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(54) Title: METHOD AND APPARATUS FOR ENGAGING FUNCTIONALITY WITH A COLOR TAG

(57) Abstract: A method of creating and/or detecting a color tag being displayed or to be displayed along with or as part of an image, wherein the color tag comprises an attribute or information identifying an attribute that will be communicated to an application and/or device. In one embodiment of this method, the application and/or device is capable of taking an action associated with the color tag. The method of creating a color tag further comprises associating the color tag with an image to be displayed on a display, wherein the color tag will be displayed with or as part of the image on the display. The method of detecting a color tag also comprises communicating the attribute or information identifying the attribute to the application and/or device capable of taking an action associated with the color tag.

| INTERNATIONAL SEARCH REPORT | | International application No. PCT/US11/22530 | | |
|---|--|--|--|--|
| A. CLASSIFICATION OF SUBJECT MATTER IPC: G06K 9/62(2006.01);G06T 7/00(2006.01) USPC: 382/100,165 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) U.S. : 382/100, 165, 162, 164, 190; 705/1 | | | | |
| Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched | | | | |
| Electronic data base consulted during the international search (name of data base and, where practicable, search terms used) Please See Continuation Sheet | | | | |
| C. DOCUMENTS CONSIDERED TO BE RELEVANT | | | | |
| Category * | Citation of document, with indication, where appropriate, of the relevant passages | Relevant to claim No. | | |
| X | US 2009/0037211 A1 (MCGILL et al.) 05 February 2009 (05.02.2009), entire document. | 1-4 and 10-12 | | |
| A, E | US 2011/0206232 A1 (FOWLER) 25 August 2011 (25.08.2001), entire document. | 5-9 and 13-63 | | |
| A, E | US 8,085,433 B2 (ARACHCHIGE et al.) 27 December 2011 (27.12.2011), entire document. | 5-9 and 13-63 | | |
| A, P | US 2010/0265525 A1 (HAGIWARA) 21 October 2010 (21.10.2010), entire document. | 5-9 and 13-63 | | |
| <input type="checkbox"/> Further documents are listed in the continuation of Box C. <input type="checkbox"/> See patent family annex. | | | | |
| * Special categories of cited documents: <table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none;"> "A" document defining the general state of the art which is not considered to be of particular relevance "E" earlier application or patent published on or after the international filing date "L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified) "O" document referring to an oral disclosure, use, exhibition or other means "P" document published prior to the international filing date but later than the priority date claimed </td> <td style="width: 50%; border: none;"> "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 "X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone "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 being obvious to a person skilled in the art "&" document member of the same patent family </td> </tr> </table> | | | "A" document defining the general state of the art which is not considered to be of particular relevance "E" earlier application or patent published on or after the international filing date "L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified) "O" document referring to an oral disclosure, use, exhibition or other means "P" document published prior to the international filing date but later than the priority date claimed | "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 "X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone "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 being obvious to a person skilled in the art "&" document member of the same patent family |
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INTERNATIONAL SEARCH REPORT

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Continuation of B. FIELDS SEARCHED Item 3:
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