



(12) **EUROPEAN PATENT APPLICATION**

(43) Date of publication:
22.02.2012 Bulletin 2012/08

(51) Int Cl.:
G07F 17/32 (2006.01)

(21) Application number: **11176247.2**

(22) Date of filing: **02.08.2011**

(84) Designated Contracting States:
AL AT BE BG CH CY CZ DE DK EE ES FI FR GB GR HR HU IE IS IT LI LT LU LV MC MK MT NL NO PL PT RO RS SE SI SK SM TR
 Designated Extension States:
BA ME

(71) Applicant: **Squassi, Giovanni**
20060 Colturano Fraz. di Balbiano (MI) (IT)

(72) Inventor: **Squassi, Giovanni**
20060 Colturano Fraz. di Balbiano (MI) (IT)

(74) Representative: **Ferrari, Barbara et al**
Botti & Ferrari S.r.l.
Via Cappellini, 11
20124 Milano (IT)

(30) Priority: **18.08.2010 IT MI20101559**

(54) **Certification method of a website for gambling**

(57) Certification method of a website for gambling comprising the steps of:

- associating a certification dynamic logo (10) to a game screen (1) relating to said gambling in said website;
- adding a status symbol (20) to the certification dynamic logo (10), said status symbol (20) corresponding to a status (15) of a related gambling licence of an owner of

the website.

This certification dynamic logo (10) is an image or a dynamic icon which has been created by a certification authority being in charge of granting the gambling licence, updated in real time by said certification authority according to the status (15) comprised into a database of said certification authority.

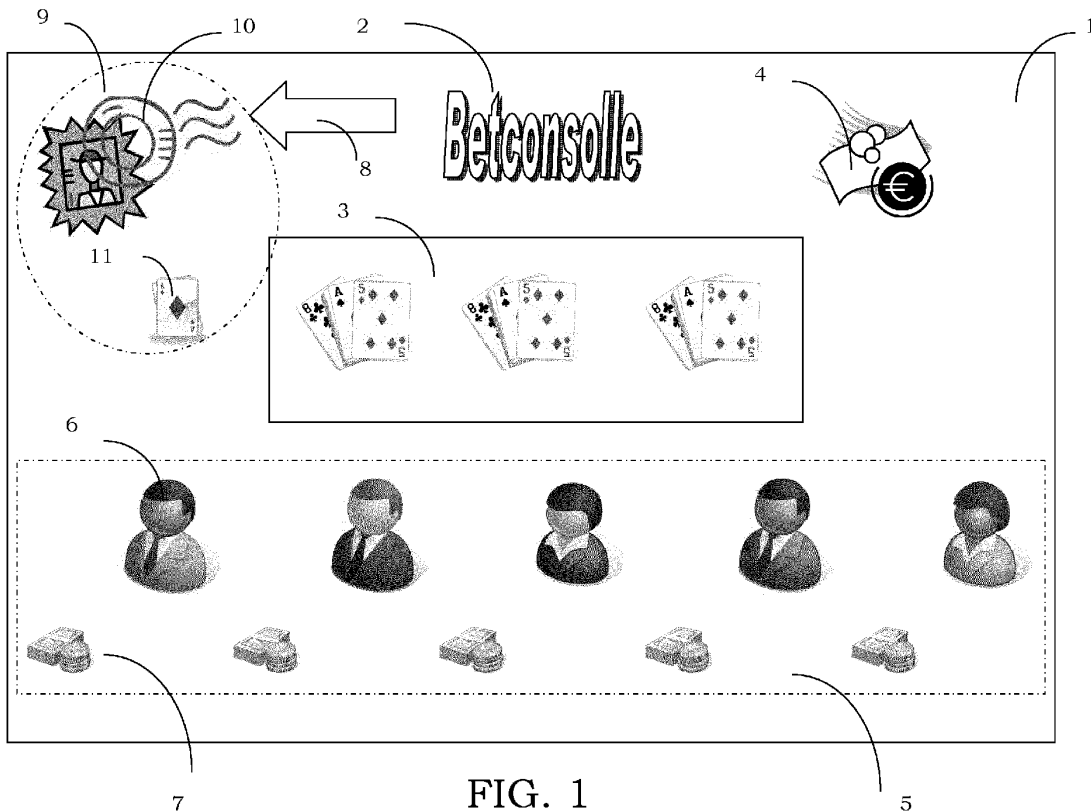


FIG. 1

Description

Field of application

[0001] The present invention relates to a certification method of a website for gambling.

[0002] The invention also relates to a game screen of a website for gambling implementing such method.

Prior art

[0003] As it is well known, the Internet boom over the past years has affected many different fields. The creation of new possibilities for Internet users with an offer of services that up to few years ago was unconceivable is a daily reality.

[0004] For about twenty years, Internet users also have a large amount of online games available. In particular, specific websites may be found for ability and luck games, also referred to as gambling, that is, with bets consisting of money or equivalent values.

[0005] Among the most widespread online ability games are poker, a card game with multiple versions, all characterized by a system of combinations formed with the cards of each player, according to a scale of values that determines the winner of each hand, betting, where a player should guess the result of an event (sports matches, horse races, other events) and is paid with gains predetermined at the time of bet (in the case of a fixed amount) or based on the amount collected and on the number of players (in the case of a totalizer), bingo and many other types of games.

[0006] Of course, the possibilities offered by the Internet are many and different. Within all these possibilities, a primary need for the Internet user is safe navigation.

[0007] Of course, this need is mostly felt in the case of websites that offer luck and ability games where the user, in particular the player, invests his/her money.

