

Maryland Lottery and Gaming Control Agency

Wes Moore, Governor — John Martin, Director



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STAFF AGENDA MEMORANDUM

TO: Maryland Lottery and Gaming Control Commission

FROM: John Martin, Director

DATE OF MEETING: August 27, 2026

AGENDA ITEM: Approval of OLD BAY™ Licensing Agreement
McCormick-MLGCA OLD BAY Licensing Agreement, Contract #2026-05

ISSUE SUMMARY:

The Maryland Lottery and Gaming Control Agency (“Agency”) would like to enter into Contract #2026-05 “McCormick-MLGCA OLD BAY Licensing Agreement” with McCormick & Company Incorporated, to grant the Agency and its licensed Contractors (Pollard Banknote for printing the instant ticket, GKV for the creation of advertising and marketing materials) rights to use the OLD BAY marks and logos on a \$5 scratch ticket for a no-fee license.

OLD BAY intellectual property includes marks, logos, oil scented using the seasonings proprietary blend of spices (to be used as a scratch-and-sniff print feature) and the OLD BAY can design.

Licensed properties are frequently used in an effort to extend brand equity to a lottery product, intended to appeal to a non-traditional or light frequency player and core players alike. A second-chance contest is planned for this product to engage both new and loyal players with the Agency’s loyalty club, My Lottery Rewards, capturing player data and enabling the lottery to continue communicating with that consumer after their purchase.

OLD BAY and McCormick are extremely popular Maryland brands, the goodwill associated with those brands will be extended to the Lottery via the application of this brand to an instant ticket and will enable the lottery to appeal to a consumer who is pro-OLD BAY but who hadn’t considered lottery previously.

If the Commission provides approval, the Contract will be submitted for signature to the Agency director for its final approval.

COMMISSION ACTION REQUIRED/REQUESTED:

Discussion, consideration, and possible approval of the no-fee Licensing Agreement Contract #2026-05 for OLD BAY licensed property.

STAFF RECOMMENDATION:

Staff recommends approval of the no-fee Licensing Agreement.