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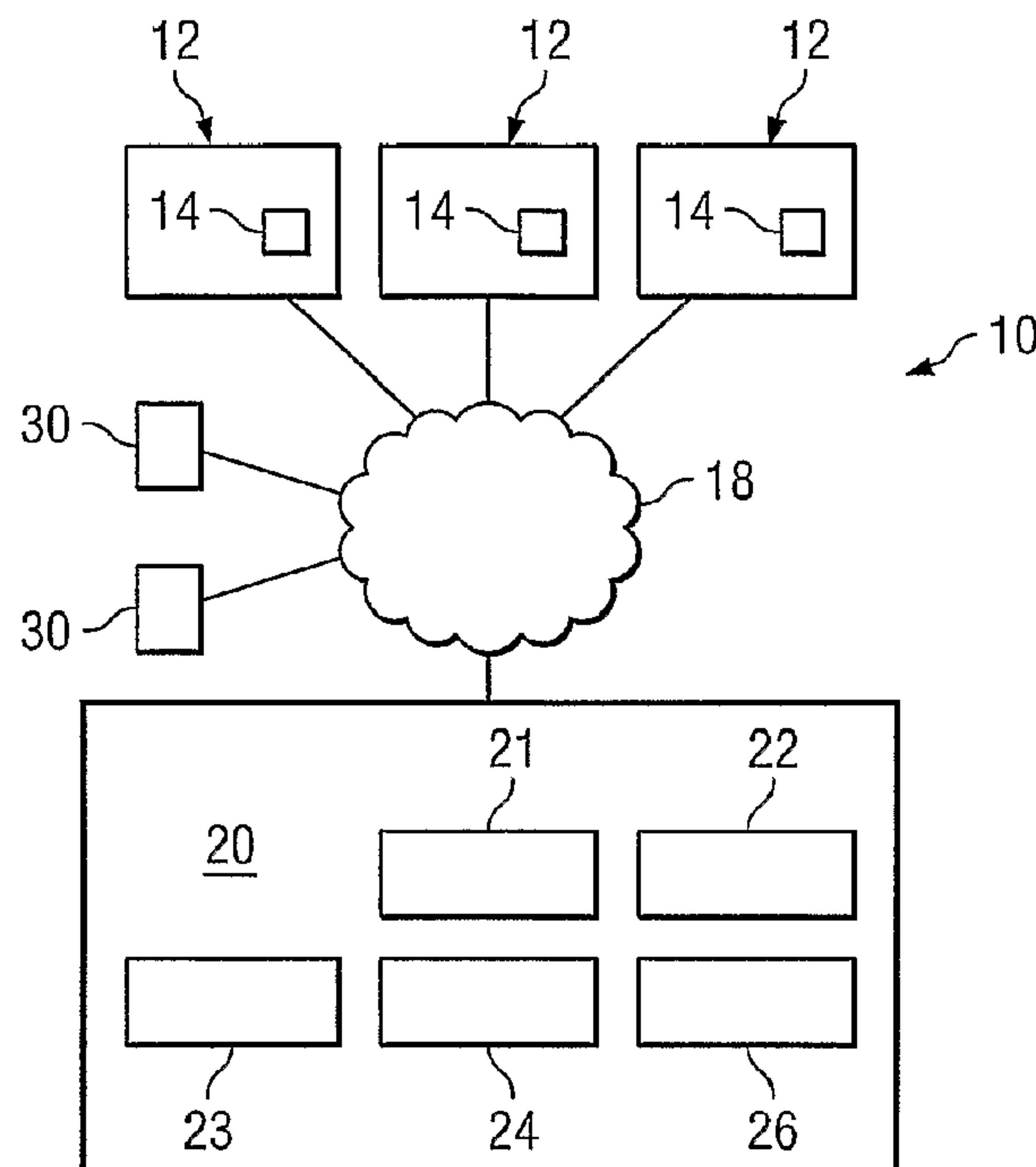
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(54) Titre : SYSTÈME DE GESTION DE LOTERIE MOBILE

(54) Title: SYSTEM FOR MANAGING A WIRELESS LOTTERY



(57) Abrégé/Abstract:

A lottery system is provided. Lottery tickets may be purchased using a communication device, such as a mobile device. Sales commissions, or other credit, for the purchased tickets may be determined for one or more retailers based at least partially on the location of the communication device, for example, when the purchase is made.

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(54) Title: SYSTEM FOR MANAGING A WIRELESS LOTTERY

(57) Abstract: A lottery system is provided. Lottery tickets may be purchased using a communication device, such as a mobile device. Sales commissions, or other credit, for the purchased tickets may be determined for one or more retailers based at least partially on the location of the communication device, for example, when the purchase is made.

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5 SYSTEM FOR MANAGING A WIRELESS LOTTERY

TECHNICAL FIELD

10 The present invention relates generally to the field of wireless systems and, more particularly, to a system for managing a wireless lottery.

BACKGROUND

15 Lotteries are generally known. In a lottery, a number of participants purchase tickets, each of which represents a chance to win a prize. In some cases, a portion of the revenue from ticket sales provides the winning prize. Many states have lotteries and the lotteries are typically run by the state. Most states have several different games, including instant-win scratch-off games, daily games and games where the participant must pick at least three or four correct numbers to win a prize. Often a lottery system will have a game with the largest possible payout, or prize. This game usually involves picking the correct
20 six numbers from a set of numbers (e.g., from 1 to 50).

The odds of winning a prize may be calculated. The odds of picking a single correct number depend on how many possible numbers are available and how many have been used. For instance, assuming none of the six numbers has been picked and assuming there are 50 possible numbers to choose from, and assuming there will be six numbers
25 selected overall, there are six chances to pick a given number correctly. The odds of picking one number correctly are, therefore, 50/6, or 8.33:1. Using a similar calculation, one can determine the odds of picking another number correctly after one number has already been drawn. There are 49 possible numbers left, and five more numbers will be drawn. So the odds of picking a number correctly after one has been drawn are 49/5, or
30 9.8:1. The odds may be calculated for picking the remaining numbers. The odds of picking all six numbers are then calculated by multiplying all of the odds for the individual numbers. The odds are: $50/6 \times 49/5 \times 48/4 \times 47/3 \times 46/2 \times 45/1 = 15,890,700:1$.

Winnings (prizes) may be determined and paid out according to various methods. For example, a state lottery might have a \$10 million jackpot. The actual ticket revenues will be much higher than the jackpot. There are typically additional prizes that must be paid. Also, most states use a large portion of the lottery revenues to pay for various services and equipment. Lottery revenue may be used to pay for education, roads, disaster relief, human services programs, etc. Once it has been determined how much of the revenue will be left for the prize, the prize itself may be paid out in different ways, such as in an annual payment for some period of years, or in a lump sum.

Typically, lottery tickets are sold through retailers that are authorized by the states. The retailers are usually stores, such as convenience stores. A retailer is commonly paid a sales commission based on certain parameters. The parameters may include percentages, amounts sold, number of tickets sold, commission caps, and bonuses. In New York, for example, retailers are paid commissions of 6% of the sales of lottery tickets. Typically, a commission is paid as a percentage of the sale and is paid to the retailer making the sale.

SUMMARY

Embodiments are generally directed to a system for managing a wireless lottery. Tickets may be purchased using a wireless communication device. A problem arises in allowing consumers to purchase tickets using a wireless device in that there is not presently a satisfactory way to determine how sales commissions will be paid. For example, if a customer uses a mobile phone to make a purchase, then the customer has not purchased the ticket directly from a retailer. Therefore, without an acceptable solution, as presented by the various embodiments described herein, a retailer that might have otherwise sold a ticket to the customer might lose the sales commission for that ticket.

Certain exemplary embodiments can provide a method for determining credit for a sale made at a time using an electronic communication device, the method comprising: determining, by at least one processor, a location of the electronic communication device at the time of the sale; determining by the at least one processor, for each of a plurality of retailers, a distance between (a) the location of the electronic communication device at the time of the sale and (b) a location of the respective retailer; and determining, by the at least

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one processor, the credit based at least partially on the determined distance between the location of the electronic communication device at the time of the sale and the location of each respective retailer, wherein the step of determining the credit comprises: determining, based on the determined distance between (a) the location of the electronic communication device at the time of the sale and (b) the location of each respective retailer, one or more of the plurality of retailers that are within a predetermined range of the location of the electronic communication device at the time of the sale, and providing the credit to the one or more retailers.

Certain exemplary embodiments can provide a method for determining credit for a sale made at a time using an electronic communication device, the method comprising: determining, by at least one processor, a location of the electronic communication device at the time of the sale; determining by the at least one processor, for each of a plurality of retailers, a distance between (a) the location of the electronic communication device at the time of the sale and (b) a location of the respective retailer; and determining, by the at least one processor, the credit based at least partially on the determined distance between the location of the electronic communication device at the time of the sale and the location of each respective retailer, wherein the step of determining the credit comprises: determining, based on the determined distance between (a) the location of the electronic communication device at the time of the sale and (b) the location of each respective retailer, one or more of the plurality of retailers that are within a predetermined range of the location of the electronic communication device at the time of the sale, and providing the credit to the one or more retailers.

Certain exemplary embodiments can provide a method for determining credit for a sale made at a time using an electronic communication device, the method comprising: determining, by at least one processor, a location of the electronic communication device at the time of the sale; determining by the at least one processor, for each of a plurality of retailers, a distance between (a) the location of the electronic communication device at the time of the sale and (b) a location of the respective retailer; and determining, by the at least one processor, the credit based at least partially on the determined distance between the location of the electronic communication device at the time of the sale and the location of

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each respective retailer, wherein the step of determining the credit comprises: determining, based on the determined distance between (a) the location of the electronic communication device at the time of the sale and (b) the location of each respective retailer, one or more of the plurality of retailers that are within a predetermined range of the location of the electronic communication device at the time of the sale, and providing the credit to the one or more retailers.