[0008] Online ability and luck gaming websites are usually regulated by precise regulations and subject to the granting of a regular licence, issued by a dedicated certification authority. For example, this happens in Italy, where the AAMS (Amministrazione Autonoma dei Monopoli di Stato), which is a board of the Italian Ministry of Economy and Finance in charge of managing the public gambling field in every aspect thereof, grants such gambling licences. With the granting of a gambling licence, in particular, AAMS certifies the reliability of the structures at a professional level, ensuring reliability and lawfulness thereof. AAMS thus guarantees a user, that is, a player, that he/she is gambling in an "environment" controlled by the relevant authority and that operates in complete lawfulness, also at the level of online gambling.

[0009] Special certification authorities are also present in other countries. For example in Europe, ARJEL is the certification authority for gambling in France and LGA (Lottery and Gaming Authority) is for Malta.

[0010] However, in the practice it happens that there

is an increasing number of websites that make gambling offers in contrast with the regulations in force and operating without the due authorizations. Moreover, especially for online gambling, "skins" are often created, that is, different versions of the same gambling website especially from the graphical point of view, which although managed and/or guaranteed by a regular authorization granted by AAMS, actually do not have a direct reference to the company owner of the authorization.

[0011] A known manner for identifying the websites that are guaranteed by the AAMS authorizations consists in placing the AAMS logo on the website itself.

[0012] While the use of the AAMS logo is regulated, there is not a real control over the use of such logo, which may be also added to an illegal website. Moreover, such logo should be also associated to a symbol indicating the type of game the authorization has been granted for (for example soccer, horse racing, cards or bingo, to mention some), but in the practice this symbol is never added.

[0013] In particular, for the player that visits websites for online gambling, although certified and regular, it is not always easy to go back to the ownership of the relevant gambling authorization, as well as to the general information relating to the company owner of the same authorization.

[0014] Moreover, if the gambling authorization has been withdrawn and/or lost, the player cannot be informed about that.

[0015] The technical problem of the present invention is to provide a certification method of a website, in particular for online gambling, having such functional and structural features as to guarantee the user or the player to be operating on a legal website, provided with a corresponding gambling authorization, and to go back to the information of the owner of such authorization, overcoming the limits and the drawbacks that still affect the methods according to the prior art.

Summary of the invention

[0016] The solution idea underlying the present invention is to associate the website where online gambling is made with a certification dynamic logo, connected to a database of a certification authority, such as for example AAMS in Italy, automatically updated in the event of withdrawal, loss or revocation of a licence granted by such certification authority.

[0017] On the basis of such solution idea, the technical problem is solved by a certification method of a website for gambling characterized in that it comprises the steps of:

- associating a certification dynamic logo to a game screen relating to said gambling in said website;
- adding a status symbol to said certification dynamic logo, said status symbol corresponding to a status of a related gambling licence of an owner of said

website

said certification dynamic logo being an image or a dynamic icon which has been created by a certification authority being in charge of granting said gambling licence, said certification dynamic logo being real-time updated by said certification authority according to said status comprised into a database of said certification authority.

[0018] More in particular, the invention comprises the following additional and optional features, taken individually or in combination when needed.

[0019] According to an aspect of the invention, the certification method may further comprise a step of displaying a page related to said owner of said gambling licence, said displaying step being triggered by means of a pointer of said certification dynamic logo in said game screen.

[0020] According to this aspect of the invention, said displaying step of said page may comprise displaying said status of said gambling licence which has a first state, in case the gambling licence is regular, and a second state, in case said gambling licence has been revoked, lost, expired or is generally not valid.

[0021] Moreover, according to an aspect of the invention, said step of adding said status symbol to said certification dynamic logo corresponding to said status of said gambling licence in said game screen, may be performed in case said status is said second state corresponding to the fact that said gambling licence has been revoked, lost, expired or is generally not valid.

[0022] According to another aspect of the invention, said step of adding said status symbol to said certification dynamic logo may comprise a step of adding one between:

- a sign KO which is superimposed to said certification dynamic logo;
- a pair of crossed lines which are superimposed to said certification dynamic logo;
- a crossed symbol which is superimposed to said certification dynamic logo; and
- a symbol being in contrast with said first state, which symbol unequivocally highlights said second state corresponding to the fact that said gambling licence has been revoked, lost, expired or is generally not valid.

[0023] According to a further aspect of the invention, said displaying step of said page may comprise displaying a denomination of said owner, as well as related data.

[0024] Moreover, according to another aspect of the invention, said displaying step of said page may comprise displaying a reference link to a further page of said owner.

[0025] According to yet another aspect of the invention, said displaying step of said page may comprise displaying an informational page wherein information relat-

ing to the gambling licence are displayed, such as:

- data related to said licence;
- products for which said licence is valid;
- data of said owner of said licence; and
- contacts of said owner of said licence.

[0026] Moreover, according to an aspect of the invention, said displaying step of said page may comprise displaying at least a game identification symbol corresponding to a type of game for which the gambling licence has been granted.

[0027] Moreover, according to an aspect of the invention, said displaying step of said page may comprise a step of displaying at least one icon related to the offered services.

[0028] According to another aspect of the invention, the certification method may further comprise a step of displaying a game identification symbol corresponding to a type of game for which the gambling licence has been granted in said game screen.

[0029] In particular, according to this aspect of the invention, said step of displaying said game identification symbol may be controlled by said certification authority according to the type of gambling licence which has been granted.

