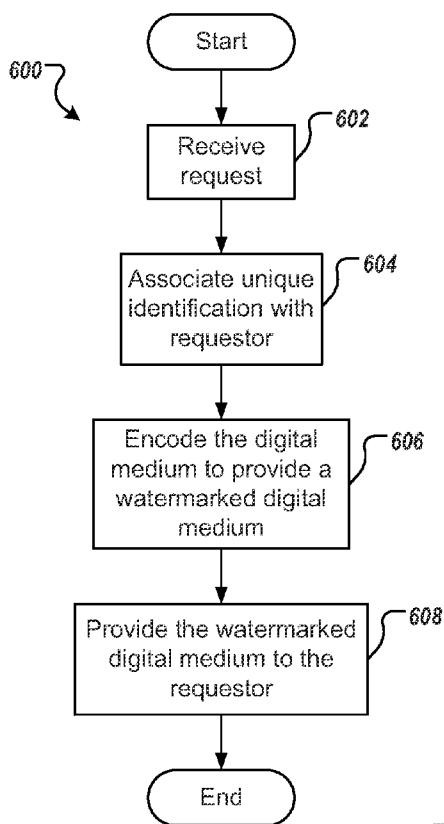




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- (81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, 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, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TH, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.
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[Continued on next page]

(54) Title: UNIQUE WATERMARKING FOR DIGITAL MEDIA



(57) Abstract: Systems, methods and computer-readable media for uniquely identifying a digital medium by receiving a request for the digital medium, the request corresponding to a requestor, associating a unique identification with the requestor, encoding the digital medium based on the unique identification to provide a watermarked digital medium, the watermarked digital medium including a watermark that can be used to determine the unique identification, and providing the watermarked digital medium to the requestor.

FIG. 6



LV, MC, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK,
SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ,
GW, ML, MR, NE, SN, TD, TG).

— before the expiration of the time limit for amending the
claims and to be republished in the event of receipt of
amendments (Rule 48.2(h))

Published:

— with international search report (Art. 21(3))

(88) Date of publication of the international search report:

8 November 2012

INTERNATIONAL SEARCH REPORT

International application No.
PCT/US2012/023121**A. CLASSIFICATION OF SUBJECT MATTER****H04N 21/8358(2011.01)i**

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)

H04N 21/8358; G06F 15/00; H04L 29/06; H04L 9/00; H04N 5/913

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Korean utility models and applications for utility models
Japanese utility models and applications for utility models

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

eKOMPASS(KIPO internal) & Keywords: WATERMARK, IDENTIFICATION, REQUEST, and similar terms

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	KR 10-2005-0014433 A (OULLIM.I.T. CORP.) 07 February 2005 See abstract, page 3, line 16-page 4, line 30	1-3,22-23
A	US 2009-0193252 A1 (WAJS ANDREW AUGUSTINE) 30 July 2009 See abstract, paragraphs[0042]-[0047]	1-3,22-23
A	KR 10-2003-0041501 A (LBE, YUN HO) 27 May 2003 See abstract, page 3, lines 6-23	1-3,22-23
A	KR 10-2009-0079045 A (MARKANY INC.) 21 July 2009 See abstract, paragraphs[0022]-[0028]	1-3,22-23

 Further documents are listed in the continuation of Box C. See patent family annex.

* Special categories of cited documents:

"A" document defining the general state of the art which is not considered to be of particular relevance

"E" earlier application or patent but published on or after the international filing date

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"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

Date of the actual completion of the international search

14 SEPTEMBER 2012 (14.09.2012)

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Authorized officer

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INTERNATIONAL SEARCH REPORT

International application No.

PCT/US2012/023121**Box No. II Observations where certain claims were found unsearchable (Continuation of item 2 of first sheet)**

This international search report has not been established in respect of certain claims under Article 17(2)(a) for the following reasons:

1. Claims Nos.:
because they relate to subject matter not required to be searched by this Authority, namely:

2. Claims Nos.: 7-8, 10, 12, 14-15, 18-19
because they relate to parts of the international application that do not comply with the prescribed requirements to such an extent that no meaningful international search can be carried out, specifically:
The claims 7-8, 10, 12, 14-15, 18-19 are too complicated to make meaningful definition.

3. Claims Nos.: 4-6, 9, 11, 13, 16-17, 20-21
because they are dependent claims and are not drafted in accordance with the second and third sentences of Rule 6.4(a).

Box No. III Observations where unity of invention is lacking (Continuation of item 3 of first sheet)

This International Searching Authority found multiple inventions in this international application, as follows:

1. As all required additional search fees were timely paid by the applicant, this international search report covers all searchable claims.
2. As all searchable claims could be searched without effort justifying an additional fee, this Authority did not invite payment of any additional fee.
3. As only some of the required additional search fees were timely paid by the applicant, this international search report covers only those claims for which fees were paid, specifically claims Nos.:

4. No required additional search fees were timely paid by the applicant. Consequently, this international search report is restricted to the invention first mentioned in the claims; it is covered by claims Nos.:

Remark on Protest

- The additional search fees were accompanied by the applicant's protest and, where applicable, the payment of a protest fee.
- The additional search fees were accompanied by the applicant's protest but the applicable protest fee was not paid within the time limit specified in the invitation.
- No protest accompanied the payment of additional search fees.

INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No.

PCT/US2012/023121

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
KR 10-2005-0014433 A	07.02.2005	None	
US 2009-0193252 A1	30.07.2009	CA 2648175 A1 CN 101478532 A EP 2079033 A1 JP 2009-176293 A KR 10-2009-0075621 A	04.07.2009 08.07.2009 15.07.2009 06.08.2009 08.07.2009
KR 10-2003-0041501 A	27.05.2003	None	
KR 10-2009-0079045 A	21.07.2009	None	