Certain exemplary embodiments can provide an apparatus for determining credit for a sale made at a time using an electronic communication device, the apparatus comprising: at least one processor; and at least one memory having instructions stored thereon which, when executed by the at least one processor, direct the at least one processor to: determine a location of the electronic communication device at the time of the sale; determine, for each of a plurality of retailers, a distance between (a) the location of the electronic communication device at the time of the sale and (b) a location of the respective retailer; and determine the credit based at least partially on the determined distance between the location of the electronic communication device at the time of the sale and the location of each respective retailer, wherein the step of determining the credit comprises: determine, based on the determined distance between (a) the location of the electronic communication device at the time of the sale and (b) the location of each respective retailer, one or more of the plurality of retailers that are within a predetermined range of the location of the electronic communication device at the time of the sale, and provide the credit to the one or more retailers.

Certain exemplary embodiments can provide an apparatus for determining credit for a sale made at a time using an electronic communication device, the apparatus comprising: at least one processor; and at least one memory having instructions stored thereon which, when executed by the at least one processor, direct the at least one processor to: determine a location of the electronic communication device at the time of the sale; determine, for each of a plurality of retailers, a distance between (a) the location of the electronic communication device at the time of the sale and (b) a location of the respective retailer; and determine the credit based at least partially on the determined distance between the location of the electronic communication device at the time of the

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sale and the location of each respective retailer, wherein the step of determining the credit comprises: determine, based on the determined distance between (a) the location of the electronic communication device at the time of the sale and (b) the location of each respective retailer, one or more of the plurality of retailers that are within a predetermined
5 range of the location of the electronic communication device at the time of the sale, and provide the credit to the one or more retailers.

Certain exemplary embodiments can provide an apparatus for determining credit for a sale made at a time using an electronic communication device, the apparatus comprising: at least one processor; and at least one memory having instructions stored
10 thereon which, when executed by the at least one processor, direct the at least one processor to: determine a location of the electronic communication device at the time of the sale; determining by the at least one processor, for each of a plurality of retailers, a distance between (a) the location of the electronic communication device at the time of the sale and (b) a location of the respective retailer; and determine the credit based at least
15 partially on the determined distance between the location of the electronic communication device at the time of the sale and the location of each respective retailer, wherein the step of determining the credit comprises: determine, based on the determined distance between (a) the location of the electronic communication device at the time of the sale and (b) the location of each respective retailer, one or more of the plurality of retailers that are within a
20 predetermined range of the location of the electronic communication device at the time of the sale, and provide the credit to the one or more retailers.

Certain exemplary embodiments can provide a non-transitory machine-readable medium for determining credit for a sale made at a time using an electronic communication device, the non-transitory machine-readable medium having instructions stored thereon
25 that are configured to cause at least one processor to: determine a location of the electronic communication device at the time of the sale; determine, for each of a plurality of retailers, a distance between (a) the location of the electronic communication device at the time of the sale and (b) a location of the respective retailer; and determine the credit based at least partially on the determined distance between the location of the electronic communication
30 device at the time of the sale and the location of each respective retailer, wherein the step

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of determining the credit comprises: determine, based on the determined distance between (a) the location of the electronic communication device at the time of the sale and (b) the location of each respective retailer, one or more of the plurality of retailers that are within a predetermined range of the location of the electronic communication device at the time of the sale, and provide the credit to the one or more retailers.

Certain exemplary embodiments can provide a non-transitory machine-readable medium for determining credit for a sale made at a time using an electronic communication device, the non-transitory machine-readable medium having instructions stored thereon that are configured to cause at least one processor to: determine a location of the electronic communication device at the time of the sale; determine, for each of a plurality of retailers, a distance between (a) the location of the electronic communication device at the time of the sale and (b) a location of the respective retailer; and determine the credit based at least partially on the determined distance between the location of the electronic communication device at the time of the sale and the location of each respective retailer, wherein the step of determining the credit comprises: determine, based on the determined distance between (a) the location of the electronic communication device at the time of the sale and (b) the location of each respective retailer, one or more of the plurality of retailers that are within a predetermined range of the location of the electronic communication device at the time of the sale, and provide the credit to the one or more retailers.

Certain exemplary embodiments can provide a non-transitory machine-readable medium for determining credit for a sale made at a time using an electronic communication device, the non-transitory machine-readable medium having instructions stored thereon that are configured to cause at least one processor to: determine a location of the electronic communication device at the time of the sale; determining by the at least one processor, for each of a plurality of retailers, a distance between (a) the location of the electronic communication device at the time of the sale and (b) a location of the respective retailer; and determine the credit based at least partially on the determined distance between the location of the electronic communication device at the time of the sale and the location of each respective retailer, wherein the step of determining the credit comprises: determine, based on the determined distance between (a) the location of the electronic communication

device at the time of the sale and (b) the location of each respective retailer, one or more of the plurality of retailers that are within a predetermined range of the location of the electronic communication device at the time of the sale, and provide the credit to the one or more retailers.

5 Certain exemplary embodiments can provide a method for determining credit for a sale made at a time using an electronic communication device, the method comprising: determining, by at least one processor, a location of the electronic communication device at the time of the sale; determining by the at least one processor, for each of a plurality of retailers, a distance between (a) the location of the electronic communication device at the
10 time of the sale and (b) a location of the respective retailer; determining, by the at least one processor, a respective credit for each of the plurality of retailers based at least partially on the determined distance between the location of the electronic communication device at the time of the sale and the location of each respective retailer; and causing the respective credit to be provided to each of the plurality of retailers.

15 Certain exemplary embodiments can provide an apparatus, comprising: at least one processor; and a memory that stores instructions which, when executed by the at least one processor, direct the at least one processor to perform a method comprising: receiving purchase information corresponding to a purchase of one or more contest entries, the purchase being made at a time of purchase from a retailer using an electronic
20 communication device in communication with the contest platform over a communications network, in which a location of each of a plurality of retailers is stored in a memory; determining a location of the electronic communication device, the location of the electronic communication device being a location of the electronic communication device at the time of purchase; determining, for each of the plurality of retailers, a distance
25 between (i) the location of the electronic communication device at the time of purchase and (ii) the location of the respective retailer; and determining one or more sales commissions associated with the purchase for at least one of the plurality of retailers based at least partially on the determined distances between the location of the electronic communication device at the time of purchase and the respective locations of each of the at least one of the
30 plurality of retailers.

Certain exemplary embodiments can provide a computer-readable memory storing statements and instructions for use in the execution in a computer having at least one processor to determine credit for a sale made at a time using an electronic communication device to perform the steps of: determining, by the at least one processor, a location of the electronic communication device at the time of the sale; determining by the at least one processor, for each of a plurality of retailers, a distance between (a) the location of the electronic communication device at the time of the sale and (b) a location of the respective retailer; determining, by the at least one processor, a respective credit for each of the plurality of retailers based at least partially on the determined distance between the location of the electronic communication device at the time of the sale and the location of each respective retailer; and causing the respective credit to be provided to each of the plurality of retailers.

In another embodiment a contest system is provided. The system includes a contest platform operable to receive purchase information corresponding to the purchase of one or more contest entries. The purchase may be made using an electronic communication device. The system also includes a location determination module operable to determine a location of the electronic communication device. The contest platform is also operable to determine one or more sales commissions associated with the purchase based at least

partially on the location of the electronic communication device. The purchase may be, for example, the purchase of a lottery ticket.

In another embodiment, an electronic communication device is provided that may be used to make a purchase (e.g., of a lottery ticket). The device includes a receiver, a transmitter, and a data input device. The data input device receives input from a user. The input corresponds to the purchase of a contest entry. The transmitter is operable to transmit the input to a contest platform, and is further operable to transmit a signal useable by the platform to determine the location of the electronic communication device. The platform may further determine a sales commission for the purchase based at least partially on the location.

In another embodiment a purchasing system is provided. The purchasing system includes a purchase management platform operable to receive purchase information corresponding to the purchase of one or more items. The purchase may be made using an electronic communication device. The purchasing system may include a location determination module operable to determine a location of the electronic communication device. The purchase management platform may also be operable to determine one or more credits associated with the purchase based at least partially on the location of the electronic communication device.

In another embodiment, a method is provided for determining credit for a sale made using an electronic communication device. One step involves determining a location of the electronic communication device. Another step involves determining the credit based at least partially on the location.

Various embodiments of the present invention may benefit from numerous advantages. It should be noted that one or more embodiments may benefit from some, none, or all of the advantages discussed below.

One advantage is that contest entries, such as lottery tickets, may be purchased wirelessly and that associated retailer commissions may be fairly determined and distributed. Another advantage is an increase in purchases due at least partially to the convenience of being able to make purchases using the electronic communication device. Another advantage is that data associated with purchases, such as location data, may be determined, captured, stored, and processed to create additional related data and/or to enable the execution of one or more events related to the purchase information. Another

advantage is that retailers can send messages to users that make purchases using the electronic device and these messages may be based at least partially on the user location and may also be associated with the type of item (e.g., lottery ticket) being purchased.

Other advantages will be readily apparent to one having ordinary skill in the art
5 from the following figures, descriptions, and claims.