[0030] Finally, according to yet another aspect of the invention, said certification authority may update said page according to the data comprised into its database.

[0031] The problem is also solved by a game screen of a website for gambling being of the type which comprises a certification logo characterized in that said certification logo is a certification dynamic logo being realised using the certification method according to the invention.

[0032] The features and the advantages of the certification method according to the present invention will appear more clearly from the following description of an embodiment thereof, given by way of an indicative and non-limiting example with reference to the annexed drawings.

Brief description of the drawings

[0033] In these drawings:

- Figure 1: schematically shows a game screen of a hypothetical online gambling website provided with a certification dynamic logo according to the invention;
- Figure 2: schematically shows a screen of a certification authority comprising the data of an owner of a gambling licence;

- Figures 3-5: schematically show a game screen of a hypothetical online gambling website in the case of withdrawal, loss or revocation of a licence.

Detailed description

[0034] With reference to such figures, and in particular to Figure 1, a schematic view of a game screen of a website for online gambling is shown, indicated with 1.

[0035] Such representation is given by way of an example only with reference to a card game, such as for example poker.

[0036] The game screen 1 comprises a logo 2, identifying the website and/or the game. In the case being examined, the identification logo 2 shows the wording "Bet-consolle", completely fictitious and by no means limiting.

[0037] The game screen 1 also comprises a game area 3 and an indication 4 that it is a gambling website. In the case being examined, cards are shown in the game area 3, as it may be in the case of poker, without this being limited to this specific game.

[0038] Moreover, the game screen 1 usually comprises a user area 5, identifying the users or players 6, optionally associated to a bet situation 7.

[0039] According to an aspect of the invention, the game screen 1 further comprises a certification area 9, in turn comprising a certification dynamic logo 10, as well as a game identification symbol 11.

[0040] According to an aspect of the invention, the certification dynamic logo 10 is changed according to the situation of the licensee that manages the considered website, as shall be explained hereinafter. More in particular, the certification dynamic logo 10 is associated to a status symbol 20 depending on the situation of the website owner and more in detail, on the status of the game licensing granted to such owner as registered to a special database by a certification authority.

[0041] According to an aspect of the invention, the certification dynamic logo 10 is selected by a pointer 8 that allows opening a page 12 corresponding to the website owner, as shown in Figure 2.

[0042] In particular, page 12 is managed by the certification authority that fills in the fields thereof and ensures the correctness of the relevant information. More in detail, such page 12 is connected to a database of the certification authority containing all the data relating to the game licence owners.

[0043] By way of an indication, page 12 comprises a denomination 13, usually corresponding to the name of the company or of the private owner of the gambling licence relating to the considered website, optionally showing the identification logo 2 thereof. Moreover, page 12 comprises a data section 14 relating to such gambling licence owner.

[0044] According to an aspect of the invention, page 12 further comprises a status 15, corresponding to the real-time situation of the gambling licence, which may simply have a first status 18, indicated with OK in Figure

2, in the case of a regular gambling licence, and a second status 19, indicated with KO in Figure 2, in the case of revocation, loss or expiry of the gambling licence.

[0045] Page 12 further includes a section 16 comprising the types of game for which the owner of the same page 12 has obtained a regular licence, represented for example by the relevant game identification symbols 11.

[0046] Finally, page 12 optionally comprises a reference link 17 to a further page relating to the owner, for example a website thereof.

[0047] According to an aspect of the invention, the status 15 shown in page 12 for a given owner associates a status symbol 20 to the certification dynamic logo 10. In particular, the first status 18 or OK status corresponds to the absence of such status symbol 20 on the certification dynamic logo 10, whereas the second status 19 or KO status corresponds to the addition of the status symbol 20 on the certification dynamic logo 10.

[0048] More in particular, such status symbol 20 may correspond to a sign KO that is superimposed to the certification dynamic logo 10, as schematically shown in Figure 3.

[0049] As an alternative, the status symbol 20 may correspond to a pair of crossed lines that is superimposed to the certification dynamic logo 10, as schematically shown in Figure 4.

[0050] According to another aspect of the invention, the status symbol 20 may further correspond to a "crossed" symbol that is superimposed to the certification dynamic logo 10, as schematically shown in Figure 5.

[0051] As an alternative, the status symbol 20 may correspond to a symbol that contrasts with that used for the OK status, from which it is derived the NON-OK status (only by way of an example, the contrast of the green colour for the OK status and the red colour for the KO status).

[0052] In the most general aspect thereof, the certification method of a website for gambling according to the invention comprises the steps of:

- associating a certification dynamic logo 10 to a game screen 1 relating to said gambling in said website;
- adding a status symbol 20 to said certification dynamic logo 10 corresponding to the status of a related gambling licence of an owner of the website contained in a database of a certification authority.

[0053] According to an aspect of the invention, the certification dynamic logo 10 is a dynamic icon or image created by a certification authority in charge of granting gambling licences. In particular, such certification authority in Italy is AAMS (Amministrazione Autonoma dei Monopoli di Stato), a board of the Ministry of Economy and Finance.

[0054] More in particular, the certification authority has the real-time control of what such certification dynamic logo 10 or dynamic icon displays.

[0055] It should be noted, in fact, that a certification authority usually has a database with all the licences and the relevant authorizations, as well as the relevant data and it is informed of all the domains used by a licensee for accepting gaming, and of the types of games accepted therein in a licensee system and that such database is constantly updated on the basis of the conditions of the different gambling licences managed by the authority.

[0056] Such certification authority is therefore capable of updating page 12 in real time with the information relating to each owner and/or website.

