



Patent and IP issues have already sprung up in the nascent US betting market, and given the power of patents in the US legal system, it seems more trouble could be around the corner

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The European online gambling sector is widely considered a copycat industry, with the best ideas and innovations quickly proliferating across the industry with scant regard for the originator. Pride in invention is superseded by pride in profit, as the old Wall Street saying goes. Innovations like Sky Bet's Request-A-Bet, for instance, are quickly replicated, while features like Bet Boost and Best Odds Guaranteed were also soon shared around between the major bookmakers which can afford to implement them.

Yet it appears the US will be a different game entirely, thanks to a much stricter adherence to intellectual property rights in the corporate world. "In the US, intellectual property rights are a bedrock of the economy," says Marc Buttery, who owns several betting-related patents in the US through his Market-maker Software business.

"Rights and licensing are much more tightly litigated and held, while federal legislation is far more protective of software-based IP assets than in Europe," he says.