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(54) **EXPANDABLE MEMORY BASED MATCHING GAME**

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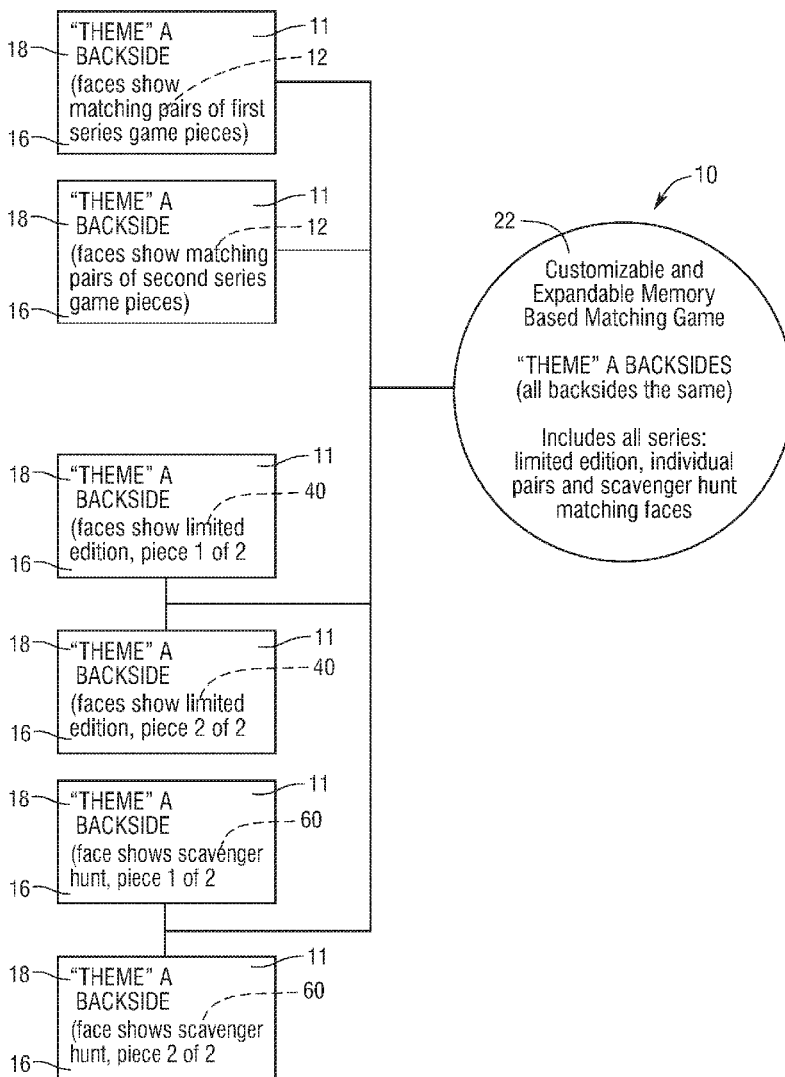
(57) **ABSTRACT**

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A memory or matching game is provided that can be expanded and customized, such that the memory game is an expandable memory based matching game. Players can add to their memory or matching game by collecting and obtaining additional cards or game pieces having the same backside depicting the game's theme. Some of the cards or game pieces can be limited edition cards or game pieces, thus creating unique games, of different cards of game pieces. One person's expanded game would be different from another's expanded game based on the individual's collection of cards or game pieces.

Related U.S. Application Data

(60) Provisional application No. 62/580,637, filed on Nov. 2, 2017.