BRIEF DESCRIPTION OF THE DRAWINGS

For a more complete understanding of the present invention and for further features and advantages, reference is now made to the following description, taken in
10 conjunction with the accompanying drawings, in which:

FIGURE 1 illustrates a wireless lottery system according to an embodiment of the present invention;

FIGURE 2 illustrates a wireless lottery sales commission distribution plan according to an embodiment of the present invention; and

15 FIGURE 3 illustrates a wireless lottery method according to an embodiment of the present invention.

DETAILED DESCRIPTION

Various embodiments are generally directed to systems and techniques to provide
20 lottery services. In certain cases, the services are performed wirelessly. Accordingly, a system may be configured to offer and manage wireless lottery activities. According to one feature, the system is configured to determine which lottery retailer should be credited for a wireless sale of a lottery ticket. For example, a user may view the wireless lottery option as a seamless transaction with no apparent distinction as to lottery ticket retailers.
25 However, based on one or more parameters, the system determines one or more retailers that should be credited, or share in the credit, for a particular sale of a lottery ticket. This may be accomplished, for instance, by determining the location of the wireless purchaser when the purchase is made. A system may then determine the appropriate lottery retailer to be credited based on the purchaser location. For example, the system may be
30 configured to credit the retailer closest to the purchaser at the time of the transaction. Optionally, the system may be configured to credit all retailers within a particular range of

the purchaser. Alternatively, the purchaser may establish a "home" retailer as the credited retailer. The home retailer is then credited regardless of where the purchaser is located.

Alternatively, the system may be configured to enable the purchaser to purchase a ticket only when certain criteria are met. For example, a purchase may be made with the user is within a certain distance from an advertisement (e.g., a billboard) and when the user enters an appropriate code on the device. In such a case, the retailer(s) associated with the advertisement and/or the code may be credited with the sale of the lottery ticket. In another example, the system may be configured to determine when a purchaser enters a particular property (e.g., the parking lot of a particular convenience store). The system may permit the purchaser to purchase a ticket remotely (e.g., from the car) once the purchaser is located within certain boundaries or within a certain range of some predetermined point.

According to certain related aspects, merchants that sell the wireless lottery tickets, or are credited with the sale, may, within a certain range, send messages (e.g., advertisements) back to the user who is purchasing a ticket. For example, if a user purchases a ticket, the four agents within 1/4 mile of the purchaser may be allowed to send a message to the user, which is viewable on the user's device. One of the merchants might send a message, for example, that indicates the merchant will give the user a free coffee if the user comes in for a visit. The message may also include directions to the merchant's store. The wireless lottery services may be provided as an add-on, or ancillary service, in conjunction with a basic telecommunications service.

As shown in FIGURE 1, for example, lottery system 10 includes one or more communication devices 12, each having a display 14 to allow a user to interact with system 10 as described herein. Communication devices 12 communicate with other elements of system 10 over a communications network 18. Also included in system 10 are one or more retailers 30, which may be (for example) stores that sell goods and/or services. Retailers 30 may be credited with sales made through devices 12 according to the various parameters and methods described herein. System 10 also includes a lottery management platform 20. Platform 20 includes at least one processor 21, at least one memory 22, and at least one network interface 23. Platform 20 also includes a location determination module 24 for determining the location of the one or more communication

devices 12, and a commission determination module 26 for determining commissions (or other credit) for sales made using the devices 12.

Communication devices 12 may include any devices that are capable of receiving and transmitting information, such as voice and/or data information, electronically.

5 Communication devices 12, may have a display 14 for displaying, for example, a graphic user interface (GUI) to allow a user to perform various actions permitted by the system 10. These various actions may be related to any of the various aspects of purchasing lottery tickets and communicating information between a device 12 and any of the other components of system 10.

10 It should be understood that although certain embodiments are described in terms of the sales of lottery tickets, various embodiments have applicability to sale of any entry including, without limitation, contest entries, state lotteries, scratch-off lotteries, instant lotteries. Also applicable are the sales of entertainment tickets such as concert tickets and sporting event tickets. Also applicable are sales of any other product or service for which
15 a commission may be paid. This includes sales of goods and property, sales of travel related services, sales of securities and other investment vehicles, etc.

Communication devices 12 may be wireless communication devices, but the present invention is not so limited. Devices 12 may include, without limitation, mobile phones, personal data assistants (PDAs), computers, mini-computers, etc. Communication
20 devices 12 may transmit and receive information to and from communications network 18. Information is also transmitted between network 18 and platform 20. Information may also be transmitted between any of these components and one or more retailers 30.

Information transmitted across network 18 may include any information, in any format, which is necessary or desirable in the operation of the wireless lottery system. The
25 information may be transmitted in whole, or in combination, in any format including digital or analog, text or voice, and according to any known or future transport technologies, which may include, for example, wireline or wireless technologies. Wireless technologies may include, for example, licensed or license-exempt technologies. Some specific technologies which may be used include, without limitation, Code Division
30 Multiple Access (CDMA), Global System for Mobile Communication (GSM), General Packet Radio Service (GPRS), WiFi (802.11x), WiMax (802.16x), Public Switched Telephone Network (PSTN), Digital Subscriber Line (DSL), Integrated Services Digital

Network (ISDN), or cable modem technologies. These are examples only and one of ordinary skill will understand that other types of communication techniques are within the scope of the present invention. Further, it will be understood that additional components may be used in the communication of information between users, retailers, and the
5 wireless lottery platform. Such additional components may include, without limitation, lines, trunks, antennas, switches, cables, transmitters, receivers, computers, routers, servers, fiber optical transmission equipment, repeaters, amplifiers, etc.

According to one embodiment, the communications network comprises a cellular network. The cellular network comprises a plurality of base stations, each of which has a
10 corresponding coverage area. Base station technology is generally known and the base stations may be of any type found in a typical cellular network. The base stations may have coverage areas that overlap. Further, the coverage areas may be sectorized or non-sectorized. The network also includes mobile stations, which function as the communication devices 12 used by users to access the lottery platform and participate in
15 the lottery activities. Users are connected to the network of base stations via transmission and reception of radio signals. The communications network also includes at least one voice/data switch, which may be connected to the wireless portion of the network via a dedicated, secure landline. The lottery platform 20 may likewise be connected to the voice/data switch via a dedicated, secure landline. The voice/data switch may be
20 connected to the wireless network of base stations via a mobile switching center (MSC), for example, and the landline may be provided between the voice/data switch and the MSC.

Users access the lottery platform and or system by way of mobile stations which are in communication with, and thus part of, the communications network. The mobile
25 station may be any electronic communication device that is operable in connection with the network as described. For example, in this particular embodiment, the mobile station may comprise a cellular telephone.

In the case of a cellular network for example, the lottery system may be enabled through the use of a private label carrier network. Each base station is programmed by the
30 cellular carrier to send and receive private secure voice and/or data transmissions to and from mobile station handsets. The handsets are preferably pre-programmed with both gaming software and the carrier's authentication software. The base stations communicate

via Private T-1 lines to a switch. Encryption can be installed on the telephones if required by a regulating authority.

The cellular network may be a private, closed system. Mobile stations communicate with base stations and base stations are connected to a centralized switch. At the switch, voice calls are transported either locally or via long distance. Specific service provider lottery traffic is transported from the central switch to a lottery server at a host location.

As users begin a lottery activity, the handset will only talk to certain base stations with cells or sectors that have been engineered to be wholly within the jurisdiction permitting and/or controlling the applicable lottery. For example, if a base station is close enough to pick up or send a signal across state lines, it might not be able to communicate with the device. When a customer uses the device for lottery activities, the system may prohibit, if desired, the making or receiving voice calls. Moreover, voice can be eliminated entirely if required. Further, the devices might not be allowed to "connect" to the Internet. This ensures a high level of certainty that purchase of lottery tickets originates and terminates within the boundaries of an applicable lottery jurisdiction and the "private" wireless system cannot be circumvented or bypassed. In certain embodiments some data and/or voice traffic may be communicated at least partially over the Internet. Alternatively, in some embodiments, certain non-lottery information may be transported over a path which includes the Internet, while other information relating to the lottery activities of the system is transported on a path that does not include the Internet. In still other embodiments, even lottery information may be transported either wholly or partially over the Internet. This might be the case, for example, in jurisdictions which allow the purchase of lottery tickets over the Internet.

In another embodiment, for example, the communications network comprises a private wireless network. The private wireless network may include, for example, an 802.11x (WiFi) network technology. Various WiFi networks may comprise the communication network. The networks may use other communications protocols to provide a private wireless network including, but not limited to, 802.16x (WiMax) technology. Also, system 10 may comprise a combination of networks. For example, system 10 may comprise a combination of private wireless networks, a cellular network

comprising a multi-channel access unit or sectorized base station, and a satellite network comprising one or more satellites

With respect to the private wireless network, because certain technology covers smaller areas, (e.g., in the range of 100-300 feet) and provides very high-speed throughput, the private wireless network is particularly well-suited for any jurisdictional needs of location and identity verification. It should be understood that the configuration and description of the overall lottery system 10 is intended only as an example and may be modified within the scope of the present invention.

In one embodiment, the system architecture for the lottery system includes:

- 10 (1) a wireless LAN (Local Access Network) component, which consists of mostly 802.11x (WiFi) and/or 802.16x WiMax technologies; robust security and authentication software; gaming software; mobile carrier approved handsets with Windows® or Symbian® operating systems integrated within;
 - (a) CDMA-technology that is secure for over-the-air data protection;
 - 15 (b) at least two layers of user authentication, (that provided by the mobile carrier and that provided by the lottery platform provider);
 - (c) compulsory tunneling (static routing) to gaming servers;
 - (d) end-to-end encryption at the application layer; and
 - (e) state-of-the-art firewall and DMZ technologies;
- 20 (2) an MWAN (Metropolitan Wireless Access Network), which consists of licensed and license-exempt, point-to-point links, as well as licensed and license-exempt, point-to-multi-point technologies;
- (3) private MAN (Metropolitan Access Network) T-1 and T-3 lines to provide connectivity where wireless services cannot reach; and
- 25 (4) redundant private-line communications from the mobile switch back to the lottery platform.

