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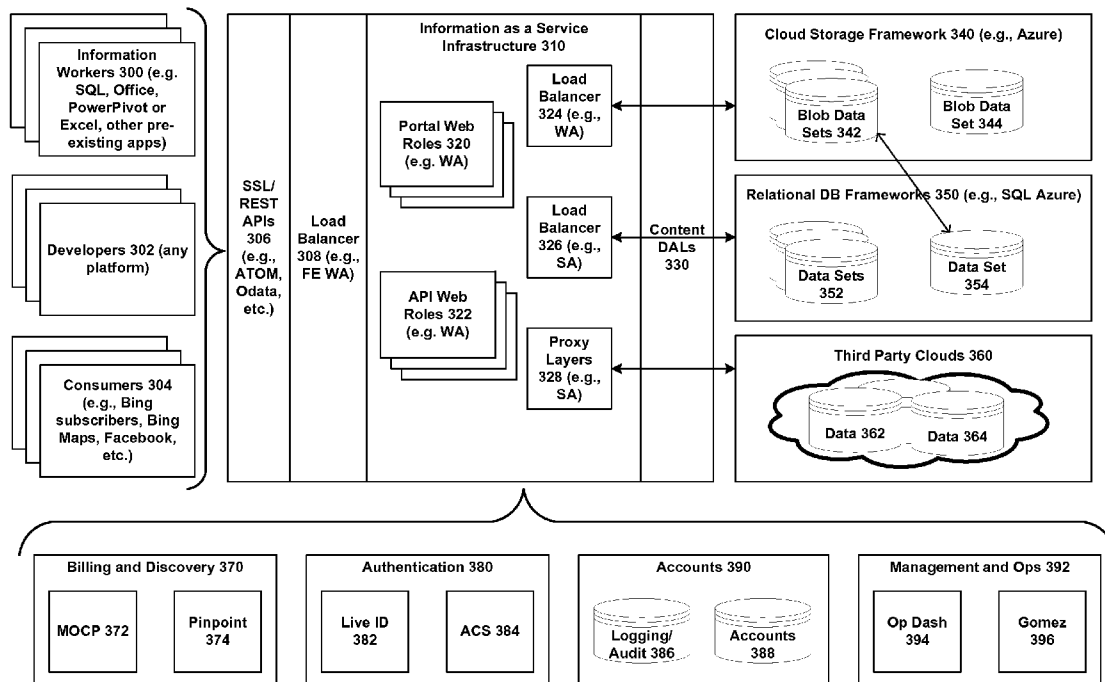
(60) Provisional application No. 61/312,364, filed on Mar. 10, 2010.

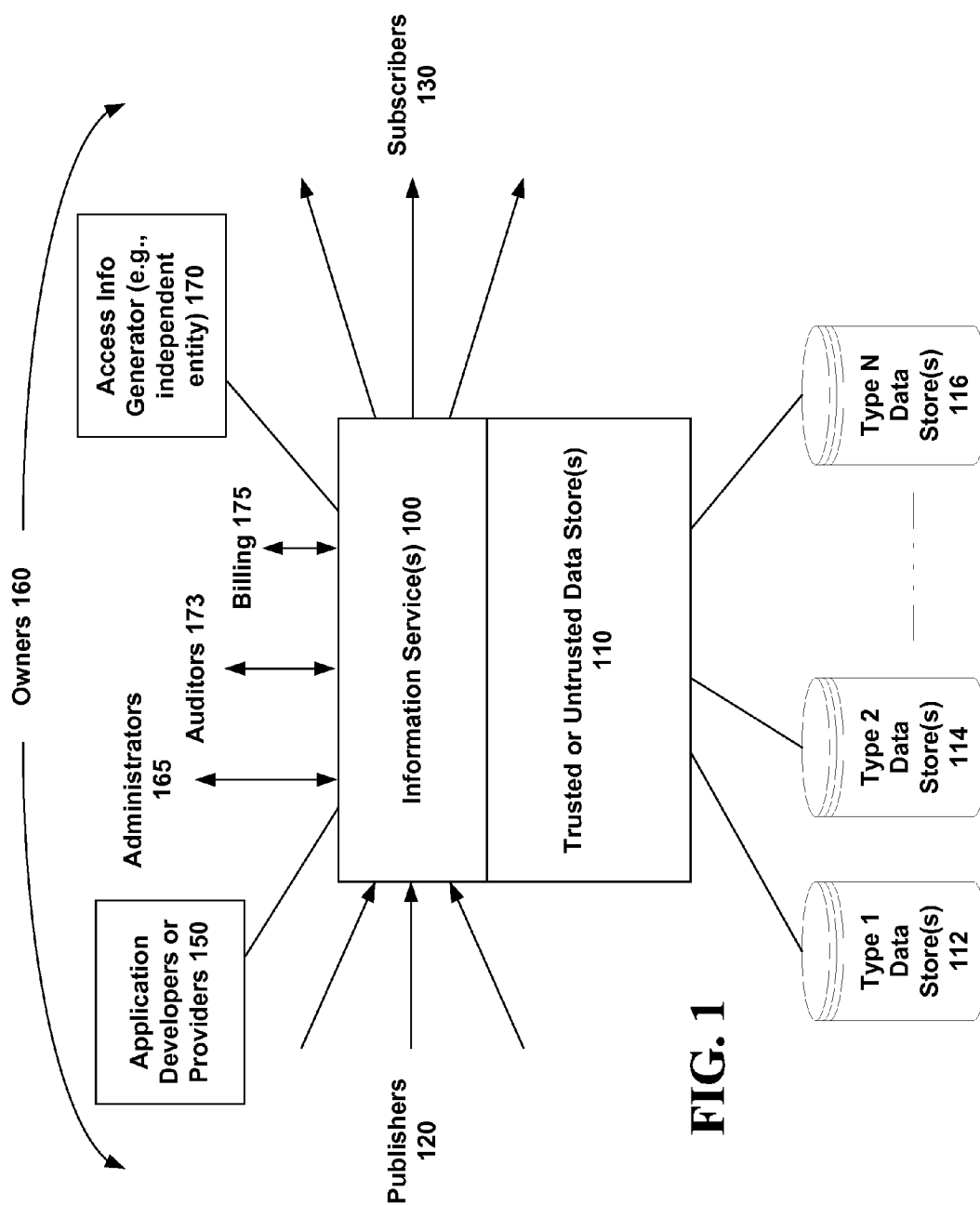
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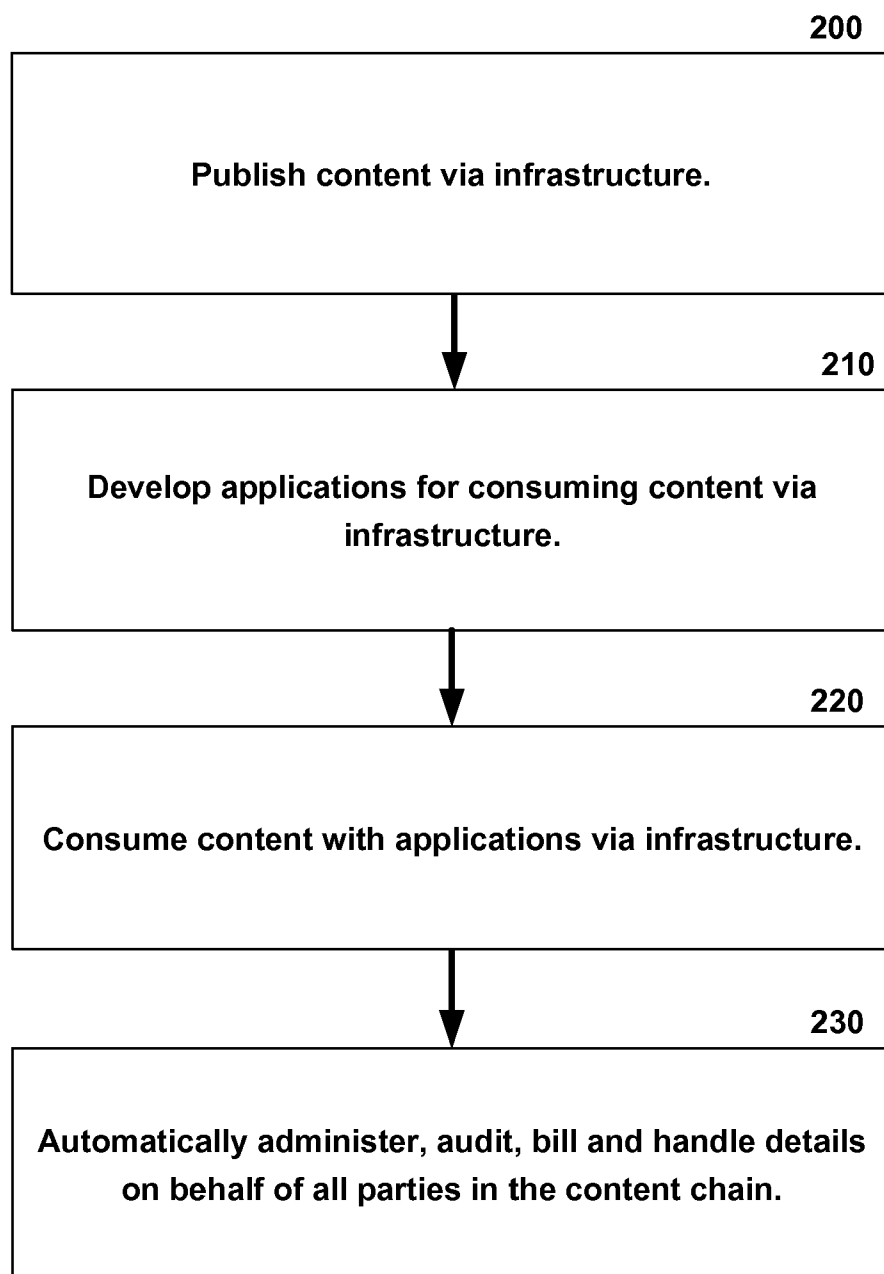
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(57) **ABSTRACT**

Systems and methods for providing end user license agreements on demand for information as a service is provided. In some embodiments, a computer-implemented system can include: at least one processor; and at least one publication module configured to publish content to a consumer. The computer-implemented system can also include at least one condition generation module configured to generate a representation of one or more conditions associated with use by the consumer for published content from the at least one publication module. The conditions can be canonicalized conditions representing standard terms to be included in the representation. In some embodiments, the representation is a license agreement for the consumer. The computer-implemented system can also a computer-readable storage medium storing computer-executable instructions that, when executed, cause the at least one processor to perform one or more functions of the at least one publication module or the at least one condition generation module.