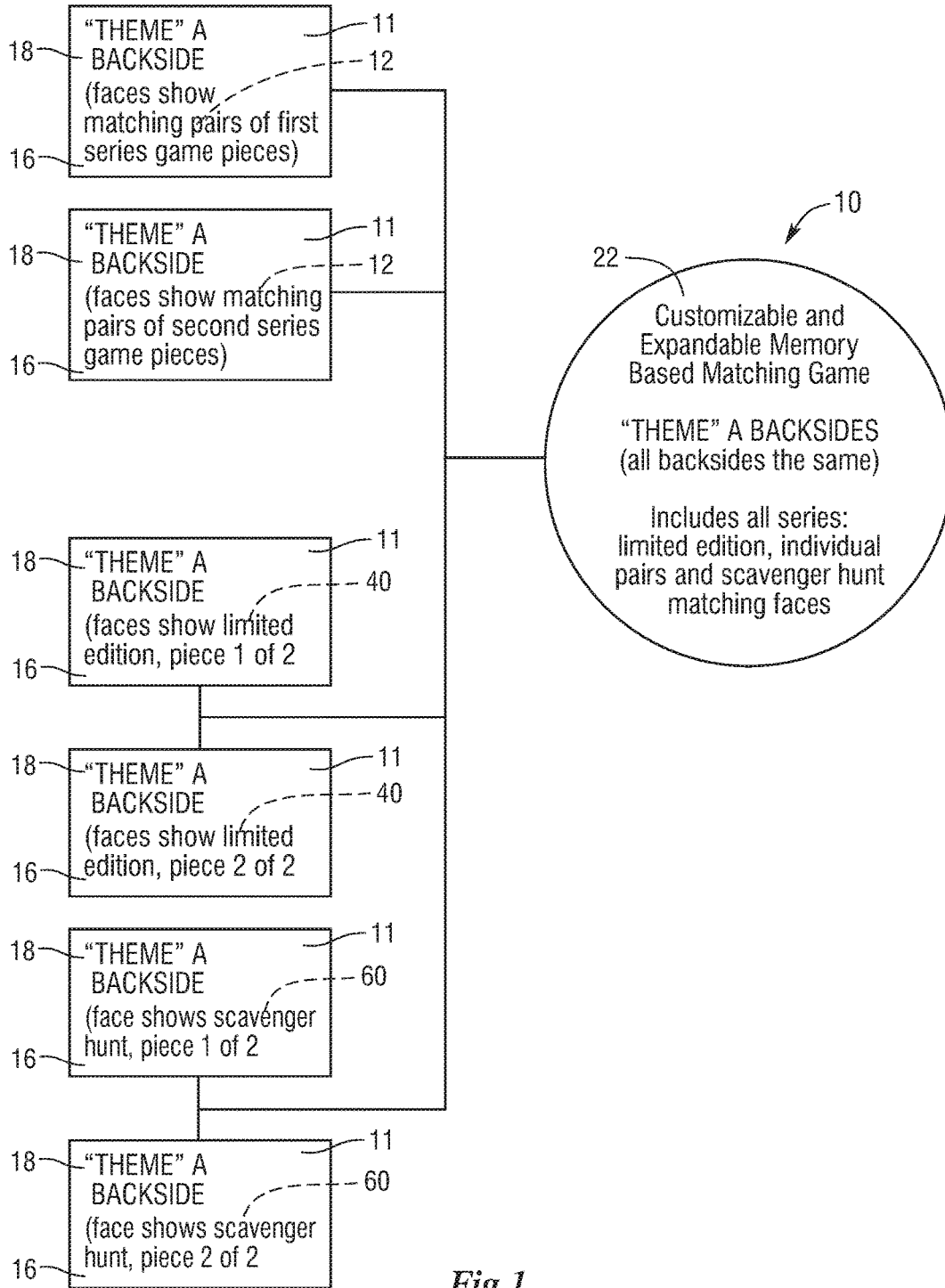
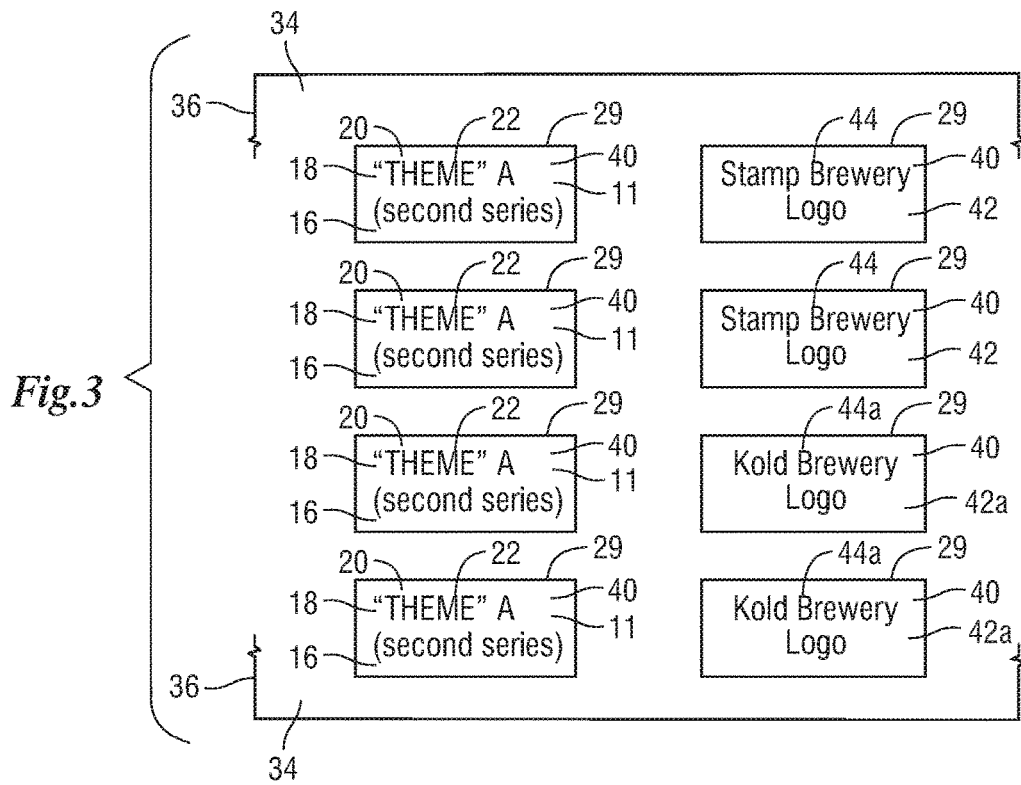
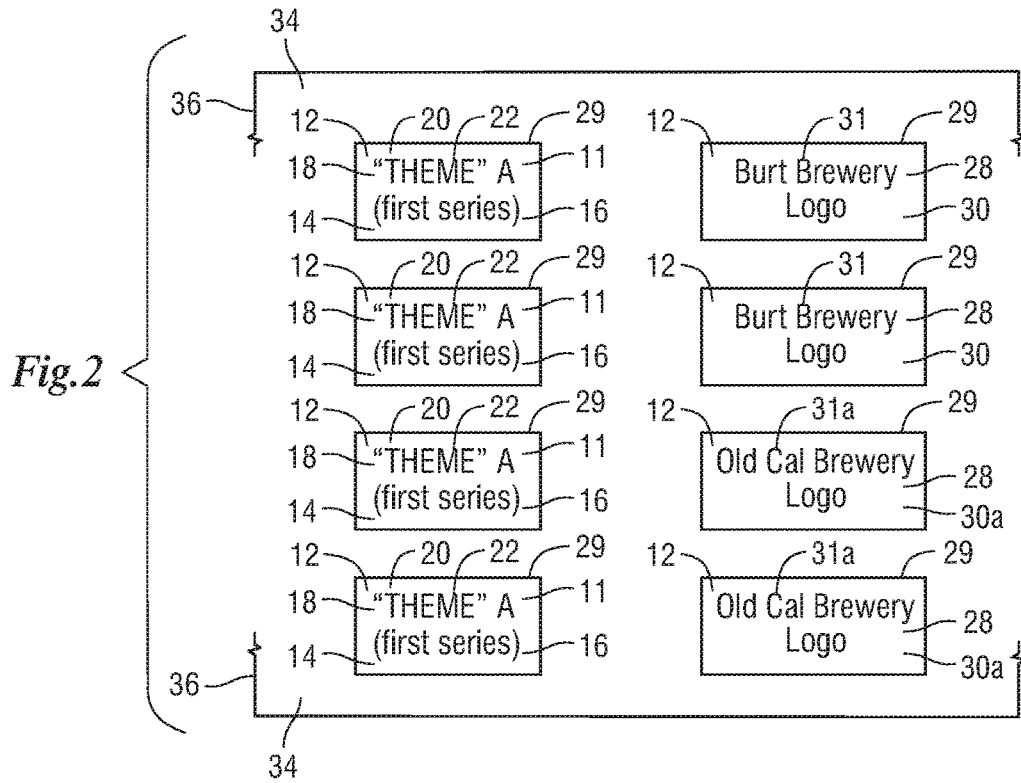