As further shown in FIGURE 1, communication devices 12 are in communication with a lottery management platform 20 over network 18. The lottery management platform 20 preferably has one or more servers or processors 21, on which are resident various lottery and lottery management applications. These applications may include, for example, a lottery sales application, a commission determination application, a location determination application, a lottery transaction tracking application, and an information

transmission application. These applications may be embodied in one or more software modules. The applications may be combined in any possible configuration. Additionally, it should be understood that these applications are not exhaustive and that other applications may exist to provide an environment to the user that is associated with any of the described or potential lottery activities. Processor 21 is operable to execute any of the software, routines, applications, etc. associated with the various functionality or modules described herein. Processor 21 may be any suitable processor, computer, server, etc., or any combination thereof.

Platform 20 also includes at least one memory 22. Memory 22 is operable store any data, software, parameters, etc. necessary for system 10 to perform the various tasks described herein. Memory 22 may store, for example, user IDs for the various users of communication devices 12, percentages and other parameters used to determine commissions, locations of fixed elements of system 10 such as the locations of the one or more retailers 30, etc. Memory 22 may be any suitable memory including one or more random access memories (RAMs), read-only memories (ROMs), dynamic random access memories (DRAMs), fast cycle RAMs (FCRAMs), static RAM (SRAMs), field-programmable gate arrays (FPGAs), erasable programmable read-only memories (EPROMs), electrically erasable programmable read-only memories (EEPROMs), microcontrollers, or microprocessors.

Platform 20 also includes at least one network interface 23 for receiving information from, and transmitting information to, other components or elements within system 10.

Lottery management platform 20 includes a location determination module 24, which is operable to determine the location of a communication device 12. An associated verification application may be additionally operable to permit or disable the purchase of a lottery ticket (or the conduct of other lottery activities) from a particular location depending upon whether or not the location meets one or more criteria. The criterion may be, for example, whether the location is within a pre-defined area in which lottery sales are permitted by law.

The location determination technology used in the determination module 24 may include, without limitation, "network-based" and/or "satellite-based" technology. Network-based technology may include such technologies as multilateration, triangulation

and geo-fencing, for example. Satellite-based technologies may include global positioning satellite (GPS) technology, for example.

As previously discussed, a cellular approach may include the use of at least one cellular, mobile, voice and data network. For lottery activities in certain jurisdictions, the location determination technology may involve triangulation, global positioning satellite (GPS) technology, and/or geo-fencing to avoid the potential for lottery activities to be undertaken outside applicable boundaries. Triangulation may be used as a method for determining location of a communication device 12. Triangulation may be accomplished, for example, by comparing the signal strength from a single mobile station received at multiple base stations, each having GPS coordinates. This technology may be used to pinpoint the location of a mobile station (i.e., a communication device). The location can then be compared to a map or other resource to determine whether the user of the mobile station is in an unapproved area. Alternatively, GPS technology may be used for these purposes.

Any suitable type of location determination techniques may be used to determine the location of device 12, to determine whether a device 12 may be used to participate in the various lottery activities described herein, and/or to determine credit for sales based on device location. Such techniques include, without limitation, the following.

One technique that may be used is "geo-fencing." Geo-fencing may be used, for example, to disable a device that is not within specified boundaries. Geo-fencing does not specify location. Rather, it ensures that a mobile station is within certain boundaries. For instance, geo-fencing may be used to ensure that a mobile station beyond state lines does not access the lottery system 10. Triangulation is another technique that may be used. Triangulation specifies a pinpoint, or near-pinpoint, location of the device. For example, a device might be triangulated between three base stations to determine the location of the device. Triangulation may be used to identify whether a device, such as a mobile station, is located in a specific area. The location determination technology utilized in conjunction with the present invention may be specified to meet the Federal Communication Commission's (FCC's) Phase 2 E911 requirements. Geological Institute Survey (GIS) mapping may also be utilized to compare identified coordinates of a communication device with GIS map features or elements to determine whether a device is in a particular area. It should be noted that any type of location verification may be used such as

triangulation, geo-fencing, global positioning satellite (GPS) technology, signal strength comparisons, time difference of arrival (TDOA) or any other type of location determining technology, which can be used to ensure or provide an acceptable level of confidence, that the user is in a particular location or within specified boundaries.

5 In another embodiment, location verification is accomplished using channel address checking or location verification using some other identifying number or piece of information indicative of which network or portion of a network is being accessed by the communication device. Assuming the using of an identifying number for this purpose, then according to one method of location checking, as an example, a participant accesses
10 the lottery system via a mobile telephone. The identifying number of the mobile telephone, or of the network component being accessed by the mobile telephone, identifies the caller's connection to the mobile network. The number is indicative of the fact that the caller is in a defined area and is on a certain mobile network. A server application may be resident on the mobile telephone to communicate this information via the network to the
15 lottery platform. In a related embodiment, the identifying number or information is passed from a first network provider to a second network provider. For example, a caller's home network may be that provided by the second provider, but the caller is roaming on a network (and in a jurisdiction) provided by the first provider. The first provider passes the identifying information through to the second provider to enable the second provider to
20 determine whether the caller is in a defined area that does or does not allow the relevant lottery activity. Preferably the lottery platform either maintains, or has access to, a database that maps the various possible worldwide mobile network identifying numbers to geographic areas. The invention contemplates using any number or proxy that indicates a network, portion of a network, or network component, which is being connected with a
25 mobile telephone. The identifying number may indicate one or more of a base station or group of base stations, a line, a channel, a trunk, a switch, a router, a repeater, etc.

In another embodiment, when the user connects his mobile telephone to the lottery platform, the lottery platform draws the network identifying information. Software resident on the communication device may incorporate functionality that will, upon login
30 or access by the user, determine the user's location (based at least in part on the identifying information) and send a message to the lottery platform. The identifying number or

information used to determine location may be country-specific, state-specific, town-specific, or specific to some other definable boundaries.

In connection with any of the location determination methods, the lottery platform may periodically update the location determination information. This may be done, for example, during a lottery transaction, or at pre-defined time intervals, to ensure that movement of the communication device to an unauthorized area is detected during lottery activities, and not just upon login or initial access.

Thus, depending on the location determination technology being used, the decision whether to permit or prohibit a lottery activity may be made at the communication device, at the lottery platform, or at any of the components of the telecommunication network being used to transmit information between the platform and the communication device (such as at a base station, for example).

Lottery platform 20 also includes a commission determination module 26. Among other thing, commission determination module 26 determines the commissions payable to one or more retailers. The determination may be made, at least in part, based on the location of one or more communication devices 12 (as determined, for example, by location determination module 24). It should be understood that all modules and/or components illustrated within platform 20 may be separate, integrated, centralized, remote, overlapping, or in any other configuration so long as the functionality of the modules is provided.

Commission determination module 26 may determine that a retailer 30 that is closest to a particular device 12, which was used to purchase a lottery ticket, is to be credited with the sale of that ticket. Thus, that particular retailer would be entitled to any applicable commission based on that sale. It should be understood that the term "retailer" is not meant to be limiting. A retailer can be any distributor of lottery tickets (or other contest entries or other goods or services being purchased). A retailer can be an individual, a store, a government agency, a distributor, a kiosk, etc. In another embodiment, the commission determination module may be operable to determine a commission based on the location of one or more retailers within a certain distance from one or more communication devices 12, such as the particular device 12 used to purchase a ticket. For example, location determination module 24 may determine the location of a device 12 used to purchase a ticket. Commission determination module 26 may determine

that two retailers 30 are within a predetermined (e.g., 5 mile) radius of the communication device 12. Commission determination module 26 may further determine that the commission for the sale of the ticket will be split between the two retailers 30.

Commission determination module 26 may use additional parameters to determine the appropriate commission. Such parameter may include, without limitation, location of one or more devices 12; location of one or more retailers 30; distances from one or more devices 12 to one or more retailers 30; pre-selected user preferences; day, date and time information; zone boundaries; prorating parameters, percentages, etc.

According to another embodiment, predetermined zones may be established. If a purchase is made using a device in a particular zone, it may be determined that all or a subset of the retailers in that zone are credited with the sale.

According to another embodiment, commission determination module 26 may prorate commissions between multiple retailers based on their respective distances to the device 12 that was used to make the purchase. According to a related example, module 26 may determine the commissions based on predetermined percentages according to which the various retailers (e.g., all of the retailers within 5 miles of the device 12) should be entitled to a commission. For example, certain stores might be entitled to greater percentages than other stores.

According to at least one embodiment, a user of a device 12 may pre-select one or more retailer to be a "home" retailer. This might be a retailer, for example, that the user frequents in person. When the device 12 is used by that particular user to purchase a lottery ticket, the home retailer is credited with the sale. This feature may be independent of, or combined with, the other parameters described herein. For example, the home retailer may be credited regardless of the location of the device 12. As an alternative example, the home store is credited together with, but at a higher percentage than, additional retailers that are all within a certain distance from the device 12.

According to another embodiment, a user of a device 12 may only be able to make a purchase using the device when the device is within a certain distance from a particular point. For example, the user might have to be within a certain distance from a billboard advertising the lottery. If a purchase is made within a certain distance from the point, a predetermined recipient is credited with the sale (and thus any commission). In this case, the advertiser might be credited with the commission, or at least a portion thereof.

According to a related aspect, users might be presented with one or more possible codes which must be entered on the communication device GUI in order to make a purchase. For example, a code may be displayed on a billboard, or on an advertisement in a store, or on an advertisement on a particular television station. If the user enters a particular code in conjunction with the purchase of the ticket, then the entity associated with the code (e.g., the advertiser, the store where the advertisement is located, or the media entity providing the code) is credited with the sale and the resulting commission.

