREVIEW SPECIAL EVENT
SAVE
DETAILED EVENT INFORMATION
ADD EVENT
DATE/TIME
EVENT NUMBER
EVENT NAME
GAME SELECTION
BUY IN
STRUCTURE
OTHER INFO
ACTIVE?
DELETE?
NOTIFY?
NEW DETAILED EVENT NAME :
ADD
THU,SEP 25 (1) NO LIMIT HOLD ' EM N/L HOLD' EM $ 60
FRI,SEP 26 (2) NO LIMIT HOLD ' EM N/L HOLD' EM $ 120
SAT,SEP 27 (3) OMAHA HI - LO N/L HOLD' EM $ 120
SAT,SEP 27 (4) NO LIMIT HOLD ' EM** N/L HOLD' EM $ 120
SUN,SEP 28 (5) NO LIMIT HOLD ' EM N/L HOLD' EM $ 60
MON,SEP 29 (6) NO LIMIT HOLD ' EM N/L HOLD' EM $ 120
TUE,SEP 30 (7) NO LIMIT HOLD ' EM N/L HOLD' EM $ 225
WED,OCT 1 (8) NO LIMIT HOLD ' EM** N/L HOLD' EM $ 60
THU,OCT 2 (9) NO LIMIT HOLD ' EM N/L HOLD' EM $ 120
FRI,OCT 3 (10) NO LIMIT HOLD ' EM N/L HOLD' EM $ 120
SAT,OCT 4 (11) 7 - CARD STUD HI-LO LIMIT STUD 8 OR BETTER $ 120
SAT,OCT 4 (12) NO LIMIT HOLD ' EM** N/L HOLD' EM $ 335
SUN,OCT 5 (13) QUEEN OF CLUBS NO LIMIT HOLD'EM N/L HOLD' EM $ 60
SUN,OCT 5 (14) NO LIMIT HOLD ' EM* N/L HOLD' EM $ 120
MON,OCT 6 (15) NO LIMIT HOLD ' EM N/L HOLD' EM $ 225
TUE,OCT 7 (16) NO LIMIT HOLD ' EM N/L HOLD' EM $ 60
WED,OCT 8 (17) NO LIMIT HOLD ' EM N/L HOLD' EM $ 335
THU,OCT 9 (18) SPECIAL MEGA SATELLITE - NO LIMIT HOLD ' EM N/L HOLD' EM $ 70
THU,OCT 9 (19) SPECIAL MEGA SATELLITE - NO LIMIT HOLD ' EM N/L HOLD' EM $ 70
FRI,OCT 10 (20) SPECIAL MEGA SATELLITE - NO LIMIT HOLD ' EM N/L HOLD' EM $ 70
FRI,OCT 10 (21) NO LIMIT HOLD ' EM CHAMPIONSHIP N/L HOLD' EM $ 545
SAT,OCT 11 (22) NO LIMIT HOLD ' EM CHAMPIONSHIP FINALS N/L HOLD' EM $ 0
SUN,OCT 12 (23) PLAYER APPRECIATION - NO LIMIT HOLD' EM N/L HOLD' EM $ 120
ADD EVENT
CONTACT US | ABOUT US | OUR POLICIES | YOUR PRIVACY RIGHTS | INTERNATIONAL | MEMBERSHIP BENEFITS

FIG. 10

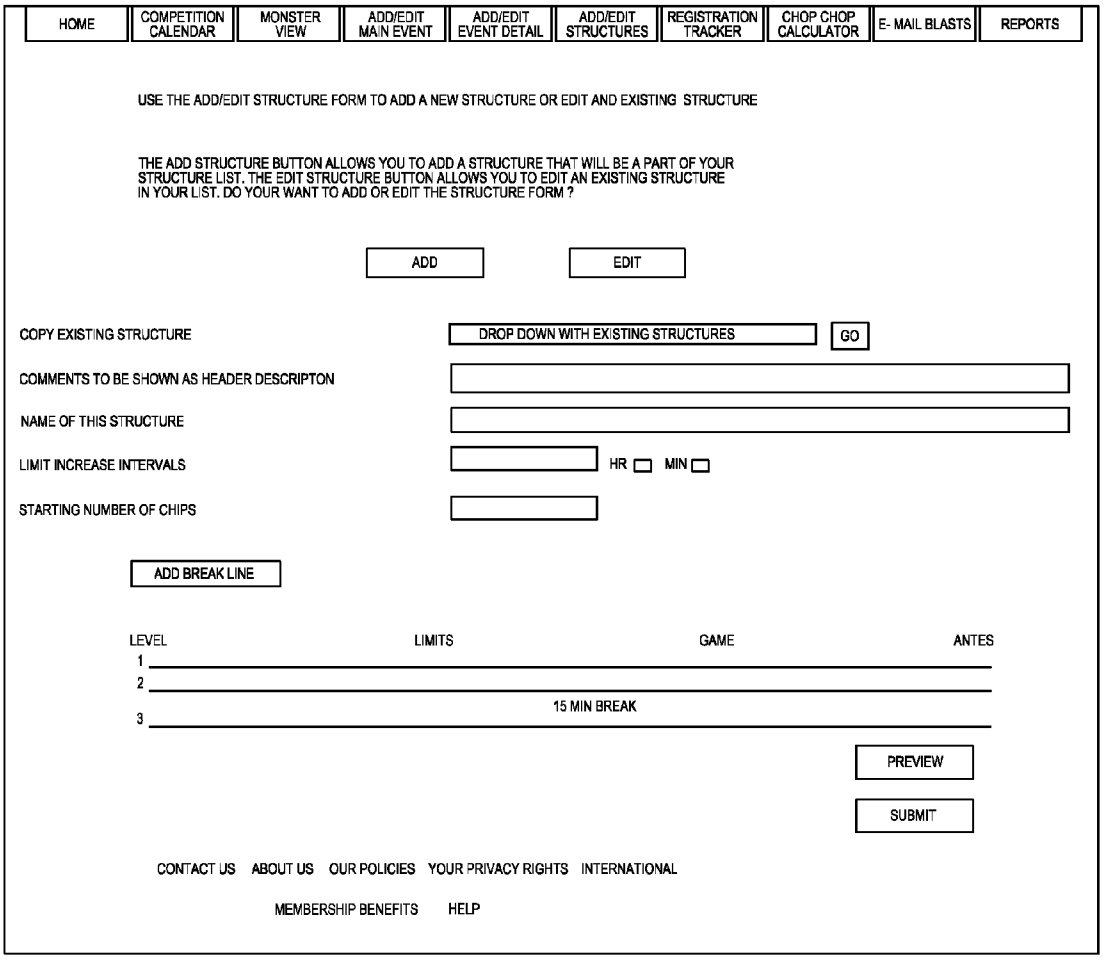

HOME
COMPETITION CALENDAR
MONSTER VIEW
ADD/EDIT MAIN EVENT
ADD/EDIT EVENT DETAIL
ADD/EDIT STRUCTURES
REGISTRATION TRACKER
CHOP CHOP CALCULATOR
E- MAIL BLASTS
REPORTS
USE THE ADD/EDIT STRUCTURE FORM TO ADD A NEW STRUCTURE OR EDIT AND EXISTING STRUCTURE
THE ADD STRUCTURE BUTTON ALLOWS YOU TO ADD A STRUCTURE THAT WILL BE A PART OF YOUR STRUCTURE LIST. THE EDIT STRUCTURE BUTTON ALLOWS YOU TO EDIT AN EXISTING STRUCTURE IN YOUR LIST. DO YOUR WANT TO ADD OR EDIT THE STRUCTURE FORM ?
ADD
EDIT
COPY EXISTING STRUCTURE
DROP DOWN WITH EXISTING STRUCTURES
GO
COMMENTS TO BE SHOWN AS HEADER DESCRIPTON
NAME OF THIS STRUCTURE
LIMIT INCREASE INTERVALS
HR
MIN
STARTING NUMBER OF CHIPS
ADD BREAK LINE
LEVEL
LIMITS
GAME
ANTES
1
2
15 MIN BREAK
3
PREVIEW
SUBMIT
CONTACT US
ABOUT US
OUR POLICIES
YOUR PRIVACY RIGHTS
INTERNATIONAL
MEMBERSHIP BENEFITS
HELP

FIG. 11

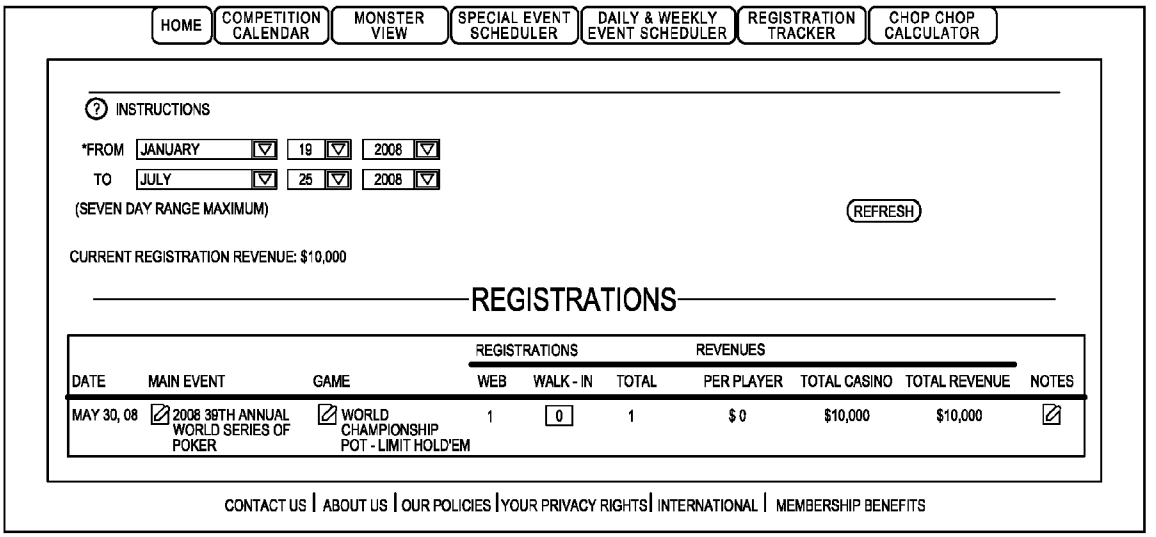

HOME
COMPETITION CALENDAR
MONSTER VIEW
SPECIAL EVENT SCHEDULER
DAILY & WEEKLY EVENT SCHEDULER
REGISTRATION TRACKER
CHOP CHOP CALCULATOR
INSTRUCTIONS
*FROM JANUARY 19 2008
TO JULY 25 2008
(SEVEN DAY RANGE MAXIMUM)
REFRESH
CURRENT REGISTRATION REVENUE: $10,000
REGISTRATIONS
REGISTRATIONS
REVENUES
DATE
MAIN EVENT
GAME
WEB
WALK - IN
TOTAL
PER PLAYER
TOTAL CASINO
TOTAL REVENUE
NOTES
MAY 30, 08
2008 39TH ANNUAL WORLD SERIES OF POKER
WORLD CHAMPIONSHIP POT - LIMIT HOLD'EM
1
0
1
$ 0
$10,000
$10,000
CONTACT US | ABOUT US | OUR POLICIES | YOUR PRIVACY RIGHTS | INTERNATIONAL | MEMBERSHIP BENEFITS

FIG. 12

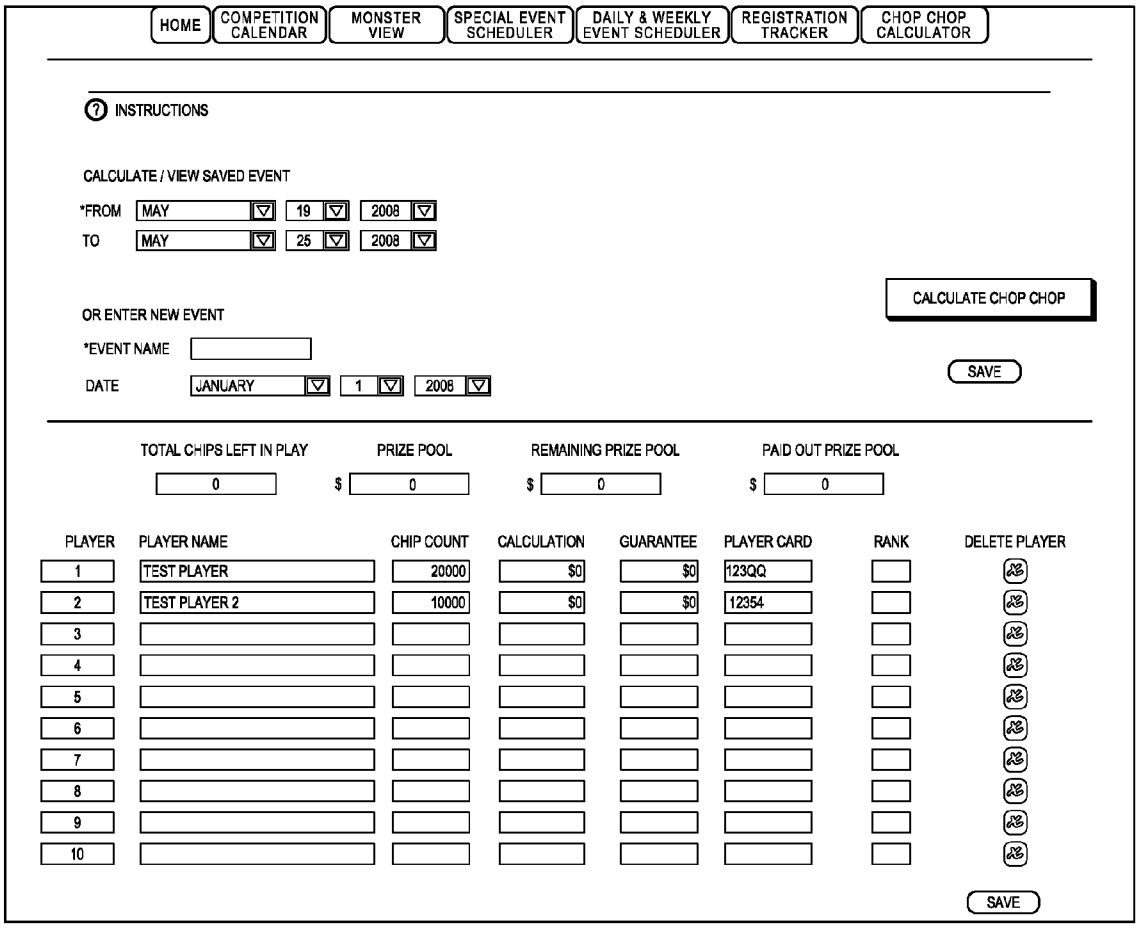

HOME
COMPETITION CALENDAR
MONSTER VIEW
SPECIAL EVENT SCHEDULER
DAILY & WEEKLY EVENT SCHEDULER
REGISTRATION TRACKER
CHOP CHOP CALCULATOR
INSTRUCTIONS
CALCULATE / VIEW SAVED EVENT
*FROM MAY 19 2008
TO MAY 25 2008
CALCULATE CHOP CHOP
OR ENTER NEW EVENT
*EVENT NAME
DATE JANUARY 1 2008
SAVE
TOTAL CHIPS LEFT IN PLAY
PRIZE POOL
REMAINING PRIZE POOL
PAID OUT PRIZE POOL
0
$ 0
$ 0
$ 0
PLAYER
PLAYER NAME
CHIP COUNT
CALCULATION
GUARANTEE
PLAYER CARD
RANK
DELETE PLAYER
1 TEST PLAYER 20000 $0 $0 123QQ
2 TEST PLAYER 2 10000 $0 $0 12354
3
4
5
6
7
8
9
10
SAVE

FIG. 13


HOME
COMPETITION CALENDAR
MONSTER VIEW
SPECIAL EVENT SCHEDULER
DAILY & WEEKLY EVENT SCHEDULER
REGISTRATION TRACKER
CASINO DETAILS
COMMERCE CASINO
HTTP://WWW.COMMERCECASINO.COM/
6131 EAST TELEGRAPH ROAD
COMMERCE, CA 90040
US
CASINO CONTACT PERSON:
SHIFT MANAGER
CONTACT EMAIL:
CASINO@COMMERCECASINO.NET
POKER ROOM PHONE NUMBER:
1 (323) 721 - 2100
CURRENCY:
USD
TIME ZONE:
PST
SMOKING:
NO
MINIMUM AGE:
21
DRESS CODE:
CASUAL
HOURS OF OPERATION:
24 HOURS 7 DAYS A WEEK
ENTRANCE REQUIREMENTS:
NO SHOES NO SHIRT NO SERVICE - TANK TOPS NOT ALLOWED
CONTACT US | ABOUT US | OUR POLICIES | YOUR PRIVACY RIGHTS | INTERNATIONAL | MEMBERSHIP BENEFITS

FIG. 14

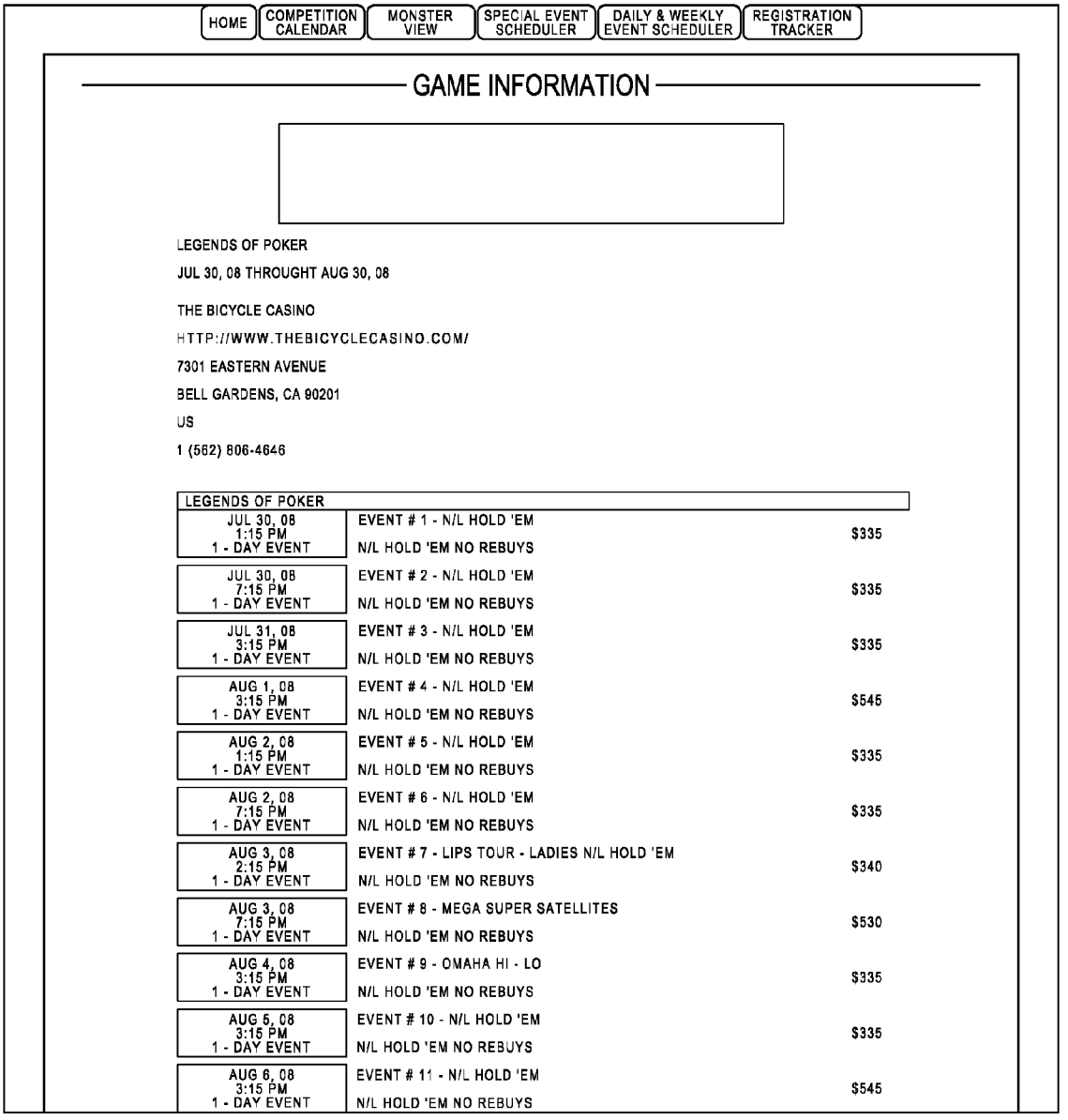

HOME
COMPETITION CALENDAR
MONSTER VIEW
SPECIAL EVENT SCHEDULER
DAILY & WEEKLY EVENT SCHEDULER
REGISTRATION TRACKER
GAME INFORMATION
LEGENDS OF POKER
JUL 30, 08 THROUGHT AUG 30, 08
THE BICYCLE CASINO
HTTP://WWW.THEBICYCLECASINO.COM/
7301 EASTERN AVENUE
BELL GARDENS, CA 90201
US
1 (562) 806-4646
LEGENDS OF POKER
JUL 30, 08 1:15 PM 1 - DAY EVENT
EVENT # 1 - N/L HOLD 'EM
N/L HOLD 'EM NO REBUYS
$335
JUL 30, 08 7:15 PM 1 - DAY EVENT
EVENT # 2 - N/L HOLD 'EM
N/L HOLD 'EM NO REBUYS
$335
JUL 31, 08 3:15 PM 1 - DAY EVENT
EVENT # 3 - N/L HOLD 'EM
N/L HOLD 'EM NO REBUYS
$335
AUG 1, 08 3:15 PM 1 - DAY EVENT
EVENT # 4 - N/L HOLD 'EM
N/L HOLD 'EM NO REBUYS
$545
AUG 2, 08 1:15 PM 1 - DAY EVENT
EVENT # 5 - N/L HOLD 'EM
N/L HOLD 'EM NO REBUYS
$335
AUG 2, 08 7:15 PM 1 - DAY EVENT
EVENT # 6 - N/L HOLD 'EM
N/L HOLD 'EM NO REBUYS
$335
AUG 3, 08 2:15 PM 1 - DAY EVENT
EVENT # 7 - LIPS TOUR - LADIES N/L HOLD 'EM
N/L HOLD 'EM NO REBUYS
$340
AUG 3, 08 7:15 PM 1 - DAY EVENT
EVENT # 8 - MEGA SUPER SATELLITES
N/L HOLD 'EM NO REBUYS
$530
AUG 4, 08 3:15 PM 1 - DAY EVENT
EVENT # 9 - OMAHA HI - LO
N/L HOLD 'EM NO REBUYS
$335
AUG 5, 08 3:15 PM 1 - DAY EVENT
EVENT # 10 - N/L HOLD 'EM
N/L HOLD 'EM NO REBUYS
$335
AUG 6, 08 3:15 PM 1 - DAY EVENT
EVENT # 11 - N/L HOLD 'EM
N/L HOLD 'EM NO REBUYS
$545