**FIG. 2**

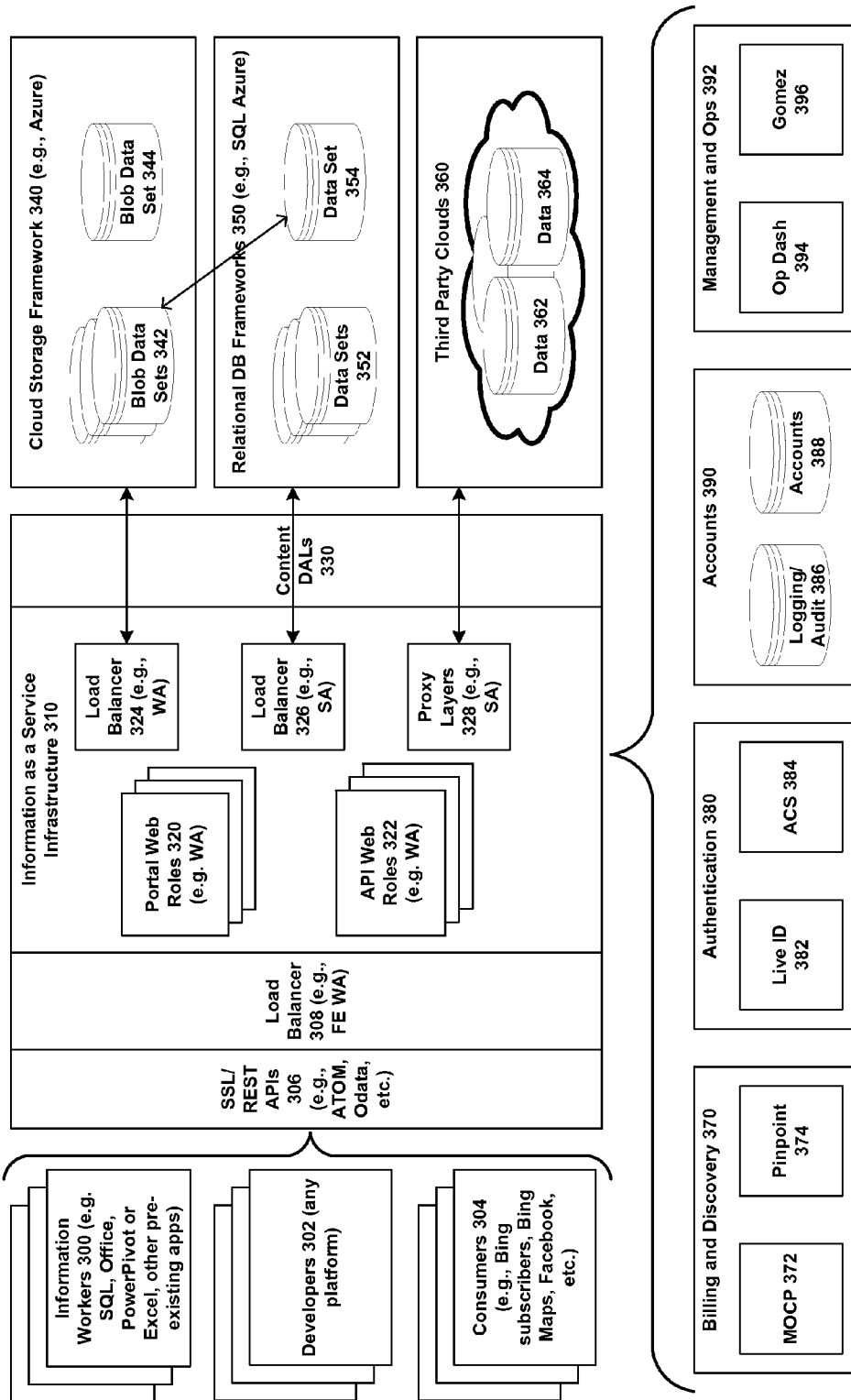


FIG. 3

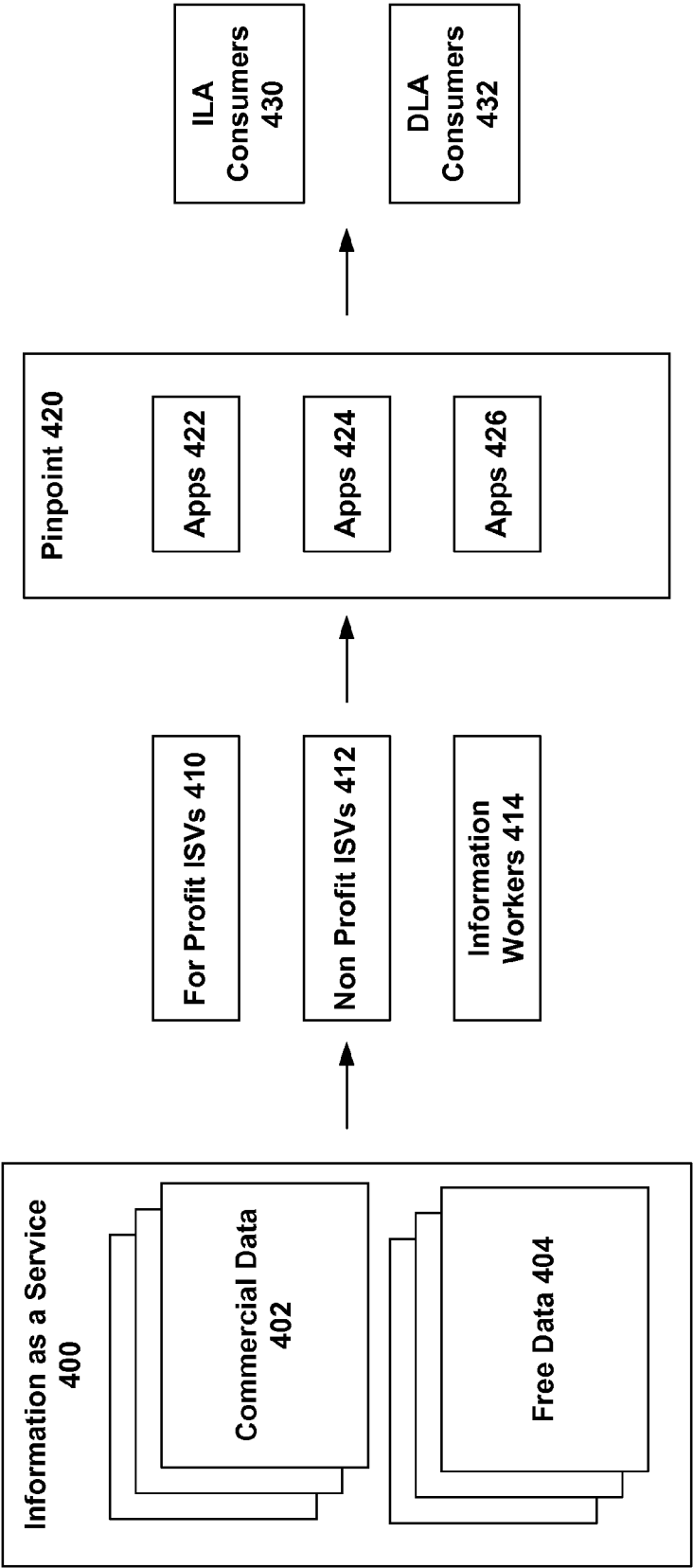