It should be understood that the term “commission” is not limited to any particular type of commission. Commission may simply mean, in some embodiments, recognition or credit for a sale. Commissions may be financial commissions paid, for example, as a percentage of the sale. Commissions may also be other types of incentives, including other types of financial incentives, such as bonuses, which are determined based on any suitable parameters.

FIGURE 2 illustrates an example of the operation of the location determination module 24 in conjunction with the operation of the commission determination module 26. As shown, there are two communication devices 210 and 204, respectively. There are also two retailers 206 and 208, respectively. According to an example, a lottery ticket may be purchased using device 210. Location determination module 24 may determine that device 210 is at a particular location. Commission determination module 26 may retrieve information regarding the location of various retailers to determine that retailer 206 is the only retailer within a certain predetermined radius 203 of device 210. Thus, commission determination module 26 may determine that retailer 206 is entitled to the credit for, and any commissions resulting from, the sale of the lottery ticket which was made using device 210.

In another example illustrated by FIGURE 2, a lottery ticket may be purchased using device 204. In this case, location determination module 24 determines the location of device 204. Commission determination module 26 may determine (based on stored information, for example) the locations of various retailers and may further determine that retailers 206 and 208 are the only retailers within a certain radius 205 from device 204. Commission determination module 26 may then determine that the credit and commission for the sale is to be equally divided between retailers 206 and 208.

Alternatively, it may be determined that retailer 206 is a first distance 209 from device 204 and retailer 208 is a second distance 207 from device 204. It may be further determined that second distance 207 is shorter than first distance 209. It may be consequently determined that retailer 208 is closer to device 204 than is retailer 206 and, therefore, retailer 208 is entitled to the commission.

Alternatively, it may be determined that second distance 207 is half the distance of first distance 209. It may be further determined that the commission will be divided between retailers 206 and 208, but prorated 1/3 to retailer 206 and 2/3 to retailer 208. It should be appreciated that numerous examples for determining the commission based at least partially on the retailer and user locations may be incorporated into the various embodiments as described herein.

FIGURE 3 illustrates an example method for determining commissions for the sale of a lottery ticket. Although the method shows various steps in a certain order, the invention is not so limited. Steps may be added, removed, and altered, and the order of the various steps may be change.

In the illustrated example, the method begins with step 302 in which a user makes a purchase using a communication device. The purchase may be, for example, the purchase of a lottery ticket. Any of the other types of purchases described herein are contemplated.

In step 304, the location of the user is determined. This may be accomplished using any of the components and any of the techniques described herein. Preferably, the location is determined based on the location of the user's communication device at the time the purchase is made. However, the location may be determined at another time or according to other criteria.

In step 306, a credit (e.g., a sales commission) is determined based at least partially on the user location. Again, the credit may be any type of financial or non-financial credit, commission, payment, bonus or recognition. The credit may be determined based on any of the techniques and according to any of the additional parameters discussed herein.

In step 308, the credit, as determined in step 306, is distributed to one or more retailers. The distribution may be accomplished according to any suitable payment method including cash, check, money or wire transfer, credit, etc. Other distributions are envisioned such as would be applicable to a non-financial credit. The credit may also be

distributed by the creation of a record corresponding to the purchase and linking the retailer to the record (e.g., by use of a retailer ID).

Although various embodiments of the invention and its advantages have been described in detail, a person skilled in the art could make various alternations, additions,
5 and omissions without departing from the spirit and scope of the present invention as defined by the appended claims.

For example, according to a related aspect, at least certain embodiments may incorporate a messaging function. According to the messaging function, a retailer or the lottery platform may send messages to one or more of the users. The messages may be,
10 for example, alerts, advertisements, promotions, confirmations, etc. Messages might be predetermined based on distance or proximity of the user to one more other elements of system 10 (such as a retailer). As an example, a retailer that is credited with the commission for the sale of a lottery ticket made using a device 12 may generate a message to the user of device 12. The message might thank the user for making the purchase and
15 invite the user to the retailer's location for a free drink. The message may also include directions to the merchant's store. According to certain related aspects, merchants that sell the wireless lottery tickets may, within a certain range, send messages (e.g., advertisements) back to the user who is purchasing the ticket. For example, if a user purchases a ticket, the four agents within 1/4 mile of the purchaser may be allowed to send
20 a message to the user, which is viewable on the user's device.

According to another aspect, the system may be configured to determine when a user enters a particular property (e.g., the parking lot of a particular convenience store). The system may permit the user to purchase a ticket remotely (e.g., from the car) once the user is located within certain boundaries or within a certain range of some predetermined
25 point.

According to another aspect, the lottery services described herein may be provided as an add-on, or ancillary service, in conjunction with a basic telecommunications service.

CLAIMS:

1. A method for determining credit for a sale made at a time using an electronic communication device, the method comprising:

5 determining, by at least one processor, a location of the electronic communication device at the time of the sale;

determining by the at least one processor, for each of a plurality of retailers, a distance between (a) the location of the electronic communication device at the time of the sale and (b) a location of the respective retailer; and

10 determining, by the at least one processor, the credit based at least partially on the determined distance between the location of the electronic communication device at the time of the sale and the location of each respective retailer, wherein the step of determining the credit comprises:

15 determining, based on the determined distance between (a) the location of the electronic communication device at the time of the sale and (b) the location of each respective retailer, one or more of the plurality of retailers that are within a predetermined range of the location of the electronic communication device at the time of the sale, and

providing the credit to the one or more retailers.

20 2. The method of claim 1, wherein the credit is divided equally among the one or more retailers, where the one or more retailers includes at least two retailers.

25 3. The method of claim 1, wherein at least a portion of the credit is provided to a predetermined retailer regardless of a distance between the predetermined retailer and the location of the electronic communication device at the time of the sale.

4. The method of claim 1, further comprising receiving purchase information from the electronic communication device.

5. The method of claim 1, wherein the purchase is only allowed if the electronic communication device is within a predetermined zone.

6. The method of claim 1, wherein the purchase is only allowed if the location of the electronic communication device is within a certain predetermined distance from a predetermined second location.

7. The method of claim 1, wherein the step of determining the credit comprises defining at least one zone and determining at least one retailer within the zone, and wherein the location is within the zone.

8. The method of claim 1, further comprising sending a message to the user of the electronic communication device.

9. A method for determining credit for a sale made at a time using an electronic communication device, the method comprising:

determining, by at least one processor, a location of the electronic communication device at the time of the sale;

determining by the at least one processor, for each of a plurality of retailers, a distance between (a) the location of the electronic communication device at the time of the sale and (b) a location of the respective retailer; and

determining, by the at least one processor, the credit based at least partially on the determined distance between the location of the electronic communication device at the time of the sale and the location of each respective retailer, wherein the step of determining the credit comprises:

determining, based on the determined distance between (a) the location of the electronic communication device at the time of the sale and (b) the location of each respective retailer, one or more of the plurality of retailers that are within a predetermined range of the location of the electronic communication device at the time of the sale, and

providing the credit to the one or more retailers.

10. The method of claim 9, wherein the credit is divided among the one or more retailers
5 according to predetermined percentages based on the determined distance between (a) the
location of the electronic communication device at the time of the sale and (b) the location
of each of the one or more retailers, where the one or more retailers includes at least two
retailers.

10 11. The method of claim 9, wherein at least a portion of the credit is provided to a
predetermined retailer regardless of a distance between the predetermined retailer and the
location of the electronic communication device at the time of the sale.

12. The method of claim 11, further comprising receiving purchase information from the
15 electronic communication device.

13. The method of claim 9, wherein the purchase is only allowed if the electronic
communication device is within a predetermined zone.

20 14. The method of claim 9, wherein the purchase is only allowed if the location of the
electronic communication device is within a certain predetermined distance from a
predetermined second location.

15. The method of claim 9, wherein the step of determining the credit comprises
25 defining at least one zone and determining at least one retailer within the zone, and wherein
the location is within the zone.

16. The method of claim 9, further comprising sending a message to the user of the
electronic communication device.

17. A method for determining credit for a sale made at a time using an electronic communication device, the method comprising:

determining, by at least one processor, a location of the electronic communication device at the time of the sale; determining by the at least one processor, for each of a plurality of retailers, a distance between (a) the location of the electronic communication device at the time of the sale and (b) a location of the respective retailer; and

determining, by the at least one processor, the credit based at least partially on the determined distance between the location of the electronic communication device at the time of the sale and the location of each respective retailer, wherein the step of determining the credit comprises:

determining, based on the determined distance between (a) the location of the electronic communication device at the time of the sale and (b) the location of each respective retailer, one or more of the plurality of retailers that are within a predetermined range of the location of the electronic communication device at the time of the sale, and

providing the credit to the one or more retailers.

18. The method of claim 17, wherein the credit is prorated among the one or more retailers based on the determined distance between (a) the location of the electronic communication device at the time of the sale and (b) the location of each of the one or more retailers, where the one or more retailers includes at least two retailers.

19. The method of claim 17, wherein the prorating is based on a distance from each of the one or more retailers to the location of the electronic communication device at the time of the sale.

20. The method of claim 17, wherein at least a portion of the credit is provided to a predetermined retailer regardless of a distance between the predetermined retailer and the location of the electronic communication device at the time of the sale.

21. The method of claim 17, further comprising receiving purchase information from the electronic communication device.

22. The method of claim 17, wherein the purchase is only allowed if the electronic communication device is within a predetermined zone.

23. The method of claim 17, wherein the purchase is only allowed if the location of the electronic communication device is within a certain predetermined distance from a predetermined second location.

24. The method of claim 17, wherein the step of determining the credit comprises defining at least one zone and determining at least one retailer within the zone, and wherein the location is within the zone.

25. The method of claim 17, further comprising sending a message to the user of the electronic communication device.

26. The method of claim 4, wherein the purchase information comprises a code.

27. The method of claim 26, wherein the step of determining the credit is performed based at least partially on the code.