FIG. 15

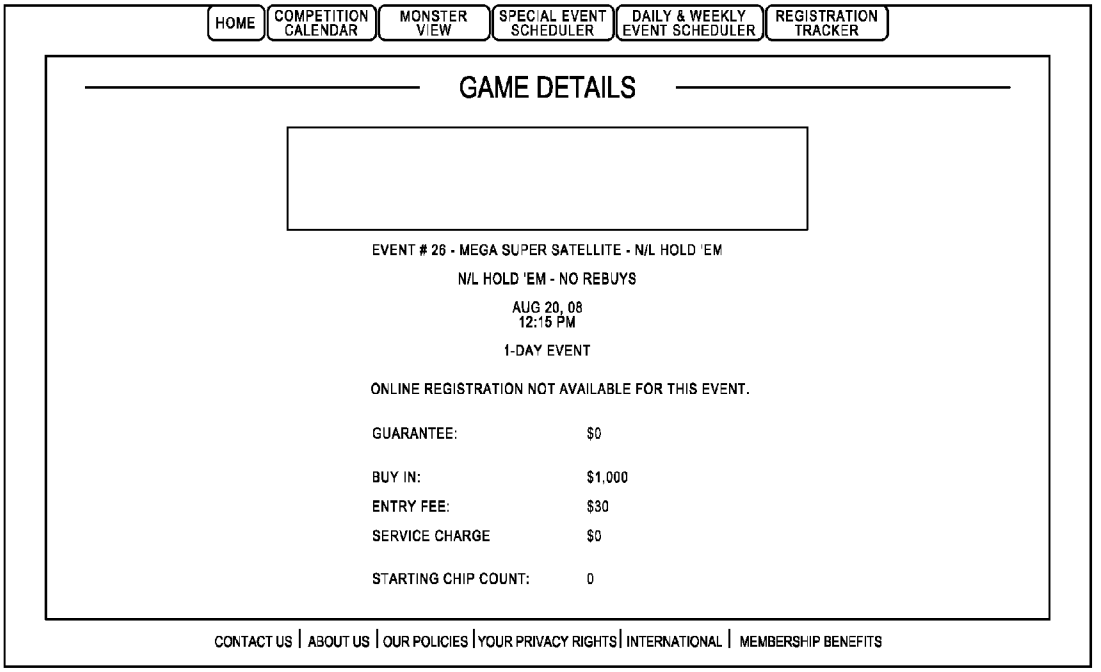

HOME
COMPETITION CALENDAR
MONSTER VIEW
SPECIAL EVENT SCHEDULER
DAILY & WEEKLY EVENT SCHEDULER
REGISTRATION TRACKER
GAME DETAILS
EVENT # 26 - MEGA SUPER SATELLITE - N/L HOLD 'EM
N/L HOLD 'EM - NO REBUYS
AUG 20, 08
12:15 PM
1-DAY EVENT
ONLINE REGISTRATION NOT AVAILABLE FOR THIS EVENT.
GUARANTEE: $0
BUY IN: $1,000
ENTRY FEE: $30
SERVICE CHARGE $0
STARTING CHIP COUNT: 0
CONTACT US | ABOUT US | OUR POLICIES | YOUR PRIVACY RIGHTS | INTERNATIONAL | MEMBERSHIP BENEFITS

FIG. 16

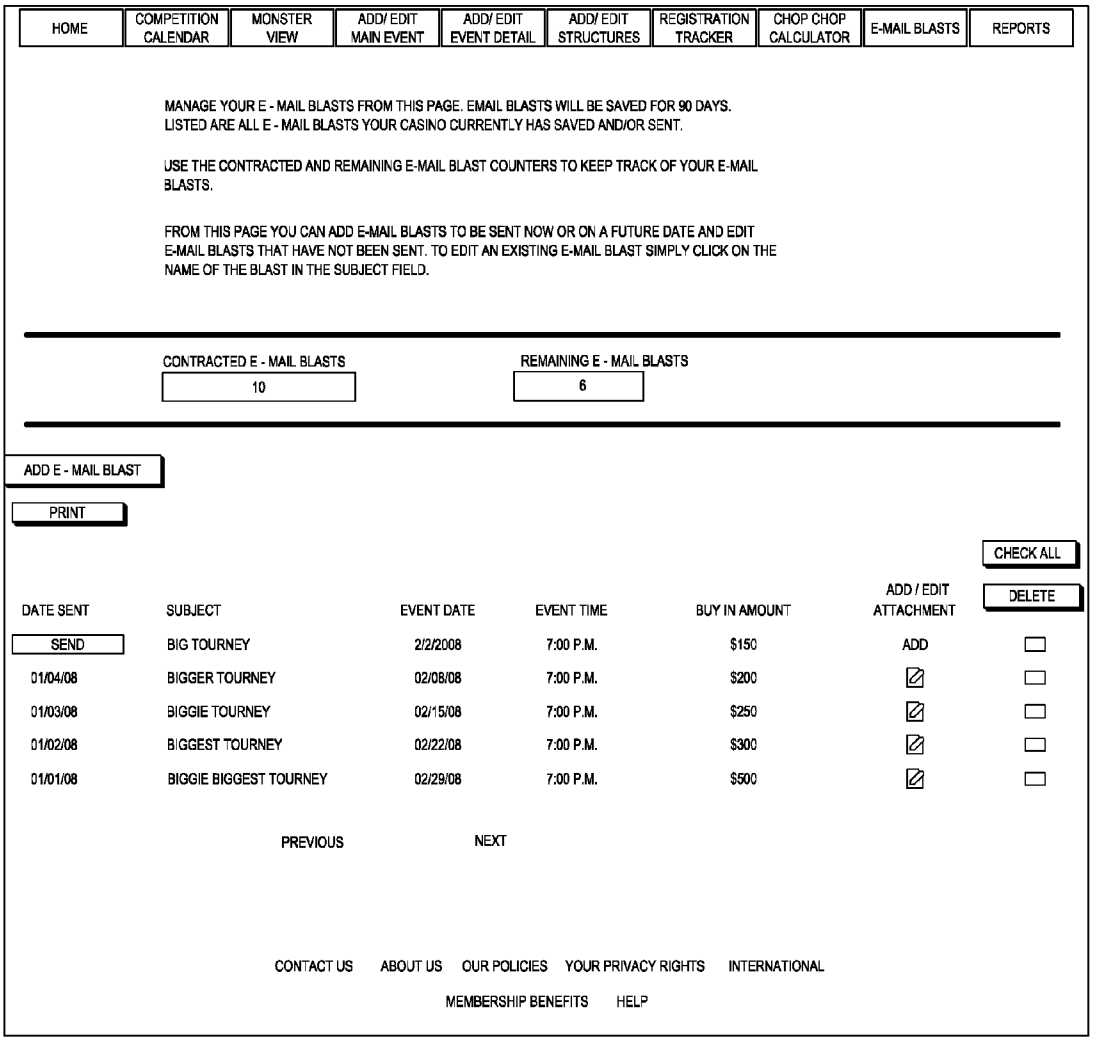

HOME
COMPETITION CALENDAR
MONSTER VIEW
ADD/ EDIT MAIN EVENT
ADD/ EDIT EVENT DETAIL
ADD/ EDIT STRUCTURES
REGISTRATION TRACKER
CHOP CHOP CALCULATOR
E-MAIL BLASTS
REPORTS
MANAGE YOUR E - MAIL BLASTS FROM THIS PAGE. EMAIL BLASTS WILL BE SAVED FOR 90 DAYS. LISTED ARE ALL E - MAIL BLASTS YOUR CASINO CURRENTLY HAS SAVED AND/OR SENT.
USE THE CONTRACTED AND REMAINING E-MAIL BLAST COUNTERS TO KEEP TRACK OF YOUR E-MAIL BLASTS.
FROM THIS PAGE YOU CAN ADD E-MAIL BLASTS TO BE SENT NOW OR ON A FUTURE DATE AND EDIT E-MAIL BLASTS THAT HAVE NOT BEEN SENT. TO EDIT AN EXISTING E-MAIL BLAST SIMPLY CLICK ON THE NAME OF THE BLAST IN THE SUBJECT FIELD.
CONTRACTED E - MAIL BLASTS
10
REMAINING E - MAIL BLASTS
6
ADD E - MAIL BLAST
PRINT
CHECK ALL
DELETE
DATE SENT
SUBJECT
EVENT DATE
EVENT TIME
BUY IN AMOUNT
ADD / EDIT ATTACHMENT
SEND
BIG TOURNEY
2/2/2008
7:00 P.M.
$150
ADD
01/04/08
BIGGER TOURNEY
02/08/08
7:00 P.M.
$200
01/03/08
BIGGIE TOURNEY
02/15/08
7:00 P.M.
$250
01/02/08
BIGGEST TOURNEY
02/22/08
7:00 P.M.
$300
01/01/08
BIGGIE BIGGEST TOURNEY
02/29/08
7:00 P.M.
$500
PREVIOUS
NEXT
CONTACT US
ABOUT US
OUR POLICIES
YOUR PRIVACY RIGHTS
INTERNATIONAL
MEMBERSHIP BENEFITS
HELP

FIG. 17

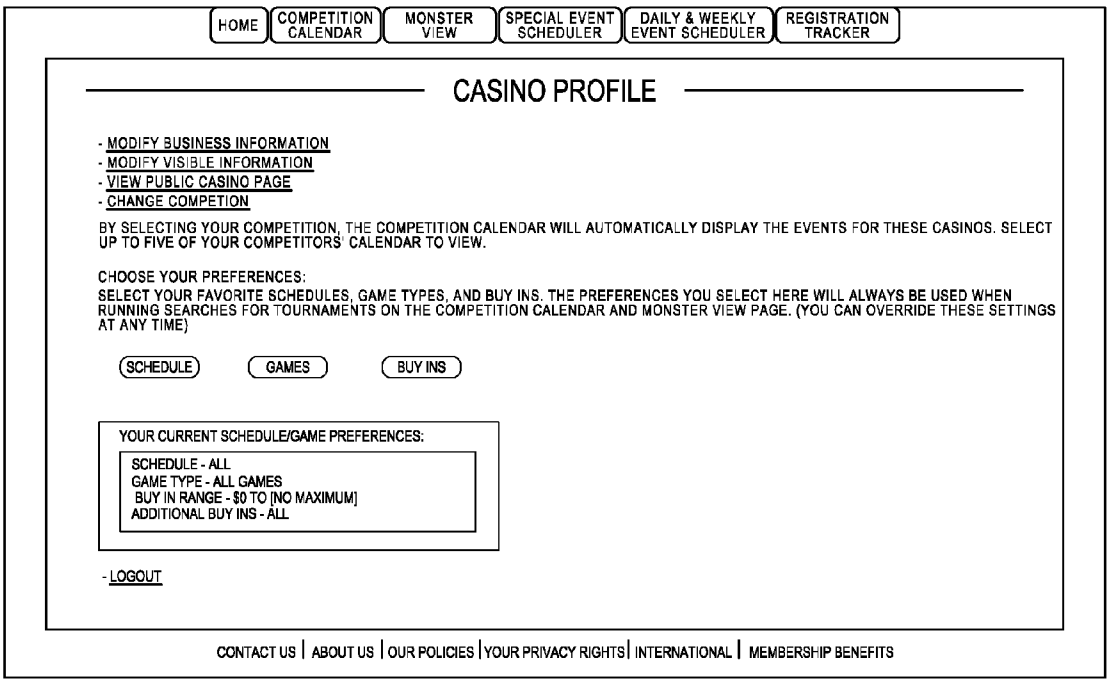

HOME
COMPETITION CALENDAR
MONSTER VIEW
SPECIAL EVENT SCHEDULER
DAILY & WEEKLY EVENT SCHEDULER
REGISTRATION TRACKER
CASINO PROFILE
- MODIFY BUSINESS INFORMATION
- MODIFY VISIBLE INFORMATION
- VIEW PUBLIC CASINO PAGE
- CHANGE COMPETION
BY SELECTING YOUR COMPETITION, THE COMPETITION CALENDAR WILL AUTOMATICALLY DISPLAY THE EVENTS FOR THESE CASINOS. SELECT UP TO FIVE OF YOUR COMPETITORS' CALENDAR TO VIEW.
CHOOSE YOUR PREFERENCES:
SELECT YOUR FAVORITE SCHEDULES, GAME TYPES, AND BUY INS. THE PREFERENCES YOU SELECT HERE WILL ALWAYS BE USED WHEN RUNNING SEARCHES FOR TOURNAMENTS ON THE COMPETITION CALENDAR AND MONSTER VIEW PAGE. (YOU CAN OVERRIDE THESE SETTINGS AT ANY TIME)
SCHEDULE
GAMES
BUY INS
YOUR CURRENT SCHEDULE/GAME PREFERENCES:
SCHEDULE - ALL
GAME TYPE - ALL GAMES
BUY IN RANGE - $0 TO [NO MAXIMUM]
ADDITIONAL BUY INS - ALL
- LOGOUT
CONTACT US | ABOUT US | OUR POLICIES | YOUR PRIVACY RIGHTS | INTERNATIONAL | MEMBERSHIP BENEFITS

FIG. 18

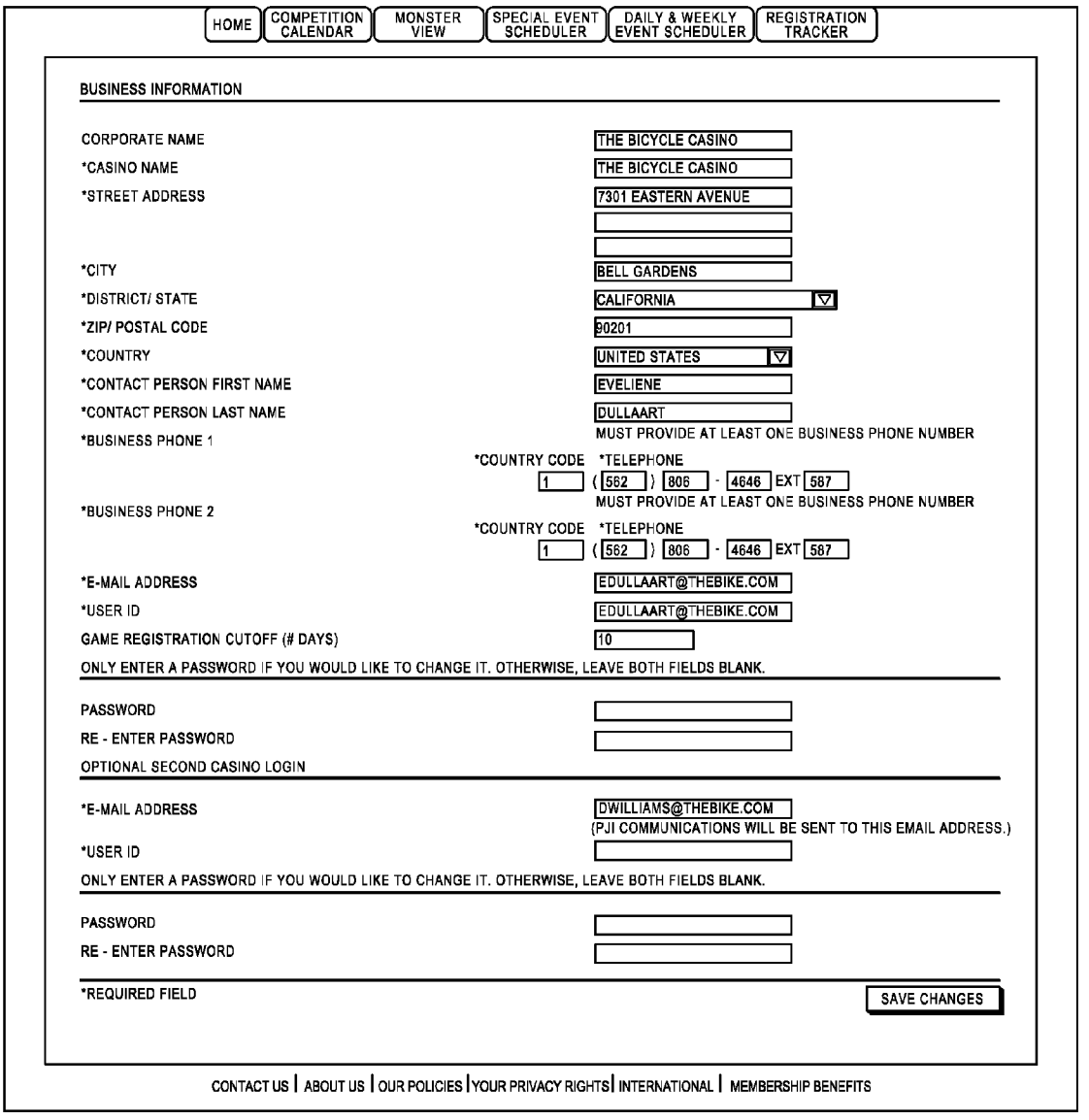

HOME
COMPETITION CALENDAR
MONSTER VIEW
SPECIAL EVENT SCHEDULER
DAILY & WEEKLY EVENT SCHEDULER
REGISTRATION TRACKER
BUSINESS INFORMATION
CORPORATE NAME
THE BICYCLE CASINO
*CASINO NAME
THE BICYCLE CASINO
*STREET ADDRESS
7301 EASTERN AVENUE
*CITY
BELL GARDENS
*DISTRICT/ STATE
CALIFORNIA
*ZIP/ POSTAL CODE
90201
*COUNTRY
UNITED STATES
*CONTACT PERSON FIRST NAME
EVELIENE
*CONTACT PERSON LAST NAME
DULLAART
*BUSINESS PHONE 1
MUST PROVIDE AT LEAST ONE BUSINESS PHONE NUMBER
*COUNTRY CODE
*TELEPHONE
1
(562) 806 - 4646 EXT 587
MUST PROVIDE AT LEAST ONE BUSINESS PHONE NUMBER
*BUSINESS PHONE 2
*COUNTRY CODE
*TELEPHONE
1
(562) 806 - 4646 EXT 587
*E-MAIL ADDRESS
EDULLAART@THEBIKE.COM
*USER ID
EDULLAART@THEBIKE.COM
GAME REGISTRATION CUTOFF (# DAYS)
10
ONLY ENTER A PASSWORD IF YOU WOULD LIKE TO CHANGE IT. OTHERWISE, LEAVE BOTH FIELDS BLANK.
PASSWORD
RE - ENTER PASSWORD
OPTIONAL SECOND CASINO LOGIN
*E-MAIL ADDRESS
DWILLIAMS@THEBIKE.COM
(PJI COMMUNICATIONS WILL BE SENT TO THIS EMAIL ADDRESS.)
*USER ID
ONLY ENTER A PASSWORD IF YOU WOULD LIKE TO CHANGE IT. OTHERWISE, LEAVE BOTH FIELDS BLANK.
PASSWORD
RE - ENTER PASSWORD
*REQUIRED FIELD
SAVE CHANGES
CONTACT US | ABOUT US | OUR POLICIES | YOUR PRIVACY RIGHTS | INTERNATIONAL | MEMBERSHIP BENEFITS

