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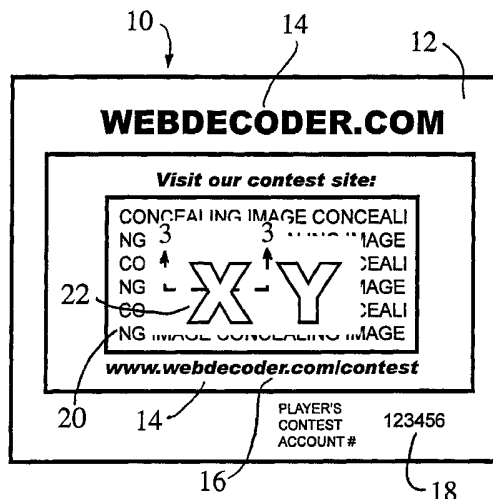
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For two-letter codes and other abbreviations, refer to the "Guid-
ance Notes on Codes and Abbreviations" appearing at the begin-
ning of each regular issue of the PCT Gazette.

(54) Title: HIDDEN IMAGE GAME PIECE AND METHODS OF MAKING AND USING A HIDDEN IMAGE GAME PIECE



(57) Abstract: A hidden image game piece and a method by which a hidden image game piece is produced and used. A first hidden image game piece (10) is formed on a transparent or translucent substrate (12). A second hidden image game piece (50) is formed electronically, and optionally printed or, alternatively, saved and distributed in electronic format. The hidden image game piece (50) can be used to distribute either physically or electronically, and it may be used to derive demographic information from recipients, to drive them to web sites or retail outlets, and to provide a means for distributing advertising, either on the game pieces or at a game site, which may be a physical site, such as a retail outlet, or an electronic site, such as an Internet site. The methods of the present invention include the method of producing the game piece, the method of deriving demographic information from recipients of the game pieces, and the method of providing advertising to recipients of the game pieces.



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INTERNATIONAL SEARCH REPORT

International application No.

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A. CLASSIFICATION OF SUBJECT MATTER

IPC(7) : B44F 1/10; B05D 5/06, 1/36; B32B 7/02; G06F 17/30; A63F 3/06, 9/12

US CL : 463/17, 18, 19, 40, 41; 283/36, 92, 94, 95, 99

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

U.S. : 463/17, 18, 19, 40, 41; 283/36, 92, 94, 95, 99

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 5,863,075 A (RICH et al) 26 January 1999, Fig. 1	1-23
Y, E	US 6,398,643 B1 (KNOWLES et al) 04 June 2002 Fig. 4	24-34
Y	US 5,401,032 A (BARNHART et al) 28 March 1995, Fig. 3a-7	24-34
Y, P	US 6,173,267 B1 (CAIRNS) 09 January 2001, Fig. 1-3	35-50
Y	US 6,061,660 A (EGGLESTON et al) 09 May 2000, Fig. 1-24	35-50



Further documents are listed in the continuation of Box C.



See patent family annex.

* Special categories of cited documents:	
"A" document defining the general state of the art which is not considered to be of particular relevance	"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
"E" earlier application or patent published on or after the international filing date	"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)	"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art
"O" document referring to an oral disclosure, use, exhibition or other means	"&" document member of the same patent family
"P" document published prior to the international filing date but later than the priority date claimed	

Date of the actual completion of the international search

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INTERNATIONAL SEARCH REPORT

International application No.

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Box I Observations where certain claims were found unsearchable (Continuation of Item 1 of first sheet)

This international report has not been established in respect of certain claims under Article 17(2)(a) for the following reasons:

1. ☐ Claim Nos.:
because they relate to subject matter not required to be searched by this Authority, namely:
2. ☐ Claim Nos.:
because they relate to parts of the international application that do not comply with the prescribed requirements to such an extent that no meaningful international search can be carried out, specifically:
3. ☐ Claim Nos.:
because they are dependent claims and are not drafted in accordance with the second and third sentences of Rule 6.4(a).

Box II Observations where unity of invention is lacking (Continuation of Item 2 of first sheet)

This International Searching Authority found multiple inventions in this international application, as follows:
Please See Continuation Sheet

1. ☐ As all required additional search fees were timely paid by the applicant, this international search report covers all searchable claims.
2. ☐ As all searchable claims could be searched without effort justifying an additional fee, this Authority did not invite payment of any additional fee.
3. ☐ As only some of the required additional search fees were timely paid by the applicant, this international search report covers only those claims for which fees were paid, specifically claims Nos.:
4. ☒ No required additional search fees were timely paid by the applicant. Consequently, this international search report is restricted to the invention first mentioned in the claims; it is covered by claims Nos.: 1-23

Remark on Protest

☐
☐

The additional search fees were accompanied by the applicant's protest.

No protest accompanied the payment of additional search fees.

INTERNATIONAL SEARCH REPORT

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BOX II. OBSERVATIONS WHERE UNITY OF INVENTION IS LACKING

This application contains the following inventions or groups of inventions which are not so linked as to form a single general inventive concept under PCT Rule 13.1. In order for all inventions to be examined, the appropriate additional examination fees must be paid.

Group I, claim(s) 1-23, are drawn to a game piece article.

Group II, claim(s) 24-34, are drawn to a method of creating a hidden image file.

Group III, claim(s) 35-50, are drawn to a method of using a game piece.

The inventions listed as Groups I, II, and III do not relate to a single general inventive concept under PCT Rule 13.1 because, under PCT Rule 13.2, they lack the same or corresponding special technical features for the following reasons: Group I and III lack the technical feature of forming a mask layer as stated in Group II. Groups I and II both lack the technical feature of a method of collecting demographic information as stated in Group III.