28. The method of claim 27, wherein the code is associated with an entity and at least a portion of the credit is provided to the entity.

29. The method of claim 27, wherein the code is associated with an entity and at least a portion of the credit is provided to the entity.

30. The method of claim 28, wherein the entity is an advertiser.

31. The method of claim 28, wherein the entity is a media provider.

32. The method of claim 31, wherein the code is provided on media distributed by the
5 media provider.

33. The method of claim 6, wherein the predetermined second location corresponds to
the location of an advertisement.

10 34. The method of claim 8, wherein the message is a promotion.

35. The method of claim 8, wherein the message is a confirmation of the purchase.

36. The method of claim 23, wherein the purchase information comprises a code.
15

37. The method of claim 36, wherein the step of determining the credit is performed
based at least partially on the code.

38. The method of claim 37, wherein the code is associated with an entity and at least a
20 portion of the credit is provided to the entity.

39. The method of claim 38, wherein the entity is an advertiser.

40. The method of claim 38, wherein the entity is a media provider.
25

41. The method of claim 39, wherein the code is provided on media distributed by the
media provider.

42. The method of claim 14, wherein the predetermined second location corresponds to
30 the location of an advertisement.

43. The method of claim 16, wherein the message is a promotion.

44. The method of claim 16, wherein the message is a confirmation of the purchase.

45. The method of claim 21, wherein the purchase information comprises a code.

46. The method of claim 45, wherein the step of determining the credit is performed based at least partially on the code.

47. The method of claim 29, wherein the entity is an advertiser.

48. The method of claim 29, wherein the entity is a media provider.

49. The method of claim 48, wherein the code is provided on media distributed by the media provider.

50. The method of claim 23, wherein the predetermined second location corresponds to the location of an advertisement.

51. The method of claim 25, wherein the message is a promotion.

52. The method of claim 25, wherein the message is a confirmation of the purchase.

53. An apparatus for determining credit for a sale made at a time using an electronic communication device, the apparatus comprising:

at least one processor; and

at least one memory having instructions stored thereon which, when executed by the

at least one processor, direct the at least one processor to:

determine a location of the electronic communication device at the time of the sale;

determine, for each of a plurality of retailers, a distance between (a) the location of the electronic communication device at the time of the sale and (b) a location of the respective retailer; and

determine the credit based at least partially on the determined distance between the location of the electronic communication device at the time of the sale and the location of each respective retailer, wherein the step of determining the credit comprises:

determine, based on the determined distance between (a) the location of the electronic communication device at the time of the sale and (b) the location of each respective retailer, one or more of the plurality of retailers that are within a predetermined range of the location of the electronic communication device at the time of the sale, and

provide the credit to the one or more retailers.

54. The apparatus of claims 53, wherein the credit is divided equally among the one or more retailers, where the one or more retailers includes at least two retailers.

55. The apparatus of claim 53, wherein at least a portion of the credit is provided to a predetermined retailer regardless of a distance between the predetermined retailer and the location of the electronic communication device at the time of the sale.

56. The apparatus of claim 53, in which the instructions, when executed by the at least one processor, further direct the at least one processor to receive purchase information from the electronic communication device.

57. The apparatus of claim 56, wherein the purchase information comprises a code.

58. The apparatus of claim 57, wherein the step of determining the credit is performed based at least partially on the code.

59. The apparatus of claim 58, wherein the code is associated with an entity and at least a portion of the credit is provided to the entity.

60. The apparatus of claim 59, wherein the entity is an advertiser.

61. The apparatus of claim 59, wherein the entity is a media provider.

62. The apparatus of claim 61, wherein the code is provided on media distributed by the media provider.

63. The apparatus of claim 57, wherein the code is associated with an entity and at least a portion of the credit is provided to the entity.

64. The apparatus of claim 53, wherein the purchase is only allowed if the electronic communication device is within a predetermined zone.

65. The apparatus of claim 53, wherein the purchase is only allowed if the location of the electronic communication device is within a certain predetermined distance from a predetermined second location.

66. The apparatus of claim 65, wherein the predetermined second location corresponds to the location of an advertisement.

67. The apparatus of claim 53, wherein the step of determining the credit comprises defining at least one zone and determining at least one retailer within the zone, and wherein the location is within the zone.

68. The apparatus of claim 53, in which the instructions, when executed by the at least one processor, further direct the at least one processor to send a message to the user of the electronic communication device.

69. The apparatus of claim 68, wherein the message is a promotion.

70. The apparatus of claim 68, wherein the message is a confirmation of the purchase.

71. An apparatus for determining credit for a sale made at a time using an electronic communication device, the apparatus comprising:

at least one processor; and

at least one memory having instructions stored thereon which, when executed by the at least one processor, direct the at least one processor to:

determine a location of the electronic communication device at the time of the sale;

determine, for each of a plurality of retailers, a distance between (a) the location of the electronic communication device at the time of the sale and (b) a location of the respective retailer; and

determine the credit based at least partially on the determined distance between the location of the electronic communication device at the time of the sale and the location of each respective retailer, wherein the step of determining the credit comprises:

determine, based on the determined distance between (a) the location of the electronic communication device at the time of the sale and (b) the location of each respective retailer, one or more of the plurality of retailers that are within a predetermined range of the location of the electronic communication device at the time of the sale, and

provide the credit to the one or more retailers.

72. The apparatus of claim 71, wherein the credit is divided among the one or more retailers according to predetermined percentages based on the determined distance between (a) the location of the electronic communication device at the time of the sale and (b) the location of each of the one or more retailers, where the one or more retailers includes at least two retailers.

73. The apparatus of claim 71, wherein at least a portion of the credit is provided to a predetermined retailer regardless of a distance between the predetermined retailer and the location of the electronic communication device at the time of the sale.

74. The apparatus of claim 73, in which the instructions, when executed by the at least one processor, further direct the at least one processor to receive purchase information from the electronic communication device.

75. The apparatus of claim 74, wherein the purchase information comprises a code.

76. The apparatus of claim 68, wherein the step of determining the credit is performed based at least partially on the code.

77. The apparatus of claim 76, wherein the code is associated with an entity and at least a portion of the credit is provided to the entity.

78. The apparatus of claim 77, wherein the entity is an advertiser.

79. The apparatus of claim 77, wherein the entity is a media provider.

80. The apparatus of claim 78, wherein the code is provided on media distributed by the media provider.

81. The apparatus of claim 71, wherein the purchase is only allowed if the electronic communication device is within a predetermined zone.

82. The apparatus of claim 71, wherein the purchase is only allowed if the location of the electronic communication device is within a certain predetermined distance from a predetermined second location.

83. The apparatus of claim 82, wherein the predetermined second location corresponds to the location of an advertisement.

84. The apparatus of claim 71, wherein the step of determining the credit comprises defining at least one zone and determining at least one retailer within the zone, and wherein the location is within the zone.

85. The apparatus of claim 71, in which the instructions, when executed by the at least one processor, further direct the at least one processor to send a message to the user of the electronic communication device.

86. The apparatus of claim 85, wherein the message is a promotion.

87. The apparatus of claim 85, wherein the message is a confirmation of the purchase.

88. An apparatus for determining credit for a sale made at a time using an electronic communication device, the apparatus comprising:

at least one processor; and
at least one memory having instructions stored thereon which, when executed by the at least one processor, direct the at least one processor to:

determine a location of the electronic communication device at the time of the sale; determining by the at least one processor, for each of a plurality of retailers,

a distance between (a) the location of the electronic communication device at the time of the sale and (b) a location of the respective retailer; and

determine the credit based at least partially on the determined distance between the location of the electronic communication device at the time of the sale and the location of each respective retailer, wherein the step of determining the credit comprises:

determine, based on the determined distance between (a) the location of the electronic communication device at the time of the sale and (b) the location of each respective retailer, one or more of the plurality of retailers that are within a predetermined range of the location of the electronic communication device at the time of the sale, and
provide the credit to the one or more retailers.

89. The apparatus of claim 88, wherein the credit is prorated among the one or more retailers based on the determined distance between (a) the location of the electronic communication device at the time of the sale and (b) the location of each of the one or more retailers, where the one or more retailers includes at least two retailers.

90. The apparatus of claim 88, wherein the prorating is based on a distance from each of the one or more retailers to the location of the electronic communication device at the time of the sale.

91. The apparatus of claim 88, wherein at least a portion of the credit is provided to a predetermined retailer regardless of a distance between the predetermined retailer and the location of the electronic communication device at the time of the sale.

92. The apparatus of claim 88, in which the instructions, when executed by the at least one processor, further direct the at least one processor to receive purchase information from the electronic communication device.

93. The apparatus of claim 92, wherein the purchase information comprises a code.

94. The apparatus of claim 93, wherein the step of determining the credit is performed
5 based at least partially on the code.

95. The apparatus of claim 88, wherein the purchase is only allowed if the electronic communication device is within a predetermined zone.

10 96. The apparatus of claim 88, wherein the purchase is only allowed if the location of the electronic communication device is within a certain predetermined distance from a predetermined second location.

15 97. The apparatus of claim 96, wherein the predetermined second location corresponds to the location of an advertisement.

98. The apparatus of claim 88, wherein the step of determining the credit comprises defining at least one zone and determining at least one retailer within the zone, and wherein the location is within the zone.
20

99. The apparatus of claim 88, in which the instructions, when executed by the at least one processor, further direct the at least one processor to send a message to the user of the electronic communication device.

25 100. The apparatus of claim 99, wherein the message is a promotion.