FIG. 19

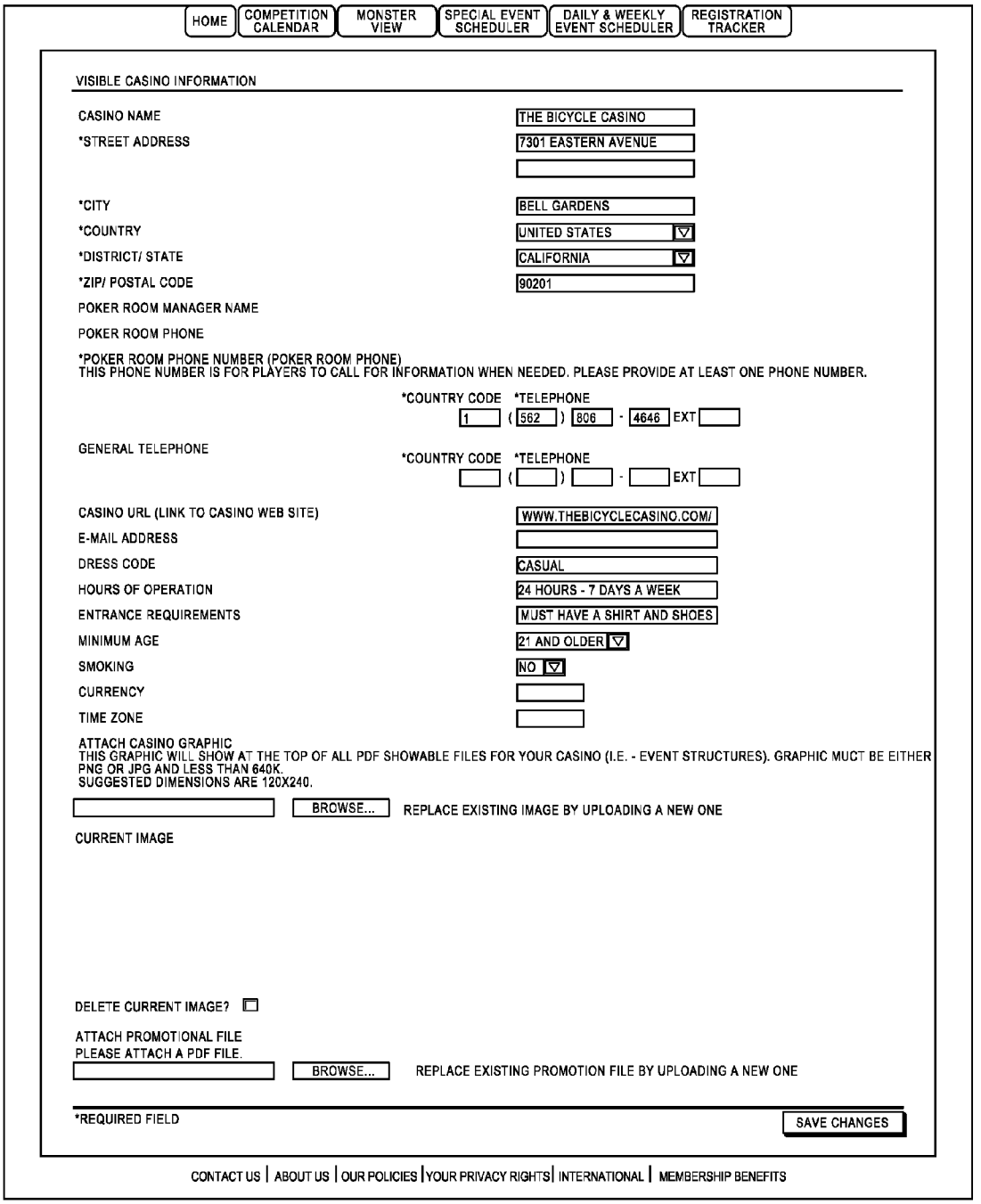

HOME
COMPETITION CALENDAR
MONSTER VIEW
SPECIAL EVENT SCHEDULER
DAILY & WEEKLY EVENT SCHEDULER
REGISTRATION TRACKER
VISIBLE CASINO INFORMATION
CASINO NAME
THE BICYCLE CASINO
*STREET ADDRESS
7301 EASTERN AVENUE
*CITY
BELL GARDENS
*COUNTRY
UNITED STATES
*DISTRICT/ STATE
CALIFORNIA
*ZIP/ POSTAL CODE
90201
POKER ROOM MANAGER NAME
POKER ROOM PHONE
*POKER ROOM PHONE NUMBER (POKER ROOM PHONE)
THIS PHONE NUMBER IS FOR PLAYERS TO CALL FOR INFORMATION WHEN NEEDED. PLEASE PROVIDE AT LEAST ONE PHONE NUMBER.
*COUNTRY CODE *TELEPHONE
1 (562) 806 - 4646 EXT
GENERAL TELEPHONE
*COUNTRY CODE *TELEPHONE
( ) - EXT
CASINO URL (LINK TO CASINO WEB SITE)
WWW.THEBICYCLECASINO.COM/
E-MAIL ADDRESS
DRESS CODE
CASUAL
HOURS OF OPERATION
24 HOURS - 7 DAYS A WEEK
ENTRANCE REQUIREMENTS
MUST HAVE A SHIRT AND SHOES
MINIMUM AGE
21 AND OLDER
SMOKING
NO
CURRENCY
TIME ZONE
ATTACH CASINO GRAPHIC
THIS GRAPHIC WILL SHOW AT THE TOP OF ALL PDF SHOWABLE FILES FOR YOUR CASINO (I.E. - EVENT STRUCTURES). GRAPHIC MUCT BE EITHER PNG OR JPG AND LESS THAN 640K.
SUGGESTED DIMENSIONS ARE 120X240.
BROWSE...
REPLACE EXISTING IMAGE BY UPLOADING A NEW ONE
CURRENT IMAGE
DELETE CURRENT IMAGE?
ATTACH PROMOTIONAL FILE
PLEASE ATTACH A PDF FILE.
BROWSE...
REPLACE EXISTING PROMOTION FILE BY UPLOADING A NEW ONE
*REQUIRED FIELD
SAVE CHANGES
CONTACT US | ABOUT US | OUR POLICIES | YOUR PRIVACY RIGHTS | INTERNATIONAL | MEMBERSHIP BENEFITS

FIG. 20

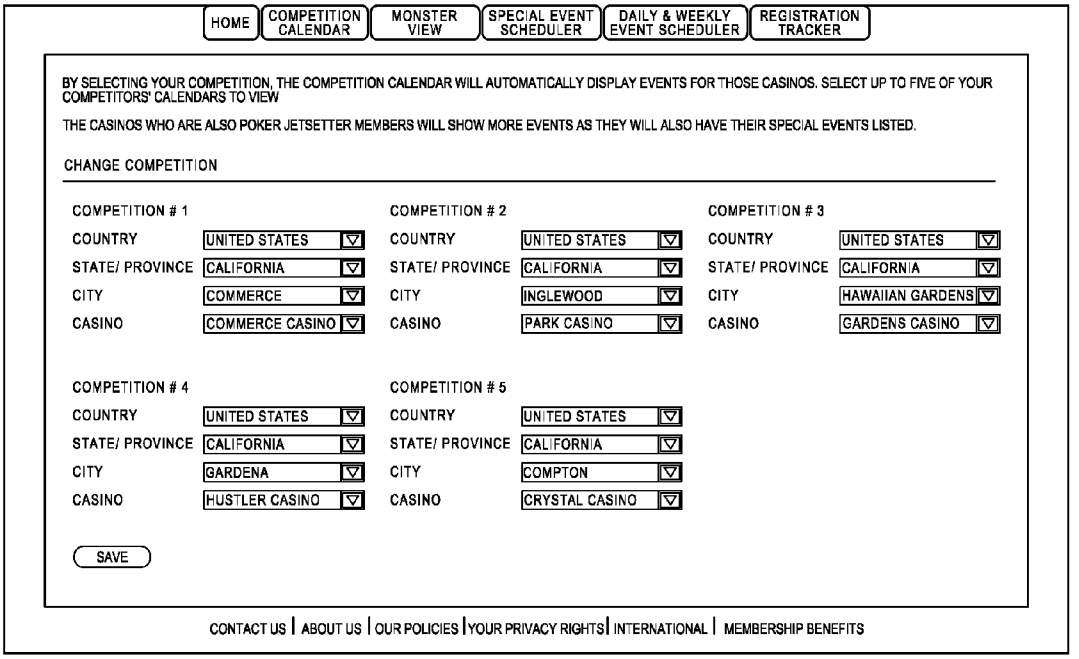

HOME
COMPETITION CALENDAR
MONSTER VIEW
SPECIAL EVENT SCHEDULER
DAILY & WEEKLY EVENT SCHEDULER
REGISTRATION TRACKER
BY SELECTING YOUR COMPETITION, THE COMPETITION CALENDAR WILL AUTOMATICALLY DISPLAY EVENTS FOR THOSE CASINOS. SELECT UP TO FIVE OF YOUR COMPETITORS' CALENDARS TO VIEW
THE CASINOS WHO ARE ALSO POKER JETSETTER MEMBERS WILL SHOW MORE EVENTS AS THEY WILL ALSO HAVE THEIR SPECIAL EVENTS LISTED.
CHANGE COMPETITION
COMPETITION # 1
COUNTRY UNITED STATES
STATE/ PROVINCE CALIFORNIA
CITY COMMERCE
CASINO COMMERCE CASINO
COMPETITION # 2
COUNTRY UNITED STATES
STATE/ PROVINCE CALIFORNIA
CITY INGLEWOOD
CASINO PARK CASINO
COMPETITION # 3
COUNTRY UNITED STATES
STATE/ PROVINCE CALIFORNIA
CITY HAWAIIAN GARDENS
CASINO GARDENS CASINO
COMPETITION # 4
COUNTRY UNITED STATES
STATE/ PROVINCE CALIFORNIA
CITY GARDENA
CASINO HUSTLER CASINO
COMPETITION # 5
COUNTRY UNITED STATES
STATE/ PROVINCE CALIFORNIA
CITY COMPTON
CASINO CRYSTAL CASINO
SAVE
CONTACT US | ABOUT US | OUR POLICIES | YOUR PRIVACY RIGHTS | INTERNATIONAL | MEMBERSHIP BENEFITS

FIG. 21

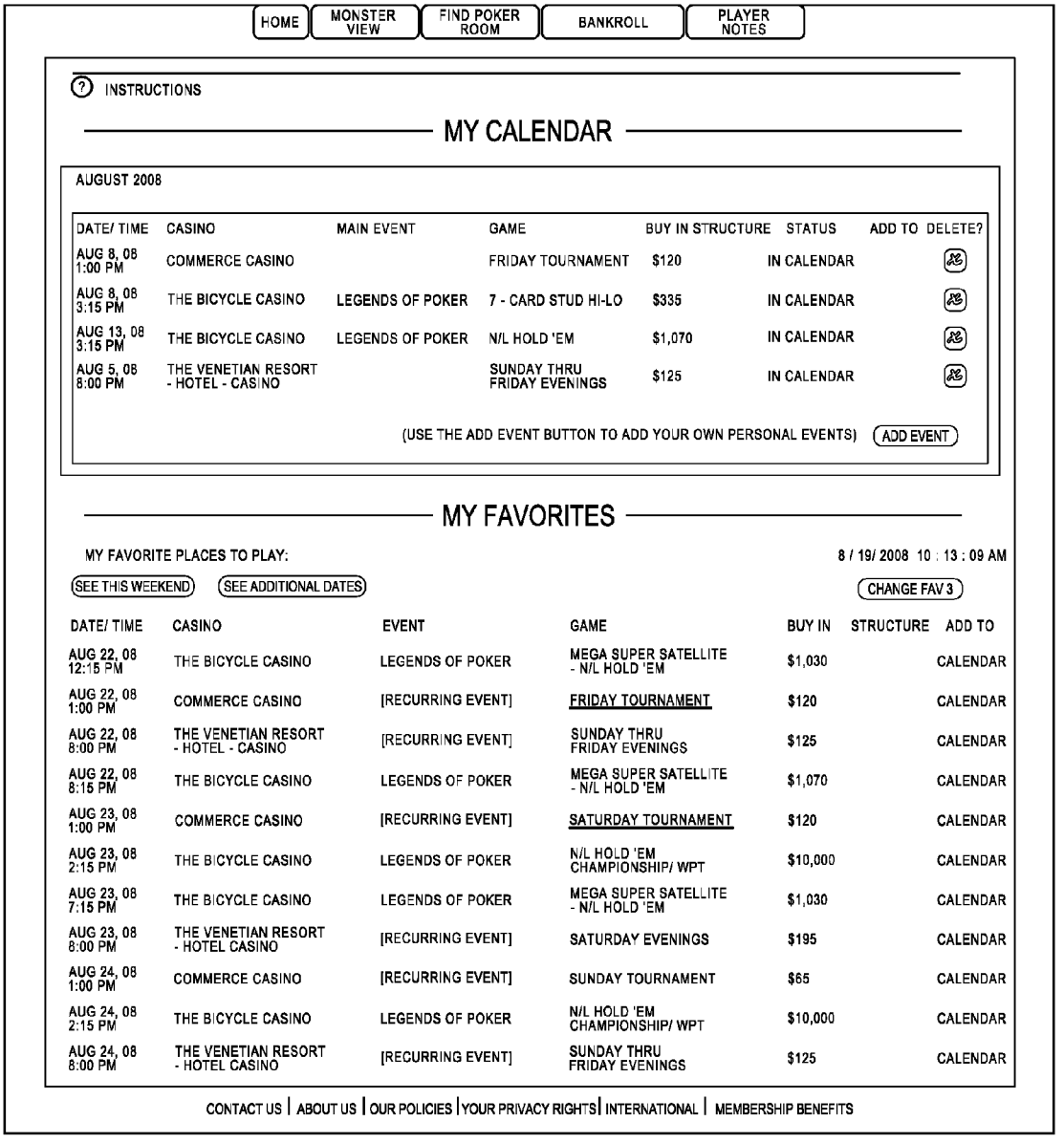

HOME
MONSTER VIEW
FIND POKER ROOM
BANKROLL
PLAYER NOTES
INSTRUCTIONS
MY CALENDAR
AUGUST 2008
DATE/ TIME | CASINO | MAIN EVENT | GAME | BUY IN STRUCTURE | STATUS | ADD TO | DELETE?
AUG 8, 08 1:00 PM | COMMERCE CASINO | | FRIDAY TOURNAMENT | $120 | IN CALENDAR
AUG 8, 08 3:15 PM | THE BICYCLE CASINO | LEGENDS OF POKER | 7 - CARD STUD HI-LO | $335 | IN CALENDAR
AUG 13, 08 3:15 PM | THE BICYCLE CASINO | LEGENDS OF POKER | N/L HOLD 'EM | $1,070 | IN CALENDAR
AUG 5, 08 8:00 PM | THE VENETIAN RESORT - HOTEL - CASINO | | SUNDAY THRU FRIDAY EVENINGS | $125 | IN CALENDAR
(USE THE ADD EVENT BUTTON TO ADD YOUR OWN PERSONAL EVENTS)
ADD EVENT
MY FAVORITES
MY FAVORITE PLACES TO PLAY:
8 / 19/ 2008 10 : 13 : 09 AM
SEE THIS WEEKEND
SEE ADDITIONAL DATES
CHANGE FAV 3
DATE/ TIME | CASINO | EVENT | GAME | BUY IN | STRUCTURE | ADD TO
AUG 22, 08 12:15 PM | THE BICYCLE CASINO | LEGENDS OF POKER | MEGA SUPER SATELLITE - N/L HOLD 'EM | $1,030 | CALENDAR
AUG 22, 08 1:00 PM | COMMERCE CASINO | [RECURRING EVENT] | FRIDAY TOURNAMENT | $120 | CALENDAR
AUG 22, 08 8:00 PM | THE VENETIAN RESORT - HOTEL - CASINO | [RECURRING EVENT] | SUNDAY THRU FRIDAY EVENINGS | $125 | CALENDAR
AUG 22, 08 8:15 PM | THE BICYCLE CASINO | LEGENDS OF POKER | MEGA SUPER SATELLITE - N/L HOLD 'EM | $1,070 | CALENDAR
AUG 23, 08 1:00 PM | COMMERCE CASINO | [RECURRING EVENT] | SATURDAY TOURNAMENT | $120 | CALENDAR
AUG 23, 08 2:15 PM | THE BICYCLE CASINO | LEGENDS OF POKER | N/L HOLD 'EM CHAMPIONSHIP/ WPT | $10,000 | CALENDAR
AUG 23, 08 7:15 PM | THE BICYCLE CASINO | LEGENDS OF POKER | MEGA SUPER SATELLITE - N/L HOLD 'EM | $1,030 | CALENDAR
AUG 23, 08 8:00 PM | THE VENETIAN RESORT - HOTEL CASINO | [RECURRING EVENT] | SATURDAY EVENINGS | $195 | CALENDAR
AUG 24, 08 1:00 PM | COMMERCE CASINO | [RECURRING EVENT] | SUNDAY TOURNAMENT | $65 | CALENDAR
AUG 24, 08 2:15 PM | THE BICYCLE CASINO | LEGENDS OF POKER | N/L HOLD 'EM CHAMPIONSHIP/ WPT | $10,000 | CALENDAR
AUG 24, 08 8:00 PM | THE VENETIAN RESORT - HOTEL CASINO | [RECURRING EVENT] | SUNDAY THRU FRIDAY EVENINGS | $125 | CALENDAR
CONTACT US | ABOUT US | OUR POLICIES | YOUR PRIVACY RIGHTS | INTERNATIONAL | MEMBERSHIP BENEFITS

FIG. 22

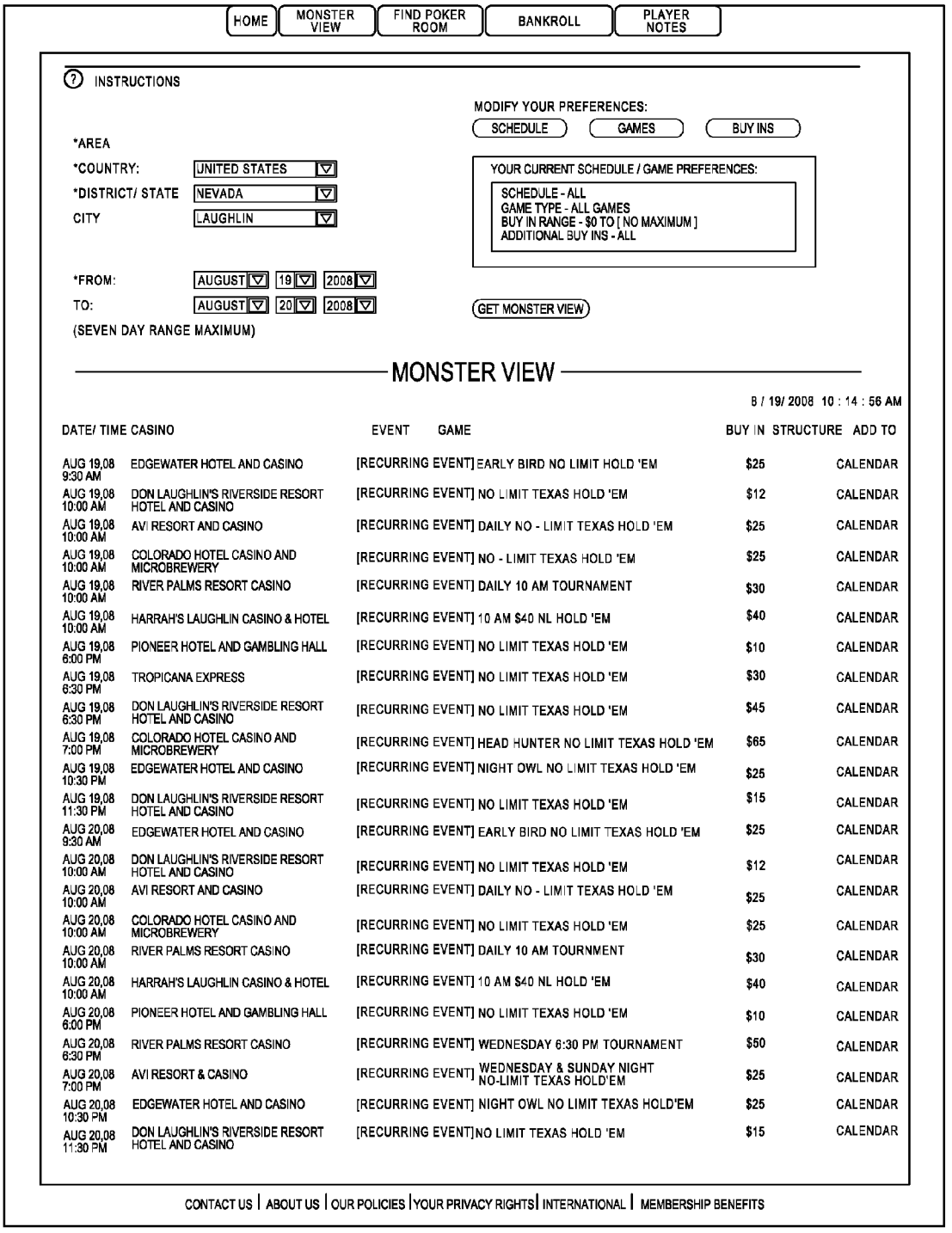

HOME
MONSTER VIEW
FIND POKER ROOM
BANKROLL
PLAYER NOTES
INSTRUCTIONS
MODIFY YOUR PREFERENCES:
SCHEDULE
GAMES
BUY INS
*AREA
*COUNTRY: UNITED STATES
*DISTRICT/ STATE NEVADA
CITY LAUGHLIN
YOUR CURRENT SCHEDULE / GAME PREFERENCES:
SCHEDULE - ALL
GAME TYPE - ALL GAMES
BUY IN RANGE - $0 TO [NO MAXIMUM]
ADDITIONAL BUY INS - ALL
*FROM: AUGUST 19 2008
TO: AUGUST 20 2008
(SEVEN DAY RANGE MAXIMUM)
GET MONSTER VIEW
MONSTER VIEW
8 / 19/ 2008 10 : 14 : 56 AM
DATE/ TIME CASINO EVENT GAME BUY IN STRUCTURE ADD TO
AUG 19,08 9:30 AM EDGEWATER HOTEL AND CASINO [RECURRING EVENT] EARLY BIRD NO LIMIT HOLD 'EM $25 CALENDAR
AUG 19,08 10:00 AM DON LAUGHLIN'S RIVERSIDE RESORT HOTEL AND CASINO [RECURRING EVENT] NO LIMIT TEXAS HOLD 'EM $12 CALENDAR
AUG 19,08 10:00 AM AVI RESORT AND CASINO [RECURRING EVENT] DAILY NO - LIMIT TEXAS HOLD 'EM $25 CALENDAR
AUG 19,08 10:00 AM COLORADO HOTEL CASINO AND MICROBREWERY [RECURRING EVENT] NO - LIMIT TEXAS HOLD 'EM $25 CALENDAR
AUG 19,08 10:00 AM RIVER PALMS RESORT CASINO [RECURRING EVENT] DAILY 10 AM TOURNAMENT $30 CALENDAR
AUG 19,08 10:00 AM HARRAH'S LAUGHLIN CASINO & HOTEL [RECURRING EVENT] 10 AM $40 NL HOLD 'EM $40 CALENDAR
AUG 19,08 6:00 PM PIONEER HOTEL AND GAMBLING HALL [RECURRING EVENT] NO LIMIT TEXAS HOLD 'EM $10 CALENDAR
AUG 19,08 6:30 PM TROPICANA EXPRESS [RECURRING EVENT] NO LIMIT TEXAS HOLD 'EM $30 CALENDAR
AUG 19,08 6:30 PM DON LAUGHLIN'S RIVERSIDE RESORT HOTEL AND CASINO [RECURRING EVENT] NO LIMIT TEXAS HOLD 'EM $45 CALENDAR
AUG 19,08 7:00 PM COLORADO HOTEL CASINO AND MICROBREWERY [RECURRING EVENT] HEAD HUNTER NO LIMIT TEXAS HOLD 'EM $65 CALENDAR
AUG 19,08 10:30 PM EDGEWATER HOTEL AND CASINO [RECURRING EVENT] NIGHT OWL NO LIMIT TEXAS HOLD 'EM $25 CALENDAR
AUG 19,08 11:30 PM DON LAUGHLIN'S RIVERSIDE RESORT HOTEL AND CASINO [RECURRING EVENT] NO LIMIT TEXAS HOLD 'EM $15 CALENDAR
AUG 20,08 9:30 AM EDGEWATER HOTEL AND CASINO [RECURRING EVENT] EARLY BIRD NO LIMIT TEXAS HOLD 'EM $25 CALENDAR
AUG 20,08 10:00 AM DON LAUGHLIN'S RIVERSIDE RESORT HOTEL AND CASINO [RECURRING EVENT] NO LIMIT TEXAS HOLD 'EM $12 CALENDAR
AUG 20,08 10:00 AM AVI RESORT AND CASINO [RECURRING EVENT] DAILY NO - LIMIT TEXAS HOLD 'EM $25 CALENDAR
AUG 20,08 10:00 AM COLORADO HOTEL CASINO AND MICROBREWERY [RECURRING EVENT] NO LIMIT TEXAS HOLD 'EM $25 CALENDAR
AUG 20,08 10:00 AM RIVER PALMS RESORT CASINO [RECURRING EVENT] DAILY 10 AM TOURNMENT $30 CALENDAR
AUG 20,08 10:00 AM HARRAH'S LAUGHLIN CASINO & HOTEL [RECURRING EVENT] 10 AM $40 NL HOLD 'EM $40 CALENDAR
AUG 20,08 6:00 PM PIONEER HOTEL AND GAMBLING HALL [RECURRING EVENT] NO LIMIT TEXAS HOLD 'EM $10 CALENDAR
AUG 20,08 6:30 PM RIVER PALMS RESORT CASINO [RECURRING EVENT] WEDNESDAY 6:30 PM TOURNAMENT $50 CALENDAR
AUG 20,08 7:00 PM AVI RESORT & CASINO [RECURRING EVENT] WEDNESDAY & SUNDAY NIGHT NO-LIMIT TEXAS HOLD'EM $25 CALENDAR
AUG 20,08 10:30 PM EDGEWATER HOTEL AND CASINO [RECURRING EVENT] NIGHT OWL NO LIMIT TEXAS HOLD'EM $25 CALENDAR
AUG 20,08 11:30 PM DON LAUGHLIN'S RIVERSIDE RESORT HOTEL AND CASINO [RECURRING EVENT]NO LIMIT TEXAS HOLD 'EM $15 CALENDAR
CONTACT US | ABOUT US | OUR POLICIES | YOUR PRIVACY RIGHTS | INTERNATIONAL | MEMBERSHIP BENEFITS