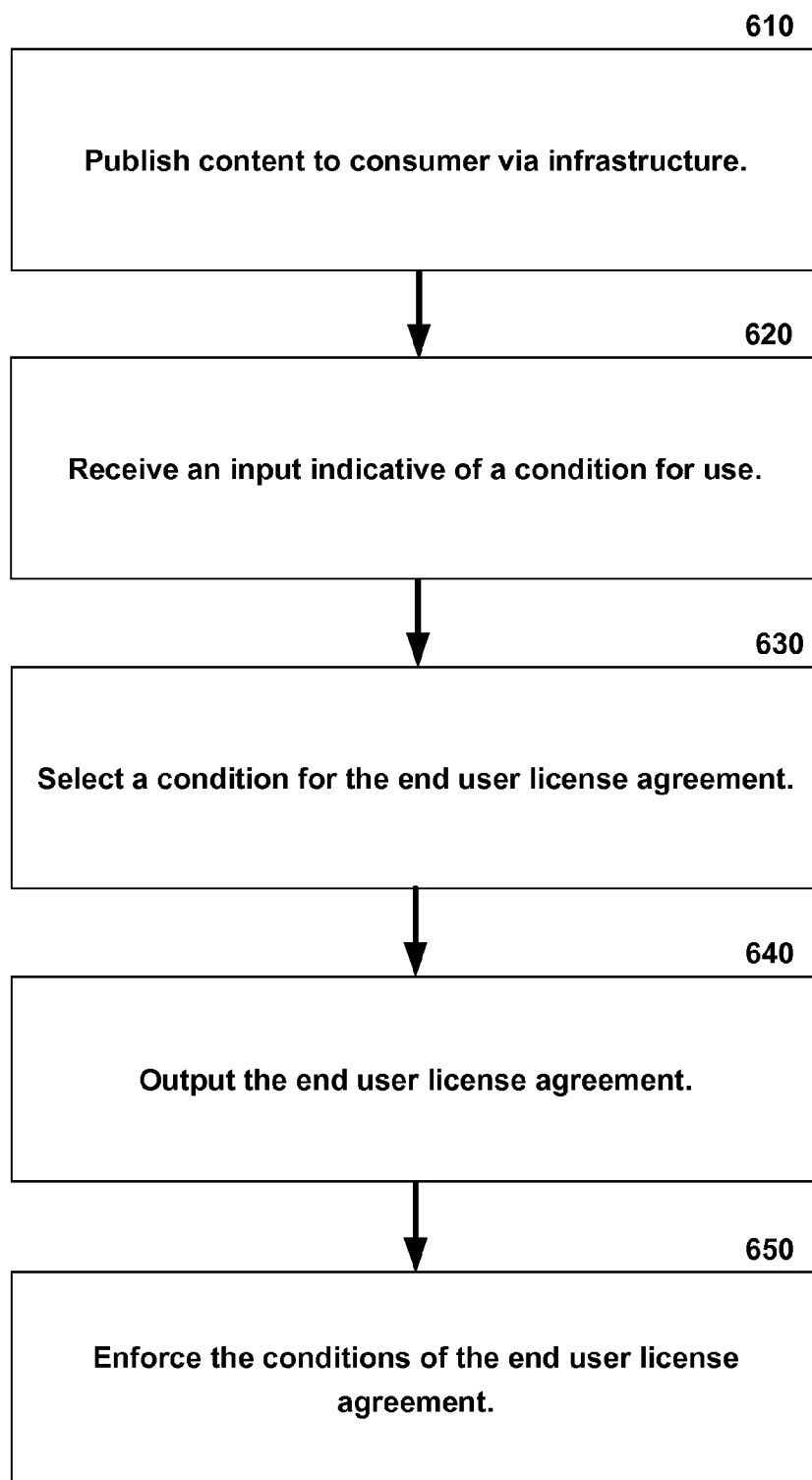
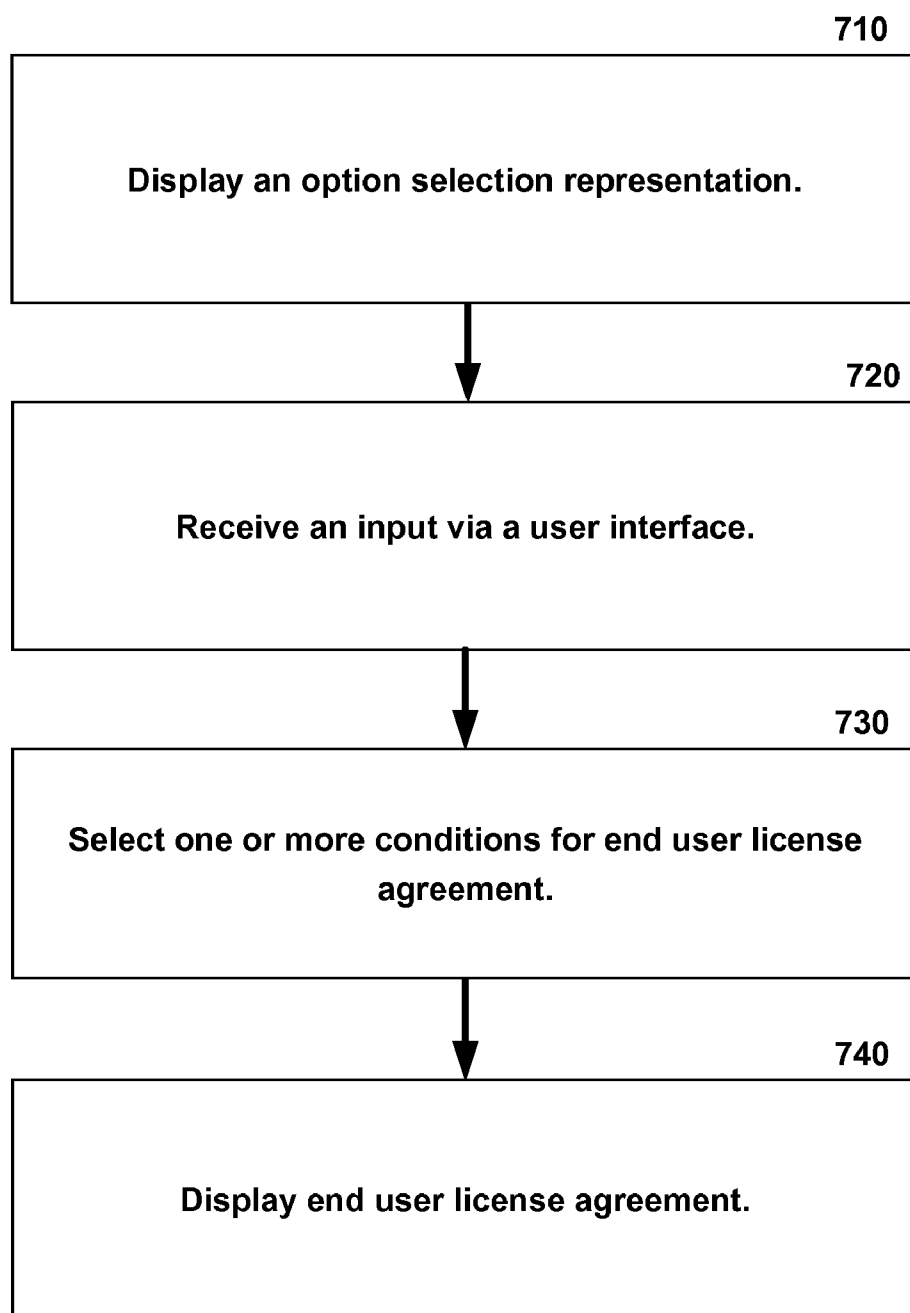