101. The apparatus of claim 99, wherein the message is a confirmation of the purchase.

102. A non-transitory machine-readable medium for determining credit for a sale made at a time using an electronic communication device, the non-transitory machine-readable medium having instructions stored thereon that are configured to cause at least one processor to:

5 determine a location of the electronic communication device at the time of the sale;
 determine, for each of a plurality of retailers, a distance between (a) the location of the electronic communication device at the time of the sale and (b) a location of the respective retailer; and

 determine the credit based at least partially on the determined distance between the
10 location of the electronic communication device at the time of the sale and the location of each respective retailer, wherein the step of determining the credit comprises:

 determine, based on the determined distance between (a) the location of the electronic communication device at the time of the sale and (b) the location of each respective retailer, one or more of the plurality of retailers that are within a
15 predetermined range of the location of the electronic communication device at the time of the sale, and

 provide the credit to the one or more retailers.

103. The non-transitory machine-readable medium of claim 102, wherein the credit is
20 divided equally among the one or more retailers, where the one or more retailers includes at least two retailers.

104. The non-transitory machine-readable medium of claim 102, wherein at least a portion of the credit is provided to a predetermined retailer regardless of a distance between
25 the predetermined retailer and the location of the electronic communication device at the time of the sale.

105. The non-transitory machine-readable medium of claim 102, in which the instructions, when executed by the at least one processor, further direct the at least one
30 processor to receive purchase information from the electronic communication device.

106. The non-transitory machine-readable medium of claim 105, wherein the purchase information comprises a code.

5 107. The non-transitory machine-readable medium of claim 106, wherein the step of determining the credit is performed based at least partially on the code.

108. The non-transitory machine-readable medium of claim 107, wherein the code is associated with an entity and at least a portion of the credit is provided to the entity.

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109. The non-transitory machine-readable medium of claim 108, wherein the entity is an advertiser.

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110. The non-transitory machine-readable medium of claim 108, wherein the entity is a media provider.

111. The non-transitory machine-readable medium of claim 110, wherein the code is provided on media distributed by the media provider.

20

112. The non-transitory machine-readable medium of claim 106, wherein the code is associated with an entity and at least a portion of the credit is provided to the entity.

113. The non-transitory machine-readable medium of claim 102, wherein the purchase is only allowed if the electronic communication device is within a predetermined zone.

25

114. The non-transitory machine-readable medium of claim 102, wherein the purchase is only allowed if the location of the electronic communication device is within a certain predetermined distance from a predetermined second location.

115. The non-transitory machine-readable medium of claim 114, wherein the predetermined second location corresponds to the location of an advertisement.

116. The non-transitory machine-readable medium of claim 106, wherein the step of determining the credit comprises defining at least one zone and determining at least one retailer within the zone, and wherein the location is within the zone.

117. The non-transitory machine-readable medium of claim 106, in which the instructions, when executed by the at least one processor, further direct the at least one processor to send a message to the user of the electronic communication device.

118. The non-transitory machine-readable medium of claim 117, wherein the message is a promotion.

119. The non-transitory machine-readable medium of claim 117, wherein the message is a confirmation of the purchase.

120. A non-transitory machine-readable medium for determining credit for a sale made at a time using an electronic communication device, the non-transitory machine-readable medium having instructions stored thereon that are configured to cause at least one processor to:

determine a location of the electronic communication device at the time of the sale;

determine, for each of a plurality of retailers, a distance between (a) the location of the electronic communication device at the time of the sale and (b) a location of the respective retailer; and

determine the credit based at least partially on the determined distance between the location of the electronic communication device at the time of the sale and the location of each respective retailer, wherein the step of determining the credit comprises:

determine, based on the determined distance between (a) the location of the electronic communication device at the time of the sale and (b) the location of each respective retailer, one or more of the plurality of retailers that are within a predetermined range of the location of the electronic communication device at the time of the sale, and

provide the credit to the one or more retailers.

121. The non-transitory machine-readable medium of claim 120, wherein the credit is divided among the one or more retailers according to predetermined percentages based on the determined distance between (a) the location of the electronic communication device at the time of the sale and (b) the location of each of the one or more retailers, where the one or more retailers includes at least two retailers.

122. The non-transitory machine-readable medium of claim 120, wherein at least a portion of the credit is provided to a predetermined retailer regardless of a distance between the predetermined retailer and the location of the electronic communication device at the time of the sale.

123. The non-transitory machine-readable medium of claim 122, in which the instructions, when executed by the at least one processor, further direct the at least one processor to receive purchase information from the electronic communication device.

124. The non-transitory machine-readable medium of claim 123, wherein the purchase information comprises a code.

125. The non-transitory machine-readable medium of claim 124, wherein the step of determining the credit is performed based at least partially on the code.

126. The non-transitory machine-readable medium of claim 125, wherein the code is associated with an entity and at least a portion of the credit is provided to the entity.

127. The non-transitory machine-readable medium of claim 126, wherein the entity is an advertiser.

5 128. The non-transitory machine-readable medium of claim 126, wherein the entity is a media provider.

129. The non-transitory machine-readable medium of claim 127, wherein the code is provided on media distributed by the media provider.

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130. The non-transitory machine-readable medium of claim 120, wherein the purchase is only allowed if the electronic communication device is within a predetermined zone.

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131. The non-transitory machine-readable medium of claim 120, wherein the purchase is only allowed if the location of the electronic communication device is within a certain predetermined distance from a predetermined second location.

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132. The non-transitory machine-readable medium of claim 131, wherein the predetermined second location corresponds to the location of an advertisement.

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134. The non-transitory machine-readable medium of claim 120, in which the instructions, when executed by the at least one processor, further direct the at least one processor to send a message to the user of the electronic communication device.

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135. The non-transitory machine-readable medium of claim 134, wherein the message is a promotion.

136. The non-transitory machine-readable medium of claim 134, wherein the message is a confirmation of the purchase.

5 137. A non-transitory machine-readable medium for determining credit for a sale made at a time using an electronic communication device, the non-transitory machine-readable medium having instructions stored thereon that are configured to cause at least one processor to:

determine a location of the electronic communication device at the time of the sale;
10 determining by the at least one processor, for each of a plurality of retailers, a distance between (a) the location of the electronic communication device at the time of the sale and (b) a location of the respective retailer; and

determine the credit based at least partially on the determined distance between the location of the electronic communication device at the time of the sale and the location of
15 each respective retailer, wherein the step of determining the credit comprises:

determine, based on the determined distance between (a) the location of the electronic communication device at the time of the sale and (b) the location of each respective retailer, one or more of the plurality of retailers that are within a predetermined range of the location of the electronic communication device at the
20 time of the sale, and

provide the credit to the one or more retailers.

138. The non-transitory machine-readable medium of claim 137, wherein the credit is prorated among the one or more retailers based on the determined distance between (a) the
25 location of the electronic communication device at the time of the sale and (b) the location of each of the one or more retailers, where the one or more retailers includes at least two retailers.

139. The non-transitory machine-readable medium of claim 137, wherein the prorating is based on a distance from each of the one or more retailers to the location of the electronic communication device at the time of the sale.

5 140. The non-transitory machine-readable medium of claim 137, wherein at least a portion of the credit is provided to a predetermined retailer regardless of a distance between the predetermined retailer and the location of the electronic communication device at the time of the sale.

10 141. The non-transitory machine-readable medium of claim 137, in which the instructions, when executed by the at least one processor, further direct the at least one processor to receive purchase information from the electronic communication device.

15 142. The non-transitory machine-readable medium of claim 141, wherein the purchase information comprises a code.

143. The non-transitory machine-readable medium of claim 142, wherein the step of determining the credit is performed based at least partially on the code.

20 144. The non-transitory machine-readable medium of claim 137, wherein the purchase is only allowed if the electronic communication device is within a predetermined zone.

25 145. The non-transitory machine-readable medium of claim 137, wherein the purchase is only allowed if the location of the electronic communication device is within a certain predetermined distance from a predetermined second location.

146. The non-transitory machine-readable medium of claim 145, wherein the predetermined second location corresponds to the location of an advertisement.

147. The non-transitory machine-readable medium of claim 137, wherein the step of determining the credit comprises defining at least one zone and determining at least one retailer within the zone, and wherein the location is within the zone.

148. The non-transitory machine-readable medium of claim 137, in which the instructions, when executed by the at least one processor, further direct the at least one processor to send a message to the user of the electronic communication device.

149. The non-transitory machine-readable medium of claim 148, wherein the message is a promotion.

150. The non-transitory machine-readable medium of claim 148, wherein the message is a confirmation of the purchase.

151. A method for determining credit for a sale made at a time using an electronic communication device, the method comprising:

determining, by at least one processor, a location of the electronic communication device at the time of the sale;

determining by the at least one processor, for each of a plurality of retailers, a distance between (a) the location of the electronic communication device at the time of the sale and (b) a location of the respective retailer;

determining, by the at least one processor, a respective credit for each of the plurality of retailers based at least partially on the determined distance between the location of the electronic communication device at the time of the sale and the location of each respective retailer; and

causing the respective credit to be provided to each of the plurality of retailers.

152. The method of claim 151, wherein the act of determining the credit comprises:

determining, based on the determined distance between (a) the location of the electronic communication device at the time of the sale and (b) the location of each

respective retailer, one or more of the plurality of retailers that are within a predetermined range of the location of the electronic communication device at the time of the sale.

153. The method of claim 151, wherein the credits provided to the plurality of retailers are equal in value.

154. The method of claim 151, wherein the act of determining the respective credits comprises:

determining a sales commission for the sale; and

dividing the sales commission among the plurality of retailers according to predetermined percentages based on the determined distance between (a) the location of the electronic communication device at the time of the sale and (b) the location of each respective retailer.

155. The method of claim 151, wherein the act of determining the respective credits comprises:

determining a sales commission for the sale; and

prorating the sales commission among the one or more retailers based on the determined distance between (a) the location of the electronic communication device at the time of the sale and (b) the location of each respective retailer.