FIG. 23

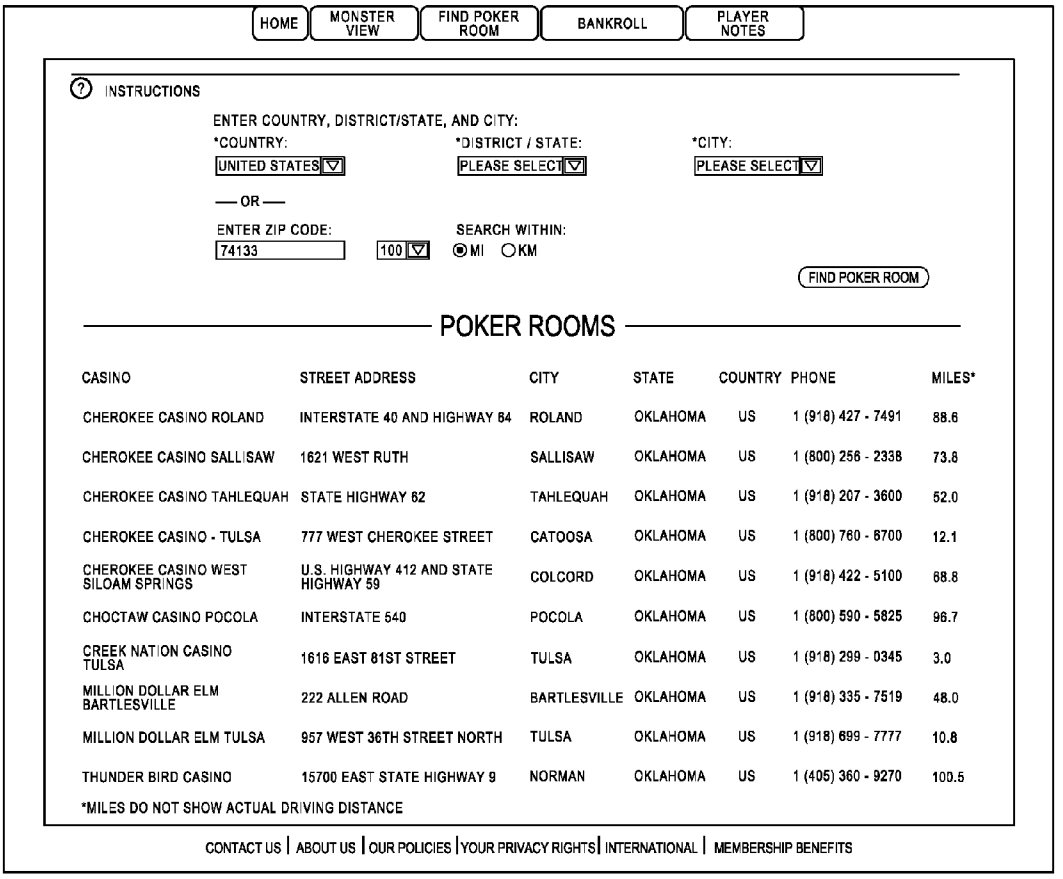

HOME
MONSTER VIEW
FIND POKER ROOM
BANKROLL
PLAYER NOTES
INSTRUCTIONS
ENTER COUNTRY, DISTRICT/STATE, AND CITY:
*COUNTRY:
UNITED STATES
*DISTRICT / STATE:
PLEASE SELECT
*CITY:
PLEASE SELECT
— OR —
ENTER ZIP CODE:
74133
100
SEARCH WITHIN:
MI KM
FIND POKER ROOM
POKER ROOMS
CASINO | STREET ADDRESS | CITY | STATE | COUNTRY | PHONE | MILES*
CHEROKEE CASINO ROLAND | INTERSTATE 40 AND HIGHWAY 64 | ROLAND | OKLAHOMA | US | 1 (918) 427 - 7491 | 88.6
CHEROKEE CASINO SALLISAW | 1621 WEST RUTH | SALLISAW | OKLAHOMA | US | 1 (800) 256 - 2338 | 73.8
CHEROKEE CASINO TAHLEQUAH | STATE HIGHWAY 62 | TAHLEQUAH | OKLAHOMA | US | 1 (918) 207 - 3600 | 52.0
CHEROKEE CASINO - TULSA | 777 WEST CHEROKEE STREET | CATOOSA | OKLAHOMA | US | 1 (800) 760 - 8700 | 12.1
CHEROKEE CASINO WEST SILOAM SPRINGS | U.S. HIGHWAY 412 AND STATE HIGHWAY 59 | COLCORD | OKLAHOMA | US | 1 (918) 422 - 5100 | 68.8
CHOCTAW CASINO POCOLA | INTERSTATE 540 | POCOLA | OKLAHOMA | US | 1 (800) 590 - 5825 | 96.7
CREEK NATION CASINO TULSA | 1616 EAST 81ST STREET | TULSA | OKLAHOMA | US | 1 (918) 299 - 0345 | 3.0
MILLION DOLLAR ELM BARTLESVILLE | 222 ALLEN ROAD | BARTLESVILLE | OKLAHOMA | US | 1 (918) 335 - 7519 | 48.0
MILLION DOLLAR ELM TULSA | 957 WEST 36TH STREET NORTH | TULSA | OKLAHOMA | US | 1 (918) 699 - 7777 | 10.8
THUNDER BIRD CASINO | 15700 EAST STATE HIGHWAY 9 | NORMAN | OKLAHOMA | US | 1 (405) 360 - 9270 | 100.5
*MILES DO NOT SHOW ACTUAL DRIVING DISTANCE
CONTACT US | ABOUT US | OUR POLICIES | YOUR PRIVACY RIGHTS | INTERNATIONAL | MEMBERSHIP BENEFITS

FIG. 24

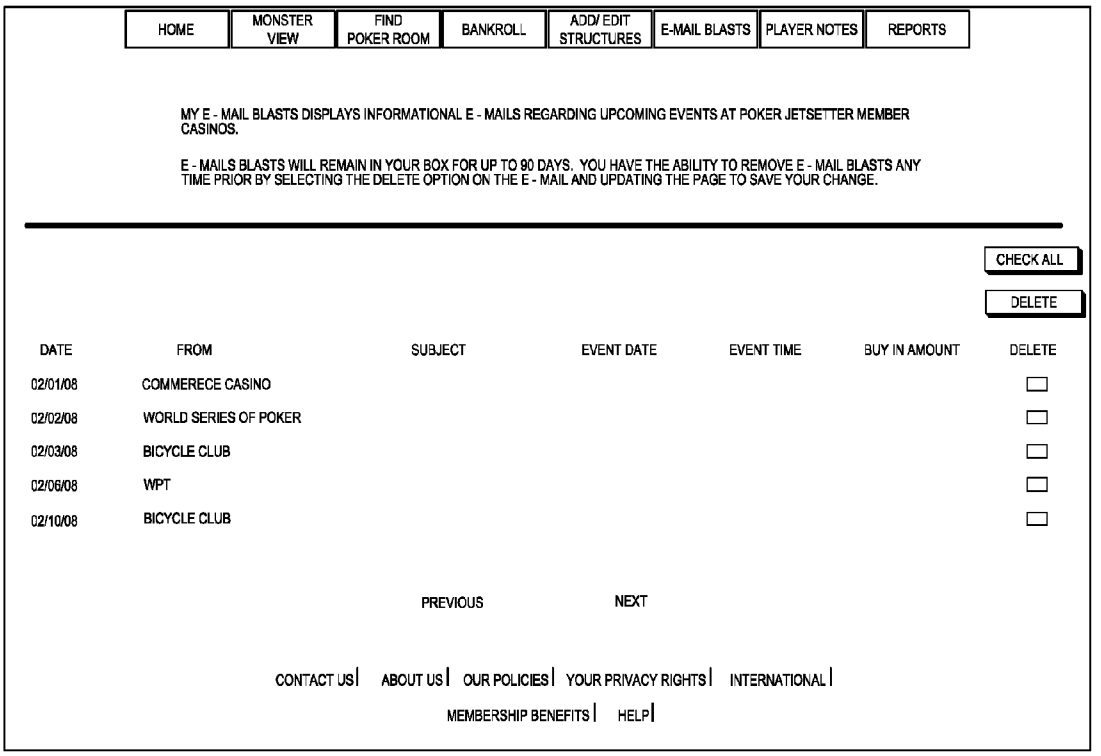

HOME
MONSTER VIEW
FIND POKER ROOM
BANKROLL
ADD/ EDIT STRUCTURES
E-MAIL BLASTS
PLAYER NOTES
REPORTS
MY E - MAIL BLASTS DISPLAYS INFORMATIONAL E - MAILS REGARDING UPCOMING EVENTS AT POKER JETSETTER MEMBER CASINOS.
E - MAILS BLASTS WILL REMAIN IN YOUR BOX FOR UP TO 90 DAYS. YOU HAVE THE ABILITY TO REMOVE E - MAIL BLASTS ANY TIME PRIOR BY SELECTING THE DELETE OPTION ON THE E - MAIL AND UPDATING THE PAGE TO SAVE YOUR CHANGE.
CHECK ALL
DELETE
DATE FROM SUBJECT EVENT DATE EVENT TIME BUY IN AMOUNT DELETE
02/01/08 COMMERECE CASINO
02/02/08 WORLD SERIES OF POKER
02/03/08 BICYCLE CLUB
02/06/08 WPT
02/10/08 BICYCLE CLUB
PREVIOUS
NEXT
CONTACT US | ABOUT US | OUR POLICIES | YOUR PRIVACY RIGHTS | INTERNATIONAL |
MEMBERSHIP BENEFITS | HELP |

FIG. 25

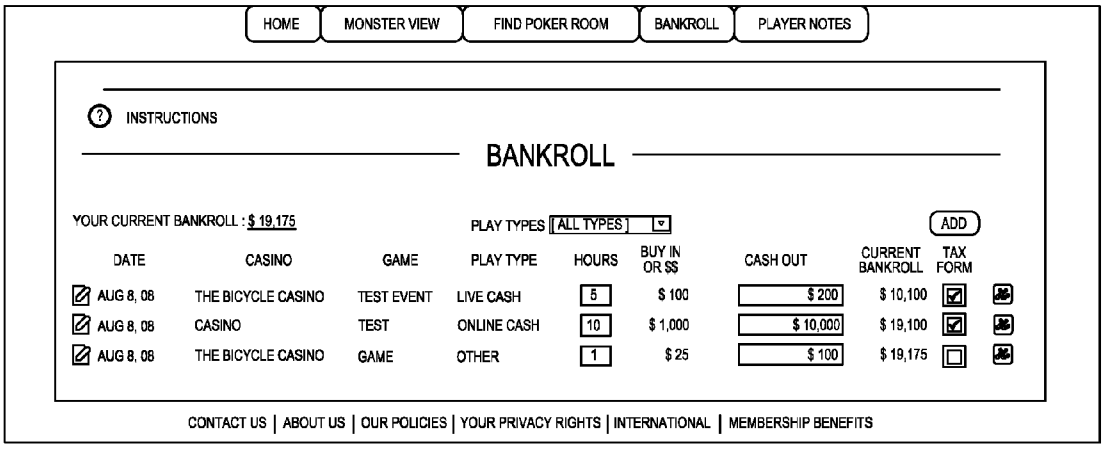

HOME
MONSTER VIEW
FIND POKER ROOM
BANKROLL
PLAYER NOTES
INSTRUCTIONS
BANKROLL
YOUR CURRENT BANKROLL : $ 19,175
PLAY TYPES ALL TYPES
ADD
DATE CASINO GAME PLAY TYPE HOURS BUY IN OR $$ CASH OUT CURRENT BANKROLL TAX FORM
AUG 8, 08 THE BICYCLE CASINO TEST EVENT LIVE CASH 5 $ 100 $ 200 $ 10,100
AUG 8, 08 CASINO TEST ONLINE CASH 10 $ 1,000 $ 10,000 $ 19,100
AUG 8, 08 THE BICYCLE CASINO GAME OTHER 1 $ 25 $ 100 $ 19,175
CONTACT US | ABOUT US | OUR POLICIES | YOUR PRIVACY RIGHTS | INTERNATIONAL | MEMBERSHIP BENEFITS

FIG. 26

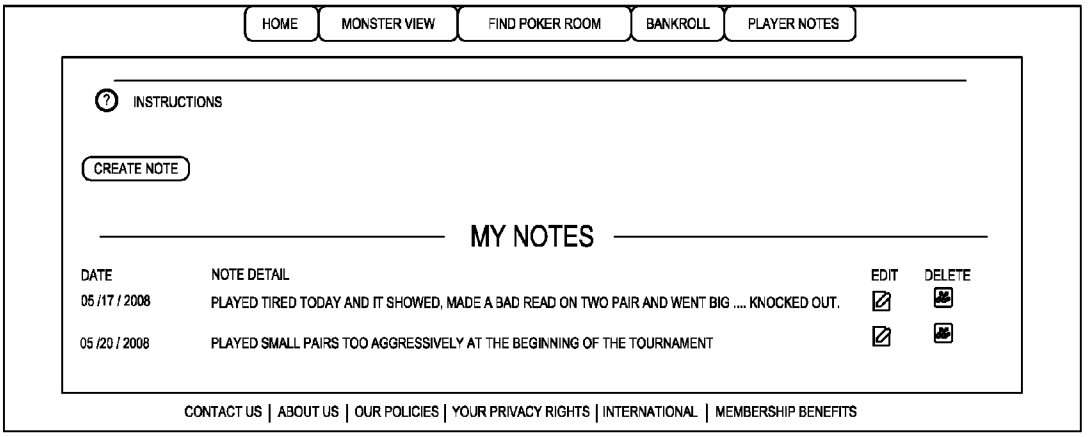

HOME
MONSTER VIEW
FIND POKER ROOM
BANKROLL
PLAYER NOTES
INSTRUCTIONS
CREATE NOTE
MY NOTES
DATE
NOTE DETAIL
EDIT
DELETE
05 /17 / 2008
PLAYED TIRED TODAY AND IT SHOWED, MADE A BAD READ ON TWO PAIR AND WENT BIG .... KNOCKED OUT.
05 /20 / 2008
PLAYED SMALL PAIRS TOO AGGRESSIVELY AT THE BEGINNING OF THE TOURNAMENT
CONTACT US | ABOUT US | OUR POLICIES | YOUR PRIVACY RIGHTS | INTERNATIONAL | MEMBERSHIP BENEFITS

FIG. 27

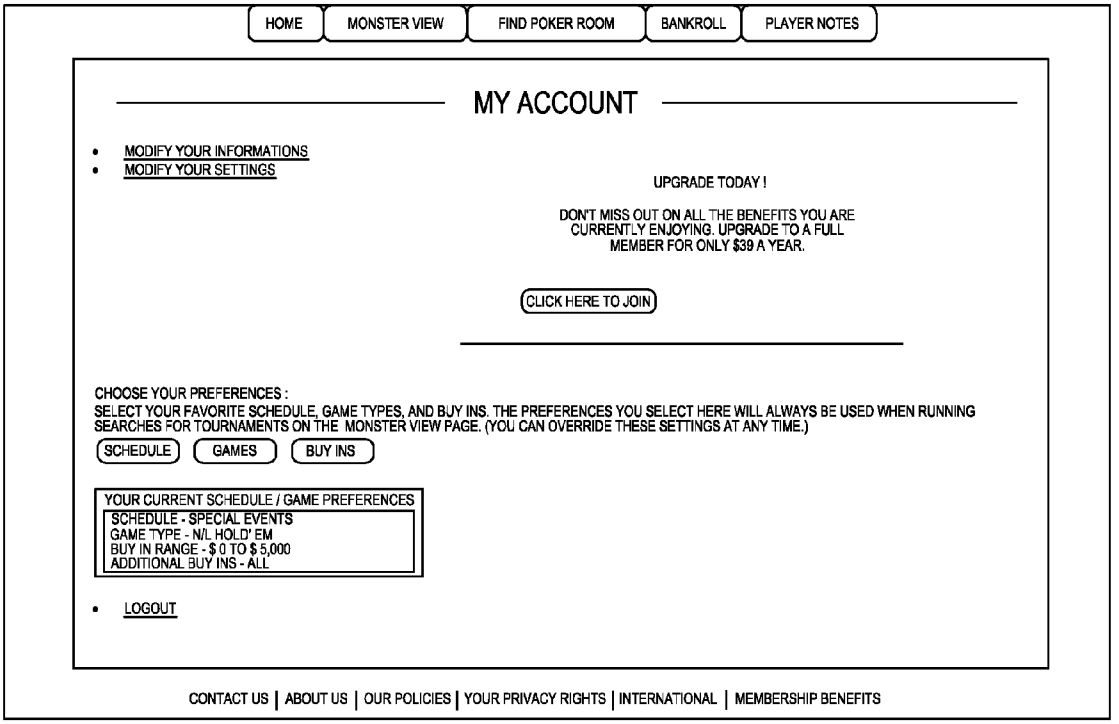

HOME
MONSTER VIEW
FIND POKER ROOM
BANKROLL
PLAYER NOTES
MY ACCOUNT
MODIFY YOUR INFORMATIONS
MODIFY YOUR SETTINGS
UPGRADE TODAY !
DON'T MISS OUT ON ALL THE BENEFITS YOU ARE CURRENTLY ENJOYING. UPGRADE TO A FULL MEMBER FOR ONLY $39 A YEAR.
CLICK HERE TO JOIN
CHOOSE YOUR PREFERENCES :
SELECT YOUR FAVORITE SCHEDULE, GAME TYPES, AND BUY INS. THE PREFERENCES YOU SELECT HERE WILL ALWAYS BE USED WHEN RUNNING SEARCHES FOR TOURNAMENTS ON THE MONSTER VIEW PAGE. (YOU CAN OVERRIDE THESE SETTINGS AT ANY TIME.)
SCHEDULE
GAMES
BUY INS
YOUR CURRENT SCHEDULE / GAME PREFERENCES
SCHEDULE - SPECIAL EVENTS
GAME TYPE - N/L HOLD' EM
BUY IN RANGE - $ 0 TO $ 5,000
ADDITIONAL BUY INS - ALL
LOGOUT
CONTACT US | ABOUT US | OUR POLICIES | YOUR PRIVACY RIGHTS | INTERNATIONAL | MEMBERSHIP BENEFITS

FIG. 28

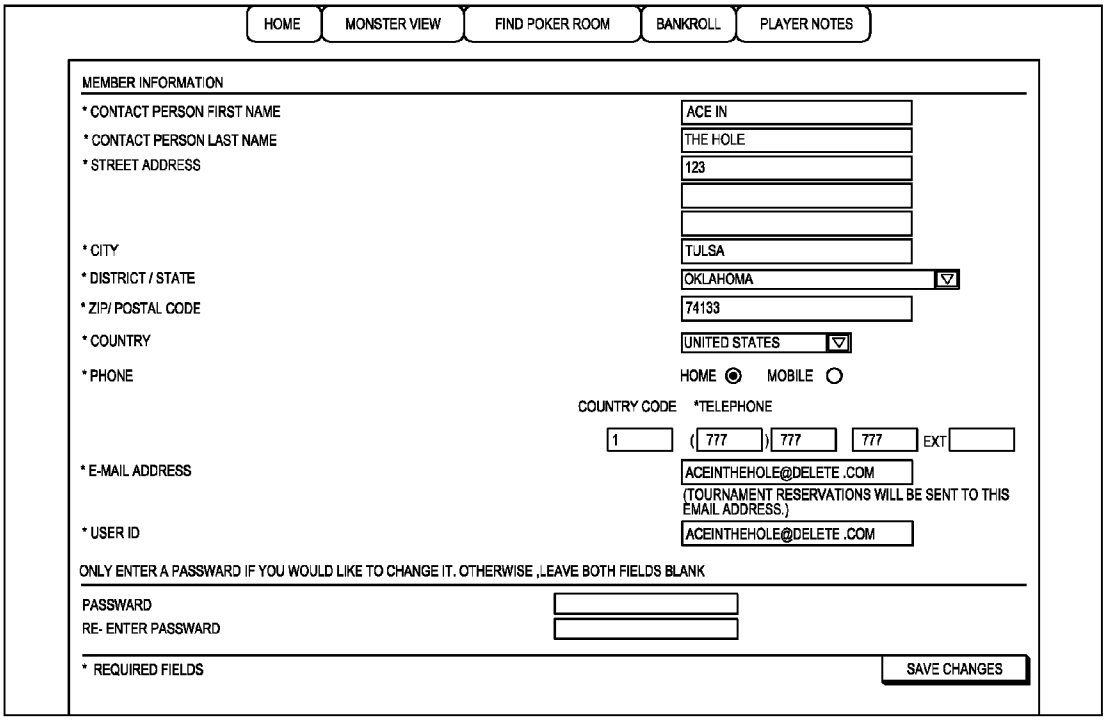

HOME
MONSTER VIEW
FIND POKER ROOM
BANKROLL
PLAYER NOTES
MEMBER INFORMATION
* CONTACT PERSON FIRST NAME
ACE IN
* CONTACT PERSON LAST NAME
THE HOLE
* STREET ADDRESS
123
* CITY
TULSA
* DISTRICT / STATE
OKLAHOMA
* ZIP/ POSTAL CODE
74133
* COUNTRY
UNITED STATES
* PHONE
HOME
MOBILE
COUNTRY CODE
*TELEPHONE
1
777
777
777
EXT
* E-MAIL ADDRESS
ACEINTHEHOLE@DELETE .COM
(TOURNAMENT RESERVATIONS WILL BE SENT TO THIS EMAIL ADDRESS.)
* USER ID
ACEINTHEHOLE@DELETE .COM
ONLY ENTER A PASSWARD IF YOU WOULD LIKE TO CHANGE IT. OTHERWISE ,LEAVE BOTH FIELDS BLANK
PASSWARD
RE- ENTER PASSWARD
* REQUIRED FIELDS
SAVE CHANGES