FIG. 4

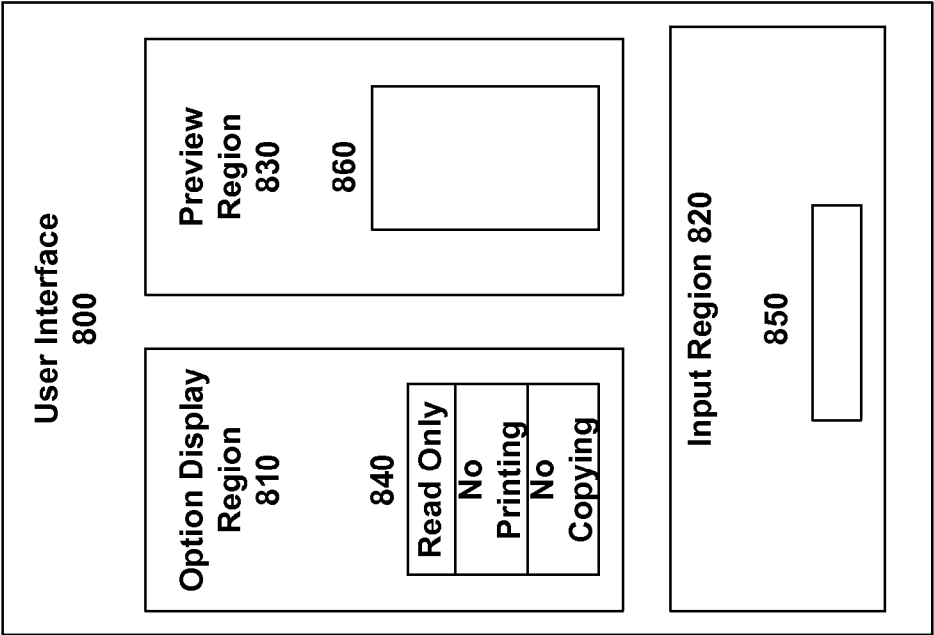


FIG. 5

**FIG. 6**

**FIG. 7**





**FIG. 8**

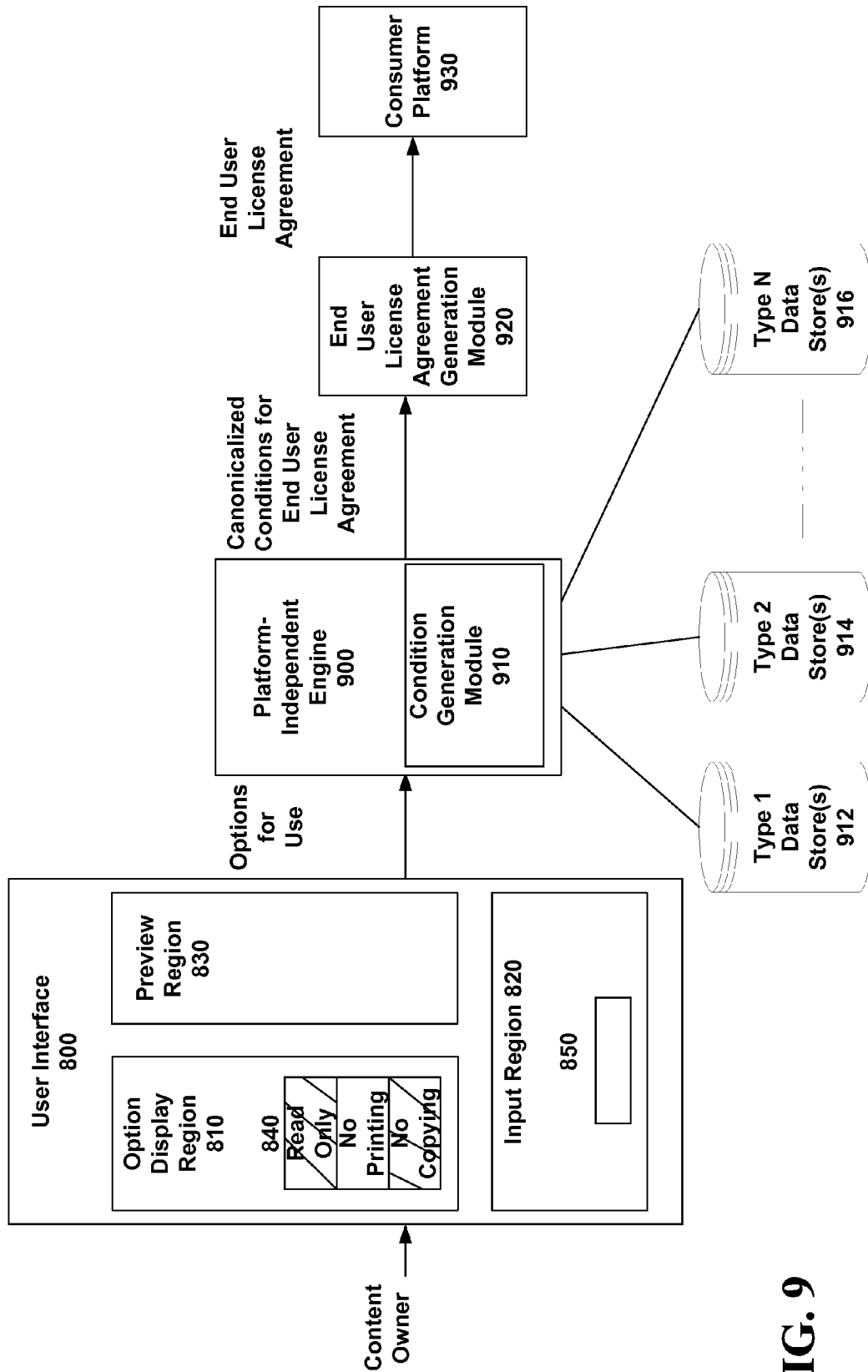
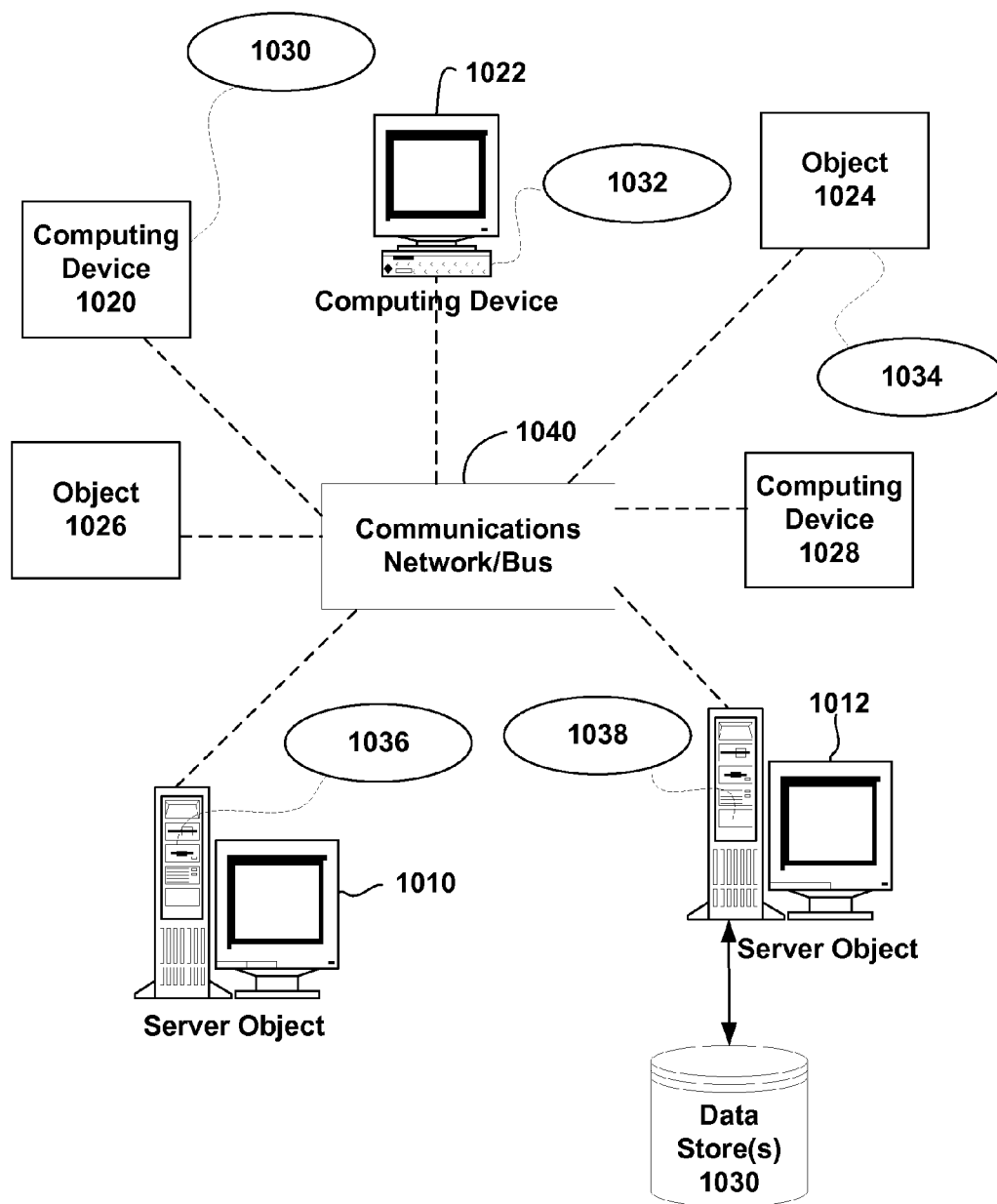
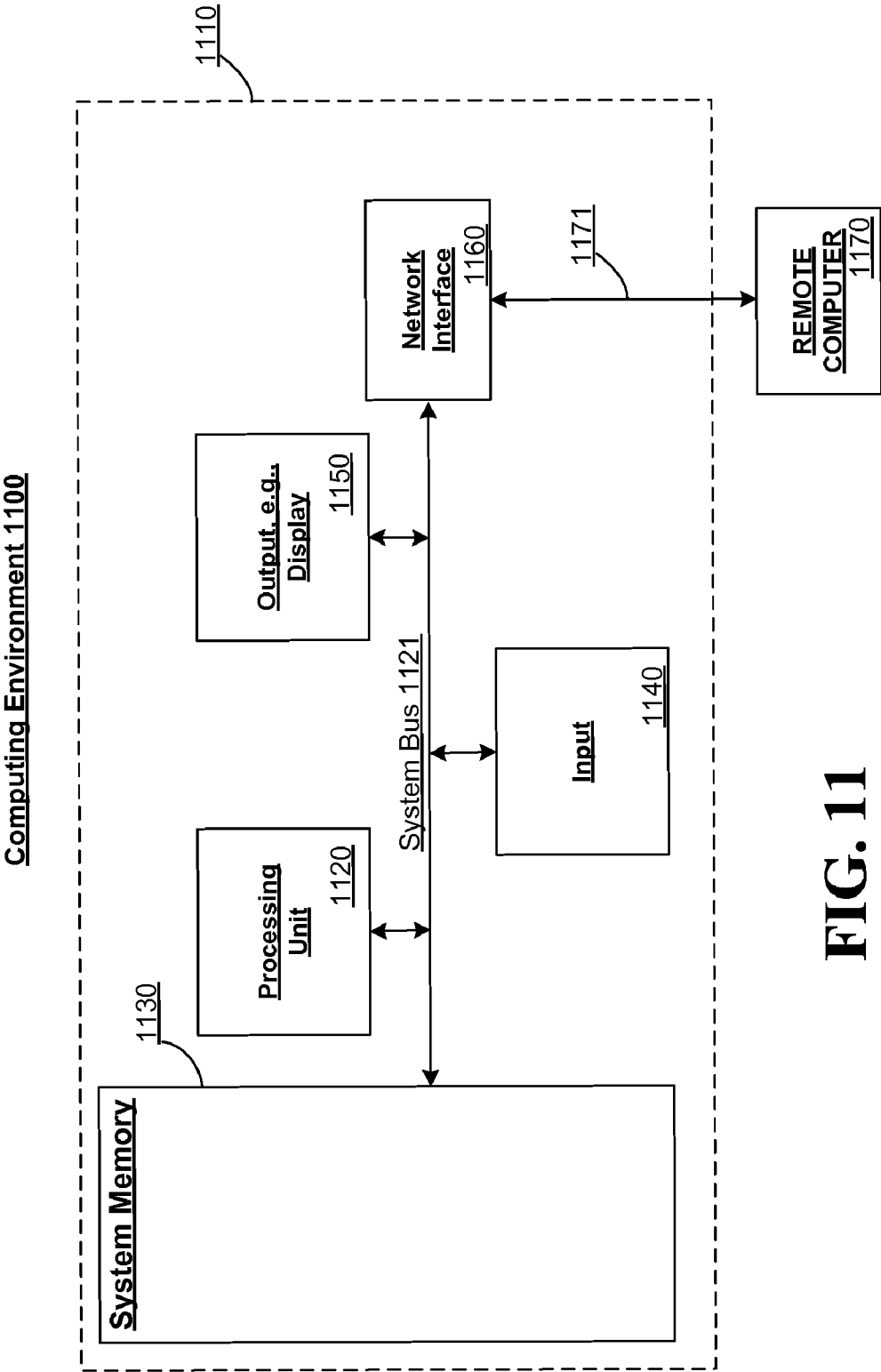


FIG. 9



**FIG. 10**



## END USER LICENSE AGREEMENT ON DEMAND

### CROSS-REFERENCE TO RELATED APPLICATIONS

[0001] This application claims the benefit of U.S. Provisional Patent Application Ser. No. 61/312,364, filed Mar. 10, 2010, which is titled "End User License Agreement On Demand," and the entire contents of which are incorporated herein by reference.

### TECHNICAL FIELD

[0002] The subject disclosure relates to end user license agreements (EULAs), and more specifically, to providing EULAs on demand for third-party content.