[0057] The method thus comprises a step of displaying a page 12 relating to the gambling licence owner corresponding to the considered website, such displaying step being triggered by the selection of the certification dynamic logo 10 by a pointer 8.

[0058] More in particular, the step of displaying page 12 comprises a display of a denomination 13 of the owner of the relevant gambling licence, as well as data 14 related to it and an optional reference link 17 to a further page of the owner, for example a website thereof.

[0059] According to an aspect of the invention, the step of displaying page 12 comprises displaying an informational page wherein information relating to the gambling licence are displayed, such as:

- data relating to the same licence (number, expiry, etc.);
- products for which it is valid (horse racing, sport, etc.);
- data of the owner of the licence; and
- contacts of the owner of the licence.

[0060] According to an aspect of the invention, the step of displaying page 12 also comprises displaying a status 15 of the gambling licence of the owner, in particular having a first state 18, or OK status in case the gambling licence is regular, and a second state, or KO status, in case the gambling licence has been revoked, lost or expired or in case of other reasons for which the gambling cannot be accepted.

[0061] According to an aspect of the invention, the step of adding the status symbol 20 to the certification dynamic logo 10 corresponding to status 15 of the relevant gambling licence of an owner of the website in the game screen 1 takes place in case the status 15 of the owner is the second state corresponding 19 or KO status, corresponding to the fact that the gambling licence has been revoked, lost or expired.

[0062] In particular, such step of adding a status symbol 20 in the game screen 1 comprises a step of adding one between:

- a sign KO which is superimposed to the certification dynamic logo 10;

- a pair of crossed lines which are superimposed to the certification dynamic logo 10;

- a "crossed" symbol which is superimposed to the certification dynamic logo 10; and

- a symbol that contrasts with that used for the OK status, from which it is derived the NON-OK status (only by way of an example, the contrast of the green colour for the OK status and the red colour for the NON-OK or KO status).

[0063] According to an aspect of the invention, the displaying step of page 12 comprises displaying at least one game identification symbol 11 corresponding to the type of game for which the gambling licence has been granted.

[0064] According to another aspect of the invention, the method comprises a step of adding such game identification symbol 11 corresponding to the type of game for which the gambling licence has been granted also to the game screen 1.

[0065] In particular, according to an aspect of the invention, the display of the game identification symbol 11 may be of the dynamic type and controlled by the certification authority according to the type of gambling licence which has been granted.

[0066] More in particular, on the basis of the services offered, one or more icons are displayed in page 12.

[0067] In an embodiment of the certification method according to the invention it is possible to consider the following situation.

[0068] A licensee informs the certification authority of the types of game he/she intends to accept with a given domain name or website.

[0069] The certification authority grants a valid code for that given website only to the licensee.

[0070] The licensee adds a corresponding HTML code, thus making the certification dynamic logo 10 operational and working on his/her game screen 1.

[0071] If the certification dynamic logo 10 is used on an unauthorized website, the status symbol 20 associated to the second status 19 or KO status is always displayed, thus constituting an alarm or warning signal for the users or players that access such website.

[0072] In this way, the certification method according to the invention always and in real time allows making a user or player sure of the juridical interlocutor he/she is about to deal with, that is, the owner of the relevant gambling licence as per the data as shown on the relevant page managed by the certification authority and that can be consulted in a simple and immediate manner by selecting the certification dynamic logo associated to the game screen.

[0073] It should be also underlined that a certification authority may conduct strong awareness campaigns on the users to prompt them to check that its certification dynamic logo 10 is present and valid on the websites related to online gambling falling within its competence.

Such awareness campaign may be also conducted by any country.

[0074] It is clear that a man skilled in the art may make several changes and variations to the method described above in order to meet specific and incidental needs, all falling within the scope of protection of the invention as defined by the following claims.

Claims

1. Certification method of a website for gambling being **characterized in that** it comprises the steps of:

- associating a certification dynamic logo (10) to a game screen (1) relating to said gambling in said website;
- adding a status symbol (20) to said certification dynamic logo (10), said status symbol (20) corresponding to a status (15) of a related gambling licence of an owner of said website;

said certification dynamic logo (10) being an image or a dynamic icon which has been created by a certification authority being in charge of granting said gambling licence, said certification dynamic logo (10) being real-time updated by said certification authority according to said status (15) comprised into a database of said certification authority.

2. Certification method according to claim 1, **characterized in that** it further comprises a step of displaying a page (12) related to said owner of said gambling licence, said displaying step being triggered by means of a pointer (8) of said certification dynamic logo (10) in said game screen (1).

3. Certification method according to claim 2, **characterized in that** said displaying step of said page (12) comprises displaying said status (15) of said gambling licence which has a first state (18), in case the gambling licence is regular, and a second state (19), in case said gambling licence has been revoked, lost, expired or is generally not valid.

4. Certification method according to claim 3, **characterized in that** said step of adding said status symbol (20) to said certification dynamic logo (10) in said game screen (1), said status symbol (20) corresponding to said status (15) of said gambling licence, is performed in case said status (15) is said second state (19) corresponding to the fact that said gambling licence has been revoked, lost, expired or is generally not valid.

5. Certification method according to claim 4, **characterized in that** said step of adding said status symbol (20) to said certification dynamic logo (10) comprises

a step of adding one between:

- a sign KO which is superimposed to said certification dynamic logo (10);
- a pair of crossed lines which are superimposed to said certification dynamic logo (10);
- a crossed symbol which is superimposed to said certification dynamic logo (10); and
- a symbol being in contrast with said first state, which symbol unequivocally highlights said second state corresponding to the fact that said gambling licence has been revoked, lost, expired or is generally not valid.

