

## AmiCOUR IP Group

# New Sports Betting Concept for Casino Sportsbooks

\*\*\*U.S. Patent 6,126,543 Offered for Sale or License\*\*\*

### The Opportunity: *Increase Sports Betting Excitement, Volume, and Revenues*

This offer is for full sale and assignment, or for a license to a United States patent that addresses a compelling new approach to sports betting. The Friedman '543 patent teaches and claims a new version of parlay-like wagering. Traditional sports parlays permit a wager on two or more games, typically football and basketball, where the bettor selects the team he or she believes will "beat" the point spread for each game. If the bettor selects the winner (versus the spread) for all of the games, then the payout is paid based on the odds associated with the number of games in the parlay.



In this exciting new version of parlay betting, instead of attempting to select winners in each of two or more sports games in the parlay, the wager is based upon the *combined* point spreads of all the teams in the selected games. The outcome is then measured against the *combined* point margins of victory (or loss) for the selected teams. Unlike traditional parlays, the bettor's opportunity to win his/her wager will continue until all games included in the wager are over. This exciting feature keeps the bettor "in the game" for the full duration of all of the events. In traditional parlays, if an early game is "lost," the entire wager is lost and the outcome of the remaining games is meaningless with respect to the lost wager. **With this new wagering concept, the bet is not won or lost until all games selected are complete - keeping the bettor's interest high throughout the betting cycle, and available for additional wagers.**

### The Bottom Line: *Interest in Sports Betting is Enhanced*

Traditional parlay bets can be exciting if the bettor stays in the money during the early games and then has the opportunity to win the parlay as the final game is being played. However, many (and perhaps most) parlay wagers are lost before the games are complete, resulting in early disappointment and loss of interest in the later games. The '543 patent addresses this age old problem directly, and promises to attract more conservative sports bettors who typically avoid traditional parlays because of early disappointment and a perception of greatly reduced odds of winning. In addition, this compelling patent contemplates application of its novel combination concept beyond betting on point spreads; for example, making combination bets on "over/under" game outcomes. A method is also provided for adjusting for differing money lines on these types of combination parlay sports bets. Alongside the established approach to traditional sportsbook operation, these new ideas are sure to keep bettors interested in sports betting opportunities to keep wagering revenue coming and coming. **And perhaps best of all, this new wagering concept uses existing points spreads or over/unders, so it leverages existing operational techniques for your sportsbook, and it is simple for bettors to understand.**

### The Art of Inventor Mark Friedman: *The Intellectual Property Offered*

AmiCOUR IP Group is pleased to be the exclusive representative of the patent art of inventor Mark Friedman. Friedman, an expert in sports betting and its mathematics, was granted a patent for his ideas in October 2000. Moreover, he has rigorously tested the math behind his gaming technology by tracking thousands of historical games across different sports categories to demonstrate the viability of his new wagering product. Mr. Friedman will also remain available to assist with the successful commercialization of his patent, which is offered for sale and assignment, or for a license comprised of a license fee with reasonable and customary royalties.

### For more information...

Licensed sportsbook/parlay operators and other qualified buyers are invited to contact Tony Escobar, Certified Licensing Professional™ by phone at (720) 379-4016 or by email: [tescobar@amicourip.com](mailto:tescobar@amicourip.com). The licensing or purchase of intellectual property carries inherent risk and prospective licensees or buyers should seek professional assistance if they are not familiar with intellectual property assets, patent law, and licensing practices.

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