Fig.1



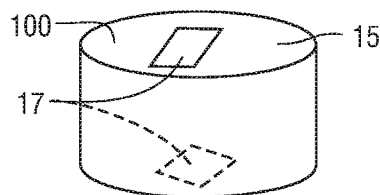
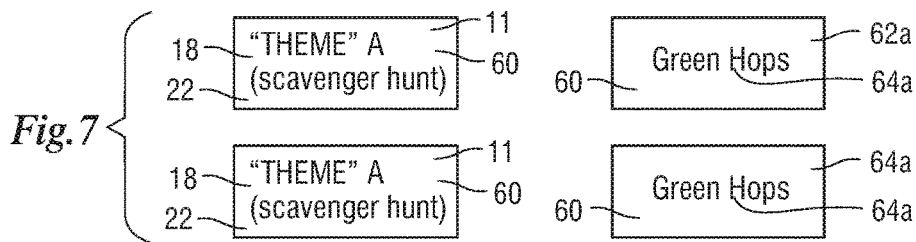
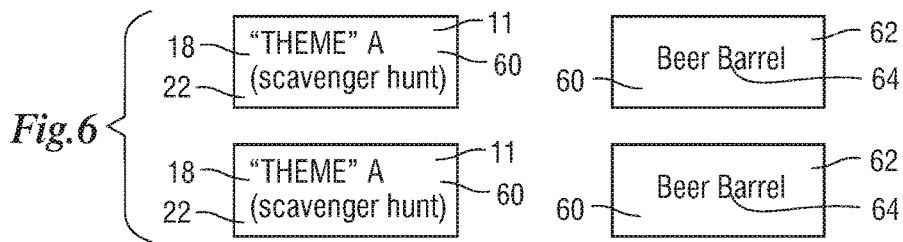
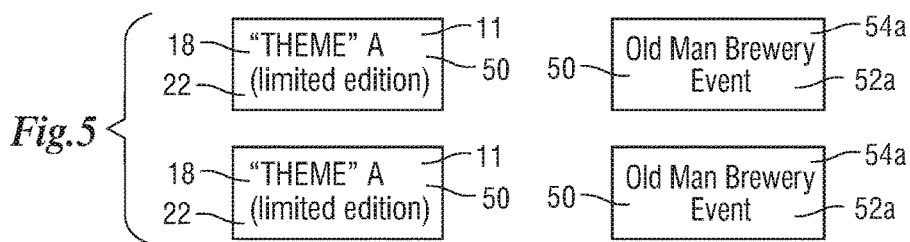
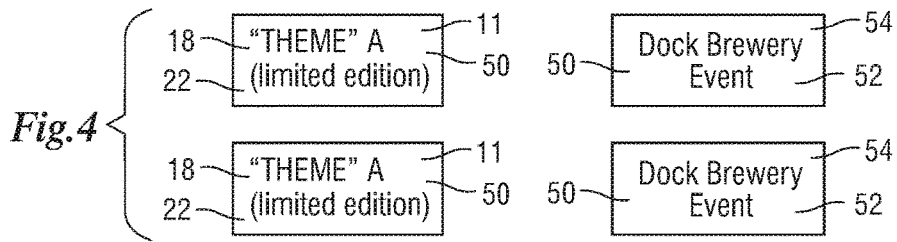


Fig. 8

EXPANDABLE MEMORY BASED MATCHING GAME

CROSS REFERENCE TO RELATED APPLICATION

[0001] This application claims the benefit of U.S. Provisional Patent Application No. 62/580,637 filed on Nov. 2, 2017 the entire contents and disclosure of which are hereby incorporated herein by reference.

FIELD OF INVENTION This invention is directed to a memory game or matching game that can be expanded or customized.

BACKGROUND OF INVENTION

[0002] The term “memory game” or “matching game” is understood to mean a game that requires players to match similar elements. In many cases, players need to find a match for a word, picture, or card. For example, players place 25 pairs of cards or game pieces down, for a total of fifty cards or game pieces. Each card or game piece has a face side and a backside. The face side is placed on the playing surface and abuts against the playing surface, in other words the cards or game pieces are placed face down. The face side of the card or game piece is only visible during game play when a player turns the card or game piece over to look at the face side. The opposite side of the cards, referred to herein as the backside of the cards has an image (also referred to herein as a theme) that is the same on all the cards, for example a graphic image. The player memorizes the face sides as the game is played so that he or she can eventually match pairs of cards or game pieces that have the same face sides.

