

## METHOD AND SYSTEM FOR GAMING AND BRAND ASSOCIATION

### BACKGROUND

[0001] This patent is directed to methods and systems for gaming, and in particular to methods and systems for gaming and brand association.

### SUMMARY OF THE INVENTION

[0002] In one aspect, a gaming method includes receiving a first wager from a player, displaying a first image representing a game, determining a first outcome associated with the game, and determining a first payout according to the first outcome and a first payable. The gaming method also includes determining if a brand-association event has occurred, selecting a brand if the brand-association event has occurred, using a second payable if the brand-association event has occurred, the second payable including at least one payout associated with the selected brand, receiving a second wager from the player, displaying a second image representing a game, determining a second outcome associated with the game, and determining a second payout according to the second outcome and the second payable, the second payout comprising the at least one payout associated with the selected brand.

[0003] In another aspect, a gaming method includes selecting a brand, displaying an image representative of an advertisement for at least one of a good and a service provided by a brand-promoter associated with the selected brand, displaying an image representative of a game, the image comprising at least one game element incorporating brand information according to the selected brand, determining an outcome of the game, and determining a payout according to the outcome, the payout comprising at least one good or service associated with the selected brand.

[0004] Additional aspects of the disclosure are defined by the claims of this patent.

### BRIEF DESCRIPTION OF THE DRAWINGS

[0005] FIG. 1 is a block diagram of an embodiment of a gaming and brand association system in accordance with the invention;

[0006] FIG. 1A is a block diagram of a brand association aspect of the gaming system shown in FIG. 1;

[0007] FIG. 2 is a perspective view of an embodiment of one of the gaming units shown schematically in FIG. 1;

[0008] FIG. 2A illustrates an embodiment of a control panel for a gaming unit;

[0009] FIG. 3 is a block diagram of the electronic components of the gaming unit of FIG. 2;

[0010] FIG. 3A is a block diagram of the electronic components of an alternative gaming unit;

[0011] FIG. 4 is a flowchart of a brand association routine that may be performed during operation of the system 50;

[0012] FIG. 5 is a flowchart of a routine for establishing a player profile that may be used in conjunction with the brand association routine of FIG. 4;

[0013] FIG. 6A is an illustration of an embodiment of a visual display that may be displayed during performance of a slots routine;

[0014] FIG. 6B is an illustration of an embodiment of a visual display that may be displayed during performance of a slots routine as modified according to the brand association aspect of the system 50;

[0015] FIG. 7 is an illustration of an embodiment of a visual display that may be displayed during performance of the brand association routine;

[0016] FIG. 8 is an illustration of an embodiment of another visual display that may be displayed during performance of the brand association routine;

[0017] FIG. 9 is a flowchart of an embodiment of a main gaming routine that may be performed during operation of one or more of the gaming units;

[0018] FIG. 10 is a flowchart of an embodiment of a verification routine that may be performed during the operation of the main gaming routine of FIG. 9;

[0019] FIG. 11 is a flowchart of an alternative embodiment of a main gaming routine that may be performed during operation of one or more of the gaming units;

[0020] FIG. 12 is an illustration of an embodiment of a visual display that may be displayed during performance of the video poker routine of FIG. 14;

[0021] FIG. 13 is an illustration of an embodiment of a visual display that may be displayed during performance of the video blackjack routine of FIG. 15;

[0022] FIG. 14 is a flowchart of an embodiment of a video poker routine that may be performed by one or more of the gaming units;

[0023] FIG. 15 is a flowchart of an embodiment of a video blackjack routine that may be performed by one or more of the gaming units;

[0024] FIG. 16 is an illustration of an embodiment of a visual display that may be displayed during performance of the slots routine of FIG. 18;

[0025] FIG. 17 is an illustration of an embodiment of a visual display that may be displayed during performance of the video keno routine of FIG. 19;

[0026] FIG. 18 is a flowchart of an embodiment of a slots routine that may be performed by one or more of the gaming units;

[0027] FIG. 19 is a flowchart of an embodiment of a video keno routine that may be performed by one or more of the gaming units;

[0028] FIG. 20 is an illustration of an embodiment of a visual display that may be displayed during performance of the video bingo routine of FIG. 21; and

[0029] FIG. 21 is a flowchart of an embodiment of a video bingo routine that may be performed by one or more of the gaming units.

### DETAILED DESCRIPTION OF VARIOUS EMBODIMENTS

[0030] Although the following text sets forth a detailed description of numerous different embodiments of the inven-