(19) World Intellectual Property Organization

International Bureau



(43) International Publication Date 6 January 2005 (06.01.2005)

PCT

(10) International Publication Number $WO\ 2005/002200\ A3$

(51) International Patent Classification⁷:

H04K 1/02

(21) International Application Number:

PCT/US2004/018645

(22) International Filing Date: 10 June 2004 (10.06.2004)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:

60/478,626 13 June 2003 (13.06.2003) US 60/571,258 14 May 2004 (14.05.2004) US

- (71) Applicant (for all designated States except US):
 NIELSEN MEDIA RESEARCH, INC. [US/US];
 770 Broadway, New York, NY 10003 (US).
- (72) Inventor; and
- (75) Inventor/Applicant (for US only): SRINIVASAN, Venugopal [US/US]; 2845 Jarvis Circle, Palm Harbor, FL 34683 (US)

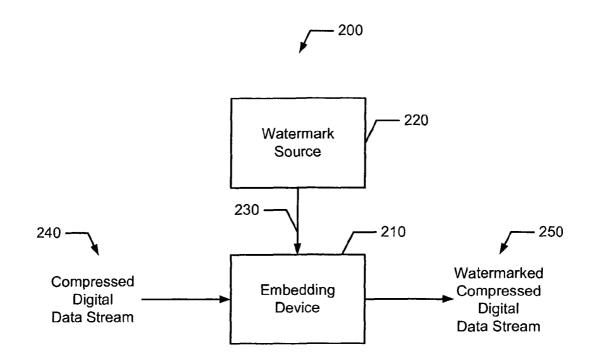
- (74) Agent: HO, Frankie; GROSSMAN & FLIGHT, LLC, 20 N. Wacker Drive, Suite 4220, Chicago, IL 60606 (US).
- (81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, 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, IT, LU, MC, 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

[Continued on next page]

(54) Title: METHODS AND APPARATUS FOR EMBEDDING WATERMARKS



(57) Abstract: Methods and apparatus for embedding a watermark are disclosed. In an example method, one or more frames associated with a compressed digital data stream (240) is identified. Each of the one or more frames to identify a plurality of transform coefficient sets (320) is unpacked. The plurality of transform coefficient sets (320) is modified to embed the watermark (230).

WO 2005/002200 A3



 before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

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

9 June 2005

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US04/18645

			1 C1/0304/10043		
A. CLASSIFICATION OF SUBJECT MATTER IPC(7) : H04K 1/02 US CL : 380/252					
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.: 380/252, 200, 203, 205, 210, 217, 220, 238; 713/176, 200					
Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched					
	ata base consulted during the international search (namontinuation Sheet	e of data base and, whe	ere practicable, sear	rch terms used)	
C. DOCUMENTS CONSIDERED TO BE RELEVANT					
Category *	Citation of document, with indication, where appropriate, of the relevant passages			Relevant to claim No.	
X	US 6,373,960 B1 (CONOVER et al) 16 April 2002 (16.04.2002), abstract, column 3, lines 10-61; column 4, lines 6-30; column 4 line 62 to column 5 line 27; column 6, lines 34-59; column 7, lines 38-61; column 8, lines 34-63; column 9, lines 18-54; column 10, lines 30-44; column 11, lines 45-67; column 14, lines 12-39.			1, 2, 13, 16, 17, 20-22, 34, 36-38, 41, 43, 44, 57, 58, 62, 63	
				3-12, 14, 15, 18, 19, 23-33, 35, 39, 40, 42, 45-56, 59-61	
Y	deCarmo, Linden Pirates on the Airwaves Emedia, 1999 pages 50-56			1-63	
Y	Cheung, W. N. Digital Image Watermarking in Spatial and Transform Domains IEEE 2000 pages 374-378			1-63	
N Eurther	documents are listed in the continuation of Box C.	See patent f	amily annex		
<u> </u>			See patent family annex. T" later document published after the international filing date or priority		
"A" document	pecial categories of cited documents: defining the general state of the art which is not considered to be lar relevance	date and not in conflict with the application but cited to understand the principle or theory underlying the invention			
"E" earlier ap	E" earlier application or patent published on or after the international filing date		"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		
"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)		"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			
"O" document	referring to an oral disclosure, use, exhibition or other means		to a person skilled in the		
"P" document published prior to the international filing date but later than the priority date claimed		"&" document member of the same patent family			
Date of the actual completion of the international search 06 April 2005 (06.04.2005)		Date of mailing of the international search report			
	ailing address of the ISA/US	Authorized officer	1/		
Mai	il Stop PCT, Attn: ISA/US	Ayaz R Sheikh			
P.O	nmissioner for Patents D. Box 1450 xandria, Virginia 22313-1450	Telephone No 7/1-272-3793			
	Facsimile No. (703) 305-3230				
orm PCT/ISA/210 (second sheet) (January 2004)					

INTERNATIONAL SEARCH REPORT

International application No. PCT/US04/18645

C. (Continuation) DOCUMENTS CONSIDERED TO BE RELEVANT Relevant to claim No. Category * Citation of document, with indication, where appropriate, of the relevant passages Abdulaziz et al, Wavelet Transform and Channel Coding for Hiding in Video 1-63 Y **IEEE 2001** pages 791-796 Y Liang et al, Video Watermarking Combining with Hybrid Coding Scheme 1-63 IEEE, 2002 pages 1588-1591

	International application No.	
INTERNATIONAL SEARCH REPORT	PCT/US04/18645	
	i	
	•	
	•	
Continuation of B. FIELDS SEARCHED Item 3:		
EAST Google, IEEE, Proquest		
search terms: watermark, watermarked, watermarking, frames, compressed digital	data, coefficient, mantissa, code signal frequency,	
frequency domain, time domain, audio block		
	,	
	}	
)	
	\	