6. Certification method according to claim 2, **characterized in that** said displaying step of said page (12) comprises displaying a denomination (13) of said owner, as well as related data (14).

7. Certification method according to claim 2, **characterized in that** said displaying step of said page (12) comprises displaying a reference link (17) to a further page of said owner.

8. Certification method according to claim 2, **characterized in that** said displaying step of said page (12) comprises displaying an informational page wherein information relating to the gambling licence are displayed, such as:

- data related to said licence;
- products for which said licence is valid;
- data of said owner of said licence; and
- contacts of said owner of said licence.

9. Certification method according to claim 2, **characterized in that** said displaying step of said page (12) comprises displaying at least a game identification symbol (11) corresponding to a type of game for which the gambling licence has been granted.

10. Certification method according to claim 2, **characterized in that** said displaying step of said page (12) comprises a step of displaying at least one icon related to the offered services.

11. Certification method according to claim 1, **characterized in that** it further comprises a step of displaying a game identification symbol (11) corresponding to the type of game for which the gambling licence has been granted in said game screen (1).

12. Certification method according to claim 11, **characterized in that** said step of displaying said game identification symbol (11) is controlled by said certification authority according to the type of gambling licence which has been granted.

13. Certification method according to claim 2, **characterized in that** said certification authority updates said page (12) according to the data comprised into its database.

5

14. Game screen (1) of a website for gambling being of the type which comprises a certification logo (10) **characterized in that** said certification logo (10) is a certification dynamic logo being realised according to the certification method of any one of the claims 1-13.

10

15

20

25

30

35

40

45

50

55

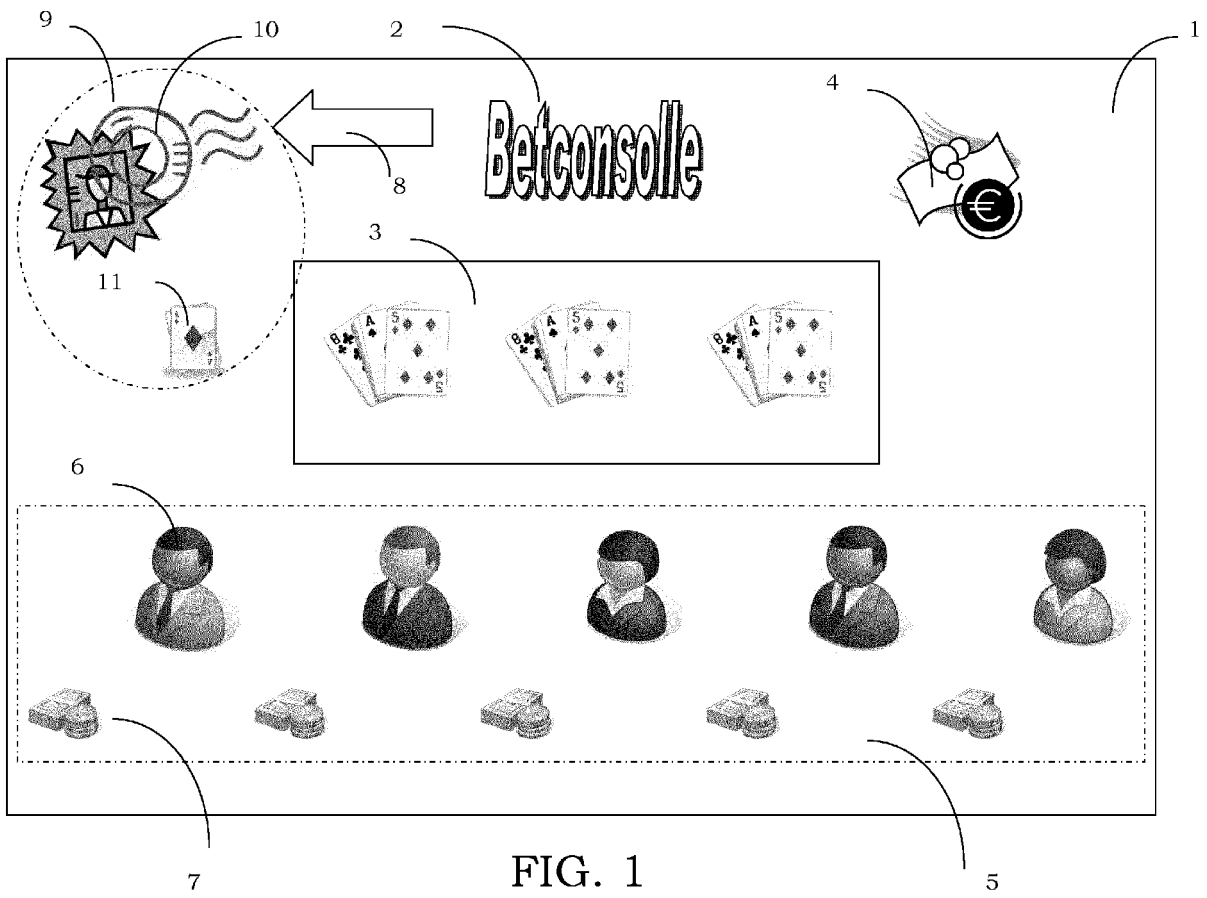
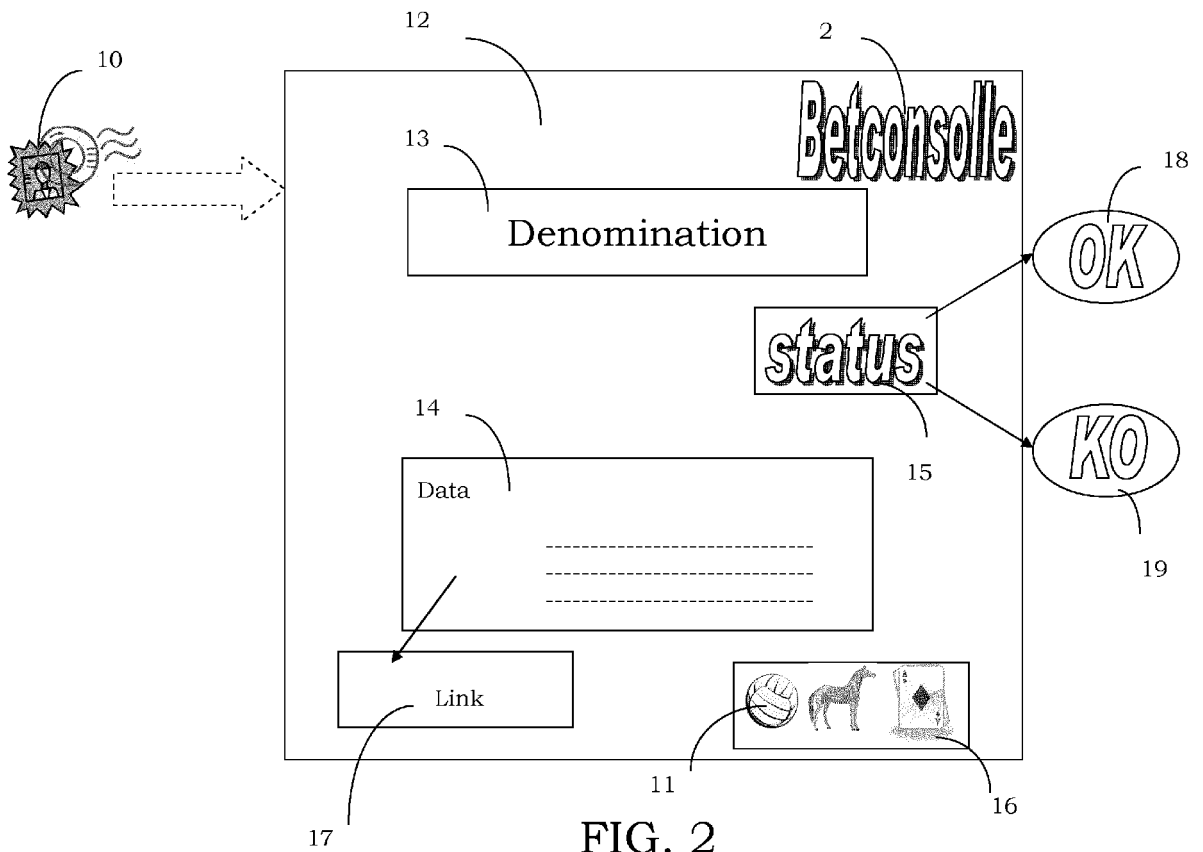