FIG. 29

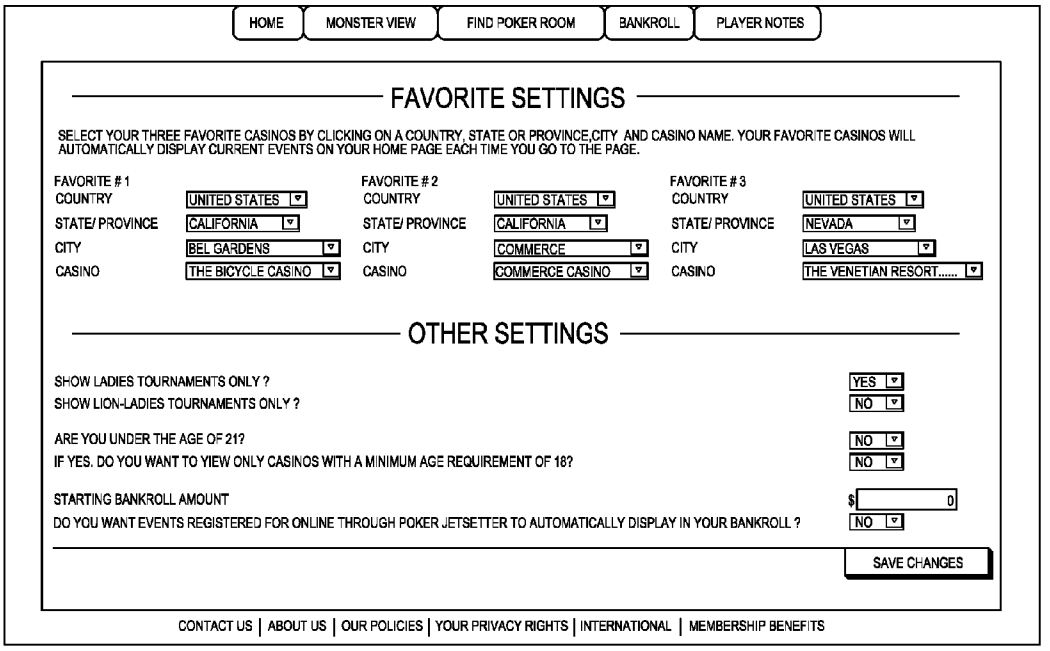

HOME
MONSTER VIEW
FIND POKER ROOM
BANKROLL
PLAYER NOTES
FAVORITE SETTINGS
SELECT YOUR THREE FAVORITE CASINOS BY CLICKING ON A COUNTRY, STATE OR PROVINCE,CITY AND CASINO NAME. YOUR FAVORITE CASINOS WILL AUTOMATICALLY DISPLAY CURRENT EVENTS ON YOUR HOME PAGE EACH TIME YOU GO TO THE PAGE.
FAVORITE # 1
COUNTRY UNITED STATES
STATE/ PROVINCE CALIFORNIA
CITY BEL GARDENS
CASINO THE BICYCLE CASINO
FAVORITE # 2
COUNTRY UNITED STATES
STATE/ PROVINCE CALIFORNIA
CITY COMMERCE
CASINO COMMERCE CASINO
FAVORITE # 3
COUNTRY UNITED STATES
STATE/ PROVINCE NEVADA
CITY LAS VEGAS
CASINO THE VENETIAN RESORT.....
OTHER SETTINGS
SHOW LADIES TOURNAMENTS ONLY ? YES
SHOW LION-LADIES TOURNAMENTS ONLY ? NO
ARE YOU UNDER THE AGE OF 21? NO
IF YES, DO YOU WANT TO YIEW ONLY CASINOS WITH A MINIMUM AGE REQUIREMENT OF 18? NO
STARTING BANKROLL AMOUNT $ 0
DO YOU WANT EVENTS REGISTERED FOR ONLINE THROUGH POKER JETSETTER TO AUTOMATICALLY DISPLAY IN YOUR BANKROLL ? NO
SAVE CHANGES
CONTACT US | ABOUT US | OUR POLICIES | YOUR PRIVACY RIGHTS | INTERNATIONAL | MEMBERSHIP BENEFITS

FIG. 30

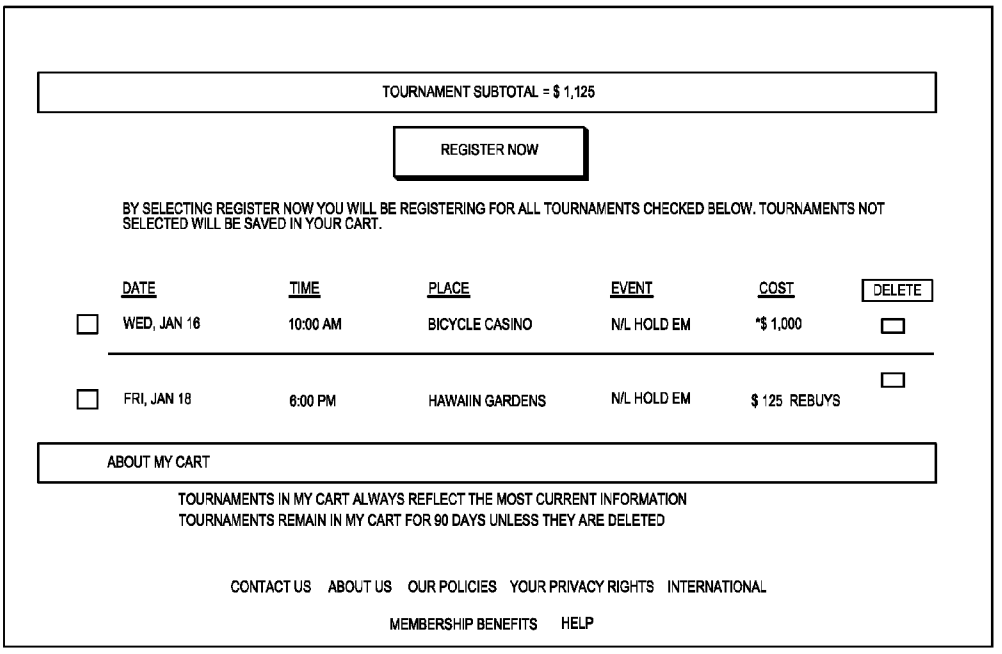

TOURNAMENT SUBTOTAL = $ 1,125
REGISTER NOW
BY SELECTING REGISTER NOW YOU WILL BE REGISTERING FOR ALL TOURNAMENTS CHECKED BELOW. TOURNAMENTS NOT SELECTED WILL BE SAVED IN YOUR CART.
DATE
TIME
PLACE
EVENT
COST
DELETE
WED, JAN 16
10:00 AM
BICYCLE CASINO
N/L HOLD EM
*$ 1,000
FRI, JAN 18
6:00 PM
HAWAIIN GARDENS
N/L HOLD EM
$ 125 REBUYS
ABOUT MY CART
TOURNAMENTS IN MY CART ALWAYS REFLECT THE MOST CURRENT INFORMATION
TOURNAMENTS REMAIN IN MY CART FOR 90 DAYS UNLESS THEY ARE DELETED
CONTACT US ABOUT US OUR POLICIES YOUR PRIVACY RIGHTS INTERNATIONAL
MEMBERSHIP BENEFITS HELP

FIG. 31

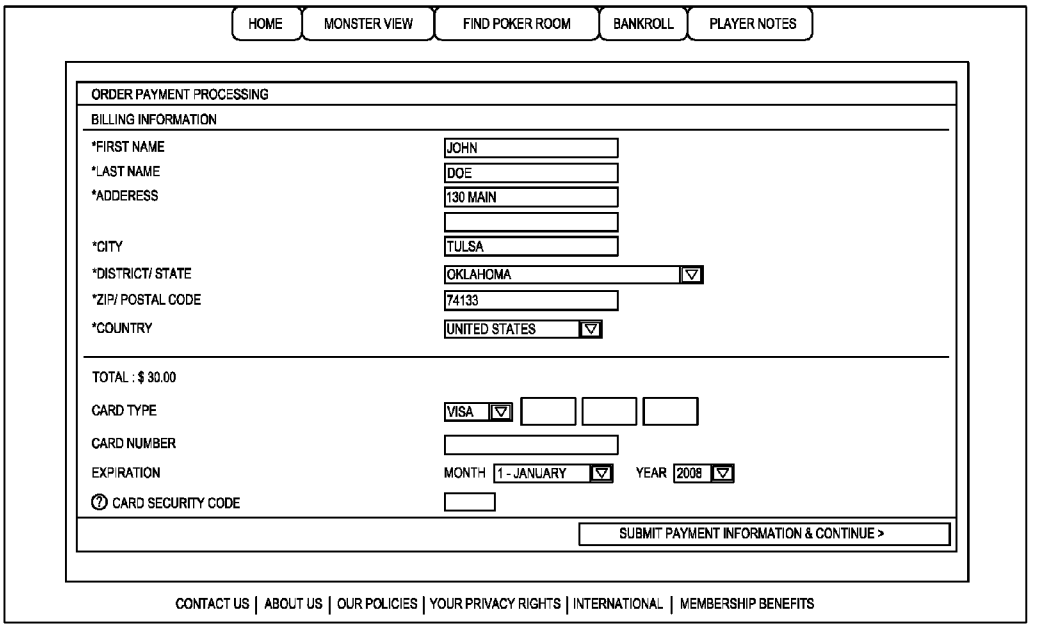

HOME
MONSTER VIEW
FIND POKER ROOM
BANKROLL
PLAYER NOTES
ORDER PAYMENT PROCESSING
BILLING INFORMATION
*FIRST NAME
JOHN
*LAST NAME
DOE
*ADDERESS
130 MAIN
*CITY
TULSA
*DISTRICT/ STATE
OKLAHOMA
*ZIP/ POSTAL CODE
74133
*COUNTRY
UNITED STATES
TOTAL : $ 30.00
CARD TYPE
VISA
CARD NUMBER
EXPIRATION
MONTH 1 - JANUARY
YEAR 2008
CARD SECURITY CODE
SUBMIT PAYMENT INFORMATION & CONTINUE >
CONTACT US | ABOUT US | OUR POLICIES | YOUR PRIVACY RIGHTS | INTERNATIONAL | MEMBERSHIP BENEFITS

FIG. 32

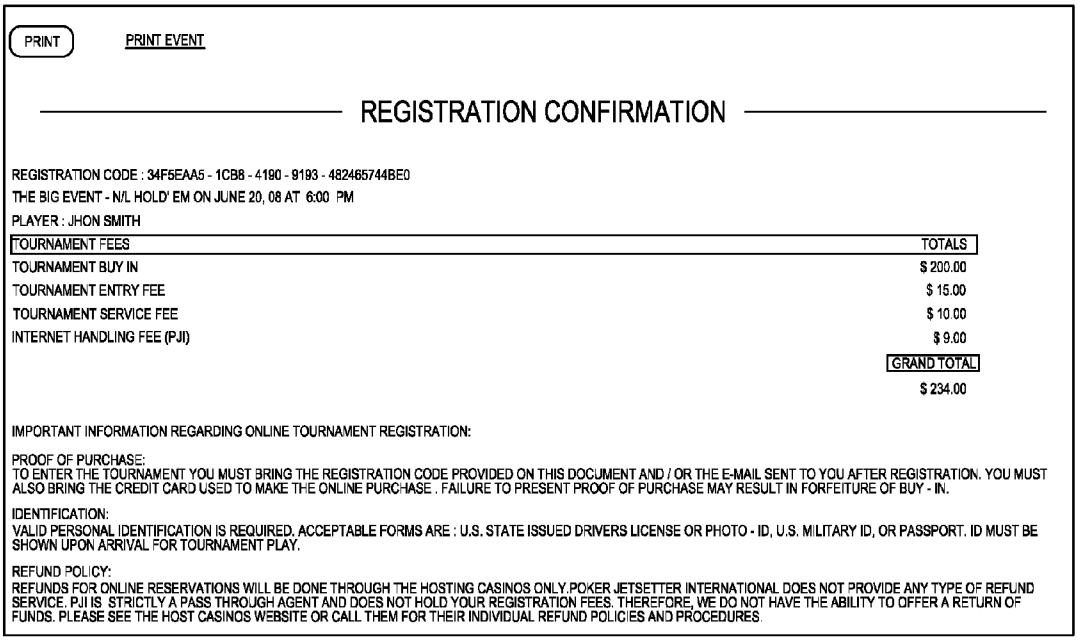

PRINT
PRINT EVENT
REGISTRATION CONFIRMATION
REGISTRATION CODE : 34F5EAA5 - 1CB8 - 4190 - 9193 - 482465744BE0
THE BIG EVENT - N/L HOLD' EM ON JUNE 20, 08 AT 6:00 PM
PLAYER : JHON SMITH
TOURNAMENT FEES
TOTALS
TOURNAMENT BUY IN
$ 200.00
TOURNAMENT ENTRY FEE
$ 15.00
TOURNAMENT SERVICE FEE
$ 10.00
INTERNET HANDLING FEE (PJI)
$ 9.00
GRAND TOTAL
$ 234.00
IMPORTANT INFORMATION REGARDING ONLINE TOURNAMENT REGISTRATION:
PROOF OF PURCHASE:
TO ENTER THE TOURNAMENT YOU MUST BRING THE REGISTRATION CODE PROVIDED ON THIS DOCUMENT AND / OR THE E-MAIL SENT TO YOU AFTER REGISTRATION. YOU MUST ALSO BRING THE CREDIT CARD USED TO MAKE THE ONLINE PURCHASE . FAILURE TO PRESENT PROOF OF PURCHASE MAY RESULT IN FORFEITURE OF BUY - IN.
IDENTIFICATION:
VALID PERSONAL IDENTIFICATION IS REQUIRED. ACCEPTABLE FORMS ARE : U.S. STATE ISSUED DRIVERS LICENSE OR PHOTO - ID, U.S. MILITARY ID, OR PASSPORT. ID MUST BE SHOWN UPON ARRIVAL FOR TOURNAMENT PLAY.
REFUND POLICY:
REFUNDS FOR ONLINE RESERVATIONS WILL BE DONE THROUGH THE HOSTING CASINOS ONLY.POKER JETSETTER INTERNATIONAL DOES NOT PROVIDE ANY TYPE OF REFUND SERVICE. PJI IS STRICTLY A PASS THROUGH AGENT AND DOES NOT HOLD YOUR REGISTRATION FEES. THEREFORE, WE DO NOT HAVE THE ABILITY TO OFFER A RETURN OF FUNDS. PLEASE SEE THE HOST CASINOS WEBSITE OR CALL THEM FOR THEIR INDIVIDUAL REFUND POLICIES AND PROCEDURES.

FIG. 33

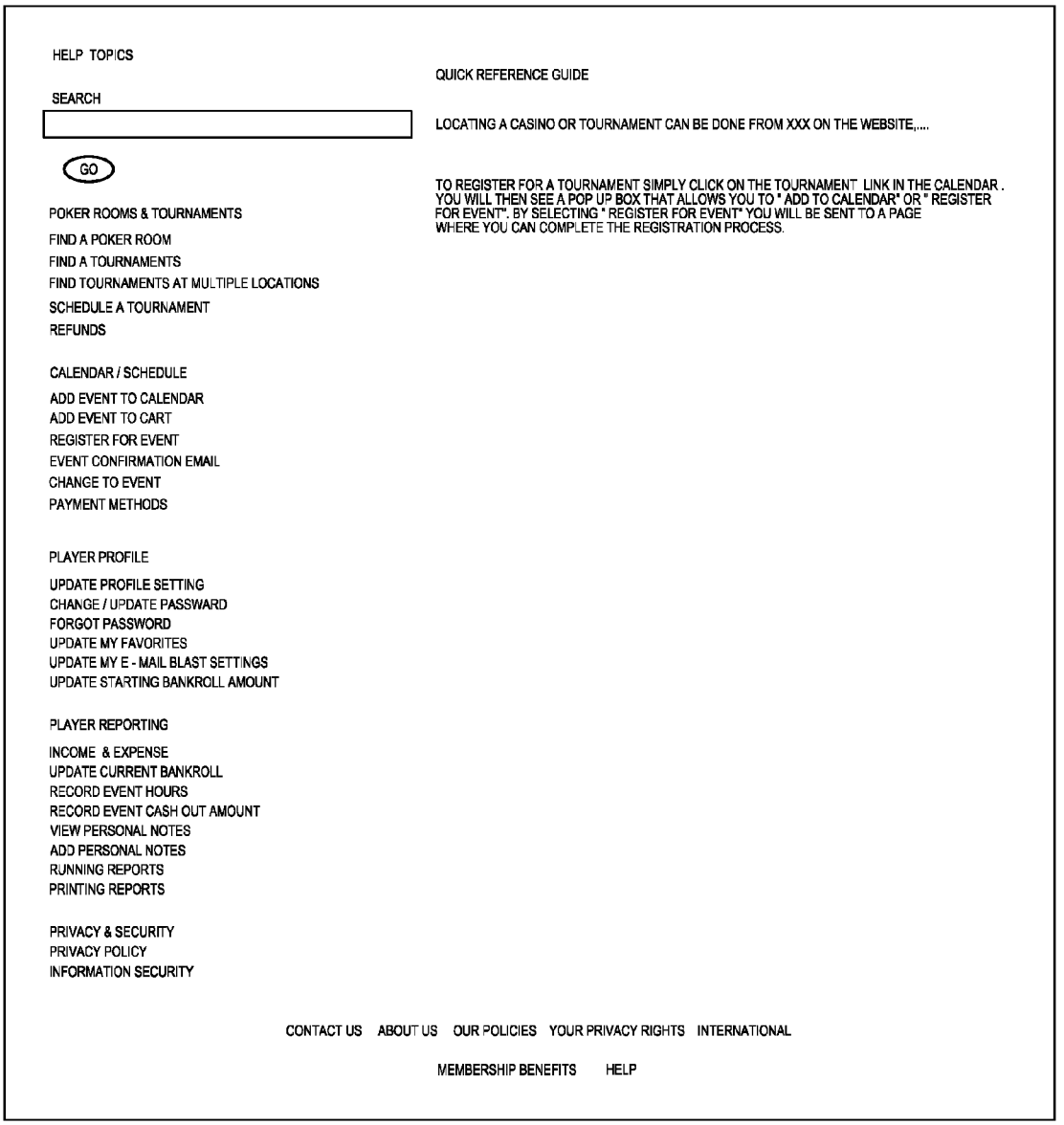

HELP TOPICS
SEARCH
GO
POKER ROOMS & TOURNAMENTS
FIND A POKER ROOM
FIND A TOURNAMENTS
FIND TOURNAMENTS AT MULTIPLE LOCATIONS
SCHEDULE A TOURNAMENT
REFUNDS
CALENDAR / SCHEDULE
ADD EVENT TO CALENDAR
ADD EVENT TO CART
REGISTER FOR EVENT
EVENT CONFIRMATION EMAIL
CHANGE TO EVENT
PAYMENT METHODS
PLAYER PROFILE
UPDATE PROFILE SETTING
CHANGE / UPDATE PASSWARD
FORGOT PASSWORD
UPDATE MY FAVORITES
UPDATE MY E - MAIL BLAST SETTINGS
UPDATE STARTING BANKROLL AMOUNT
PLAYER REPORTING
INCOME & EXPENSE
UPDATE CURRENT BANKROLL
RECORD EVENT HOURS
RECORD EVENT CASH OUT AMOUNT
VIEW PERSONAL NOTES
ADD PERSONAL NOTES
RUNNING REPORTS
PRINTING REPORTS
PRIVACY & SECURITY
PRIVACY POLICY
INFORMATION SECURITY
QUICK REFERENCE GUIDE
LOCATING A CASINO OR TOURNAMENT CAN BE DONE FROM XXX ON THE WEBSITE,....
TO REGISTER FOR A TOURNAMENT SIMPLY CLICK ON THE TOURNAMENT LINK IN THE CALENDAR . YOU WILL THEN SEE A POP UP BOX THAT ALLOWS YOU TO " ADD TO CALENDAR" OR " REGISTER FOR EVENT". BY SELECTING " REGISTER FOR EVENT" YOU WILL BE SENT TO A PAGE WHERE YOU CAN COMPLETE THE REGISTRATION PROCESS.
CONTACT US ABOUT US OUR POLICIES YOUR PRIVACY RIGHTS INTERNATIONAL
MEMBERSHIP BENEFITS HELP

FIG. 34

SCHEDULING AND MARKETING OF CASINO TOURNAMENTS

BACKGROUND OF THE INVENTION

[0001] 1. Field of the Invention

[0002] The present invention relates generally to the field of electronic scheduling management, and more particularly, to methods, systems and apparatus for managing and providing casino tournament schedules and marketing of casino tournaments over a computer network.

[0003] 2. Background

[0004] Casinos and gambling have grown increasingly popular, as the demand for the wagering games has grown and games of skill and chance have become more and more popular. Casinos provide facilities and organize wagering games for a profit. Examples of the wagering games include, but are not limited to, poker, blackjack, baccarat, roulette, slot machines and craps. The wagering games are also available in online casinos, where permitted by law. In addition to providing facilities for wagering games, casinos hold wagering game tournaments, also known as casino tournaments. For example, in a poker tournament, the winners are decided by playing poker, usually a particular style of poker. To enter a typical poker tournament, a player pays a fixed buy-in and at the start of play is given a certain quantity of tournament poker chips. The player is then provided with a seat in the poker tournament selected randomly by the casino. The casino typically makes money on the tournament and the activities that are associated with the tournament. Tournaments also encourage gambling generally, including traditional non-tournament based casino gambling, which can be a significant source of profit for casinos. Tournament participants also add to the casino's hotel, restaurant, show and other non-gambling related profit. Accordingly, casinos have an interest in attracting players and providing successful tournaments.

