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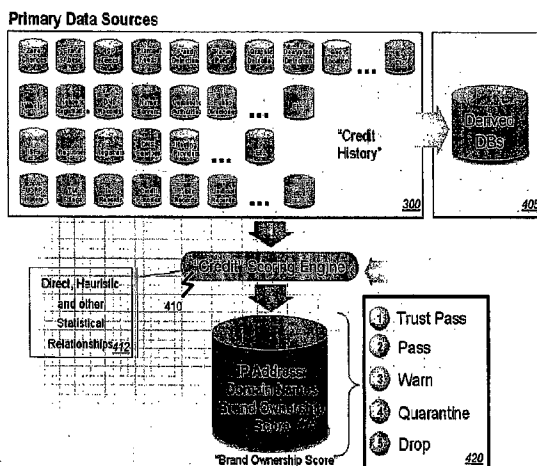
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(54) Title: CLIENT SIDE BRAND PROTECTION

Creating Authorized/Unauthorized Brand Ownership



(57) Abstract: Embodiments of the invention provide systems and methods for providing authentication of brand information used on a website. According to one embodiment, providing reputation based authentication of brand information can comprise collecting information related to each of a plurality of websites. The information can relate to use of brand information by the website. Information related to the website from the collected information can be correlated and scored based on the correlated data. According to another embodiment, reputation information related to the website can be requested from a reputation service. The reputation information can comprise a score indicating the relative authenticity of the brand information used by the website. The reputation information can be received from the reputation service and an indication of the authenticity of the brand information used by the website can be generated based on the score.

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INTERNATIONAL SEARCH REPORT

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A. CLASSIFICATION OF SUBJECT MATTER
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B. FIELDS SEARCHED
 Minimum documentation searched (classification system followed by classification symbols)
 U.S. : 705/26

 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)

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X,P	US 20060129644 A1 (OWEN et al) 15 June 2006 (15.06.2006), see abstract and summary.	1-38
X,P	US 20060095586 A1 (ADELMAN et al) 04 May 2006 (04.05.2006), see abstract and summary.	1-38
Y,P	US 20050273442 (BENNETT et al) 08,December 2005 (08.12.2005), see abstract and summary.	1-38
Y	Fraudwatch, Phishing Scams: Understanding latest trends, June 2004, A white paper presented by fraudwatch international, the internet's high profile fraud prevention web site, 14 pages	1-38
Y	Financial and banking information infrastructure committee and the financial services sector coordinating council, Lessons learned by consumers, financial sector firms, and government agencies during the recent rise of phishing attacks, May 2004, 7 pages	1-38

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

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"A" document defining the general state of the art which is not considered to be of particular relevance	"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
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C. (Continuation) DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	Chou, Neil et al, Client-side defense against web-based identity theft, Proceedings from the 11th annual network and distributed system security symposium (NDSS 04), February 2004, 16 pages.	1-38