



In recent years, expired and unused gift cards have been added into escheat law.

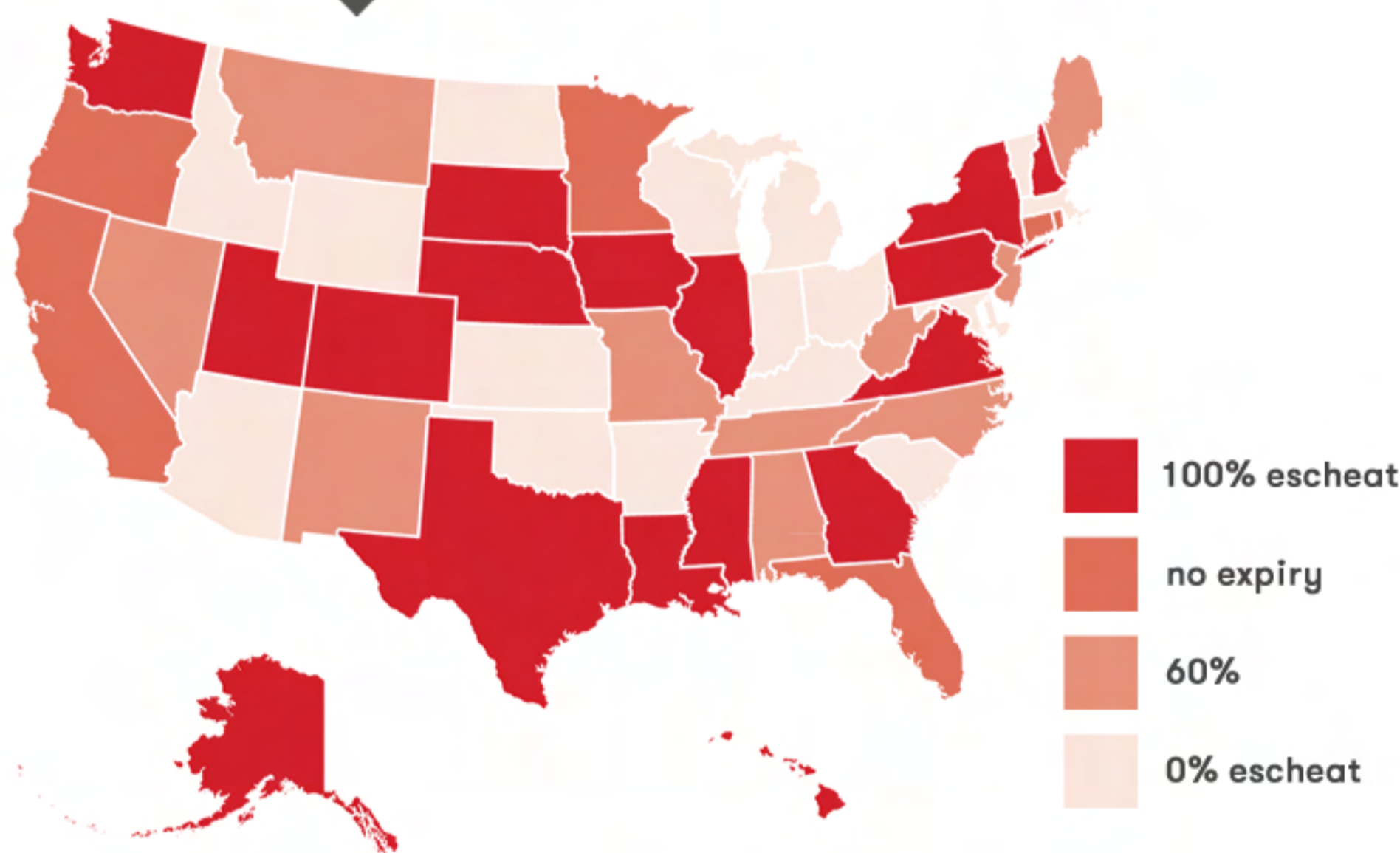
**19%**  
of gift cards  
will go unused.



And all states have their own legislation, it's complicated.

**Escheat** *noun* \is-chēt, ish-chēt\

The law which identifies and transfers abandoned or unclaimed property to the state. This serves to ensure that property is not left in "limbo" without recognized ownership.



70% of the total funds from unclaimed gift cards are lost. They are either surrendered to the state as unclaimed property or locked in perpetual liability limbo, never allowed to expire.

**70%**  
lost to escheat  
or perpetual liability

**19**

Nineteen states, including New York and Texas, collect **100% of expired or abandoned gift cards** as unclaimed property.

**7**

Seven states, including California and Florida, do not allow gift cards to expire, ever. They exist in perpetuity.

**10**

Ten states, like North Carolina and New Jersey, collect **60% of the value from expired or abandoned gift cards** as unclaimed property.