### BACKGROUND

[0003] Currently, no cloud service or network service provider can effectively provide information as a service on any platform such that publishers, developers, and consumers/subscribers can easily publish, generate applications for and consume any type of data in a way that can be tracked, audited for publishers, developers and/or consumers/subscribers and such that publisher restrictions on the use of content can be enforced. Further, restrictions on the use of content are typically negotiated by content negotiators (e.g., attorneys). As such, terms and conditions tend to be content-specific and vary widely in language and complexity. As such, no single system can currently receive and enforce the customized terms and conditions provided for disparate content. Additionally, terms and conditions that are presumably similar or the same are often unrecognizable as such by a human or a single system processing and attempting to enforce the customized terms.

[0004] The above-described deficiencies of today's services are merely intended to provide an overview of some of the problems of conventional systems, and are not intended to be exhaustive. Other problems with the state of the art and corresponding benefits of some of the various non-limiting embodiments may become further apparent upon review of the following detailed description.

### SUMMARY

[0005] A simplified summary is provided herein to help enable a basic or general understanding of various aspects of one or more of the exemplary, non-limiting embodiments that follow in the more detailed description and the accompanying drawings. This summary is not intended, however, as an extensive or exhaustive overview. Instead, the sole purpose of this summary is to present some concepts related to some exemplary non-limiting embodiments in a simplified form as a prelude to the more detailed description of the various embodiments that follow.

[0006] In connection with information as a service from any platform, EULAs can be provided on demand for third-party content. Third-party content owners can provide inputs to the system providing service from any platform. The inputs can be indicative of desired disallowed activity for published content owned by the third-party content owner. The system can receive inputs via selection of menu options and/or free form text. One or more inputs can be processed using a taxonomy of conditions to generate a EULA on demand. Some of the EULA terms can be standard, canonicalized

terms, while others can be non-standard terms that are not canonicalized and that are entered free form by the third-party content owner.

[0007] Other embodiments and various non-limiting examples, scenarios and implementations are described in more detail below.

### BRIEF DESCRIPTION OF THE DRAWINGS

[0008] Various non-limiting embodiments are further described with reference to the accompanying drawings in which:

[0009] FIG. 1 is a block diagram illustrating an exemplary non-limiting infrastructure for information provided as a service from any platform;

[0010] FIG. 2 is a flow diagram illustrating an exemplary non-limiting embodiment for information provided as a service from any platform;

[0011] FIG. 3 is an exemplary non-limiting implementation of the infrastructure for information as a service as described above according to one or more features;

[0012] FIG. 4 is a block diagram illustrating an exemplary end to end flow diagram from data to consumers of the data for enabling information as a service from any platform;

[0013] FIG. 5 is a block diagram illustrating an exemplary computing system for generating a EULA on demand as information as a service from any platform;

[0014] FIGS. 6 and 7 are flow diagrams illustrating exemplary non-limiting embodiments for generating a EULA on demand as information as a service from any platform;

[0015] FIG. 8 is a block diagram illustrating an exemplary user interface for generating a EULA on demand as information as a service from any platform;

[0016] FIG. 9 is a block diagram illustrating an exemplary end to end flow diagram from content owner to consumer for generating a EULA on demand as information as a service from any platform;

[0017] FIG. 10 is a block diagram representing exemplary non-limiting networked environments in which various embodiments described herein can be implemented; and

[0018] FIG. 11 is a block diagram representing an exemplary non-limiting computing system or operating environment in which one or more aspects of various embodiments described herein can be implemented.

### DETAILED DESCRIPTION

[0019] The following description contains context regarding potential non-limiting infrastructure, architectures and/or associated services to further aid in understanding one or more of the above embodiments. Any one or more of any additional features described in this section can be accommodated in any one or more of the embodiments described above with respect to dynamically generating an end user license agreement (EULA) for third-party content. While such combinations of embodiments or features are possible, for the avoidance of doubt, no embodiments set forth in the subject disclosure should be considered limiting on any other embodiments described herein.

[0020] FIG. 1 is a block diagram illustrating an exemplary non-limiting set of implementation specific details for an infrastructure for information provided as a service from any platform. FIG. 1 generally illustrates the various parties that may participate in an ecosystem providing information as a service as described herein. For instance a set of network

accessible information services **100** provide access to a variety of trusted or untrusted data stores **110**, depending on the sensitivity or other characteristics of the data. As shown, thus, what type of data store, **112**, **114**, . . . , **116** is not so important since the ecosystem supports any kind of data, blob, structured, unstructured, etc. As mentioned, the system includes publishers **120** that add data to the ecosystem, subscribers **130** that consume the data and application developers or providers **150** who can consume the data with their applications. An access information generator **170** can also govern access to the data by various parties through maintaining or enforcing account information, key information, etc. In this respect, content owners **160** can span any of the roles in that a content owner **160** can be a publisher **120**, a subscriber **130** and/or an application developer as well. In one aspect, the common infrastructure for all parties enables administration **165**, auditing **173**, billing **175** as well as other desired ancillary services to the data transactions occurring across the infrastructure.

**[0021]** In this regard, various embodiments for the user friendly data platform for enabling information as a service from any platform is an infrastructure to enable consumers of data (Information Workers (IW), developers, independent software vendors (ISVs)) and consumers of data to transact in a simple, cost effective and convenient manner. The infrastructure democratizes premium (private) and community (public) data in an affordable way to allow IWs to draw insights rapidly, allows developers to build innovative apps using multiple sources of data in a creative manner and enables developers to monetize their efforts on any platform. For instance, the infrastructure supports Pay Per Use as well as Subscription Pricing for Content, Pay for Content (“retail price”—set by content owner), Pay Data Fee (“Shipping and Handling”), and further supports Data fees as a brokerage fee on a per-logical transaction basis (per report, per application program interface (API), per download, etc.).

**[0022]** For Information Workers (e.g., OFFICE®, SQL SERVER®, MICROSOFT DYNAMICS® users), the infrastructure supports subscriptions to allow for future enterprise architecture (EA) integration as well as predictable spend requirements (as well as caching to support on and off-premise Business Intelligence (BI) as well as high performance computing (HPC) workloads). Thus, alternatives include content priced per-user per-month; which may or may not bundle to deliver content packs or per-transaction pricing, e.g., allowing cloud reporting/business intelligence on-demand pricing to eliminate the need to move large amounts of data while allowing per-usage pricing, or vertical apps via report galleries.

**[0023]** For data owners (any data type; any cloud), using any platform, the infrastructure becomes a value proposition to incent sales within any particular desired platform; auto-scaling, higher level service level agreement (SLA) possibilities at no additional cost. For some non-limiting examples, data can be secure and associated data in the following domains: Location aware services & data, Commercial and residential real estate, Financial data and services, etc. A non-limiting scenario may include delivery of data to top **30** non-governmental organization (NGO) datasets. In addition, the infrastructure may include the ability to showcase BI & visualization through BINGTM for information as a service, HPC, etc. Vertical application opportunities exist as well.

**[0024]** In one non-limiting embodiment, the data brokerage can be analogized to conventional brick and mortar strategies:

For instance, capacity can be represented as shelf space (e.g., a mix of structured and unstructured/blob data), cost of goods (COGS) can be represented as square footage (e.g., platform dependency, bandwidth) and content can be represented as merchandise (e.g., optimize data owners to cover COGS, maximize profits from IWs and developers). In various embodiments, an onboarding process can be implemented with quality bars for data and services, as well as accommodation of service level agreements (SLAs).

**[0025]** FIG. 2 is a flow diagram illustrating an exemplary non-limiting embodiment for information provided as a service from any platform. As shown in the flow diagram of FIG. 2, at **200**, described herein are various ways for content owners or publishers to publish data via the infrastructure. At **210**, there are a variety of tools that allow developers to develop applications for consuming the data via the infrastructure. At **220**, consumers or information workers use the applications or can directly query over the data to consume the data. Lastly, the infrastructure provides a rich variety of tools at **230** that enable automatic administration, auditing, billing, etc. on behalf of all parties in the content chain, enabled by the transaction model.

**[0026]** In this regard, some key parties in the infrastructure include data owners, the application developers/ISVs and the consumers/information workers. In general, data owners are entities who want to charge for data, or who want to provide data for free for other reasons, or enforce other conditions over the data. In turn, application developers/ISVs are entities who want to monetize their application (e.g., through advertising, direct payments, indirect payments, etc.), or provide their application for free for some beneficial reason to such entities. Information workers and consumers are those who can use the raw data, or those who want to use an application provided by the application developers.

**[0027]** FIG. 3 is an exemplary non-limiting implementation of the infrastructure **310** for information as a service as described above according to one or more features. At the interaction side are information workers **300**, developers **302** and consumers **304** who can communicate with the infrastructure via secure sockets layer (SSL)/representational state transfer (REST) based APIs **306**. A load balancer **308** can be used to help steer traffic in an optimal way. In this regard, the input is routed to portal web roles **320** or API web roles **322**. From the infrastructure **310** to the data side is additional load balancing **324** or **326** for access to blob data sets **342**, or blob data set **355** of cloud storage framework **340**, or to data sets **352** or data set **354** of relational database frameworks **350**. Proxy layers **328** can be used to access data **362** or data **364** of third party clouds **360**. Content data abstract layers (DALs) **330** can be used to access content, where applicable. In this regard, there can be duplication or overlap of data sets across different types of storage, e.g., the same data might be represented as blob data and as structured data, e.g., SQL SERVER®.

**[0028]** As supplemental services to the data, billing and discovery services **370** can include online billing **372** (e.g., MICROSOFT® Online Customer Portal (MOCP)) or discovery services **374** (e.g., pinpoint) and authentication services **380** can include credentials management **382** (e.g., MICROSOFT® Windows Live ID) or content authentication **384**, e.g., authenticated content services (ACS). Accounts services **390** can include logging/audit services **386** or account management **388**. Management and operations ser-

vices 392 can include an operations dashboard service 394 and network operations service 396, e.g., Gomez.