[0003] The cards or game pieces are placed face down in random order. Taking turns, each player turns over two cards or game pieces at a time with the object of finding a match. If the face sides of cards or game pieces do not match, then the player turns them back over while all the players try to memorize where the cards or game pieces are located on the playing surface. The next player then turns over two cards (or game pieces), with the objective of finding a matching pair of cards (or game pieces) that have the same face sides. When a player turns over a matching pair of cards or game pieces, that player removes the pair from the playing surface/game and continues to play until he or she turns over cards that do not match. The game ends when all the matching pairs of cards (or game pieces) are found. The player with the greatest number of matched pairs of cards or game pieces wins the game.

[0004] Memory games or matching games such as the one described above contain a limited set of matching pairs of cards or game pieces. For any given memory game or matching game, all of the cards or game pieces in that game have a unique backside design that depicts the theme of the game, for example an intricate graphic design. A different memory game or matching game will have a different unique backside design usually depicting the theme of that game. Typically, each individual memory game or matching game has a specific theme and has cards or game pieces that are made of different materials, have different sizes, have different shapes, and have unique backside designs. That is, each individual memory game or matching game is completely unique and has cards or game pieces that are com-

pletely unique. As a result, the prior art memory games or matching games are limited to the number of cards or game pieces within each individual game. A problem associated with these prior memory games or matching games is that they cannot be combined or added to because the cards or game pieces are unique to the particular memory game or matching game from which they came.

[0005] Even cards and game pieces made by the same manufacturer that have the same size and shape and that are made from the same material are printed with different themes and backside designs. This means the cards and game pieces from one game cannot be combined with cards and game pieces from other games to create a larger challenging game. Manufacturing the cards and game pieces with different backsides is intentional so that the games are not mixed up by accident. In addition, the game set is limited to the pieces of the original game and a player cannot add or purchase individual pairs of cards or game pieces to create a larger, expandable game.

[0006] Thus, it would be desirable to have a memory game or matching game that is expandable and that can be customized in order to overcome the limitations associated with matching games that are currently available.

SUMMARY OF THE INVENTION

[0007] Accordingly, it is the subject of this invention to provide a memory game or matching game that has cards or game pieces that can be combined with cards or pieces from other games, from another full game, or individual pairs of “add on” game pieces, or a single “add on” card or game piece and is thus expandable and customizable. As an illustrative example, one theme for an expandable memory game could be craft beer breweries. The theme would appear on the backside of the card or game piece of all the game pieces in the original game. The face side would have an image associated with craft breweries. As an example, individual craft breweries could partake in the expansion of the game and marketing of its brewery by offering, providing or selling cards or game pieces that would have the same backside of the original craft beer game, while the opposite face side of the cards or game pieces would depict an image, graphic, icon, symbol or word or words representative of the craft brewery. The owner of the original game can collect these additional cards or game pieces and add them to his or her game because the backsides would have the same image or theme and the physical appearance matches.

[0008] In addition to creating an expanding game, the cards and game pieces would also serve as a form of marketing for the craft breweries. In other embodiments instead of craft breweries the game piece or cards could have themes on their backsides such that they could be used in connection with any type of industry, theme park, charitable organization, event and events without limitation.

BRIEF DESCRIPTION OF THE DRAWINGS

[0009] FIG. 1 is flow chart that depicts an expandable memory based matching game that is customizable and is capable of being expanded in a plurality of ways.

[0010] FIG. 2 shows a first series of THEME A game pieces with two of fifteen pairs of matching first series face sides.

[0011] FIG. 3 shows a second series of THEME A game pieces with two fifteen pairs of matching second series face sides.

[0012] FIG. 4 shows a limited edition series of THEME A game pieces with a pair of limited edition face sides.

[0013] FIG. 5 shows a limited edition series of THEME A game pieces with a different pair of limited addition face sides.

[0014] FIG. 6 shows a scavenger hunt series of THEME A game pieces with a pair of matching scavenger hunt face sides.

[0015] FIG. 7 shows a scavenger hunt series of THEME A game pieces with a different pair of matching scavenger hunt face sides.

[0016] FIG. 8 shows a container for housing the game pieces.

DETAILED DESCRIPTION OF THE INVENTION

[0017] It is pointed out at the outset surfaces and sides of the game are referenced by a common reference numeral. For instance, there are game pieces 11 that may be embodied as cards 14 that have the same backsides 18, and the backsides of the cards 14 are commonly designated 18, and all the backsides 18 of the card 14 depict the same theme designated A herein.

[0018] In a standard memory type matching game a manufacturer (not shown) makes memory games that cannot be combined. For example, memory card games made by the manufacturer have game pieces or cards having the same size and shape and having different printed backside designs, but these individual games are not combinable in order to create a larger game. The manufacturers intentionally make the backside designs on the cards different so that the games are not unintentionally mixed up. Thus, the memory game set is limited to the cards or game pieces that came with the original game and one cannot combine the original game with another game an cannot add more individual pairs of cards or game pieces to create an expandable game. Thus, these games are limited to the cards or game pieces that came within the game box at the point of sale.

[0019] First Series Theme A

[0020] As shown in FIGS. 1 and 2, there is an expandable memory based matching game 10 that includes game pieces 11 that are embodied as first series game pieces 12, and the first series game pieces 12 are embodied as cards 14 having a rectangular shape 16 in one embodiment. The first series game pieces 12 may be housed in a container 15 (FIG. 8), and the container 15 contains game playing instructions 17, or the game playing instructions 17 may be printed on the container 15. Thus, the container 15 can be sold with the first series game pieces 12 inside the container 15. The first series game pieces 12 may be made of plastic, paper, coated paper, wood, fabrics, glass, metal and metal alloys and combinations thereof, and other suitable materials. The first series game pieces 12, in addition to have the above-mentioned rectangular shape 16, may have a disc shape, a star shape, a triangular shape or have some other geometry without limitation, and all such shapes intended to be covered by the claims recited herein.

