

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
19 March 2009 (19.03.2009)

PCT

(10) International Publication Number
WO 2009/033222 A1

(15) International Patent Classification:
A63F 3/06 (2006.01) A63F 3/08 (2006.01)

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(21) International Application Number:
PCT/AU2008/001348

(22) International Filing Date:
10 September 2008 (10.09.2008)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
2007904938 10 September 2007 (10.09.2007) AU
2008100204 3 March 2008 (03.03.2008) AU
2008100206 3 March 2008 (03.03.2008) AU
2008100207 3 March 2008 (03.03.2008) AU
2008100208 3 March 2008 (03.03.2008) AU
2008100209 3 March 2008 (03.03.2008) AU
2008901580 2 April 2008 (02.04.2008) AU

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(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MT, NL, NO, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Declaration under Rule 4.17:

— of inventorship (Rule 4.17(iv))

Published:

— with international search report

(54) Title: SYSTEMS AND METHODS FOR PROVIDING GAMING ACTIVITIES

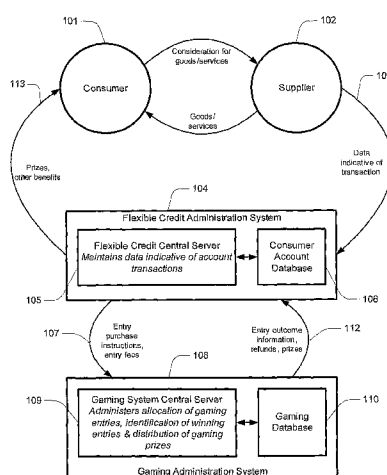


FIG. 1

(57) Abstract: Described herein are various systems and methods for providing gaming activities, these particularly relating to gaming activities implemented in conjunction with a flexible credit arrangement. In overview, a consumer is allocated one or more entries in a gaming activity based on a level of transactable flexible credit held by that consumer. For example, the allocation of entries is increased or decreased subject to a corresponding increase or decrease in transactable flexible credit held by the consumer. In some embodiments, one or more prizes for the gaming activity are funded in whole, or in part, by way of supplementary contributions realized on the basis of consumers' participation in a flexible credit infrastructure.