[0005] Typically, a player either calls up or visits the individual casinos to find out the tournaments scheduled in the casino and then determine if they want to reserve a seat for that particular casino tournament. The player has to spend a lot of time and physical effort in finding out all casino tournament information in which he or she may be interested. Further, the player is generally not aware of all the tournaments and if there are other tournaments that are more convenient to him in terms of location, date, price and/or time.

[0006] In some cases, the seat for a casino tournament can be booked through the website of the casino. The player can see all the tournaments scheduled by the casino and select a tournament. In that case, the player has to visit the website of each casino individually and find out a tournament he is interested in and call those that do not provide the information on the website. Further, the player will not have the knowledge of all the casinos in a particular geography. The player cannot easily compare the different casino tournaments and decide the most suitable tournament in terms any combination of factors, including but not limited to date, time, location, rules, prizes, players, types of games and fee for participation in the tournament.

[0007] Casinos typically depend on word of mouth and referrals to promote their casinos and rely on old traditional methods of marketing to make players aware of their tournaments. These forms of advertising and marketing are inefficient and often do not reach the desired group of people. Generally speaking, poker Magazines are not available at all casinos and only advertise the clients that pay them to advertise in there publication. Their marketing also has limitations in that it typically does not reach all potential players worldwide. Hence, the casinos are not able to publicize and market their tournaments to the desired pool of people.

[0008] In the light of the foregoing discussion, there is a need for a methods, apparatus and systems for allowing casino's to manage and provide schedules of multiple casino tournaments in one place which provides numerous benefits and advantages. Further, the methods, apparatus and systems should allow players to search for all casino tournament schedules at one place, provide various benefits for all users who use the scheduling system and should allow the casinos to market their tournaments to the desired group of people and provide other advantages inherent to the methods, apparatus and systems.

SUMMARY OF THE INVENTION

[0009] It is an object of the present invention to provide methods, apparatus and systems for managing the schedules of multiple tournaments for multiple casinos in one place.

[0010] It is yet another object of the present invention to provide methods, apparatus and systems for allowing the casinos to market their tournaments to a desired group of people.

[0011] It is yet another object of the present invention to provide methods, apparatus and systems for online tournament schedules that provides the player interested in joining one or more tournaments various benefits and advantages, including but not limited to, the ability to obtain and compare information regarding various different tournaments in a way that is advantageous to the user, being able to calendar and schedule for various tournaments at once or certain strategic tournament and modify options or aspects of the tournaments they participate in.

[0012] It is yet another object of the present invention to provide methods, apparatus and systems for online tournament schedules that provide a quick and simple way for a casino employee to enter information about a poker tournament and communicate the information to their intended audience, the desired tournament players.

[0013] It is yet another object of the present invention to provide methods, apparatus and systems for online tournament schedules that provide a calendar that gives the casino employee the ability to view all their current, future, and past tournament schedules.

[0014] It is yet another object of the present invention to provide methods, apparatus and systems for online tournament schedules that provides a competition calendar that allows casino employees to view competitors current, future, and past tournament schedules, enabling them to make better scheduling decisions when planning their own events (tournament or otherwise).

[0015] It is yet another object of the present invention to provide methods, apparatus and systems for online tournament schedules with search functions that allows both tournament players and casino employees to find all current, future and past poker tournaments across the world.

[0016] It is yet another object of the present invention to provide methods, apparatus and systems and the casino employee to calculate tournament payout.

[0017] It is yet another object of the present invention to provide methods, apparatus and systems for online tourna-

ment schedules where players can search and find the best poker tournament for their own selected specifications.

[0018] It is yet another object of the present invention to provide methods, apparatus and systems for online tournament schedules where tournament players have access to a calendar that allows a player to track their current, future, and past tournament play.

[0019] It is yet another object of the present invention to provide methods, apparatus and systems for online tournament schedules where players can find all current, future and past poker tournaments anywhere in the world based on a variety of factors (e.g., within a certain city or a zip code or within a certain distance from a particular location). and track and report a player's bankroll (wins and losses).

[0020] The above and other objects of the present invention are achieved by providing methods, apparatus and systems for managing schedules of one or more casino tournaments over a computer network, wherein the computer network provides interaction between one or more casino members and one or more players. In at least one embodiment, a schedule is provided by the one or more casino members to the one or more players, where the schedule is provided for participation in the one or more casino tournaments.

[0021] In an embodiment of the present invention, a method for managing schedules of one or more casino tournaments over a computer network is provided. The method comprises providing at least one casino member of the one or more casino members the ability to create an account or register to provide casino tournament information over a computer network, providing at least one casino member of the one or more casino members with a log-in screen on one or more visual displays, receiving information regarding a plurality of casino tournaments offered by the one or more casino members from the one or more casino members, the information being provided by the at least one casino member over a computer network, providing the at least one player of the one or more players the ability to search the plurality of casino tournaments offered by the one or more casino members based on a pre-specified criteria over a computer network, the pre-specified criteria being selected by the at least one player, providing the results of a search of the one or more casino tournaments from the search requested from the at least one or more players on a visual display or computer readable medium, the results being provided based on the search requested by the one or more pre-specified criteria selected by the at least one or more players and providing the at least one or more player with the ability to calendar/schedule one or more casino tournaments provided in the requested search.

[0022] In an aspect of at least one embodiment of the present invention, the one or more casino members create an account or register to provide casino tournament information over a computer network at least once before receiving information regarding a plurality of casino tournaments offered by the one or more casino members from the one or more casino members and the schedule is provided for the at least one or more players to participate in the one or more casino tournaments offered by the one or more casino members.

[0023] In an aspect of at least one embodiment of the present invention, the one or more casino members create a tournament schedule using the first casino scheduler to enter tournament detail for a specific tournament event. The first casino scheduler being the special event scheduler.

[0024] In yet another aspect of at least one embodiment of the present invention the one or more casino members create a tournament schedule using the second casino scheduler to enter tournament detail for recurring daily and weekly tournament schedules. The second casino scheduler being the daily and weekly scheduler.

[0025] In another aspect of at least one embodiment of the present invention, the pre-specified criteria comprises one or more of a date, a buy-in (entry amount), a casino tournament name, a zip code, type of game, a location and a casino name.

[0026] In yet another aspect of at least one embodiment of the present invention, the method further includes sending marketing information to the least one player over a computer network, the marketing information being provided or requested by the at least one casino member.

[0027] In yet another aspect of at least one embodiment of the present invention, the marketing information is sent through one or more of email, banner add, a Short Messaging Service (SMS) message, a Multimedia Message (MMS), a voicemail and a phone call.

[0028] In yet another aspect of at least one embodiment of the present invention, the method further includes providing a first calendar for planning of schedule of the plurality of casino tournaments by, among other things, allowing the ability to view all their current, future, and past tournament schedules by the at least one casino member.

[0029] In yet another aspect of at least one embodiment of the present invention, the method further includes providing a second calendar for planning of schedule of the plurality of casino tournaments.

[0030] In yet another aspect of at least one embodiment of the present invention, the second calendar is a competition calendar, the competition calendar allowing the at least one casino member to view a schedule of at least one casino tournament of one or more other casino members, the one or more other casino members being selected from the one or more casino members.

[0031] In yet another aspect of at least one embodiment of the present invention, the method further includes providing a third calendar for planning of personal schedule by the at least one player.

[0032] In yet another aspect of at least one embodiment of the present invention, the method further includes tracking of one or more results in the selected one or more casino tournaments by the at least one player.

[0033] In yet another aspect of at least one embodiment of the present invention, the method further includes calculating payout of the at least one player.

[0034] In another embodiment of the present invention, a system for managing the scheduling of one or more casino tournaments, where a schedule is provided by one or more casino members to one or more players, the schedule being provided for participation in the one or more casino tournaments. The system comprises at least one server having an interface for communication over a computer network, a first login module, the first login module logging-in at least one casino member of the one or more casino members or at least one player of the one or more players, an upload module, the upload module uploading information of a plurality of casino tournaments, the information being provided by the at least one casino member through a scheduler module, a search module, the search module searching the plurality of casino tournaments based on a pre-specified criteria, the pre-specified criteria being provided by the at least one player, a selection module, the selection module selecting the one or more casino tournaments from the search results obtained from the

search module, the casino tournaments being selected by the at least one player a scheduling/calendaring module, and the reservation module reserving at least one seat in the selected one or more casino tournaments for the at least one player.

[0035] In yet another aspect of at least one embodiment of the present invention, the system further includes a first casino scheduler, the special event scheduling module, providing a schedule for planning of the plurality of casino special tournaments by the at least one casino member.

[0036] In yet another aspect of at least one embodiment of the present invention, the system further includes a second casino scheduler, the daily and weekly event scheduling module, providing a schedule for planning of the plurality of casino daily and weekly tournaments by the at least one casino member.

[0037] In yet another aspect of at least one embodiment of the present invention, the system further includes a marketing module, the marketing module sending marketing information of the at least one of the plurality of casino tournaments to the one or more players, the marketing information being provided by the at least one casino member.

[0038] In yet another aspect of at least one embodiment of the present invention, the system further includes a first calendar module, the first calendar module used for planning of schedule of the plurality of casino tournaments by allowing the ability to view all their current, future, and past tournament schedules by the at least one casino member.

[0039] In yet another aspect of at least one embodiment of the present invention, the system further includes a second calendar module, the second calendar module providing a second calendar for planning of schedule of the plurality of casino tournaments by the at least one casino member.

[0040] In yet another aspect of at least one embodiment of the present invention, the second calendar module comprises a competition calendar module, the competition calendar module providing a competition calendar for allowing the at least one casino member to view a schedule of at least one casino tournament of one or more competing casino members, the one or more competing casino members being selected from the one or more casino members.

[0041] In yet another aspect of at least one embodiment of the present invention, the system further includes a third calendar module, the third calendar module providing a calendar for planning of personal schedule by the at least one player.

[0042] In yet another aspect of at least one embodiment of the present invention, the system further includes a tracker module, the tracker module tracking one or more results in the selected one or more casino tournaments by the at least one player.

[0043] In yet another aspect of at least one embodiment of the present invention, the system further includes a calculator module, the calculator module calculating payout of the at least one player.

[0044] In yet another embodiment of the present invention, a computer program product for use with a computer is provided. The computer usable medium has a computer readable program code embodied therein for managing the scheduling of one or more casino tournaments. A tournament schedule is provided by one or more casino members to one or more players, the schedule being provided for participation in the one or more casino tournaments. The computer program code logs-in at least one casino member of the one or more casino members or at least one player of the one or more players, uploads information of a plurality of casino tournaments, the information being provided by the at least one casino member through a scheduler module, searches the plurality of casino tournaments based on a pre-specified criteria, the pre-specified criteria being provided by the at least one player, selects the one or more casino tournaments from the search results obtained, the selection being requested by the at least one player and schedules/calendars at least one event in the selected one or more casino tournaments for the at least one player, sends marketing information of at least one of the plurality of casino tournaments to the one or more players, the marketing information being provided by the at least one casino member.

[0045] In yet another aspect of at least one embodiment of the present invention, the one or more casino members and the one or more players register at least once before providing the tournament schedules by the one or more casino members to the one or more players.

[0046] In yet another embodiment of the present invention, a method for managing schedules of one or more casino tournaments is provided. The method includes providing a website hosted by the at least one computer in communication with the computer network, logging-in at least one casino member of the one or more casino members, uploading information of a plurality of casino tournaments through the website, the information being provided by the at least casino member through a scheduler, logging-in at least one player of the one or more players through the website, searching the plurality of casino tournaments based on a pre-specified criteria, the pre-specified criteria being provided by the at least one player on the website, selecting the one or more casino tournaments from the search results obtained, the selection being requested by the at least one player, scheduling/calendaring at least one seat in the selected one or more casino tournaments for the at least one player through the website and sending marketing information of at least one of the plurality of casino tournaments to the one or more players, the marketing information being provided by the at least one casino member.

[0047] In yet another embodiment of the present invention, the method for managing schedules of the one or more casino tournaments includes logging-in at least one casino member of the one or more casino members. The method further includes uploading information of a plurality of casino tournaments, where the information is provided by the at least one casino member through a scheduler. Further, the method includes logging-in at least one player of the one or more players. Further, the method includes searching the plurality of casino tournaments based on a pre-specified criteria, where the pre-specified criteria is provided by the at least one player. Further, the method includes selecting the one or more casino tournaments from the search results obtained, where the selection is requested by the at least one player. Finally, the method includes scheduling at least one or more casino tournaments for the at least one player.

[0048] In yet another embodiment of the present invention, the system for managing schedules of the one or more casino tournaments includes at least one server having an interface for communication over a computer network. The system further includes a first login module, where the first login module logs in at least one casino member of the one or more casino members. Further, the system includes an upload module, where the upload module uploads information of a plurality of casino tournaments, where the information is pro-

vided by the at least one casino member through a scheduler. Further, the system includes a second login module, where the second login module logs in at least one player of the one or more players. Further, the system includes a search module, where the search module searches the plurality of casino tournaments based on a pre-specified criteria, where the pre-specified criteria is provided by the at least one player. Further, the system includes a selection module, where the selection module selects the one or more casino tournaments from the search results obtained, where the selection is requested by the at least one player. Finally, the system includes a scheduling module, where the scheduling module calendars at least one tournament for the at least one player.

[0049] In yet another embodiment, a method for providing and scheduling one or more casino tournaments over a computer network is provided. The method comprises, (1) providing one or more casino members with the ability to create an account or log-in to provide information regarding a plurality of casino tournaments over a computer network, (2) providing the one or more casino members with a log-in screen on one or more visual displays, (3) receiving information regarding the plurality of casino tournaments offered by a casino from the one or more casino members, the information being provided by the at least one casino member through a scheduler over a computer network, (4) providing one or more potential players in one or more casino games of the plurality of casino tournaments with the ability to search the plurality of casino tournaments offered by the one or more casino members based on pre-specified criteria of the plurality of casino tournaments over a computer network, the pre-specified criteria being selected by the one or more potential players, (5) providing the results of a search of the plurality of casino tournaments from a search requested by the one or more potential players on a visual display or computer readable medium, the results being provided based on the search requested by the one of more potential players selecting one or more pre-specified criteria regarding the plurality of casino tournaments and (6) providing the one or more potential players with the ability to schedule/calendar at least one or more casino tournaments provided in step (e).

[0050] In yet another aspect of the present invention, the information received from the one or more casino members includes at least the start and end date, type of game and amount of the buy-in for the plurality of casino tournaments;

[0051] In yet another aspect of the present invention, the one or more casino members create an account or register to provide casino tournament information over a computer network at least once before receiving information regarding the plurality of casino tournaments offered by the one or more casino members from the one or more casino members; and

[0052] In yet another aspect of the present invention, the pre-specified criteria comprises one or more of a keyword, a date, a, prize, a celebrity, a month or date, a casino tournament name, a casino, a zip code, type of casino game, buy-in options, number of players, format of one or more casino games offered, buy-in amount, a number of players at each game, type of game, a location and a casino name.

[0053] In yet another embodiment of the present invention, a system for scheduling and providing schedules for one or more casino tournaments is provided. The system comprises (1) at least one server having an interface for communication over a computer network, (2) a first login module, the first login module logging-in at least one casino member of the one or more casino members or at least one potential player of the one or more potential players, (3) an upload module, the upload module uploading information regarding one or more casino tournaments, the information being provided by the at least one casino member through a scheduler, (4) a search module, the search module searching the plurality of casino tournaments based on a pre-specified criteria, the pre-specified criteria being provided by the at least one potential player, (5) a selection module, the selection module selecting the one or more casino tournaments from the search results obtained from the search module, the casino tournaments being selected by the at least one potential player and In yet another aspect of the present invention, a computer program product for use with a computer is provided. The computer program product comprises (1) a computer usable medium having computer readable program code embodied therein for scheduling of one or more casino tournaments, where a schedule is provided by one or more casino members to one or more players, the scheduling being provided for participation in the one or more casino tournaments, the computer program code performing, (2) logging-in at least one casino member of the one or more casino members or at least one player of the one or more players (3) uploading information of a plurality of casino tournaments, the information being provided by the at least one casino member, (4) searching the plurality of casino tournaments based on a pre-specified criteria, the pre-specified criteria being provided by the at least one player (5) selecting the one or more casino tournaments from the search results obtained, the selection being requested by the at least one player, (6) scheduling/calendaring at least one event in the selected one or more casino tournaments for the at least one player and (7) sending marketing information of at least one of the plurality of casino tournaments to the one or more players, the marketing information being provided by the at least one casino member;

[0054] In yet another aspect of the present invention, a method for providing and scheduling reservations of one or more casino tournaments, is provided. The method comprises, (1) providing a website hosted by the at least one computer in communication with the computer network, (2) logging-in at least one casino member of the one or more casino members, (3) uploading information of a plurality of casino tournaments through the website, the information being provided by the at least casino member through a scheduler, (4) logging-in at least one player of the one or more players through the website, (5) searching the plurality of casino tournaments based on a pre-specified criteria, the pre-specified criteria being provided by the at least one player on the website, (6) selecting the one or more casino tournaments from the search results obtained, the selection being requested by the at least one player, (7) scheduling/calendaring at least one event in the selected one or more casino tournaments for the at least one player through the website and sending marketing information of at least one of the plurality of casino tournaments to the one or more players, the marketing information being provided by the at least one casino member.

BRIEF DESCRIPTION OF THE DRAWING

[0055] The above, and other embodiments of the present invention, may be more fully understood from the following detailed description taken together with the accompanying drawing wherein similar reference characters refer to similar elements and in which:

[0056] FIG. **1** illustrates an environment in which the various embodiments of the invention can be practiced.

[0057] FIG. **2** shows a flowchart for managing scheduling of one or more casino tournaments, in accordance with an embodiment of the present invention.

[0058] FIG. **3** shows a flowchart for managing scheduling of one or more casino tournaments, in accordance with another embodiment of the present invention.

[0059] FIG. **4** illustrates a system for managing scheduling of one or more casino tournaments, in accordance with an embodiment of the present invention.

[0060] FIG. **5** illustrates a system for managing scheduling of one or more casino tournaments, in accordance with another embodiment of the present invention.

[0061] FIG. **6** illustrates a casino home page of a casino member, in accordance with an embodiment of the present invention.

[0062] FIG. **7** illustrates a view of the competition calendar of the casino member, in accordance with an embodiment of the present invention.

[0063] FIG. **8** illustrates a casino monster view page of the casino member, in accordance with an embodiment of the present invention.

[0064] FIG. **9** illustrates a daily and weekly event scheduler for the casino member, in accordance with an embodiment of the present invention.

[0065] FIG. **10** illustrates a special event scheduler for the casino member, in accordance with an embodiment of the present invention

[0066] FIG. **11** illustrates an 'Add/Edit structure' form for the casino member, in accordance with an embodiment of the present invention.

[0067] FIG. **12** illustrates a registration tracker page for the casino member, in accordance with an embodiment of the present invention.

[0068] FIG. **13** illustrates a webpage of a chop-chop calculator for the casino member, in accordance with an embodiment of the present invention.

[0069] FIG. **14** illustrates a view of casino detail page for the casino member, in accordance with an embodiment of the present invention.

[0070] FIG. **15** illustrates a view of a special event page for the casino member according to an embodiment of the present invention.

[0071] FIG. **16** illustrates a view of a game page for the casino member, in accordance with an embodiment of the present invention.

[0072] FIG. **17** illustrates a view of a casino 'e-mail blasts' page for the casino member, in accordance with an embodiment of the present invention.

[0073] FIG. **18** illustrates a casino profile home page for the casino member, in accordance with an embodiment of the present invention.

[0074] FIG. **19** illustrates a 'modify business information' webpage for the casino member, in accordance with an embodiment of the present invention.

[0075] FIG. **20** illustrates a 'modify visible information webpage' for the casino member, in accordance with an embodiment of the present invention.

[0076] FIG. **21** illustrates a change competition webpage for the casino member, in accordance with an embodiment of the present invention.

[0077] FIG. **22** illustrates a player home page for the player, in accordance with an embodiment of the present invention.

[0078] FIG. **23** illustrates a player monster view page of the player, in accordance with an embodiment of the present invention.

[0079] FIG. **24** illustrates a poker room webpage of the player, in accordance with an embodiment of the present invention.

[0080] FIG. **25** illustrates a view of a 'my e-mail blasts' page for the player, in accordance with an embodiment of the present invention.

[0081] FIG. **26** illustrates a bankroll page for the player, in accordance with an embodiment of the present invention.

[0082] FIG. **27** illustrates a 'player notes webpage' for the player, in accordance with an embodiment of the present invention.

[0083] FIG. **28-30** illustrates user profile pages for the player, in accordance with an embodiment of the present invention.

[0084] FIG. **31** illustrates a 'My Cart' webpage for the player, in accordance with an embodiment of the present invention.

[0085] FIG. **32** shows a membership payment page for the player, in accordance with an embodiment of the present invention.

[0086] FIG. **33** shows a registration confirmation webpage for the player, in accordance with an embodiment of the present invention.

[0087] FIG. **34** shows a help webpage, in accordance with an embodiment of the present invention.

DESCRIPTION OF THE PREFERRED EMBODIMENTS

[0088] Before describing in detail the particular method and system for managing scheduling and marketing of casino tournaments of a user in accordance with an embodiment of the present invention, it should be observed that the present invention resides primarily in combinations of method steps and system components related to managing scheduling and marketing of casino tournaments.

[0089] Accordingly, the method steps and system components have been represented where appropriate by conventional symbols in the drawings, showing only those specific details that are pertinent to understanding the present invention so as not to obscure the disclosure with details that will be readily apparent to those of ordinary skill in the art having the benefit of the description herein.

[0090] The present invention provides, among other things, methods, systems and apparatus for managing schedules and marketing of casino tournaments. More specifically, in at least one embodiment, the present invention provides methods, system and apparatus for managing schedules of one or more casino tournaments through registration of one or more casinos and one or more players. The one or more casinos upload information of plurality of tournaments. Subsequently, at least one player of the one or more players search the plurality of tournament based on a pre-specified criteria. Thereafter, the at least one player selects a tournament based on the pre-specified criteria and an event is scheduled/calendared for the at least one player in the selected tournament.

