(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization

International Bureau



(43) International Publication Date 6 March 2008 (06.03.2008)

(10) International Publication Number WO 2008/027317

(51) International Patent Classification: H04L 9/00 (2006.01)

(21) International Application Number:

PCT/US2007/018753

(22) International Filing Date: 24 August 2007 (24.08.2007)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:

11/515,221 31 August 2006 (31.08.2006) US 11/515,375 31 August 2006 (31.08.2006) US 11/515,495 31 August 2006 (31.08.2006) US

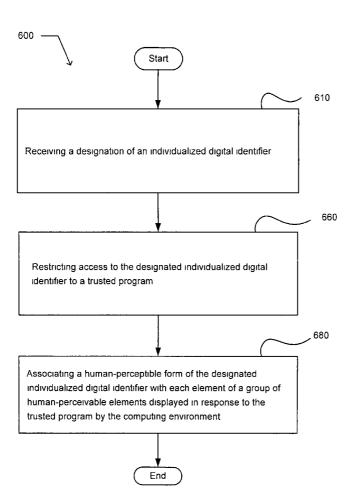
- (71) **Applicant** (for all designated States except US): SEARETE LLC [US/US]; 1756-1 14th Ave. Se, Suite 110, Bellevue, WA 98004 (US).
- (72) Inventors; and
- (75) Inventors/Applicants (for US only): COHEN, Alexan der, J. [US/US]; 77 Rose Avenue, Mill Valley, CA 94941 (US). JUNG, Edward, K.y. [US/US]; 13420 Ne 36th Street, Bellevue, WA 98005-1403 (US). LEVIEN,

Royce, A. [US/US]; 43 Somerset Road, Lexington, MA 02420-3519 (US). LORD, Robert, W. [US/US]; 1410 41st Avenue East, Seattle, WA 981 12 (US). MALAMUD, Mark, A. [US/US]; 1508 Ninth Avenue West, Seattle, WA 98119 (US). MANGIONE-SMITH, William, Henry [US/US]; 4146 118th Avenue Ne, Kirkland, WA 98033 (US). RINALDO, John, D. [US/US]; 1560-134th Avenue S.e. #301. Bellevue, WA 98005-8030 (US), WOOD, Lowell, L. [US/US]; 989 112th Avenue Ne #2310, Bellevue, WA 98004 (US).

- (74) Agent: COOK, Dale, R.; 1756-1 14th Avenue Se, #110, Bellevue, WA 98004 (US).
- (81) **Designated States** (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BH, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PG, PH, PL,

[Continued on next page]

(54) Title: HANDLING MASQUERADING ELEMENTS



(57) Abstract: Embodiments include method, a computing device, and a computer program product. An embodiment provides a method implemented in a computing environment. The method includes receiving a designation of an individualized digital identifier. The method also includes associating a human-perceptible of the designated individualized digital identifier with each element of a group of human-perceivable elements displayed by the computing environment.



WO 2008/027317 A3



PT, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, SV, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI,

FR, GB, GR, HU, IE, IS, IT, LT, LU, LV, MC, MT, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

- with international search report
- (88) Date of publication of the international search report: 4 September 2008

	INTERNATIONAL SEARCH REPORT	International appli		
A. CLASSIFICATION OF SUBJECT MATTER IPC(8) - H04L 9/00 (2008.01) USPC - 713/176 According to International Patent Classification (IPC) or to both national classification and IPC				
B. FIELDS SEARCHED				
Minimum documentation searched (classification system followed by classification symbols) IPC(8). H04L 9/00 (2008.01) USPC: 713/176				
Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched USPC: 713/150, 155, 168, 176, 182, 187; 715/741, 744, 747; 726/27, 28, 29 (text search)				
Electronic data base consulted during the international search (name of data base and, where practicable, search terms used) USPTO WEST(USPT ,PGPB EPAB JPAB USOCR); Google Scholar Search Terms: POP UP GIF ICON BUG AVATAR PLUG IN WIZARD CARTOON PERMISSION PERMITTED USER OPERATING SYSTEM OS AUTHORIZE ALLOW GRANT TRIGGER INDICATE URL RESOURCE LOCATOR WATERMARK etc.				
C. DOCUMENTS CONSIDERED TO BE RELEVANT				
Category*	Citation of document, with indication, where appropriate, of the relev	ant passages	Relevant to claim No.	
X	US 6,614,914 B1 (RHOADS et al) 02 September 2003 (02.09.2003), col 34-	36.	1-38	
A	US 2003/0044006 A1 (RIDDICK et al.) 06 March 2003 (06 03.2003), entire d	ocument	1-38	
A	US 2002/0104006 A1 (BOATE et al.) 01 August 2002 (01.08.2002), entire do	ocument	1-38	
A	US 6,345,256 B1 (MILSTED et al.) 05 February 2002 (05 02.2002), fig 5, 17; 62, 66, 67, 89.	col 15, 54, 55, 61,	1-38	

US 5,943,422 A (VAN WIE et al.) 24 August 1999 (24.08.1999), fig 1A-1D, 2; col 8-10.

Further documents are listed in the continuation of Box C.				
* "A"	Special categories of cited documents document defining the general state of the art which is not consider to be of particular relevance	"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention		
"E" "L"	earlier application or patent but published on or after the internation filing date document which may throw doubts on priority claim(s) or which	considered novel or cannot be considered to involve an inventive		
"O"	cited to establish the publication date of another citation or oth special reason (as specified) document referring to an oral disclosure, use, exhibition or oth means	der "Y" document of particular relevance, the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination		
"P"	document published prior to the international filing date but later the priority date claimed	being obvious to a person skilled in the art an "&" document member of the same patent family		
Date of the actual completion of the international search		Date of mailing of the international search report		
07 February 2008 (07.02.2008)		24 APR 2008		
Name and mailing address of the ISA/US		Authorized officer:		
Mail Stop PCT, Attn. ISA/US, Commissioner for Patents P O. Box 1450, Alexandria, Virginia 22313-1450		Lee W. Young		
Facsimile No. 571-273-3201		PCT Helpdesk 571-272-4300 PCTOSP 571-272-7774		

1-38