FIG. 1



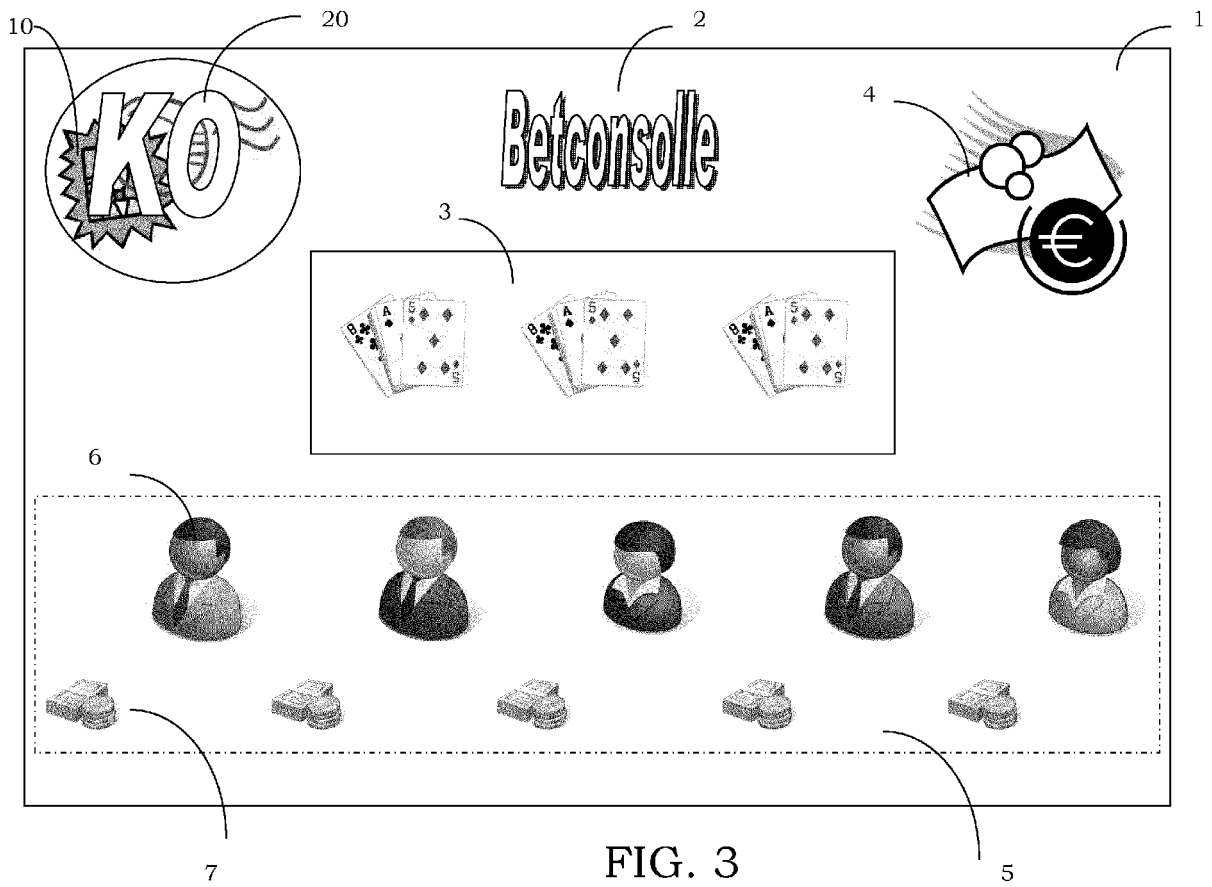


FIG. 3

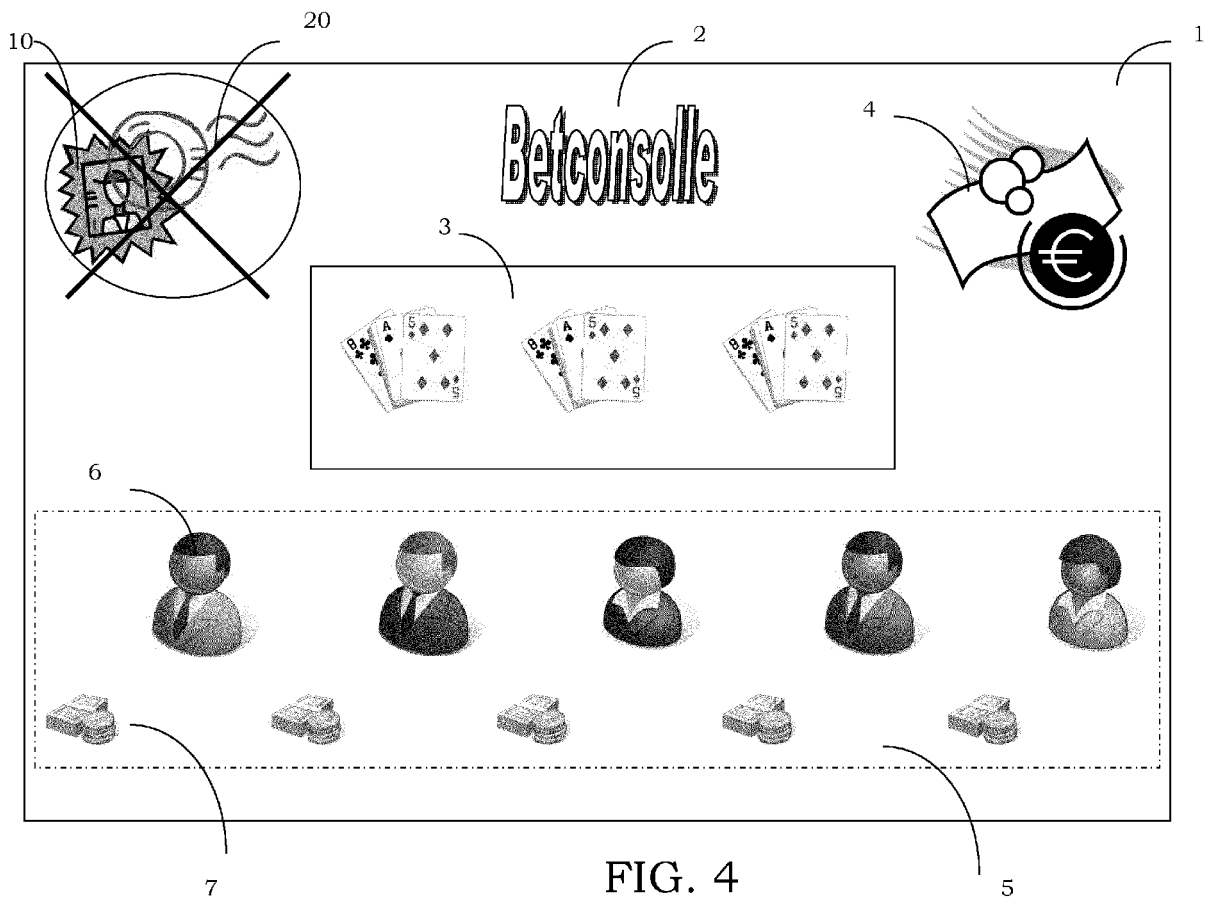


FIG. 4

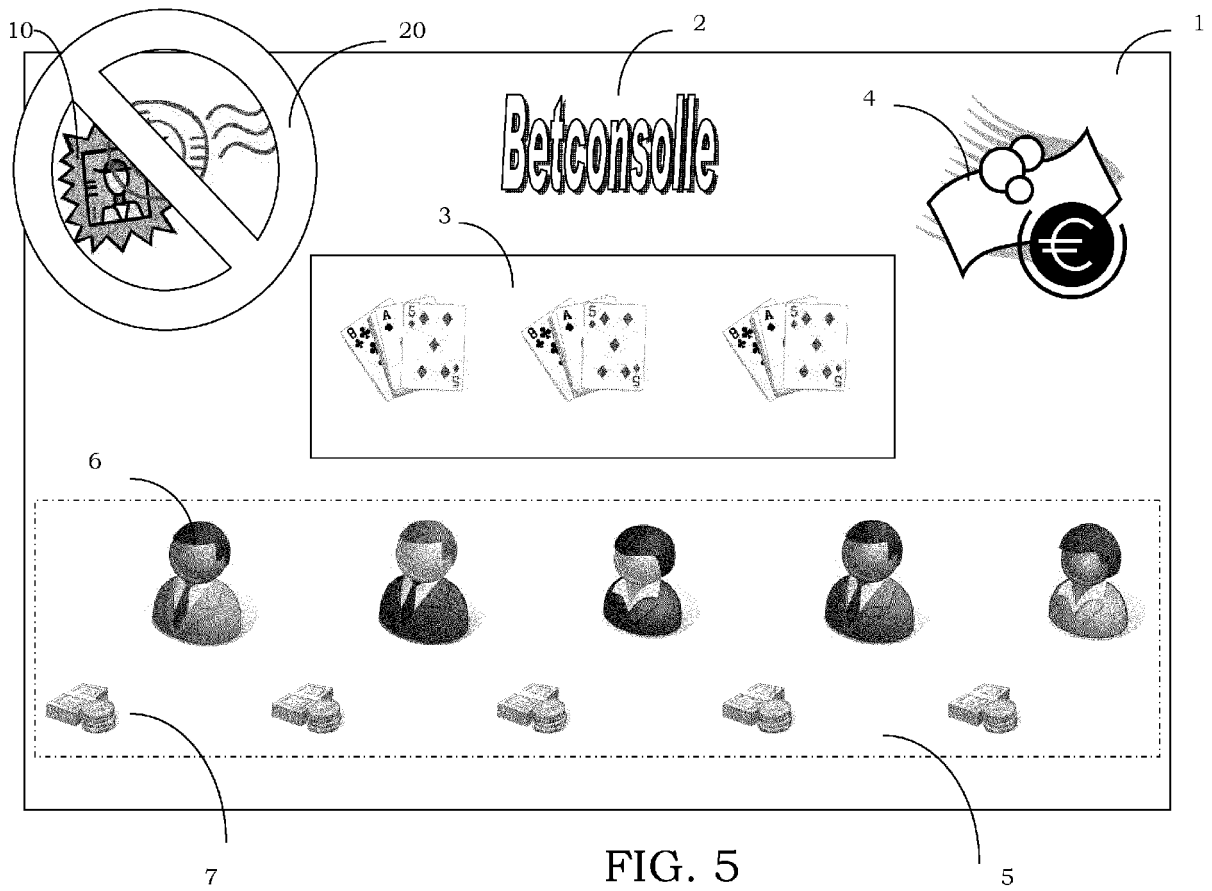


FIG. 5



EUROPEAN SEARCH REPORT

Application Number
EP 11 17 6247

DOCUMENTS CONSIDERED TO BE RELEVANT			
Category	Citation of document with indication, where appropriate, of relevant passages	Relevant to claim	CLASSIFICATION OF THE APPLICATION (IPC)
X	US 6 018 724 A (ARENT MICHAEL A [US]) 25 January 2000 (2000-01-25) * abstract * * column 2 - column 7 * * figures 3,4,6,8 *	1-14	INV. G07F17/32
A	US 2006/253581 A1 (DIXON CHRISTOPHER J [US] ET AL DIXON CHRISTOPHER JOHN [US] ET AL) 9 November 2006 (2006-11-09) * paragraphs [0084] - [0089], [0093] - [0096], [0283], [0286] * * figures 10,11 *	1-14	
A	Amir Herzberg, Ahamad Gbara: "TrustBar: Protecting (even Naïve) Web Users from Spoofing and Phishing Attacks", 7 November 2004 (2004-11-07), XP002628577, Retrieved from the Internet: URL:http://u.cs.biu.ac.il/~herzbea/Papers/secure%20communication/protecting%20naive%20web%20users.PDF [retrieved on 2011-03-17] * page 12; figure 5 * * page 13 - page 16 *	1-14	
			TECHNICAL FIELDS SEARCHED (IPC)
			G07F H04L
The present search report has been drawn up for all claims			
Place of search The Hague		Date of completion of the search 18 October 2011	Examiner Spitaler, Thomas
CATEGORY OF CITED DOCUMENTS		T : theory or principle underlying the invention E : earlier patent document, but published on, or after the filing date D : document cited in the application L : document cited for other reasons & : member of the same patent family, corresponding document	
X : particularly relevant if taken alone Y : particularly relevant if combined with another document of the same category A : technological background O : non-written disclosure P : intermediate document			

1
EPO FORM 1503 03.02 (P04/C01)

**ANNEX TO THE EUROPEAN SEARCH REPORT
ON EUROPEAN PATENT APPLICATION NO.**

EP 11 17 6247

This annex lists the patent family members relating to the patent documents cited in the above-mentioned European search report. The members are as contained in the European Patent Office EDP file on The European Patent Office is in no way liable for these particulars which are merely given for the purpose of information.

18-10-2011

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
US 6018724 A	25-01-2000	NONE	
US 2006253581 A1	09-11-2006	US 2010042931 A1	18-02-2010

EPO FORM P0459

For more details about this annex : see Official Journal of the European Patent Office, No. 12/82