[0029] FIG. 4 is a block diagram illustrating an exemplary end to end flow from data to consumers of the data in accordance with one or more embodiments of the general infrastructure for enabling information as a service. For instance, information as a service 400 can include commercial data 402 and free data 404, which can be of interest to various for profit developers 410, nonprofit developers 412 with non-profit motives and other information workers 414 who are interested in consuming the data generally for productive goals. These entities can use discovery services 420 to determine what applications 422, 424, . . . , 426 may be of interest to them, and to ultimately transmit the data to indirect license acquisition (ILA) consumers 430 and direct license acquisition (DLA) consumers 432 alike.

[0030] FIG. 5 is a block diagram of a system for providing a EULA on demand for third-party content as described herein. The system 500 will be described with reference to FIGS. 1, 3, 4 and 5. In some embodiments, the system 500 can be part of the information service 200 illustrated in FIG. 2.

[0031] The system can include a processor 510, a publication module 520, a memory 530 and a condition generation module 540. In some embodiments, the system can also include a user interface 550 and/or an enforcement module 560.

[0032] The processor 510 can be configured to execute computer-readable instructions stored in the memory 530 and perform one or more functions of the system 500 described herein.

[0033] The publication module 520 can be configured to published content and output the published content from the publication module 520 for experience by a consumer 304. The published content can include, but is not limited to, data in the data stores 212, 214, . . . , 216 and/or commercial data 402 owned or controlled by owners 260. In various embodiments, the owners 260 can be third-party content owners.

[0034] The condition generation module 540 can be configured to generate a representation of one or more conditions associated with use of the published content. The representation can be a EULA on demand generated visually and/or in audio format for review and acceptance by the consumer 304 prior to experience of the published content by the consumer 304.

[0035] In some embodiments, the one or more conditions included in the EULA can be or be indicative of disallowed activity in some embodiments. By way of example, but not limitation, the one or more conditions can be indicative of disallowed printing, downloading, dissemination, rendering, copying activity or any other disallowed activity.

[0036] In some embodiments, some of the conditions can be canonicalized such that similar or the same language is used for similar or the same disallowed activity. In some embodiments, some of the conditions can be stored in the system 500 as non-standard terms that are not canonicalized. Such non-standard terms can be included in the EULA using the free form text input to the system 500 by a third-party content owner generating the EULA for the published content.

[0037] Because the sentences and/or phrases making up the conditions can be canonicalized, the EULA conditions for any number of different media owned by different third-parties can have a recognizable degree of uniformity. As such,

the complexity of terms and presentation format in the EULAs output from the system 500 for different third-parties can be reduced.

[0038] In some embodiments, the condition generation module 540 can include or be operably coupled to a taxonomy module (not shown) configured to classify the one or more conditions. The conditions can be classified in a number of ways, as described below, including, but not limited to, according to a type of the content, a disallowed activity and/or can include a hierarchy of condition, or term, definitions.

[0039] In various embodiments, the conditions can be classified by the type of the published content. For example, particular conditions can be typically employed for typical types of content. Such particular conditions can be classified together. By way of example, but not limitation, conditions that are typically employed for electronic books can be classified in one category, conditions that are typically employed for downloadable music can be classified in another category and conditions that are typically employed for films can be classified in another category.

[0040] Accordingly, selection of the EULA condition can be based on an input solely indicative of the published content type. In some embodiments, selection of the EULA condition can include inferring a EULA condition typically suitable for inclusion in a EULA for content of the type indicated. Accordingly, EULAs can be dynamically generated to include conditions typically suitable for a particular content type, thereby increasing the likelihood of generating a more complete EULA while expending less financial and time resources.

[0041] In various embodiments, the conditions can be classified by the disallowed activity. For example, conditions related to disallowed printing and copying can be classified in a first category while conditions related to disallowed dissemination and downloading can be provided in a second category. As such, the categories can be arranged in one or more buckets that can accommodate various different conditions.

[0042] For example, selecting a EULA condition can be based on a disallowed manner of using particular content. By way of example, but not limitation, the selection can be indicative of a maximum number of times that the published content can be printed and/or whether printing privileges are provided to the consumer in general. The EULA condition can therefore be a sentence or phrase providing simple language to the consumer regarding the number of times that the content can be printed and/or that the content cannot be printed.

[0043] In some embodiments, the system 500 can be configured to receive one or more inputs from a third-party content owner, and the condition generation module 540 can determine appropriate conditions with which to publish the EULA on demand. In some embodiments, the conditions can be determined by querying over the conditions using OData or other querying protocols.

[0044] In some embodiments, the conditions can be determined based on mapping, semantics, pattern recognition or other techniques for selecting data that corresponds to an input.

[0045] The inputs can be received via the user interface 550 communicatively coupled to the system 500. In some embodiments, the user interface 550 particularly, or the system 500 generally, can be configured to receive the input for generating the EULA on demand.

[0046] The input, or selection, can be a free-form selection received in a text box displayed via the user interface 550 and/or a selection of a menu option displayed via the user interface 550. In some embodiments, the user interface can receive audio selections from third-parties. The selections can be indicative of disallowed activity and/or indicative of the content type in various embodiments. In some embodiments, the selections can be indicative of the identity of the third-party (for embodiments wherein the third-party chooses to generate EULAs that are substantially the same for all of the published content owned by the third-parties).

[0047] The system 500 can include an enforcement module 560 in some embodiments. The enforcement module 560 can be configured to enforce the one or more conditions associated with the published content, and on any platform. In some embodiments, enforcing the one or more conditions of use can include disallowing a disallowed activity indicated by the one or more conditions. In various embodiments, the enforcement module 560 can enforce the conditions of the EULA to prevent disallowed activity over MICROSOFT OFFICE® platforms, WINDOWS® platforms, SQL® platforms, MAC® platforms, and/or OPENOFFICE.ORG® platforms.

[0048] The enforcement module 560 can perform the enforcement via an information rights management module (not shown) in some embodiments. The information rights management module can be included within, or be operably coupled to, the enforcement module 560.

[0049] Referring to memory 530, in some embodiments, the memory 530 can be a computer-readable storage medium having instructions stored thereon that, when executed, cause a processor to perform a method. The method (not shown) can include: displaying an option selection representation via a user interface, wherein the option selection representation is associated with options for use of published content. The method can also include receiving an input via the user interface; and identifying one or more conditions for use with the published content based, at least, on the input, wherein the one or more conditions are end user license conditions.

[0050] In some embodiments of the computer-readable storage medium, the option selection representation comprises a text box, and wherein the receiving the input comprises receiving a free form selection input at the text box. In some embodiments of the computer-readable storage medium, the option selection representation comprises menu of options, and wherein the receiving the input comprises receiving a selection indicative of at least one option of the menu of options.

[0051] In some embodiments of the computer-readable storage medium, the method also includes receiving a selection of a type of the published content, wherein the displaying the option selection representation is based on the receiving the selection of the type of the published content.

[0052] In some embodiments of the computer-readable storage medium, the method also includes generating an end user license agreement including the end user license conditions. In some embodiments of the computer-readable storage medium, the end user license conditions are canonicalized, standard terms.

[0053] FIG. 6 is a flowchart illustrating a method of generating a EULA on demand as information for a service on any platform according to an embodiment described herein.

[0054] At 610, method 600 can include publishing content to a consumer. The content can be any type of content owned

by a third-party including, but not limited to, music, electronic books, films, video games, website or the like.

[0055] At 620, method 600 can include receiving an input indicative of a condition of use for the published content. The input can be received from an owner of the published content. The input can indicate a type of content, a disallowed activity and/or an owner of the content in various embodiments.

[0056] At 630, method 600 can include selecting a condition for the EULA based on the input received. Selecting the condition can be performing through any number of methods including, but not limited to, querying the one or more conditions to determine the condition that most closely relates to the input, mapping, pattern recognition, semantics or the like.

[0057] The conditions can be standard terms that are canonicalized or non-standard terms that are not canonicalized. The non-standard terms can result from free form text inputs or audio inputs by the content owner.

[0058] The conditions can be classified according to a taxonomy. The taxonomy can be based on a type of the content, the disallowed activity and/or the owner of the content. In various embodiments, the disallowed activity can be associated with rendering, printing, derivation, dissemination or copying.

[0059] At 640, method 600 can include outputting a representation of one or more conditions to a consumer or subscriber. The representation can be the EULA on demand in some embodiments. The representation can be visual and/or audio in different embodiments.

[0060] At 650, method 600 can include enforcing the conditions of the EULA. Enforcing the conditions of the EULA can comprise monitoring the use of the published content by the consumer and disallowed forbidden activity. In some embodiments, disallowing can include operating an information management module to prevent the disallowed activity.

[0061] FIG. 7 is a flowchart illustrating a method according to an embodiment described herein. At 710, method 700 can include displaying an option selection representation via a user interface. The representation can be associated with determining conditions for use with published content. At 720, method 700 can include receiving an input via the user interface.

[0062] In some embodiments, the option selection representation can include a text box, and the input is a free form selection input at the text box. Identifying one or more options can include selecting the one or more options associated with the free form selection. In some embodiments, displaying the option selection representation can include displaying the one or more options as a menu of options. The input can be a menu selection from the menu of options.

[0063] At 730, method 700 can include selecting one or more conditions based, at least, on the input. The one or more conditions can be classified according to a taxonomy. In some embodiments, some of the conditions can be standard terms that are canonicalized while some of the conditions can be non-standard terms that are not canonicalized.

[0064] Selecting the one or more conditions can be performed by any known techniques including querying. Pattern recognition, semantics or the like can be employed.

[0065] At 740, method 700 can include displaying a representation of the one or more conditions selected. The representation can be the EULA on demand in some embodiments. The conditions selected can be displayed via a user interface to a third-party content owner prior to storage and/or display to a consumer using the published content.