[0021] Each first series game piece 12 has a backside 18 (sometimes referred to herein as rear side 18) and a first series face side 28, and a peripheral edge 29 that extends from the backside 18 to the first series face side 28. The

backside 18 has indicia 20 that is printed or otherwise shown, formed in, or disposed thereon, and the indicia 20 depicts or shows a theme 22. As an example, in FIG. 1 the letter A depicts the theme 22. The theme 22 is printed on all the backsides 18 of the first series game pieces 12 and the theme 22 is the same for all of the backsides 18 of the first series game pieces 12. In other embodiments the theme 22 can be embodied as virtually any graphic, design, number or letter, phrase, symbol, word or words, brand, slogan or trademark without limit.

[0022] Initially, when the player (not shown) purchases or otherwise acquires the expandable memory based matching game 10 the number of first series game pieces 12 is defined by number of the first series game pieces 12 in the container 15. For example, there may be thirty (30) first series game pieces 12 in the container 15 and they all have the same backside 18. As shown in FIG. 2 all of the backsides 18 of the first series game pieces 12 depicted the same theme 22 and indicated in FIG. 1 as THEME A.

[0023] As shown in FIGS. 1 and 2, the first series face sides 28 of the first series game pieces 12 are designed such that the first series face sides 28 depict pairs of matching first series face sides 30, 30a. Thus, with four first series game pieces 12, there are two pairs of first series game pieces 12, and each pair has its own matching first series face sides 30, 30a. As shown in FIG. 2, in one pair of first series game pieces 12 there is a pair of matching first series face sides 30 displaying the words "Burt Brewery" in the form of printed indicia 31 and in another pair of first series game pieces 12 there is another pair of matching first series face sides 30a displaying the words "Old Cal Brewery" in the form of printed indicia 31a. Thus, FIG. 2 shows four (4) first series game pieces 12 that can be matched to make two pairs of first series game pieces 12. More first series game pieces 12 can be added, for example if there were thirty (30) first series game pieces 12 a player (not shown) has the opportunity to match and make fifteen (15) pairs of first series game pieces 12 with matching first series face sides 30, 30a, and 30b-30m (not show for the sake of clarity). In this and the other embodiments the pairs of matching first series face sides 30, 30a, can be in the form of word indicia, but may also be embodied as a graphic, design, number or a letter, a phrase, symbol, word or words, brand, slogan or trademark, cutout, engraving without limitation.

[0024] As an example, with thirty (30) first series game pieces 12 there are fifteen pairs of first series game pieces 12 that can be matched. The first series game pieces 12 are placed on a surface 34, for example a table 36, with the first series face sides 28 abutting the surface 34 such that they are not visible, and backsides 18 are visible. Players (not shown) turn over two first series game pieces 12 in an attempt to reveal a pair of first series game pieces 12 that have matching first series face side indicia 31 and 31 or 31a and 31a as shown in FIG. 2. A first player (not shown) goes first and if the player is successful in turning over a pair of first series cards 12 with matching first series face sides, then he or she keeps the matching pair of first series game pieces 12 and continues playing. The first player then turns over two more first series game pieces 12 to see if he or she has another pair of first series game pieces 12 having matching first series face sides indicia 31, 31 or 31a, 31a as shown in FIG. 2. If he or she does, then the player continues playing. But, if the player does not turn over first series game pieces 12 with matching first series face sides, then it is the second

player's (not shown) turn to play. The second player turns over two first series game pieces **12** to see if he or she has turned over a pair of first series game pieces **12** with matching first series face sides. The first and second players continue playing and matching first series game pieces **12** until all the first series game pieces **12** have been matched. The first or second player with the most pairs of first series game pieces **12** with matching face side printed indicia **30** wins. There can be more than two players playing the expandable memory based matching game **10** at one time.

[0025] Second Series Theme A

[0026] As shown in FIGS. **1** and **3**, the expandable memory based matching game **10** has game pieces **11** that are embodied as second series game pieces **40** that have the same theme **22** designated A printed on their backsides **18** as described above in connection with the first series game pieces **12**. In addition, all of the second series game pieces **40** have the same shape and size and dimension as the first series game pieces **12**.

[0027] As shown in FIG. **3**, the second series game pieces **40** have second series face sides **42** that depict pairs of matching second series face sides **44**, **44a**. The pairs of matching second series face sides **42** are different as compared to the pairs of first series matching face sides **30** of the first series game pieces **12**. For example and as shown in FIG. **3**, in one pair of second series game pieces **40** there is a pair of matching second series face sides **42** with the words "Stamp Brewery" in form of printed indicia **44**, and in another pair of the second series game pieces **40** there is a pair of matching second series face sides **42a** with the words "Kold Brewery" in the form of printed indicia **44a**. Thus, two pairs of second series game pieces **40** that have matching face sides second series face sides **44**, **44a** and the number of pairs could be more or less in other embodiments.

[0028] The first series game pieces **12** are combined with the second series game pieces **40** to create the expandable memory based matching game **10**. That is, the first series game pieces **12** and second series game pieces **40** have the same backsides **18** and theme **22** such that they can be combined to create the expandable memory based matching game **10**. When the first and second series game pieces **12**, **40** are combined there are sixty game pieces **12**. This then allows for fifteen pairs of first series game pieces **12** and fifteen pairs of second series game pieces **40** to be matched.

[0029] Thus, this allows for the expandable memory based matching game **10** to be expanded without limit because while the theme **22** and backsides **18** remain the same the pairs of face sides are different. In addition to the first and second series game pieces **12**, **40**, there may be a third series game pieces, a fourth series game pieces (not shown), and so on without limitation. This in turn makes the expandable memory based matching game **10** expandable as time progresses and additional series of game pieces are added.

[0030] Pairs of Individual Game Cards or Game Pieces

[0031] As shown in FIGS. **1**, **4** and **5**, the expandable memory based matching game **10** further includes game pieces **11** that are embodied as limited edition series game pieces **50** that have the same theme **22** designated A printed on their backsides **18** as described above in connection with the first and second series game pieces **12**, **40**. In addition, all of the limited edition series game pieces **50** have the same shape and size and dimension as the first and second series game pieces **12**, **40**.