156. The method of claim 151, further comprising sending a message to the user of the electronic communication device, in which the message comprises at least one of a promotion and a confirmation of the sale.

157. The method of claim 151, further comprising:

receiving purchase information from the electronic communication device,

wherein the purchase information comprises a code, and

wherein the act of determining the credit is performed based at least in part on the code.

158. The method of claim 151, further comprising receiving purchase information from the electronic communication device, wherein:

the purchase information comprises a code;

5 the code is associated with an entity; and

a credit associated with the sale is provided to the entity.

159. The method of claim 158, wherein the entity is an advertiser.

10 160. The method of claim 158, wherein the entity is a media provider.

161. The method of claim 160, wherein the code is provided on media distributed by the media provider.

15 162. The method of claim 151, wherein the electronic communication device comprises a mobile wireless communication device, further comprising:

determining to allow the sale based on a determination that the location of the mobile wireless communication device is within a predetermined zone.

20 163. The method of claim 151, wherein the electronic communication device comprises a mobile wireless communication device, further comprising:

determining to allow the sale based on a determination that the location of the mobile wireless communication device is within a certain predetermined distance from a predetermined second location.

25

164. The method of claim 163, wherein the predetermined second location corresponds to the location of an advertisement.

165. The method of claim 151, wherein the sale is a sale of a lottery ticket.

166. The method of claim 151, wherein the sale comprises at least one of a sale of a contest entry, a sale of a security, a sale of an investment instrument, and a sale of services.

167. The method of claim 151, further comprising:

5 determining, by the at least one processor, a respective credit for each of the plurality of retailers based at least partially on the determined distance between the location of the electronic communication device at the time of the sale and the location of each respective retailer,

in which the act of determining the respective credits comprises:

10 determining a shortest distance between (i) the electronic communication device at the time of the purchase and (ii) the plurality of retailers; and

determining the credits based at least in part on the determined shortest distance.

168. The method of claim 151, further comprising:

15 executing at least one contest activity,

in which the at least one contest activity comprises determining the location of the at least one electronic communication device at the time.

169. An apparatus, comprising:

20 at least one processor; and

a memory that stores instructions which, when executed by the at least one processor, direct the at least one processor to perform a method comprising:

25 receiving purchase information corresponding to a purchase of one or more contest entries, the purchase being made at a time of purchase from a retailer using an electronic communication device in communication with the contest platform over a communications network, in which a location of each of a plurality of retailers is stored in a memory;

30 determining a location of the electronic communication device, the location of the electronic communication device being a location of the electronic communication device at the time of purchase;

determining, for each of the plurality of retailers, a distance between (i) the location of the electronic communication device at the time of purchase and (ii) the location of the respective retailer; and

determining one or more sales commissions associated with the purchase for at least one of the plurality of retailers based at least partially on the determined distances between the location of the electronic communication device at the time of purchase and the respective locations of each of the at least one of the plurality of retailers.

170. The apparatus of claim 169, wherein determining the credit comprises:

determining, based on the determined distance between (a) the location of the electronic communication device at the time of the sale and (b) the location of each respective retailer, one or more of the plurality of retailers that are within a predetermined range of the location of the electronic communication device at the time of the sale.

171. The apparatus of claim 169, wherein the credits provided to the plurality of retailers are equal in value.

172. The apparatus of claim 169, wherein determining the respective credits comprises:
determining a sales commission for the sale; and

dividing the sales commission among the plurality of retailers according to predetermined percentages based on the determined distance between (a) the location of the electronic communication device at the time of the sale and (b) the location of each respective retailer.

173. The apparatus of claim 169, wherein determining the respective credits comprises:
determining a sales commission for the sale; and

prorating the sales commission among the one or more retailers based on the determined distance between (a) the location of the electronic communication device at the time of the sale and (b) the location of each respective retailer.

174. The apparatus of claim 169, further enabled to send a message to the user of the electronic communication device, in which the message comprises at least one of a promotion and a confirmation of the sale.

175. The apparatus of claim 169, further enabled to:
receive purchase information from the electronic communication device,
wherein the purchase information comprises a code, and
wherein the act of determining the credit is performed based at least in part on the code.

176. The apparatus of claim 169, further enabled to receive purchase information from the electronic communication device, wherein:

the purchase information comprises a code;

the code is associated with an entity; and

a credit associated with the sale is provided to the entity.

177. The apparatus of claim 176, wherein the entity is an advertiser.

178. The apparatus of claim 176, wherein the entity is a media provider.

179. The apparatus of claim 178, wherein the code is provided on media distributed by the media provider.

180. The apparatus of claim 169, wherein the electronic communication device comprises a mobile wireless communication device, the apparatus further enabled to determine to allow the sale based on a determination that the location of the mobile wireless communication device is within a predetermined zone.

181. The apparatus of claim 169, wherein the electronic communication device comprises a mobile wireless communication device, the apparatus being further enabled to determine

to allow the sale based on a determination that the location of the mobile wireless communication device is within a certain predetermined distance from a predetermined second location.

5 182. The apparatus of claim 181, wherein the predetermined second location corresponds to the location of an advertisement.

183. The apparatus of claim 169, wherein the sale is a sale of a lottery ticket.

10 184. The apparatus of claim 169, wherein the sale comprises at least one of a sale of a contest entry, a sale of a security, a sale of an investment instrument, and a sale of services.

185. The apparatus of claim 169, further enabled to:

15 determine, by the at least one processor, a respective credit for each of the plurality of retailers based at least partially on the determined distance between the location of the electronic communication device at the time of the sale and the location of each respective retailer,

wherein determining the respective credits comprises:

20 determining a shortest distance between (i) the electronic communication device at the time of the purchase and (ii) the plurality of retailers; and
determining the credits based at least in part on the determined shortest distance.

186. The apparatus of claim 169, further enabled to:

25 execute at least one contest activity,

in which the at least one contest activity comprises determining the location of the at least one electronic communication device at the time.

30 187. A computer-readable memory storing statements and instructions for use in the execution in a computer having at least one processor to determine credit for a sale made at a time using an electronic communication device to perform the steps of:

determining, by the at least one processor, a location of the electronic communication device at the time of the sale;

determining by the at least one processor, for each of a plurality of retailers, a distance between (a) the location of the electronic communication device at the time of the sale and (b) a location of the respective retailer;

determining, by the at least one processor, a respective credit for each of the plurality of retailers based at least partially on the determined distance between the location of the electronic communication device at the time of the sale and the location of each respective retailer; and

causing the respective credit to be provided to each of the plurality of retailers.

188. The computer-readable memory of claim 187, wherein the act of determining the credit comprises:

determining, based on the determined distance between (a) the location of the electronic communication device at the time of the sale and (b) the location of each respective retailer, one or more of the plurality of retailers that are within a predetermined range of the location of the electronic communication device at the time of the sale.

189. The computer-readable memory of claim 187, wherein the credits provided to the plurality of retailers are equal in value.

190. The computer-readable memory of claim 188, wherein the act of determining the respective credits comprises:

determining a sales commission for the sale; and

dividing the sales commission among the plurality of retailers according to predetermined percentages based on the determined distance between (a) the location of the electronic communication device at the time of the sale and (b) the location of each respective retailer.

191. The computer-readable memory of claim 187, wherein the act of determining the respective credits comprises:

determining a sales commission for the sale; and

prorating the sales commission among the one or more retailers based on the determined distance between (a) the location of the electronic communication device at the time of the sale and (b) the location of each respective retailer.

192. The computer-readable memory of claim 187, further comprising sending a message to the user of the electronic communication device, in which the message comprises at least one of a promotion and a confirmation of the sale.

193. The computer-readable memory of claim 187, further comprising:

receiving purchase information from the electronic communication device,

wherein the purchase information comprises a code, and

wherein the act of determining the credit is performed based at least in part on the code.

194. The computer-readable memory of claim 187, further comprising receiving purchase information from the electronic communication device, wherein:

the purchase information comprises a code;

the code is associated with an entity; and

a credit associated with the sale is provided to the entity.

195. The computer-readable memory of claim 194, wherein the entity is an advertiser.

196. The computer-readable memory of claim 194, wherein the entity is a media provider.

197. The computer-readable memory of claim 196, wherein the code is provided on media distributed by the media provider.

198. The computer-readable memory of claim 187, wherein the electronic communication device comprises a mobile wireless communication device, further comprising:

determining to allow the sale based on a determination that the location of the mobile wireless communication device is within a predetermined zone.

5

199. The computer-readable memory of claim 187, wherein the electronic communication device comprises a mobile wireless communication device, further comprising:

determining to allow the sale based on a determination that the location of the mobile wireless communication device is within a certain predetermined distance from a

10 predetermined second location.

200. The computer-readable memory of claim 199, wherein the predetermined second location corresponds to the location of an advertisement.

15 201. The computer-readable memory of claim 187, wherein the sale is a sale of a lottery ticket.

202. The computer-readable memory of claim 187, wherein the sale comprises at least one of a sale of a contest entry, a sale of a security, a sale of an investment instrument, and a
20 sale of services.

203. The computer-readable memory of claim 187, further comprising:

determining, by the at least one processor, a respective credit for each of the plurality of retailers based at least partially on the determined distance between the location of the
25 electronic communication device at the time of the sale and the location of each respective retailer,

in which the act of determining the respective credits comprises:

determining a shortest distance between (i) the electronic communication device at the time of the purchase and (ii) the plurality of retailers; and

determining the credits based at least in part on the determined shortest distance.

204. The computer-readable memory of claim 187, further comprising:

5 executing at least one contest activity,

 in which the at least one contest activity comprises determining the location of the at least one electronic communication device at the time.

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