

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
23 October 2003 (23.10.2003)

PCT

(10) International Publication Number
WO 03/088159 A1

(51) International Patent Classification⁷: **G07C 15/00**,
A63F 3/06, 3/08, G09F 23/10, B42D 15/10

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(21) International Application Number: PCT/AU03/00420

(22) International Filing Date: 9 April 2003 (09.04.2003)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
PS 1661 10 April 2002 (10.04.2002) AU

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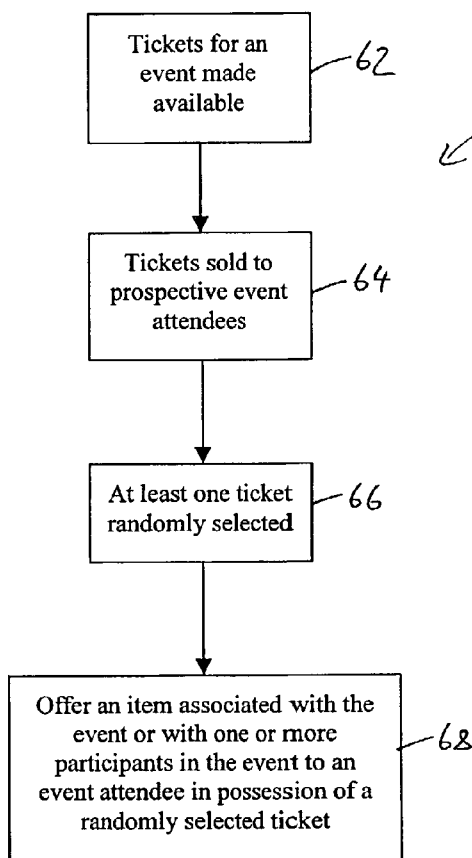
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(81) Designated States (*national*): AE, AG, AL, AM, AT, AU,
AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU,
CZ, DE, DK, DM, DZ, EC, EE, ES, FI, GB, GD, GE, GH,
GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC,
LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW,
MX, MZ, NI, NO, NZ, OM, PH, PL, PT, RO, RU, SC, SD,
SE, SG, SK, SL, TJ, TM, TN, TR, TT, TZ, UA, UG, US,
UZ, VC, VN, YU, ZA, ZM, ZW.

(84) Designated States (*regional*): ARIPO patent (GH, GM,
KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW),
Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM),
European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE,
ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT, RO,
SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM,
GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

[Continued on next page]

(54) Title: A METHOD OF ENCOURAGING REPEAT TICKET PURCHASE AND A TICKET



(57) Abstract: A method of encouraging repeat ticket purchase is disclosed. The method includes the steps of providing a plurality of purchasable tickets associated with an event, providing each of at least some of the tickets with a unique identifier, randomly selecting at least one of said tickets provided with respective unique identifiers, and offering to a ticket purchaser in possession of a randomly selected ticket an item associated with the event or an item associated with one or more participants in the event. A ticket (10) suitable for use in the method is also disclosed, the ticket (10) comprising a substrate (12) and printed matter (20, 22, 23, 24, 28, 30, 42, 44, 58) disposed on the substrate (12). The printed matter has characteristics related to at least one of the event participants.

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Published:

— with international search report

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