[0032] The limited edition series game pieces **50** have limited edition series face sides **52** that show or depict pairs of matching limited edition series face sides **54**, **54a**. For example and as shown in FIG. **4**, in one pair of limited editions series game pieces **50** there is a pair of matching limited edition series face sides **52** with the words "Dock Brewery" in the form of printed indicia **54**, and in another pair of the limited edition series game pieces **50** there is a pair of matching limited edition series face sides **52a** with the words "Old Man Brewery" in the form of printed indicia **54a**.

[0033] The first series game pieces **12** may be combined with the second series game pieces **40** and the limited edition series game pieces **50**, such that the expandable memory based matching game **10** includes the first and second series game pieces **12**, **40**, and the limited edition game pieces **50** and continues to expand.

[0034] Single Game Piece for Scavenger Hunts

[0035] As shown in FIGS. **1**, **6** and **7**, in another embodiment the expandable memory based matching game **10** further includes game pieces **11** that are embodied as scavenger hunt series game pieces **60** that have the same previously described theme **22** designated A printed on their backsides **18** as described above. In addition, all of the scavenger hunt series game pieces **60** have the same shape and size and dimension as the first and second series game pieces **12**, **40**, and the limited edition series game pieces **50**.

[0036] The scavenger hunt series game pieces **60** have scavenger hunt series face sides **62** that show or depict pairs of matching scavenger hunt series face sides **64**, **64a**. There are pairs of scavenger hunt game pieces **60** having pairs of matching scavenger hunt face sides **62** that have pairs of matching scavenger hunt series face sides **64**, **64a** that can be matched. For example and as shown in FIG. **6**, in one pair of scavenger hunt series game pieces **60** there is a pair of matching scavenger hunt series face sides **62** with the words "Beer Barrel" in the form of printed indicia **64**, and in another pair of the scavenger hunt series game pieces **60** there is a pair of matching scavenger hunt series face sides **62a** with the words "Green Hops" in the form of printed indicia **64a**.

[0037] In playing the expandable memory based matching game **10** with scavenger hunt series game pieces **60**, the owner of one scavenger hunt series game piece **60** has to acquire, trade, or purchase the other scavenger hunt series game piece **60** that shows the matching scavenger hunt series face sides **62**. Once the other matching scavenger hunt series game piece **60** is acquired, traded for, or purchased the owner has a matching pair of scavenger hunt series game piece **60**.

[0038] The matching pair of scavenger hunt series game pieces **60** can be added to the expandable memory based matching game **10** thus further expanding the expandable memory based matching game **10**.

[0039] The first series game pieces **12** may be combined with the second series game pieces **40**, the limited edition series game pieces **50**, and the scavenger hunt game pieces **60** such that the expandable memory based matching game **10** is forever expanding while backsides **18** of all of them have the same theme **22** designated A. Over time the player will create a memory based matching game **12** that is unique to that player, thus there will be a plurality of players and each player will have a memory based mating game **10** that is unique to that player. It is pointed out that the first and

second series game pieces **12**, **40**, the limited edition series game pieces **50**, and the scavenger hunt game pieces **60** are collectable, tradable, and can be sold, such the players can change and grow their memory based matching game **12** as time progresses.

[0040] The game pieces **11** that include the first series game pieces **12**, the second series game pieces **40**, the limited edition series game pieces **50**, and the scavenger hunt game pieces **60** game pieces may be embodied as cards **14**, or tokens, or discs, and may have any desired thickness or geometry. It is pointed out that in the description presented above the expandable memory based matching game **10** is described in connection with the first series game pieces **12**, second series game pieces **40**, limited edition series game pieces **50**, and the scavenger hunt game pieces **60** that have a rectangular shape and can be made from plastic, wood, metal and metal alloys, polymers, fabrics, glass, ceramics, and combinations thereof, and other suitable materials. In other embodiments the first series game pieces **12**, second series game pieces **40**, limited edition series game pieces **50**, and the scavenger hunt game pieces **60** can have a rectangle shape, and may have virtually any desired geometry.

[0041] In one embodiment, the first series game pieces **12**, second series game pieces **40**, limited edition series game pieces **50**, and the scavenger hunt game pieces **60** are all constructed of the same material, have the same size and shape and they all have the same theme **22** designated A. The theme **22** can be virtually anything, for example a photo, a graphic, an image, an icon, a logo, a letter, a symbol, a brand, a trademark, a phrase, a color, a painting, or advertising without limitation.

[0042] Game Play

[0043] The expandable memory based matching game **10** is played by placing all of the first series face sides **28** on the surface **34** of the table **36** such that the first series face sides **28** about the surface **34** of the table **36**, and such that only the theme **22** designated A is visible. Players (not shown) take turns turning over two first series game pieces **12**. For example, assume there are first and second players (not shown). If the first the player turns over a pair of first series game pieces **12** that shows a pair matching first series face sides **30** or **30a**, then the player keeps the pair of first series game pieces **12**. The first player continues turning over first series game pieces **12** until he or she turns over first series game pieces **12** that do not match. Then it is the second player's turn to play by turning over two first series game pieces **12**. Play continues in this manner until all the first series game pieces **12** have been collected by the first and second players, and the player with the most pairs of first series game pieces wins. As the expandable memory based matching game **10** grows over time as the first player acquires second series game pieces **40**, limited edition series game pieces **60**, and scavenger hunt series game pieces **60** are combined and can be placed on the table **36** such that the expandable memory based matching game **10** continues to grow and provide for more fun and entertainment. It is pointed out that the expandable memory based matching game **10** has a large geographical playing area. For example, the above described first series game pieces **12**, second series game pieces **40**, limited edition series game pieces **50**, and the scavenger hunt game pieces **60** could all have the same theme **22**, and the face sides could be directed to a particular geographical area, for example the New York City