[0091] In another embodiment of the present invention, a method for managing schedules of one or more casino tournaments over a computer network is provided. The method comprises providing at least one casino member of the one or more casino members the ability to create an account or register to provide casino tournament information over a

computer network, providing at least one casino member of the one or more casino members with a log-in screen on one or more visual displays, receiving information regarding a plurality of casino tournaments offered by the one or more casino members from the one or more casino members, providing a scheduler where the information being provided by the at least one casino member over a computer network, providing the at least one player of the one or more players the ability to search the plurality of casino tournaments offered by the one or more casino members based on a pre-specified criteria over a computer network through a scheduler, the pre-specified criteria being selected by the at least one player, providing the results of a search of the one or more casino tournaments from the search requested from the at least one or more players on a visual display or computer readable medium, the results being provided based on the search requested by the one or more pre-specified criteria selected by the at least one or more players and providing the at least one or more player with the ability to schedule/calendar at least one event in one or more casino tournaments provided in the requested search.

[0092] In an aspect of at least one embodiment of the present invention, the one or more casino members create an account or register to provide casino tournament information over a computer network at least once before receiving information regarding a plurality of casino tournaments offered by the one or more casino members from the one or more casino members and the schedule is provided for the at least one or more players to participate in the one or more casino tournaments offered by the one or more casino members.

[0093] In another aspect of at least one embodiment of the present invention, the pre-specified criteria comprises one or more of a keyword, a date, a, prize, a celebrity, a month, a casino tournament name, a zip code, type of game, a location and a casino name.

[0094] In yet another aspect of at least one embodiment of the present invention, the method further includes receiving payment information over a computer network from the at least one player for the at least one player's participation in the selected one or more casino tournaments, the payment information being provided by the at least one player.

[0095] In yet another aspect of at least one embodiment of the present invention, the method further includes receiving processing the payment information through one or more payment means, the one or more payment means being a credit card, a debit card, a direct debit or other electronic transfer of funds.

[0096] In yet another aspect of at least one embodiment of the present invention, the method further includes sending marketing information to the least one player over a computer network, the marketing information being provided or requested by the at least one casino member.

[0097] In yet another aspect of at least one embodiment of the present invention, the marketing information is sent through one or more of an email, a banner add, a Short Messaging Service (SMS) message, a Multimedia Message (MMS), a voicemail and a phone call.

[0098] In yet another aspect of at least one embodiment of the present invention, the method further includes the ability to provide scheduling information for special events for planning of schedules of the plurality of casino tournaments by the at least one casino member.

[0099] In yet another aspect of at least one embodiment of the present invention, the method further includes the ability to provide scheduling information for daily and weekly events for planning of schedules of the plurality of casino tournaments by the at least one casino member.

[0100] In yet another aspect of at least one embodiment of the present invention, the method further includes providing a first calendar for planning by allowing the ability to view all their current, future, and past tournament schedules by the at least one casino member.

[0101] In yet another aspect of at least one embodiment of the present invention, the method further includes providing a second calendar for planning of schedule of the plurality of casino tournaments by the at least one casino member.

[0102] In yet another aspect of at least one embodiment of the present invention, the second calendar is a competition calendar, the competition calendar allowing the at least one casino member to view a schedule of at least one casino tournament of one or more other casino members, the one or more other casino members being selected from the one or more casino members.

[0103] In yet another aspect of at least one embodiment of the present invention, the method further includes providing a third calendar for planning of personal schedule by the at least one player.

[0104] In yet another aspect of at least one embodiment of the present invention, the method further includes tracking of one or more results in the selected one or more casino tournaments by the at least one player.

[0105] In yet another aspect of at least one embodiment of the present invention, the method further includes calculating payout of the at least one player.

[0106] In yet another embodiment of the present invention, a system for managing schedules of one or more casino tournaments, where a scheduled/calendared event is provided by one or more casino members to one or more players, the scheduled/calendared event being provided for participation in the one or more casino tournaments is provided. The system comprises at least one server having an interface for communication over a computer network, a first login module, the first login module logging-in at least one casino member of the one or more casino members or at least one player of the one or more players, an upload module, the upload module uploading information of a plurality of casino tournaments, the information being provided by the at least one casino member through a scheduler, a search module, the search module searching the plurality of casino tournaments based on a pre-specified criteria, the pre-specified criteria being provided by the at least one player, a selection module, the selection module selecting the one or more casino tournaments from the search results obtained from the search module, the casino tournaments being selected by the at least one player, a scheduling/calendaring module, and the reservation module reserving at least one seat in the selected one or more casino tournaments for the at least one player.

[0107] In yet another aspect of at least one embodiment of the present invention, the system further includes a marketing module, the marketing module sending marketing information of the at least one of the plurality of casino tournaments to the one or more players, the marketing information being provided by the at least one casino member.

[0108] In yet another aspect of at least one embodiment of the present invention, the reservation module comprises a payment module, the payment module accepting payment for participation in the selected one or more casino tournaments, the payment being provided by the at least one player.

[0109] In yet another aspect of at least one embodiment of the present invention, the method further includes providing a first calendar for planning by allowing the ability to view all their current, future, and past tournament schedules by the at least one casino member.

[0110] In yet another aspect of at least one embodiment of the present invention, the system further includes a second calendar module, the second calendar module providing a competition calendar for planning of schedule of the plurality of casino tournaments by the at least one casino member.

[0111] In yet another aspect of at least one embodiment of the present invention, the second calendar module comprises a competition calendar module, the competition calendar module providing a competition calendar for allowing the at least one casino member to view a schedule of at least one casino tournament of one or more competing casino members, the one or more competing casino members being selected from the one or more casino members.

[0112] In yet another aspect of at least one embodiment of the present invention, the system further includes a third calendar module, the third calendar module providing a calendar for planning of personal schedule by the at least one player.

[0113] In yet another aspect of at least one embodiment of the present invention, the system further includes a tracker module, the tracker module tracking one or more results in the selected one or more casino tournaments by the at least one player.

[0114] In yet another aspect of at least one embodiment of the present invention, the system further includes a calculator module, the calculator module calculating payout of the at least one player.

[0115] In yet another embodiment of the present invention, a computer program product for use with a computer is provided. The computer usable medium has a computer readable program code embodied therein for managing schedules of one or more casino tournaments. A schedule is provided by one or more casino members to one or more players, the schedule being provided for participation in the one or more casino tournaments. The computer program code logs-in at least one casino member of the one or more casino members or at least one player of the one or more players, uploads information of a plurality of casino tournaments, the information being provided by the at least one casino member through a scheduler, searches the plurality of casino tournaments based on a pre-specified criteria, the pre-specified criteria being provided by the at least one player, selects the one or more casino tournaments from the search results obtained, the selection being requested by the at least one player and schedules/calendars at least one event in the selected one or more casino tournaments for the at least one player, sends marketing information of at least one of the plurality of casino tournaments to the one or more players, the marketing information being provided by the at least one casino member.

[0116] In yet another aspect of at least one embodiment of the present invention, the one or more casino members and the one or more players register at least once before providing the scheduling by the one or more casino members to the one or more players.

[0117] In yet another embodiment of the present invention, a method for managing schedules of one or more casino tournaments is provided. The method includes providing a website hosted by the at least one computer in communication with the computer network, logging-in at least one casino member of the one or more casino members, uploading information of a plurality of casino tournaments through the website, the information being provided by the at least casino member through a scheduler, logging-in at least one player of the one or more players through the website, searching the plurality of casino tournaments based on a pre-specified criteria, the pre-specified criteria being provided by the at least one player on the website, selecting the one or more casino tournaments from the search results obtained, the selection being requested by the at least one player, scheduling/calendaring at least one event in the selected one or more casino tournaments for the at least one player through the website and sending marketing information of at least one of the plurality of casino tournaments to the one or more players, the marketing information being provided by the at least one casino member.

[0118] In yet another aspect of the present invention, the method includes the casino member, which can be any party that handles the task of providing casino tournament information on behalf of the casino, providing specific information regarding the game or games that are part of the tournament. For example and not by way of limitation, if the tournament is a poker tournament, the casino member would provide any combination of beginning and ending date and time, event name, event number, type of game, format of the game, buy-in amount and options and number of plays for one or more games in a casino tournament. Additionally, the casino member has the ability to activate or deactivate the tournament schedule, inside the scheduler, whether certain tournaments or games within certain tournaments are active and therefore available for viewing to potential players of the tournaments.

[0119] It should be appreciated that the present invention provides, among other things, a quick and simple way for a casinos to enter information about casino tournaments and communicate this information to their intended audience, potential players through a scheduler.

[0120] FIG. **1** illustrates an environment **100** in which the various embodiments of the invention can be practiced. Environment **100** shows a system **102**, a network **104**, and one or more casino members such as a casino member **106**. Further, the figure shows one or more players such as a player **108**, one or more computing devices for players such as a computing device **110** and one or more computing devices for casino members such as a computing device **112**. In various embodiment of the present invention, the system **102** is hosted on a server. The server can be one or more of a dedicated hosting server and shared hosting server. The system **102** is connected to the one or more computing devices through the network **104**. Examples of the network **104** include, but are not limited to, internet, intranet, WiFi, Bluetooth, Infrared, WiMAX, Local Area Network (LAN), GPRS, EDGE, and Virtual Private network (VPN).

[0121] According to one of the embodiments of the present invention, the network **104** is a conglomeration of connected intranets.

[0122] According to another embodiment of the present invention, the network **104** is IPV6 compatible internet.

[0123] The system **102** provides a user-interface for the player **108**, which is accessed through the computing device **112**, for requesting one or more operations, where the one or more operations are performed by the system **102**. The system **102** further provides a user-interface for the casino member **106**, which is accessed through the computing device **110**, for requesting the one or more operations. The one or more

operations can be requested by at least one of the casino member **106** and the player **108**. Examples of the one or more computing devices include, but are not limited to, a computer, a laptop, a PDA, a mobile phone, and an interactive kiosk. Examples of the user-interface include, but are not limited to, a webpage on a website. Examples of the one or more operations include, but are not limited to, an input operation, a search operation, an upload operation, and a select operation.

[0124] FIG. **2** shows a flowchart for managing schedules of one or more casino tournaments, in accordance with an embodiment of the present invention. Examples of the one or more casino tournaments include, but are not limited to, poker, blackjack, baccarat, roulette, slot machines and craps. At Step **202**, the system **102** logs-in the casino-member **106** by accepting a casino username and casino password through the user-interface. The casino username and the casino password are created during registration of the casino member **106**.

[0125] According to an embodiment of the present invention, the system **102** registers the casino member **106** at least once before logging-in the casino member **106** to perform the one or more operations. The registration of the casino member **106** is performed by accepting first registration information. The casino member **106** provides the first registration information through the user-interface provided by the computing device **110**.

[0126] According to an embodiment of the present invention, the first registration information includes one or more of a casino name, password, phone number, address, personal preferences and the like.

[0127] At Step **204**, information is input into one of two schedulers. The information is provided by the casino member **106** through the use-interface provided by the computing device **110**.

[0128] At Step **206**, information of a plurality of casino tournaments is uploaded on the system **102**. The information of the plurality of casino tournaments is provided by the casino member **106** through the user-interface provided by the computing device **110**.

[0129] According to an embodiment of the present invention, the information of the plurality of tournaments include, but are not limited to, a tournament name, date, venue, guaranteed prize pool.

[0130] At Step **208**, the system **102** logs-in the player **108** by accepting a player name and a player password through the user-interface. The player username and the player password are created during registration of the player **108**.

[0131] According to an embodiment of the present invention, the system **102** registers the player **108** at least once before logging-in of the player **108** to perform the one or more operations. The registration of the player **108** is performed by accepting a second registration information. The player **108** provides the second registration information through the user-interface provided by the computing device **112**.

[0132] According to another embodiment of the present invention, the second registration information includes one or more of a player name, password, date of birth, gender, personal preferences and the like.

[0133] At Step **210**, the system **102** searches the plurality of casino tournaments based on a pre-specified criteria. The pre-specified criteria is provided by the player **108** through the user-interface provided by the computing device **112** and includes one or more of a keyword, a date, a month, a casino tournament name, a zip code, a location and a casino name. At step **212**, the one or more casino tournaments are selected from the search results obtained at the step **210**. The selection of the one or more casino tournaments is requested by the player **108** through the user-interface. At Step **214**, the system **102** schedules/calendars at least one event in the selected one or more casino tournaments for the player **108**. Step **216**, the system **102** reserves at least one event in the selected one or more casino tournaments for the player **108**.

[0134] FIG. **3** shows a flowchart for managing schedules of one or more casino tournaments, in accordance with another embodiment of the present invention. At Step **202**, the system **102** logs-in the casino member **106** by accepting the casino username and the casino password through the user-interface provided by the computing device **110**. The casino username and the casino password are created during the registration of the casino member **106**.

[0135] At Step **302**, the system **102** provides a first calendar for planning a schedule of the plurality of tournaments. The planning of the plurality of tournaments is performed by the casino member **106**. The casino member **106** accesses the first calendar through the user-interface provided by the computing device **110**.

[0136] According to an embodiment of the present invention, the first calendar is for the planning of schedule of the plurality of casino tournaments by allowing the ability to view all their current, future, and past tournament schedules by the at least one casino member

[0137] At Step **304**, the system **102** provides a second calendar, a competition calendar, for the scheduling of the plurality of tournaments. The planning of the plurality of tournaments is performed by the casino member **106**. The casino member **106** accesses the second calendar through the user-interface provided by the computing device **110**.

[0138] According to an embodiment of the present invention, the second calendar is a competition calendar. The competition calendar allows the casino member **106** to view a schedule of one or more casino tournaments of one or more competing casinos. The one or more competing casinos are selected from the one or more casino members. In an embodiment of the present invention, the casino member **106** schedules a casino tournament such that the date of the tournament does not conflict with the dates of tournaments of the one or more competing casino members.

[0139] At Step **204**, the system **102** provides a first scheduling module for entering of data of special events to schedule the plurality of tournaments. The scheduling of special events is performed by the casino member **106**. The casino member **106** accesses the first scheduling module through the user-interface provided by the computing device **110**.

[0140] According to an embodiment of the present invention, the special events schedule module creates a schedule for special casino tournaments. The special events module allows the casino member **106** to create a special events schedule of one or more casino tournaments. The special events schedule is created by one or more casino members. In an embodiment of the present invention, the casino member **106** schedules a casino tournament such that the date of the tournament, by utilizing the second calendar, the competition calendar, to assure the special event does not conflict with the dates of tournaments of the one or more competing casino members.

[0141] At Step **204**, the system **102** also provides a second scheduling module for entering of data of daily and weekly events to schedule the plurality of tournaments. The schedul-

ing of daily and weekly events is performed by the casino member **106**. The casino member **106** accesses the second scheduling module through the user-interface provided by the computing device **110**.

[0142] According to an embodiment of the present invention, the daily and weekly events schedule module creates a schedule for daily and weekly casino tournaments. The daily and weekly events scheduler module allows the casino member **106** to create a daily or weekly schedule of one or more casino tournaments. The daily and weekly events schedule is created by one or more casino members. In an embodiment of the present invention, the casino member **106** schedules a daily or weekly casino tournament such that the date of the tournament by utilizing the second calendar, the competition calendar, to assure the daily or weekly event does not overlap with the dates of tournaments of the one or more competing casino members.

[0143] At Step **206**, information of a plurality of casino tournaments is uploaded on the system **102**. The information of the plurality of casino tournaments is provided by the casino member **106** through the user-interface provided by the computing device **110**.

[0144] According to an embodiment of the present invention, the information of the plurality of tournaments include, but are not limited to, a tournament name, date, venue, guaranteed prize pool.

[0145] In an embodiment of the present invention, the system **102** uploads the information into a database, where the database is hosted on the server on which the system **102** is hosted.

[0146] At Step **306**, the system **102** sends marketing information of at least one casino tournament of the plurality of casino tournaments to the player **108**. The selection of the at least one casino tournament for sending the marketing information is provided by the casino member **106**.

[0147] According to an embodiment of the invention, the marketing information is sent through one or more of an email, a Short Messaging Service (SMS) message, a Multimedia Message (MMS) and a phone call. Examples of the marketing information include, but are limited to, information about new casino tournaments, information about upcoming casino tournaments, information about a special offer for new players who register for a first time for a tournament, and information about discount offers for registering for a tournament.

[0148] At Step **208**, the system **102** logs-in the player **108** by accepting a player name and player password through the user-interface provided by the computing device **112**. The player username and the player password are created during registration of the player **108**.

[0149] At Step **210**, the system **102** searches the plurality of casino tournaments based on the pre-specified criteria. The pre-specified criterion is provided by the user through the user-interface. The pre-specified criteria includes one or more of a keyword, a date, a month, a casino tournament name, a zip code, a location and a casino name. At step **212**, the one or more casino tournaments are selected from the search results obtained at the step **210**. The selection of the one or more casino tournaments is requested by the player **108** through the user-interface provided by the computing device **112**.

[0150] At Step **214**, the at least one event is scheduled and calendared in the selected one or more casino tournaments for the player **108** by the system **102**.

[0151] At Step **216**, the at least one event is reserved in the selected one or more casino tournaments for the player **108** by the system **102**.

[0152] At step **308**, the system **102** accepts a payment for the reservation of at least one seat in the selected one or more casino tournaments through the user-interface provided by the computing device **112**. The payment is provided by the player **108** for reserving the at least one seat, where the payment is provided through one or more of payment means. The one or more payment means are selected from one of a credit card, a debit card, a direct debit, a bank cheque and cash.

[0153] At step **310**, the system **102** tracks one or more results of the one or more casino tournaments. The tracking of one or more results is requested by the player **108** through the user-interface provided by the computing device **112**. In the present embodiment, system **102** tracks the result of the selected one or more casino tournaments.

[0154] At Step **312**, the system **102** calculates payout for the player **108** for the selected one or more casino tournaments.

[0155] According to an embodiment of the present invention, the system **102** provides a third calendar. The third calendar is used by the player **108** for planning of personal schedule. The player **108** can use the third calendar for organizing his schedule for the selected one or more casino tournaments. The third calendar is capable of sending alerts to the player **108** when a date of the selected one or more tournaments approaches.

[0156] FIG. **4** illustrates the system **102** for managing the schedules of one or more casino tournaments, in accordance with an embodiment of the present invention. The system **102** includes a first log-in module **402**, a second log-in module **404**, a first scheduler module for special events **406**, a second scheduler module for daily and weekly events **408**, an upload module **410**, a search module **412**, a select module **414**, a third calendar for player module **416**, and a reservation module **418**. The first log-in module **402** logs-in the casino-member **106** by accepting the casino username and the casino password through the user-interface provided by the computing device **110**. The casino username and the casino password are created during registration of the casino member **106**.

[0157] According to an embodiment of the present invention, the system **102** registers the casino member **106** at least once before logging-in of the casino member **106** to perform the one or more operations.

[0158] The second log-in module **404** logs-in the player **108** by accepting the player name and the player password through the user-interface provided by the computing device **112**. The player username and the player password are created during registration of the player **108**.

[0159] According to an embodiment of the present invention, the system **102** registers the player **108** at least once before logging-in of the player **108** to perform the one or more operations

[0160] The first scheduler module **406** creates special events schedules for the plurality of casino tournaments. The information of the plurality of casino tournaments is provided by the casino member **106** through the user-interface provided by the computing device **110**.

[0161] The second scheduler module **408** creates daily and weekly events schedules for the plurality of casino tournaments. The information of the plurality of casino tournaments

is provided by the casino member **106** through the user-interface provided by the computing device **110**.

[0162] The upload module **410** uploads the information of the plurality of casino tournaments. The information of the plurality of casino tournaments is provided by the casino member **106** through the user-interface scheduler modules provided by the computing device **110**.

[0163] According to an embodiment of the present invention, the information of the plurality of casino tournaments include, but are not limited to, a tournament name, date, venue, guaranteed prize pool and the like.

[0164] The search module **412** searches the plurality of casino tournaments based on a pre-specified criteria. The pre-specified criteria is provided by the user through the user-interface and includes one or more of a keyword, a date, a month, a casino tournament name, a zip code, a location and a casino name. Subsequently, the select module **414** selects a one or more casino tournaments from the search results provided by the search module **412**. The selection of the one or more casino tournament is requested by the player **108** through the user-interface provided by the computing device **112**. The third player calendar module **416** allows the player to schedule/calendar the one or more selected casino tournaments from the search results provided by the search module **412**. Thereafter, the reservation module **418** reserves at least one seat for the selected one or more casino tournaments for the player **108**.

[0165] FIG. **5** illustrates a system **102** for managing schedules of one or more casino tournaments, in accordance with another embodiment of the present invention. The system **102** includes a first registration module **502**, a second registration module **504**, a first casino calendar module **506**, a second competition calendar module **508**, a marketing module **510**, a payment module **512**, a tracker module **514**, a calculator module **516**, the first log-in module **402**, the second log-in module **404**, the first special event scheduler module **406**, the second daily and weekly event scheduler **408**, the upload module **410**, the search module **412**, the select module **414**, the third player calendar module **416**, and the reservation module **418**. The first registration module **502** registers the casino member **106** by accepting the first registration information. The casino member **106** provides the first registration information through the user-interface provided by the computing device **110**.

[0166] According to an embodiment of the present invention, the first registration information includes providing one or more of a casino name, a password, a phone number, address, and personal preferences.

[0167] The second registration module **504** registers the player **108** by accepting the second registration information. The player **108** provides the second registration information through the user-interface provided by the computing device **112**.

[0168] According to another embodiment of the present invention, the second registration information includes providing one or more of a player name, date of birth, gender, password, personal preferences and the like.

[0169] The first log-in module **402** logs-in the casino-member **106** by accepting the casino username and the casino password through the user-interface. The casino username and the casino password are created during the registration of the casino member **106** by the first registration module **502**.

[0170] The second log-in module **404** logs-in the player **108** by accepting the player name and the player password through the user-interface provided by the computing device **112**. The player username and the player password are created during the registration of the player **108** by the second registration module **504**.

[0171] The first casino calendar module **506** facilitates planning of schedule of the plurality of casino tournaments by providing past, current and future casino tournament schedules. The casino member **106** accesses the first calendar module through the user-interface provided by the computing device **110**.