**[0066]** In some embodiments, a user interface can be provided to facilitate generation of the end user license agreement. In some embodiments, the user interface can be configured to display an option selection representation. The option selection representation can include information indicative of one or more options for use of published content.

**[0067]** The user interface can also be configured to receive an input selecting at least one of the one or more options for use. The input can be received by an owner of the published content and/or the publisher of the content.

**[0068]** The user interface can also be configured to display one or more conditions for inclusion in a EULA. The conditions can be based, at least, on the input that is received.

**[0069]** The user interface can also be configured to display a representation of the EULA. The representation can be visual or audio in various embodiments.

**[0070]** In some embodiments, the option selection representation comprises a text box. In these embodiments, the input received can be free form text. In some embodiments, in addition to, or in lieu of the text box, the option selection representative can include a menu of options for use of the published content. The options can be selectable by the user providing the input.

**[0071]** In various embodiments, the displayed one or more conditions for inclusion in the EULA can be canonicalized, standard terms and/or conditions that are not canonicalized. For example, the conditions that are not canonicalized can be the free form text that can be received via the text box.

**[0072]** The user interface can provide visual and/or audio displays. In some embodiments, the user interface can receive inputs through inputs provided at the user interface screen and/or through audio signals via voice commands provided to the user interface. In some embodiments, the user interface is a touchscreen user interface.

**[0073]** FIG. 8 is block diagram illustrating an exemplary user interface (UI) for generating a EULA on demand as information as a service from any platform. As shown in FIG. 8, UI 800 can include an option display region 810, an input region 820 and a preview region 830.

**[0074]** The option display region 810 can comprise information indicative of published content or use of the published content. In some embodiments, the information indicative of the published content is one or more types of published content. The one or more types of published content can include music, an electronic book, a film, a television show or a video game.

**[0075]** In some embodiments, the information indicative of the use of the published content is one or more types of disallowed activity, which can be provided at region 840. The types of disallowed activity can be indicative of at least one of editing privileges, printing, copying, writing privileges or re-distribution or dissemination rights.

**[0076]** The input region 820 can be configured to display a region for receiving an input. The input region can include a text box 850 or a selectable menu of options. The text box 850 can be configured to receive free form text in some embodiments. In some embodiment, the input region 820 and/or the surface of the UI 800 in totality can have touchscreen capabilities. In some embodiments, the selectable menu of options can be as shown at region 840.

**[0077]** The preview region 830 can be configured to display a preview of one or more conditions for inclusion in an end user license agreement. In various embodiments, at least one of the one or more conditions is canonicalized, standard

terms. In various embodiments, at least one of the one or more conditions is not canonicalized, standard terms and is the free form text. In some embodiments, the preview region 830 can be configured to display a preview of the end user license agreement 860.

**[0078]** In some embodiments, a UI (not shown) configured to generate EULA can include an option display region that comprises information indicative of published content or use of the published content. The EULA UI can also include an input region configured to display a region for receiving an input; and a preview region configured to display a preview of one or more conditions for inclusion in an end user license agreement. The preview region can be configured to display the end user license agreement.

**[0079]** In some embodiments, one or more of the one or more conditions can be canonicalized, standard terms. In some embodiments, one or more of the one or more conditions is not canonicalized, standard terms and are the free form text.

**[0080]** In some embodiments, the option display region comprises information indicative of the published content and the information indicative of the published content is one or more types of published content.

**[0081]** In some embodiments, the option display region comprises information indicative of the use of the published content and the information indicative of the use of the published content is one or more types of disallowed activity. In some embodiments, one or more types of disallowed activity is indicative of at least one of editing privileges, writing privileges or re-distribution rights.

**[0082]** In some embodiments, one or more types of published content comprises at least one of music, an electronic book, a film, a television show or a video game.

**[0083]** In some embodiments, the input region comprises a text box. The text box can be configured to receive free form text. In some embodiments, the input region comprises a selectable menu of options.

**[0084]** In some embodiments, the UI is a touchscreen user interface.

**[0085]** FIG. 9 is a block diagram illustrating an exemplary end to end flow diagram from content owner to consumer for generating a EULA on demand as information as a service from any platform. The flow diagram shall be described with reference to FIGS. 8 and 9.

**[0086]** The content owner can provide selections indicative of options of use for published content owned by the content owner. The selections can be provided at a UI 800 accessible by the content owner.

**[0087]** The content owner can select one or more types of disallowed activity 840 from the UI 800. In the embodiment shown, the disallowed activity is editing the published content and copying the published content. As such, the content owner has selected read only privileges and no copying privileges to be associated with the published content.

**[0088]** The selected options for use can be received by the platform-independent engine. The platform-independent engine 900 can include a condition generation module 910 for selecting one or more conditions (which can be canonicalized, as shown in FIG. 9, or not canonicalized). The platform-independent engine 900 can include a condition generation module 910. The one or more conditions can be classified according to a selected taxonomy, which can be based on the disallowed activity, the type of the published content, the identity of the content owner or otherwise. The condition

generation module can select the one or more conditions associated with the options for use from the data stores **912**, **914**, . . . , **916**.

**[0089]** The EULA generation module **920** can receive the conditions for the EULA and generate the EULA, including the conditions received. The consumer platform **930** can receive the EULA and display the EULA to the consumer.

#### Exemplary Networked and Distributed Environments

**[0090]** One of ordinary skill in the art can appreciate that the various embodiments of methods and devices for an infrastructure for information as a service from any platform and related embodiments described herein can be implemented in connection with any computer or other client or server device, which can be deployed as part of a computer network or in a distributed computing environment, and can be connected to any kind of data store. In this regard, the various embodiments described herein can be implemented in any computer system or environment having any number of memory or storage units, and any number of applications and processes occurring across any number of storage units. This includes, but is not limited to, an environment with server computers and client computers deployed in a network environment or a distributed computing environment, having remote or local storage.

**[0091]** FIG. **10** provides a non-limiting schematic diagram of an exemplary networked or distributed computing environment. The distributed computing environment comprises computing objects **1010**, **1012**, etc. and computing objects or devices **1020**, **1022**, **1024**, **1026**, **1028**, etc., which may include programs, methods, data stores, programmable logic, etc., as represented by applications **1030**, **1032**, **1034**, **1036**, **1038**. It can be appreciated that objects **1010**, **1012**, etc. and computing objects or devices **1020**, **1022**, **1024**, **1026**, **1028**, etc. may comprise different devices, such as PDAs, digital video disks (dvds), compact discs (cds), audio/video devices, mobile phones, MP3 players, laptops, etc.

**[0092]** Each object **1010**, **1012**, etc. and computing objects or devices **1020**, **1022**, **1024**, **1026**, **1028**, etc. can communicate with one or more other objects **1010**, **1012**, etc. and computing objects or devices **1020**, **1022**, **1024**, **1026**, **1028**, etc. by way of the communications network **1040**, either directly or indirectly. Even though illustrated as a single element in FIG. **10**, network **1040** may comprise other computing objects and computing devices that provide services to the system of FIG. **10**, and/or may represent multiple interconnected networks, which are not shown. Each object **1010**, **1012**, etc. or computing objects or devices **1020**, **1022**, **1024**, **1026**, **1028**, etc. can also contain an application, such as applications **1030**, **1032**, **1034**, **1036**, **1038**, that might make use of an API, or other object, software, firmware and/or hardware, suitable for communication with or implementation of an infrastructure for information as a service from any platform as provided in accordance with various embodiments.

**[0093]** There are a variety of systems, components, and network configurations that support distributed computing environments. For example, computing systems can be connected together by wired or wireless systems, by local networks or widely distributed networks. Currently, many networks are coupled to the Internet, which provides an infrastructure for widely distributed computing and encompasses many different networks, though any network infra-

structure can be used for exemplary communications made incident to the techniques as described in various embodiments.

**[0094]** Thus, a host of network topologies and network infrastructures, such as client/server, peer-to-peer, or hybrid architectures, can be utilized. In a client/server architecture, particularly a networked system, a client is usually a computer that accesses shared network resources provided by another computer, e.g., a server. In the illustration of FIG. **10**, as a non-limiting example, computing objects or devices **1020**, **1022**, **1024**, **1026**, **1028**, etc. can be thought of as clients and objects **1010**, **1012**, etc. can be thought of as servers where servers, etc. provide data services, such as receiving data from client computing objects or devices **1020**, **1022**, **1024**, **1026**, **1028**, etc., storing of data, processing of data, transmitting data to client computing objects or devices **1020**, **1022**, **1024**, **1026**, **1028**, etc., although any computer can be considered a client, a server, or both, depending on the circumstances. Any of these computing devices may be processing data, or requesting services or tasks that may implicate an infrastructure for information as a service from any platform and related techniques as described herein for one or more embodiments.

**[0095]** A server is typically a remote computer system accessible over a remote or local network, such as the Internet or wireless network infrastructures. The client process may be active in a first computer system, and the server process may be active in a second computer system, communicating with one another over a communications medium, thus providing distributed functionality and allowing multiple clients to take advantage of the information-gathering capabilities of the server. Any software objects utilized pursuant to the user profiling can be provided standalone, or distributed across multiple computing devices or objects.

**[0096]** In a network environment in which the communications network/bus **1040** is the Internet, for example, the servers etc. can be Web servers with which the client computing objects or devices **1020**, **1022**, **1024**, **1026**, **1028**, etc. communicate via any of a number of known protocols, such as HTTP. Servers etc. may also serve as client computing objects or devices **1020**, **1022**, **1024**, **1026**, **1028**, etc., as may be characteristic of a distributed computing environment.

#### Exemplary Computing Device

**[0097]** As mentioned, various embodiments described herein apply to any device wherein it may be desirable to implement one or pieces of an infrastructure for information as a service from any platform. It should be understood, therefore, that handheld, portable and other computing devices and computing objects of all kinds are contemplated for use in connection with the various embodiments described herein, i.e., anywhere that a device may provide some functionality in connection with an infrastructure for information as a service from any platform. Accordingly, the below general purpose remote computer described below in FIG. **11** is but one example, and the embodiments of the subject disclosure may be implemented with any client having network/bus interoperability and interaction.