area. In such an example the backsides **18** would have the same theme **22**, but the face sides for the first and second series, the limited edition series and the scavenger hunt series would be tailored for that geographical area. People may also trade first series game pieces **12**, second series game pieces **40**, limited edition series game pieces **50**, and the scavenger hunt game pieces **60** with one another such that the game owners can change their games as time progresses. In addition, first series game pieces **12**, second series game pieces **40**, limited edition series game pieces **50**, and the scavenger hunt game pieces **60** may be bought or acquired from businesses, theme parks, at sporting events, at promotional events, online trading, and from other locations and vendors. In another embodiment, a business or retailer creates its own first series game pieces **12**, second series game pieces **40**, limited edition series game pieces **50**, and the scavenger hunt game pieces **60** to promote its business, for fundraising, or any other type of promotion. All of the first series game pieces **12**, second series game pieces **40**, limited edition series game pieces **50**, and the scavenger hunt game pieces **60** would have the same theme **22** designated A. Over time, it is envisioned that more themes, different than theme A designated **22** will emerge and all such other themes are intended to be within the scope and spirit of the appended claims.

[0044] In one embodiment, the expandable memory game or matching game **10** includes a starter game pack game **100**, wherein the starter game pack **100** includes, for example, thirty first series game pieces **12** that form fifteen pairs and housed in the container **15**. This enables the game to be played while ensuring that the expandable memory or matching game **10** is challenging. In one embodiment, the number pairs of first series game pieces **12** is set to be fifteen pairs for thirty total first series game pieces **12** as described above, but there can be more or less than fifteen pairs of game pieces **12**. In addition, limited edition series game pieces **50** can be sold individually or in a starter pack, and the scavenger hunt game pieces **60** game pieces may be sold individually. Thus, there are many ways for a beginner to become immediately involved in the expandable memory base matching game **10**.

[0045] In another embodiment the expandable memory base matching game **10** can be built from scratch by individually collecting limited edition series game pieces **50** and the scavenger hunt game pieces **60** and then acquiring more game pieces **11** to form matching pairs of those particular game pieces **11**. The individual first series game piece **12**, second series game piece **40**, limited edition series game piece **50**, and the scavenger hunt game pieces **60** can be obtained from a plurality of different sources including trading with others, gifts, acquired from promotions, won from contests, attending or participating in events, given as appreciation for volunteering, acquired in travel, purchased or scavenged, or other opportunity without limitation.

[0046] With the efforts of the player, each expandable memory or matching game **10** is capable of evolving into a game that is unique to the individual player. It can expand as large as desired or stay as the original starter pack. The individual's game will ultimately be a memory or matching game of their personal collection of acquired paired first series game pieces **12**, second series game pieces **40**, limited edition series game pieces **50**, and the scavenger hunt game pieces **60** and become a unique and valued expandable memory based matching game.

EXAMPLE

[0047] One method of expanding the expandable memory or matching game **10** is to combine or link it with certain locations or experiences. That is, the player/game owner would be able to obtain additional paired cards or game pieces **11** by visiting certain establishments or businesses related to the theme A. For example, the business or establishment may be a brewery, winery, distillery, sports arena, stadium, concert, convention, or other venue and without limitation. Thus, a theme designated A is established for that business or the establishment such as craft beer for breweries.

[0048] In addition, and at the same time, while many people enjoy visiting and touring local breweries, wineries and distilleries, the owner's of breweries, wineries and distilleries are constantly looking for ways to attract more people into their tap and tasting rooms to sample current or new introductions.

[0049] One way to promote a business is to combine it with something else that is also really popular. Expandable memory based matching games **10** can become popular, thus the craft beer businesses that utilize the expandable memory based matching game **10** will provide visitors and customers with the opportunity to acquire game pieces **11** in their tap and tasting rooms. The game pieces **11** could be provided for free at the end of the tasting or tour, and more would be available for purchase. Thus, businesses could combine a trip to a brewery with receiving a game piece **11** as memory from the experience. This would encourage people to visit the business or tasting event so that they could obtain additional game pieces **11** for their game. Ultimately, this would provide more fun to patrons of breweries and would be a great marketing tactic for the business owners and industry, because customers and patrons would be drawn to acquiring the game pieces **11**, for example, limited edition series game pieces **50** and scavenger hunt series game pieces **60**.

[0050] In one embodiment, the brewery may customize their game pieces **11** in any way that they like, including, but not limited to, adding printed indicia on the game pieces **11**, for example, adding the logo or name of the business, or adding graphics of a special event held at the business, or adding graphics of a promotion to introduce a new product. In another embodiment, the brewery could give the game pieces **11** away when you try the promoted product, or attend a special event or participate in an activity hosted by the business. In addition, these establishments could create a theme **22** directed to their own businesses.

[0051] Thus, over time the user can build the expandable memory based matching games **10** to his or her liking or preferences, and thus the expandable memory based matching games **10** can be customized by the user over time.

[0052] It will be appreciated by those skilled in the art that while the expandable memory based matching game **10** has been described in detail herein, the invention is not necessarily so limited and other examples, embodiments, uses, modifications, and departures from the embodiments, examples, uses, and modifications may be made without departing from the expandable memory based matching game **10** and all such embodiments are intended to be within the scope and spirit of the appended claims.

What is claimed is:

1. An expandable memory based matching game comprising;

first series game pieces and wherein the first series game pieces have backsides with a theme and wherein all the backsides have the same theme; and,

the first series game pieces have first series face sides, and the first series face sides are in the form of pairs of first series matching face sides such that pairs of first series game pieces are capable of being matched.