[0172] According to an embodiment of the present invention, the first casino calendar is for the planning of schedule of the plurality of casino tournaments by allowing the ability to view all their current, future, and past tournament schedules by the at least one casino member

[0173] The second calendar module **508**, a competition calendar, for the scheduling of the plurality of tournaments. The planning of the plurality of tournaments is performed by the casino member **106**. The casino member **106** accesses the second calendar through the user-interface provided by the computing device **110**.

[0174] According to an embodiment of the present invention, the second calendar is a competition calendar. The competition calendar allows the casino member **106** to view a schedule of one or more casino tournaments of one or more competing casinos. The one or more competing casinos are selected from the one or more casino members. In an embodiment of the present invention, the casino member **106** schedules a casino tournament such that the date of the tournament does not conflict with the dates of tournaments of the one or more competing casino members.

[0175] The first scheduling module **406** is for entering of data of special events to schedule the plurality of tournaments. The scheduling of special events is performed by the casino member **106**. The casino member **106** accesses the first scheduling module through the user-interface provided by the computing device **110**.

[0176] According to an embodiment of the present invention, the special events schedule module creates a schedule for special casino tournaments. The special events module allows the casino member **106** to create a special events schedule of one or more casino tournaments. The special events schedule is created by one or more casino members. In an embodiment of the present invention, the casino member **106** schedules a casino tournament such that the date of the tournament, by utilizing the second calendar, the competition calendar, to assure the special event does not conflict with the dates of tournaments of the one or more competing casino members.

[0177] The second scheduling module **508** used for entering of data of daily and weekly events to schedule the plurality of tournaments. The scheduling of daily and weekly events is performed by the casino member **106**. The casino member **106** accesses the second scheduling module through the user-interface provided by the computing device **110**.

[0178] According to an embodiment of the present invention, the daily and weekly events schedule module creates a schedule for daily and weekly casino tournaments. The daily and weekly events scheduler module allows the casino member **106** to create a daily or weekly schedule of one or more casino tournaments. The daily and weekly events schedule is created by one or more casino members. In an embodiment of the present invention, the casino member **106** schedules a daily or weekly casino tournament such that the date of the

tournament by utilizing the second calendar, the competition calendar, to assure the daily or weekly event does not overlap with the dates of tournaments of the one or more competing casino members.

[0179] The upload module **410** uploads the information of the plurality of casino tournaments. The information of the plurality of casino tournaments is provided by the casino member **106** through the user-interface provided by the computing device **110**.

[0180] According to an embodiment of the invention, the upload module **410** uploads the information entered by the casino member **106** through the user interface including, but not limited to the special events scheduler and the daily and weekly events schedulers. Examples of the uploaded tournament information include, but are not limited to, tournament name, individual event name, date, time, entry fee, type of game, guarantee amount and general comments about the events.

[0181] The marketing module **510** sends marketing information of at least one casino tournament of the plurality of casino tournaments to the player **108**. The selection of the at least one casino tournament for sending of the marketing information is performed by the casino member **106**.

[0182] According to an embodiment of the invention, the marketing information is sent through one or more of an email, a Short Messaging Service (SMS) message, a Multimedia Message (MMS) and a phone call. Examples of the marketing information include, but are not limited to, information about new casino tournaments, information about upcoming casino tournaments, information about a special offer for new players who register for a first time for a tournament, and information about discount offers for registering for a tournament.

[0183] The search module **412** searches the plurality of casino tournaments based on the pre-specified criteria. Subsequently, the select module **414** selects one or more casino tournaments from the search results provided by the search module **412**. The selection of a tournament is requested by the player **108** through the user-interface provided by the computing device **110**. The third player calendaring module **416** allows the player to schedule/calendar the selection of tournaments from the search results provided by the select module **414**. The payment module **512** accepts a payment for the reservation of at least one seat in the selected one or more casino tournaments through the user-interface provided by the computing device **110**. The payment is provided by the player **108** through one or more of payment means. The one or more payment means are selected from one of a credit card, a debit card, a direct debit, a bank cheque and cash. Thereafter, the reservation module **418** reserves the at least one seat for the selected one or more casino tournaments for the player **108**.

[0184] The tracker module **514** is capable of tracking one or more results of the one or more casino tournaments. The tracking of one or more results is requested by the player **108** through the user-interface provided by the computing device **112**. In the present embodiment, player **108** tracks the result of the selected one or more casino tournaments. The calculator module **516** is capable of calculating payout of the at least one players for the selected one or more casino tournaments.

[0185] According to an embodiment of the present invention, the system **102** includes a third calendar module. The third calendar module provides a third calendar for planning of a personal schedule by the player **108**.

[0186] For the purpose of the understanding, figures including FIG. **6** to FIG. **34** show a website for managing schedules of a plurality of casino tournaments, in accordance with an embodiment of the present invention. The website is provided by the system **102**.

[0187] FIG. **6** to FIG. **21** are exemplary web pages accessed by the casino member **106** demonstrating one the web pages present in the website provided by the system **102**.

[0188] FIG. **6** illustrates a casino home page of the casino member **106**, in accordance with an embodiment of the present invention. The casino home page is a default webpage of the casino member **106**. The casino home page is accessed after the casino member **106** logs into the website using a log-in link from a non-member home page. The figure shows a 'My Calendar' section of the casino home page, where the 'My Calendar' section displays the current month and the casino tournaments that the casino member **106** has scheduled through the website. The 'My Calendar' section can also include personal events that are manually added by casino member **106**. The casino home page can be viewed as a standard calendar or a list. In FIG. **6**, it is shown in the list view. A default view is a setting in the casino member **106** profile. Further, the calendar can be printed, and will print in either a calendar format or list format, depending upon the calendar view the casino member is using.

[0189] FIG. **7** illustrates a view of the competition calendar of the casino member **106**, in accordance with an embodiment of the present invention. The competition calendar allows the casino member **106** to view a schedule of the one or more competing casinos. The competition calendar can display the events of the casino member **106** and the one or more competing casinos to allow for better scheduling decisions.

[0190] The casino member **106** selects the competitor calendar settings in its profile. The competition calendar can be set to either a calendar view or a list view. The competition calendar can also filter by game type, schedule, and buy in amount.

[0191] FIG. **8** illustrates a casino monster view page of the casino member **106**, in accordance with an embodiment of the present invention. The casino monster view page is used by the casino member **106** to perform an extensive search for the one or more casino tournaments from all over the world. The casino monster view page is designed to show the casino member **106** as much information as possible all in one place. The one or more casino tournaments search can be run for one or more of a location and a date. Further, the casino monster view page allows one or more functions to narrow the search results by one or more of a schedule type, a game type and tournament cost. The schedule type can be one of a daily schedule, a weekly schedule and a monthly schedule.

[0192] FIG. **9** illustrates a daily and weekly event scheduler page for the casino member **106**, in accordance with an embodiment of the present invention. The events of the casino member **106** include casino tournaments, special events and personal events of the casino member **106**. The daily and weekly event scheduler is used to modify one of a daily event and a weekly event.

[0193] FIG. **10** illustrates a special event scheduler page for the casino member **106**, in accordance with an embodiment of the present invention. The figure includes a section **1002** and a section **1004**. The special event page is used to add a special event. The special event will always have an associated detailed event. The section **1002** in the special event page

allows modification of the information of the special event. The section **1004** of the special event page displays the detailed event information.

[0194] FIG. **11** illustrates an 'Add/Edit structure' form for the casino member **106**, in accordance with an embodiment of the present invention. The "Add/Edit Structure" form can be used to add a new structure or edit an existing structure.

[0195] Initially, the casino member **106** is provided with eight template structures that can be used in creating one or more new structures. The casino member **106** picks a structure to copy and the structure is linked to a form that matches the structure. All values from template structure are copied into the new structure, and from there, the casino member **106** modifies one or more fields and values and saves the new structure.

[0196] The template structure is unique with different number of columns and/or layout. The template structure will be setup and maintained by a system administrator. The casino member **106** cannot edit the template structure. The casino member **106** builds the new structure using the template structure and names them.

[0197] FIG. **12** illustrates a registration tracker page for the casino member **106**, in accordance with an embodiment of the present invention. The registration tracker page allows the casino member **106** to track online registration for personal one or more casino tournaments. The personal one or more casino tournaments are the one or more casino tournaments organized by the casino member **106**. The registration tracker page displays all events that are available for online registration, and provides a count on the number of the one or more players currently enrolled through the website, along with current revenues from online registration.

[0198] FIG. **13** illustrates a webpage of a chop-chop calculator for the casino member **106**, in accordance with an embodiment of the present invention. The chop-chop calculator allows the casino member **106** to calculate a final payout and a rank for each player of a one or more participating players ready to consider a chop of the tournament money. When the one or more participating players are ready to consider the chop, the casino member **106** inputs a total event payout and a hand input already paid. Subsequently, remaining prize pool is calculated by using refresh key.

[0199] According to an embodiment of the present invention, the chop-chop calculator is capable of being printed.

[0200] FIG. **14** illustrates a view of casino detail page for the casino member **106**, in accordance with an embodiment of the present invention. The casino detail page is displayed when the player **108** clicks on a casino name in the search results obtained by the player during a search.

[0201] According to an embodiment of the present invention, the casino member **106** uploads a company logo to display on the casino detail page.

[0202] The casino member **106** can also upload a promotional document displaying as a link on the casino detail page. The promotional document can be in one of PDF format, Word format, text file format, and PowerPoint format. Other information includes one or more of a casino name, link to the casino website address, physical address, poker room phone number, contact person, hours of operation, dress code, smoking and the like.

[0203] FIG. **15** illustrates a view of a special event page for the casino member **106** according to an embodiment of the present invention. The special event page is displayed each time the player **108** selects a special event name. One or more details about the special event and all associated games are displayed on the special event page. Furthermore, the special event page displays a complete tournament schedule that can be printed by the one or more player **108**.

[0204] FIG. **16** illustrates a view of a game page for the casino member **106**, in accordance with an embodiment of the present invention. The game page displays information of one casino tournament of the one or more casino tournaments. The information of the one casino tournament includes one or more of an entry fee, a service charge, a buy in rate starting chip count, a date, a time, a venue and seat availability.

[0205] FIG. **17** illustrates a view of a casino 'e-mail blasts' page for the casino member **106**, in accordance with an embodiment of the present invention. The casino 'e-mail blasts' page displays one or more marketing emails sent by the casino member **106** to the one or more players.

[0206] The one or more marketing emails will remain in the inbox of the casino member **106** for a limited time such as up to 120 days. After 120 days they are purged from the database. Further, the one or more marketing emails can be removed at any time by the casino member **106**.

[0207] A counter is available on the casino 'e-mail blasts' page to assist the casino member **106** to manage the one or more marketing emails. The counter indicates the number of contracted one or more marketing emails and the number remaining on that contract. The one or more marketing emails can be added and edited from this page.

[0208] FIG. **18** illustrates a casino profile home page for the casino member **106**, in accordance with an embodiment of the present invention. The casino profile home page displays information about the casino member **106**. The casino profile home page shows links to plurality of profile pages and one or more game preference buttons. Examples of the plurality of profile pages include, but are not limited to, modify business information, modify visible information, view public casino Page, change competition. Examples of the one or more game preference buttons include, but are not limited to, a game home page, the competition calendar, and the monster view page.

[0209] FIG. **19** illustrates a 'modify business information' webpage for the casino member **106**, in accordance with an embodiment of the present invention. The 'modify business information' webpage is used to setup and store contact information of a casino represented by the casino member **106**. The contact information includes one or more of a mailing address, a phone number, email addresses, a website user id and passwords. The content on this page is not viewable to other casinos or the one or more player members.

[0210] FIG. **20** illustrates a 'modify visible information webpage' for the casino member **106**, in accordance with an embodiment of the present invention. The 'modify visible information' webpage is used to setup a viewable content for the casino member **106**. The viewable content includes one or more of a casino name, mailing address, poker room phone number, a casino logo, a casino marketing document, hours of operation, and dress code.

[0211] FIG. **21** illustrates a change competition webpage for the casino member **106**, in accordance with an embodiment of the present invention. The change competition webpage allows the casino member **106** to select the one or more competing casinos.

[0212] FIG. **22** to FIG. **34** discusses web pages accessed by the player **108**, the web pages present in the website provided by the system **102**.

[0213] FIG. **22** illustrates a player home page for the player **108**, in accordance with an embodiment of the present invention. The figure shows a section **2202** and a section **2204**. The player home page is the default page of player **108** and is accessed after the player **108** logs into the website using a login link from a non-member page. The section **2202** displays 'My calendar' with one or more current information. The one or more current information includes one or more of a current month, the selected one or more casino tournaments of the player **108**, one or more casino tournaments the player **108** is interested in, casino tournaments in cart for payment and casino tournaments manually added by the player **108**.

[0214] The player home page can be viewed as either a standard calendar or a list view. The section **2204** displays 'My favorites' section of the player home page, where the 'My favorites' section that displays the one or more casino tournaments occurring at one or more favorite casinos of the player **108**. Further, the section **2204** displays the one or more casino tournaments scheduled to take place in the near future.

[0215] FIG. **23** illustrates a player monster view page of the player **108**, in accordance with an embodiment of the present invention. The player monster view page is used by the player **108** to find a tournament. The player monster view page is designed to show the player **108** as much information as possible all in one place. The one or more casino tournaments search can be run for one or more of a location and a date. Further, the player monster view page allows one or more functions to narrow the search results by one or more of a schedule type, a game type and tournament cost. The schedule type can be one of a daily schedule, a weekly schedule and a monthly schedule.

[0216] FIG. **24** illustrates a poker room webpage of the player **108**, in accordance with an embodiment of the present invention. The poker room webpage is used to search one or more poker rooms. The search for the one or more poker rooms is done by specifying one or more of a country, a state, a city, a zip code and mileage range.

[0217] FIG. **25** illustrates a view of a 'my e-mail blasts' page for the player **108**, in accordance with an embodiment of the present invention. The 'my e-mail Blasts' displays the one or marketing emails sent by the casino member **106** for the at least one of the plurality of casino tournaments. The one or more marketing emails will remain in the inbox of the player **108** until the tournament date has passed or until the player **108** deletes them.

[0218] FIG. **26** illustrates a bankroll page for the player **108**, in accordance with an embodiment of the present invention. The bankroll page is used by the player **108** to track the number of wins and losses. The player **108** records beginning bankroll in user profile. Subsequently, the one or more casino tournaments that the player **108** registers through the website are automatically displayed on the bankroll page.

[0219] FIG. **27** illustrates a 'player notes webpage' for the player **108**, in accordance with an embodiment of the present invention. The 'player notes page' is used by the player **108** to track notes of the one or more casino tournaments that the player **108** has participated in. A Create Note button opens up a pop up box where the player **108** can type a date and a note of up to 250 characters. The notes will display for as long as the player **108** would like to keep them or for a limited time such as 3 years. Check all and Delete buttons will remove the notes when selected.

[0220] FIG. **28-30** illustrates user profile pages for the player **108**, in accordance with an embodiment of the present invention. FIG. **28** shows a main page for the player **108**. FIG. **29** shows a 'Modify your settings' page for the player **108**. FIG. **30** shows a favorite page for the player **108**. The user profile pages allow the player **108** to view the profile and to modify the profile.

[0221] FIG. **32** shows a membership payment page for the player **108**, in accordance with an embodiment of the present invention. The membership payment page allows review and payment of fees for one of a membership and the selected one or more casino tournaments.

[0222] FIG. **33** shows a registration confirmation webpage for the player **108**, in accordance with an embodiment of the present invention. The registration confirmation webpage is the review and payment processing page and is used to register for the one or more casino tournaments.

[0223] FIG. **34** shows a help webpage, in accordance with an embodiment of the present invention. The help webpage is used for functional questions on the one or more player pages.

[0224] It should be appreciated a visual display include but are limited to any device that allows the user to view any aspect of the claimed invention examples of which include but are not limited to a monitor, video screen, PDA and television.

[0225] It should also be appreciated that the various embodiments disclosed herein can incorporate one or more computing devices including, but are not limited to, a general purpose or specialty computer, a laptop, a PDA, a mobile phone, a computer readable medium, a hard drive and an embedded microprocessor and an interactive kiosk or monitor.

[0226] The invention is defined solely by the appended claims including any amendments made during the pendency of this application and all equivalents of those claims as issued.

What is claimed is:

1. A method for providing and scheduling one or more casino tournaments over a computer network, the method comprising:

a. providing one or more casino members with the ability to create an account or log-in to provide information regarding a plurality of casino tournaments over a computer network;

b. providing the one or more casino members with a log-in screen on one or more visual displays;

c. providing the one or more casino members with the ability to create one or more special event tournament schedules, through the first scheduler, based on pre-specified criteria of casino tournaments information over a computer network;

d. providing the one or more casino members with the ability to create one or more daily and weekly event tournament schedules, through the second scheduler, based on pre-specified criteria of casino tournaments information over a computer network;

e. receiving information regarding the plurality of casino tournaments offered by a casino from the one or more casino members, the information being provided by the at least one casino member over a computer network;

f. providing one or more potential players in one or more casino games of the plurality of casino tournaments with the ability to search the plurality of casino tournaments offered by the one or more casino members based on pre-specified criteria of the plurality of casino tourna-

ments over a computer network, the pre-specified criteria being selected by the one or more potential players; and

g. providing the results of a search of the plurality of casino tournaments from a search requested by the one or more potential players on a visual display or computer readable medium, the results being provided based on the search requested by the one of more potential players selecting one or more pre-specified criteria regarding the plurality of casino tournaments;

wherein the schedule information received from the one or more casino members includes at least the start and end date, type of game and amount of the buy-in for the plurality of casino tournaments; and

wherein the one or more casino members create an account or register to provide casino tournament information through one of the two schedulers over a computer network at least once before receiving information regarding the plurality of casino tournaments offered by the one or more casino members from the one or more casino members.

2. The method according to in claim **1**, wherein the pre-specified criteria comprises one or more of a keyword, a date, a, prize, a celebrity, a month or date, a casino tournament name, a casino, a zip code, type of casino game, buy-in options, maximum number of players, format of one or more casino games offered, buy-in amount, type of game, a location and a casino name.

3. The method according to claim **1**, further comprising receiving payment information over a computer network from the potential players for the potential players' participation in the plurality of casino tournaments selected by the potential player, the payment information being provided by the potential player.

4. The method according to claim **1**, further comprising providing a calendar for online tournament schedules that gives the one or more casino members the ability to view all their current, future, and past tournament schedules.

5. The method according to claim **1**, further comprising providing a competition calendar for viewing and planning of schedule of the plurality of casino tournaments by the at least one casino member.

6. A system for scheduling and providing tournament information for one or more casino tournaments, where a schedule is entered by one or more casino members through the scheduler(s) to one or more potential players for participation in the one or more events of a casino tournament, the system comprising:

a. at least one server having an interface for communication over a computer network;

b. a first login module, the first login module logging-in at least one casino member of the one or more casino members or at least one potential player of the one or more potential players;

c. a first scheduler module, the special events scheduler module to input information regarding one or more casino tournaments, the information being provided by the at least one casino member;

d. a second scheduler module, the daily and weekly scheduler module to input information regarding one or more daily or weekly casino tournaments, the information being provided by the at least one casino member;

e. an upload module, the upload module uploading the data input into the scheduler(s) modules regarding one or more casino tournaments, the information being provided by the at least one casino member;

f. a search module, the search module searching the plurality of casino tournaments based on a pre-specified criteria, the pre-specified criteria being provided by the at least one potential player; and

g. a selection module, the selection module selecting the one or more casino tournaments from the search results obtained from the search module, the casino tournaments being selected by the at least one potential player.

7. The system according to claim **6**, further comprising a marketing module, the marketing module sending marketing information of the one or more casino tournaments to the at least one potential players, the marketing information being provided by one or more casino members.

8. The system according to claim **6**, wherein the casino tournaments are poker tournaments.

9. The system according to claim **6**, further comprising a first calendar module, the first calendar module providing a casino calendar for viewing and planning all current, future and past tournament schedules of the one or more casino tournaments by the one or more casino members.

10. The system according to claim **9**, wherein the first calendar module comprises a competition calendar module, the competition calendar module providing a competition calendar for allowing the at least one casino member to view a schedule of at least one casino tournament of one or more competing casino members, the one or more competing casino members being selected from the one or more casino members.

11. The system according to claim **9**, further comprising a second calendar module, the calendar module for planning of personal schedules by at least one potential player.

12. A computer program product for use with a computer, said computer program product comprising:

a computer usable medium having computer readable program code embodied therein for scheduling one or more casino tournaments, where a schedule is provided by one or more casino members to one or more players, the scheduling being provided for participation in the one or more casino tournaments, the computer program code performing:

a. logging-in at least one casino member of the one or more casino members or at least one player of the one or more players;

b. uploading information of a plurality of casino tournaments, the information being provided by the at least one casino member through the scheduler modules;

c. sending marketing information of at least one of the plurality of casino tournaments to the one or more players, the marketing information being provided by the at least one casino member;

d. searching the plurality of casino tournaments based on a pre-specified criteria, the pre-specified criteria being provided by the at least one player;

e. selecting the one or more casino tournaments from the search results obtained, the selection being requested by the at least one player;

f. scheduling into the third player calendar the one or more casino tournaments from the search results obtained, the selection being requested by the at least one player, and

wherein the one or more casino members and the one or more players register at least once before searching the plurality of casino tournaments.

13. A method for providing and scheduling one or more casino tournaments, where a schedule is provided by one or more casino members to one or more players, the schedule being provided for participation in the one or more casino tournaments, the method comprising:

a. providing a website hosted by the at least one computer in communication with the computer network;

b. logging-in at least one casino member of the one or more casino members;

c. imputing tournament data into a scheduler module by the at least one casino member;

d. uploading information of a plurality of casino tournaments utilizing the scheduler module, through the website, the information being provided by the at least casino member;

e. sending marketing information of at least one of the plurality of casino tournaments to the one or more players, the marketing information being provided by the at least one casino member.

f. logging-in at least one player of the one or more players through the website;

g. searching the plurality of casino tournaments based on a pre-specified criteria, the pre-specified criteria being provided by the at least one player on the website;

h. selecting the one or more casino tournaments from the search results obtained, the selection being requested by the at least one player;

i. scheduling the one or more casino tournaments utilizing the third player calendar from the search results obtained, the selection being requested by the at least one player, and **[text missing or illegible when filed]**

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