

CLAIMS

1. A computer implemented system for lottery, betting or gaming, the system comprising:
a retailer system or a lottery, betting or game operator system configured for selling goods and/or services to a purchaser to conclude a transaction,
wherein the retailer system or the game operator system, upon concluding the sale to the purchaser, offers the purchaser an option of entering a free lottery, bet or game;
the retailer system or the game operator system upon receiving a positive response from the purchaser configured to enter for free into a free lottery, bet or game for the purchaser;
the retailer system or the game operator system is configured to allow the purchaser to select a lottery entry, bet or game selection;
the retailer system or the game operator system configured to offer the purchaser one or more free lottery, bet or game entries per purchase or transaction by the purchaser; and
the lottery, betting or game operator system configured report a winning combination that the purchaser can match against the free lottery, bet or game entries.
2. The system of claim 1, wherein the retailer system or the game operator system is configured for selling the goods and/or services to the purchaser in exchange for monetary or in-kind value exchange to conclude the transaction.
3. The system of claim 1, wherein the retailer system or the game operator system offers the purchaser the option to enter for free into a free lottery, bet or game and upon receiving the positive response from the purchaser is configured to access a free lottery, betting, game operator system database to create a profile of the purchaser, and
wherein the purchaser completes the profile and sets authentication methods and validates against same via the system.
4. The system of claim 1, wherein the retailer system or the game operator system is configured to scan or enter identifications of the goods and/or services that the purchaser paid for and record same in a profile of the purchaser.
5. The system of claim 1, wherein the retailer system or the game operator system is configured to allow the purchaser to select a limited combination of elements from a broader

universe of elements as the free lottery entry, bet or game selection and store same in a profile in a database of the lottery, betting or game operator system.

6. The system of claim 1, wherein the retailer system or the game operator system is configured to offer the purchaser the option to enter for free one or more free lottery, bet or game entries per purchase or transaction by the purchaser, including scratch cards with pre-determined combinations that are discoverable instantly.

7. The system of claim 1, wherein the game operator system is configured to conduct a live draw or publish or reference other publishers of betting or game results at pre-determined and designated time and date securely and transparently and report the winning combination that the purchaser can manually or electronically match against the free lottery, bet or game entries.

8. The system of claim 1, wherein the game operator system is configured to allow a seller and buyer's profile, authentication and provenance of goods and/or services and/or free lottery, bet or game entries to be traded.

9. A computer implemented method for a free lottery, betting or gaming, the method comprising:

selling by a retailer system or a lottery, betting or game operator system goods and/or services to a purchaser to conclude a transaction,

upon concluding the sale to the purchaser, the retailer system or the game operator system offering the purchaser an option of entering a free lottery, bet or game;

upon receiving a positive response from the purchaser, the retailer system or the game operator system entering for free into a free lottery, bet or game for the purchaser;

allowing by the retailer system or the game operator system the purchaser to select a lottery entry, bet or game selection;

offering the purchaser by the retailer system or the game operator system one or more free lottery, bet or game entries per purchase or transaction by the purchaser; and

reporting by the lottery, betting or game operator system a winning combination that the purchaser can match against the free lottery, bet or game entries.

10. The method of claim 9, further comprising the retailer system or the game operator system selling the goods and/or services to the purchaser in exchange for monetary or in-kind value exchange to conclude the transaction.

11. The method of claim 9, further comprising the retailer system or the game operator system offering the purchaser the option to enter for free into a free lottery, bet or game and upon receiving the positive response from the purchaser, accessing a free lottery, betting, game operator system database and creating a profile of the purchaser, and

wherein the purchaser completes the profile and sets authentication methods and validates against same via the system.

12. The method of claim 9, further comprising the retailer system or the game operator system scanning or entering identifications of the goods and/or services that the purchaser paid for and recording same in a profile of the purchaser.

13. The method of claim 9, further comprising the retailer system or the game operator system allowing the purchaser to select a limited combination of elements from a broader universe of elements as the free lottery entry, bet or game selection and storing same in a profile in a database of the lottery, betting or game operator system.

14. The method of claim 9, further comprising the retailer system or the game operator system offering the purchaser the option to enter for free one or more free lottery, bet or game entries per purchase or transaction by the purchaser, including scratch cards with pre-determined combinations that are discoverable instantly.

15. The method of claim 9, further comprising the game operator system conducting a live draw or publish or reference other publishers of betting or game results at pre-determined and designated time and date securely and transparently and reporting the winning combination that the purchaser can manually or electronically match against the free lottery, bet or game entries.

16. The method of claim 9, further comprising the game operator system is configured to allow a seller and buyer's profile, authentication and provenance of goods and/or services and/or free lottery, bet or game entries to be traded.

17. A computer program product for free lottery, betting or gaming including one or more computer readable instructions embedded on a computer readable medium and configured to cause one or more computer processors to perform the steps of: selling by a retailer system or a lottery, betting or game operator system goods and/or services to a purchaser to conclude a transaction,

upon concluding the sale to the purchaser, the retailer system or the game operator system offering the purchaser an option of entering a free lottery, bet or game;

upon receiving a positive response from the purchaser, the retailer system or the game operator system entering for free into a free lottery, bet or game for the purchaser;

allowing by the retailer system or the game operator system the purchaser to select a lottery entry, bet or game selection;

offering the purchaser by the retailer system or the game operator system one or more free lottery, bet or game entries per purchase or transaction by the purchaser; and

reporting by the lottery, betting or game operator system a winning combination that the purchaser can match against the free lottery, bet or game entries.

18. The computer program product of claim 17, further comprising the retailer system or the game operator system selling the goods and/or services to the purchaser in exchange for monetary or in-kind value exchange to conclude the transaction.

19. The computer program product of claim 17, further comprising the retailer system or the game operator system offering the purchaser the option to enter for free into a free lottery, bet or game and upon receiving the positive response from the purchaser, accessing a free lottery, betting, game operator system database and creating a profile of the purchaser, and

wherein the purchaser completes the profile and sets authentication methods and validates against same via the system.

20. The computer program product of claim 17, further comprising the retailer system or the game operator system scanning or entering identifications of the goods and/or services that the purchaser paid for and recording same in a profile of the purchaser.

21. The computer program product of claim 17, further comprising the retailer system or the game operator system allowing the purchaser to select a limited combination of elements from a broader universe of elements as the free lottery entry, bet or game selection and storing same in a profile in a database of the lottery, betting or game operator system.

22. The computer program product of claim 17, further comprising the retailer system or the game operator system offering the purchaser the option to enter for free one or more free lottery, bet or game entries per purchase or transaction by the purchaser, including scratch cards with pre-determined combinations that are discoverable instantly.

23. The computer program product of claim 17, further comprising the game operator system conducting a live draw or publish or reference other publishers of betting or game results at pre-determined and designated time and date securely and transparently and reporting the winning combination that the purchaser can manually or electronically match against the free lottery, bet or game entries.

24. The computer program product of claim 17, further comprising the game operator system is configured to allow a seller and buyer's profile, authentication and provenance of goods and/or services and/or free lottery, bet or game entries to be traded.