



STAFF AGENDA MEMORANDUM

DATE OF MEETING: November 28, 2023

AGENDA ITEM: **Sole Source Contract –Patented and Trademarked Draw Game CASH POP (#2023-09)**

PRESENTER: James Nielsen, Deputy Director/COO

ISSUE SUMMARY: Sole source procurement to license a patented and trademarked draw game.

Description: CASH POP is a new draw game that we think will appeal to both the Lottery’s core players as well as new players, providing significant revenue potential to the Maryland Lottery and Gaming Control Agency (“MLGCA”). This is a terminal ticket-issued draw game where a single winning number, within the range of 1 to 15, is drawn multiple times daily. MLGCA plans to initially offer 4 drawings per day. The game name and its play mechanics are the property of IGT Global Solutions Corporation (“IGT”) through a patent and trademark.

The MLGCA is seeking approval of a 10-year license to use the Cash Pop name and patent allowing MLGCA to sell Cash Pop. The form of this procurement is a sole source procurement because of the patent and trademark owned by IGT. The contract Not to Exceed value is \$25,392,780 in total license fees paid to IGT. Payments to IGT will be based on a percentage of Cash Pop sales in Maryland.

COMMISSION ACTION REQUIRED/REQUESTED: Review and approve MLGCA to move forward with this sole source procurement.

Staff Recommendation: Staff recommends approval.