2. The expandable memory based matching game according to claim **1** further including:

second series game pieces, and wherein the second series game pieces have backsides with the theme and wherein all the backsides have the same theme such that the first and second series game pieces have the same theme;

the second series game pieces have second series face sides, and the second series face sides are in the form of pairs of second series matching face sides such that pairs of second series game pieces are capable of being matched; and,

and wherein the first series game pieces are combined with the second series game pieces, and wherein the pairs of first series matching face sides are different than the pairs of second series matching face sides in order to thus expand the expandable memory based matching game.

3. The expandable memory based matching game according to claim **2** further including:

limited edition series game pieces, and wherein the limited edition series game pieces have backsides with the theme and wherein all the backsides have the same theme such that the first and second series game pieces, and the limited edition game pieces all have the same theme;

the limited edition game pieces have limited edition series face sides, and the limited edition series face sides are in the form of pairs limited edition series matching face sides such that pairs of limited edition series game pieces are capable of being matched; and,

wherein the first series game pieces are combined with the second series game pieces and the limited edition series game pieces so that they can be matched, and wherein the pairs of first series matching face sides are different than the pairs of second series matching face sides, and the pairs of limited edition series face sides are different than the pairs of first series matching face sides and the pairs of second series matching face sides in order to thus expand the expandable memory based matching game.

4. The expandable memory based matching game according to claim **3** further including:

scavenger hunt series game pieces, and wherein the scavenger hunt series game pieces have backsides with the theme and wherein all the backsides have the same theme such that the first and second series game pieces, and limited edition game pieces, and scavenger hunt game pieces all have the same theme;

the scavenger hunt series game pieces have scavenger hunt series face sides, and the scavenger hunt series face sides are in the form of pairs scavenger hunt series matching face sides such that pairs of scavenger hunt series limited edition series game pieces are capable of being matched; and,

wherein the first series game pieces are combined with the second series game pieces, and the limited edition

series game pieces, and the scavenger hunt game pieces so they can be matched, and wherein the pairs of first series matching face sides, the pairs of second series matching face sides, the pairs of limited edition series face sides, and the pairs of scavenger hunt series face sides are all different from one another in order to thus expand the expandable memory based matching game.

5. The expandable memory based matching game according to claim 2 wherein first and second series game pieces can be obtained by purchasing them and are sold in a container.

6. The expandable memory based matching game according to claim 4 wherein the limited edition and scavenger hunt game pieces can be obtained by trading or purchasing additional limited edition and scavenger hunt game pieces.

7. An expandable memory based matching game according to claim 1 wherein the pairs of pairs of first series matching face sides can be in the form of matching indicia, and the matching indicia can be printed indicia the form of a word, a graphic, a slogan, a marking, a trademark, a design, or a stamping.

8. A method for providing an expandable memory based matching game comprising the acts of:

providing game pieces, and wherein the game pieces include first series game pieces, and providing the first series game pieces with backsides having a providing all backsides with the same theme; and,

providing the game pieces with first series face sides, and the first series face sides have printed indicia and the printed indicia is in the form of pairs of first series matching face side printed indicia, such that pairs of first series game pieces are capable of being matched.

9. The method according to claim 8 further including that act of:

providing second series game pieces, and wherein the second series game pieces have backsides with the theme and wherein all the backsides have the same theme such that the first and second series game pieces have the same theme;

providing the second series game pieces with second series face sides, and the second series face sides have printed indicia and the printed indicia is in the form of pairs of second series matching face side printed indicia such that pairs of second series game pieces are capable of being matched; and,

combining the first series game pieces with the second series game pieces such that there are more game pieces that can be matched, and wherein the pairs of first series matching face side printed indicia is different than pairs of second series matching face side printed indicia thus expanding the expandable memory based matching game.

10. The method according to claim 9 further including the acts of providing limited edition series game pieces, and wherein the limited edition series game pieces have backsides with the theme and wherein all the backsides have the

same theme such that the first and second series game pieces, and limited edition game pieces all have the same theme;

providing the limited edition series face sides, and the face sides have printed indicia and the printed indicia is in the form of pairs of limited edition series matching face side printed indicia such that pairs of limited edition series game pieces are capable of being matched; and,

combining the first series game pieces with the second series game pieces and the limited edition series game pieces such that these can be matched, and wherein the pairs of first series matching face side printed indicia is different than pairs of second series matching face side printed indicia and is different than pairs of limited edition series matching face side printed indicia thus expanding the expandable memory based matching game.

11. The method according to claim 10 further including the acts of providing scavenger hunt series game pieces, and wherein the scavenger hunt series game pieces have backsides with the theme and wherein all the backsides have the same theme such that the first and second series game pieces, and limited edition game pieces, and scavenger hunt game pieces all have the same theme;

providing the scavenger hunt series game pieces with scavenger hunt series face sides, and the scavenger hunt series face sides have printed indicia and the printed indicia is in the form of pairs of scavenger hunt series matching face side printed indicia such that pairs of scavenger hunt series game pieces are capable of being matched; and,

wherein the first series game pieces are combined with the second series game pieces, the limited edition series game pieces, and the scavenger hunt game pieces such that there are more game pieces that can be matched, and wherein of the pairs of first series matching face side printed indicia is different than pairs of second series matching face side printed indicia and is different than pairs of limited edition series matching face side printed indicia, thus expanding the expandable memory based matching game.

12. The method according to claim according to claim 9 wherein first and second series game pieces can be obtained by purchase.

13. The method according to claim 11 wherein the limited edition and scavenger hunt game pieces are obtained by trading for them, buying them, or by receiving them as a gift.

14. The method according to claim 13 wherein the first and second series game pieces are obtainable by purchasing them.

15. The method according to claim 8 wherein the form of pairs of first series matching face side printed indicia can be in the form of a word, a graphic, a slogan, a marking, a trademark, a design, or a stamping.

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