**[0098]** Although not required, any of the embodiments can partly be implemented via an operating system, for use by a developer of services for a device or object, and/or included within application software that operates in connection with the operable component(s). Software may be described in the general context of computer-executable instructions, such as

program modules, being executed by one or more computers, such as client workstations, servers or other devices. Those skilled in the art will appreciate that network interactions may be practiced with a variety of computer system configurations and protocols.

**[0099]** FIG. 11 thus illustrates an example of a suitable computing system environment 1100 in which one or more of the embodiments may be implemented, although as made clear above, the computing system environment 1100 is only one example of a suitable computing environment and is not intended to suggest any limitation as to the scope of use or functionality of any of the embodiments. Neither should the computing environment 1100 be interpreted as having any dependency or requirement relating to any one or combination of components illustrated in the exemplary operating environment 1100.

**[0100]** With reference to FIG. 11, an exemplary remote device for implementing one or more embodiments herein can include a general purpose computing device in the form of a handheld computer 1110. Components of handheld computer 1110 may include, but are not limited to, a processing unit 1120, a system memory 1130, and a system bus 1121 that couples various system components including the system memory to the processing unit 1120.

**[0101]** Computer 1110 typically includes a variety of computer readable media and can be any available media that can be accessed by computer 1110. The system memory 1130 may include computer storage media in the form of volatile and/or nonvolatile memory such as read only memory (ROM) and/or random access memory (RAM). By way of example, and not limitation, memory 1130 may also include an operating system, application programs, other program modules, and program data.

**[0102]** A user may enter commands and information into the computer 1110 through input devices 1140. A monitor or other type of display device is also connected to the system bus 1121 via an interface, such as output interface 1150. In addition to a monitor, computers may also include other peripheral output devices such as speakers and a printer, which may be connected through output interface 1150.

**[0103]** The computer 1110 may operate in a networked or distributed environment using logical connections to one or more other remote computers, such as remote computer 1170. The remote computer 1170 may be a personal computer, a server, a router, a network PC, a peer device or other common network node, or any other remote media consumption or transmission device, and may include any or all of the elements described above relative to the computer 1110. The logical connections depicted in FIG. 11 include a network 1171, such local area network (LAN) or a wide area network (WAN), but may also include other networks/buses. Such networking environments are commonplace in homes, offices, enterprise-wide computer networks, intranets and the Internet.

**[0104]** As mentioned above, while exemplary embodiments have been described in connection with various computing devices, networks and advertising architectures, the underlying concepts may be applied to any network system and any computing device or system in which it is desirable to publish, build applications for or consume data in connection with interactions with a cloud or network service.

**[0105]** There are multiple ways of implementing one or more of the embodiments described herein, e.g., an appropriate API, tool kit, driver code, operating system, control, stan-

dalone or downloadable software object, etc. which enables applications and services to use the infrastructure for information as a service from any platform. Embodiments may be contemplated from the standpoint of an API (or other software object), as well as from a software or hardware object that facilitates provision of an infrastructure for information as a service from any platform in accordance with one or more of the described embodiments. Various implementations and embodiments described herein may have aspects that are wholly in hardware, partly in hardware and partly in software, as well as in software.

**[0106]** The word “exemplary” is used herein to mean serving as an example, instance, or illustration. For the avoidance of doubt, the subject matter disclosed herein is not limited by such examples. In addition, any aspect or design described herein as “exemplary” is not necessarily to be construed as preferred or advantageous over other aspects or designs, nor is it meant to preclude equivalent exemplary structures and techniques known to those of ordinary skill in the art. Furthermore, to the extent that the terms “includes,” “has,” “contains,” and other similar words are used in either the detailed description or the claims, for the avoidance of doubt, such terms are intended to be inclusive in a manner similar to the term “comprising” as an open transition word without precluding any additional or other elements.

**[0107]** As mentioned, the various techniques described herein may be implemented in connection with hardware or software or, where appropriate, with a combination of both. As used herein, the terms “component,” “system” and the like are likewise intended to refer to a computer-related entity, either hardware, a combination of hardware and software, software, or software in execution. For example, a component may be, but is not limited to being, a process running on a processor, a processor, an object, an executable, a thread of execution, a program, and/or a computer. By way of illustration, both an application running on computer and the computer can be a component. One or more components may reside within a process and/or thread of execution and a component may be localized on one computer and/or distributed between two or more computers.

**[0108]** The aforementioned systems have been described with respect to interaction between several components. It can be appreciated that such systems and components can include those components or specified sub-components, some of the specified components or sub-components, and/or additional components, and according to various permutations and combinations of the foregoing. Sub-components can also be implemented as components communicatively coupled to other components rather than included within parent components (hierarchical). Additionally, it should be noted that one or more components may be combined into a single component providing aggregate functionality or divided into several separate sub-components, and any one or more middle layers, such as a management layer, may be provided to communicatively couple to such sub-components in order to provide integrated functionality. Any components described herein may also interact with one or more other components not specifically described herein but generally known by those of skill in the art.

**[0109]** In view of the exemplary systems described supra, methodologies that may be implemented in accordance with the disclosed subject matter will be better appreciated with reference to the flowcharts of the various figures. While for purposes of simplicity of explanation, the methodologies are

shown and described as a series of blocks, it is to be understood and appreciated that the claimed subject matter is not limited by the order of the blocks, as some blocks may occur in different orders and/or concurrently with other blocks from what is depicted and described herein. Where non-sequential, or branched, flow is illustrated via flowchart, it can be appreciated that various other branches, flow paths, and orders of the blocks, may be implemented which achieve the same or a similar result. Moreover, not all illustrated blocks may be required to implement the methodologies described herein-after.

[0110] While in some embodiments, a client side perspective is illustrated, it is to be understood for the avoidance of doubt that a corresponding server perspective exists, or vice versa. Similarly, where a method is practiced, a corresponding device can be provided having storage and at least one processor configured to practice that method via one or more components.

[0111] While the various embodiments have been described in connection with the preferred embodiments of the various figures, it is to be understood that other similar embodiments may be used or modifications and additions may be made to the described embodiment for performing the same function without deviating therefrom. Still further, one or more aspects of the above described embodiments may be implemented in or across a plurality of processing chips or devices, and storage may similarly be affected across a plurality of devices. Therefore, the present invention should not be limited to any single embodiment, but rather should be construed in breadth and scope in accordance with the appended claims.

What is claimed is:

1. A computer-implemented system, comprising:  
at least one processor;  
at least one publication module configured to publish content to a consumer;  
at least one condition generation module configured to generate a representation of one or more conditions for use with published content from the at least one publication module, wherein the one or more conditions are canonicalized conditions representing standard terms to be included in the representation, and wherein the representation is a license agreement for the consumer; and  
a computer-readable storage medium storing computer-executable instructions that, when executed, cause the at least one processor to perform one or more functions of the at least one publication module or the at least one condition generation module.
2. The computer-implemented system of claim 1, wherein the condition generation module comprises:  
at least one taxonomy module configured to classify a plurality of the one or more conditions.
3. The computer-implemented system of claim 2, wherein the condition generation module is configured to generate the representation of the one or more conditions based, at least, upon querying over the plurality of conditions based, at least, upon the input.
4. The computer-implemented system of claim 3, wherein the input is indicative of at least one of a type of the published content, a disallowed activity or an identity of an owner of the published content.
5. The computer-implemented system of claim 1, wherein one or more of the plurality of conditions are non-standard terms that are not canonicalized.

6. The computer-implemented system of claim 5, wherein the non-standard terms are free form text.

7. The computer-implemented system of claim 4, wherein the disallowed activity is associated with at least one of rendering, printing, derivation, dissemination or copying.

8. The computer-implemented system of claim 1, wherein the representation is at least one of a visual representation or an audio representation.

9. The computer-implemented system of claim 1, further comprising a user interface configured to receive at least one input indicative of an option for use of the published content.

10. A computer-implemented method, comprising:

employing a processor configured to execute computer-readable instructions that, when executed, cause the processor to perform:

publishing content to a consumer; and

generating a representation of one or more conditions associated with use of published content by the consumer, wherein the one or more conditions are license conditions for use of published content by the consumer.

11. The computer-implemented method of claim 10, further comprising receiving at least one input from an owner of the published content.

12. The computer-implemented method of claim 11, wherein the at least one input is indicative of at least one type of the published content, an identity of the owner or a disallowed activity for the published content.

13. The computer-implemented method of claim 12, wherein the disallowed activity is indicative of a maximum number of times that rendering, copying, dissemination or printing can be performed by the consumer.

14. The computer-implemented method of claim 10, wherein the representation is an end user license agreement for the consumer.

15. The computer-implemented method of claim 11, wherein the generating the representation of the one or more conditions comprises accessing a plurality of conditions classified according to a taxonomy based on a type of the published content.

16. The computer-implemented method of claim 15, wherein the accessing comprises querying the plurality of conditions of use based, at least, on the at least one input.

17. The computer-implemented method of claim 16, wherein the plurality of conditions of use are canonicalized.

18. A computer-readable storage medium having instructions stored thereon that, when executed, cause a processor to perform a method comprising:

displaying an option selection representation via a user interface, wherein the option selection representation is associated with options for use of published content;

receiving an input via the user interface; and

identifying one or more conditions for use with the published content based, at least, on the input, wherein the one or more conditions are end user license conditions.

19. The computer-readable storage medium of claim 18, wherein the option selection representation comprises a text box, and wherein the receiving the input comprises receiving a free form selection input at the text box.

20. The computer-readable storage medium of claim 18, wherein the option selection representation comprises menu of options, and wherein the receiving the input comprises receiving a selection indicative of at least one option of the menu of options.