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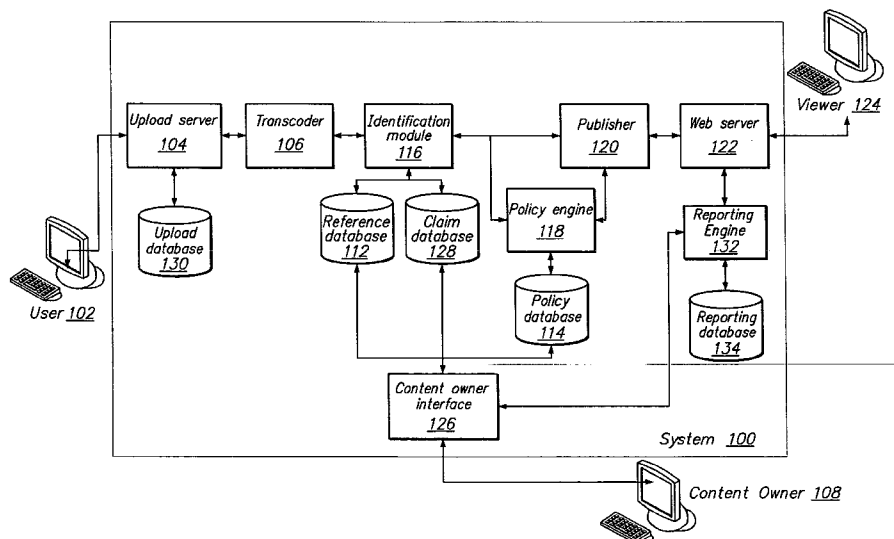
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(54) Title: CONTENT MANAGEMENT SYSTEM



(57) Abstract: Content rights holders provide digital content to a hosting site to be used as reference content. The content owner specifies a policy for each digital content item, indicating how that content may be used on the site when uploaded by someone other than the content owner. An identification module compares the uploaded content against reference content. If the content matches reference content, the specified policy for that reference content is applied to the uploaded content. Policy options provided by the content owner include tracking the content to see how it is viewed, preventing the content from being distributed on the site, and allowing the content to be displayed in a revenue-sharing environment. In one embodiment, if the identification module matches the uploaded content to a reference item but the match does not have a sufficiently high level of confidence, the suggested match is queued for review by the content owner.

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<b>C. DOCUMENTS CONSIDERED TO BE RELEVANT</b>		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 2004/0221118 A1 (Slater et al.) 04 November 2004 (04.11.2004) (abstract, and para [0007]-[0088], [0104]-[0113], [0141]-[0164])	1-45
Y	US 2006/0212927 A1 (Riku et al.) 21 September 2006 (21.09.2006) (abstract, and para [0025]-[0029], [0079]-[0090], [0123]-[0162])	1-45
A	US 2005/0216513 A1 (Levy) 29 September 2005 (29.09.2005)	1-45
A	US 2003/0004880 A1 (Banerjee et al.) 02 January 2003 (02.01.2003)	1-45
A	US 2002/0184223 A1 (Miura) 05 December 2002 (05.12.2002)	1-45
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Name and mailing address of the ISA/US Mail Stop PCT, Attn: ISA/US, Commissioner for Patents P.O. Box 1450, Alexandria, Virginia 22313-1450 Facsimile No. 571-273-3201		Authorized officer: Lee W. Young PCT Helpdesk: 571-272-4300 PCT OSP: 571-272-7774