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(54) Title: DIGITALLY MARKED OBJECTS AND PROMOTIONAL METHODS

(57) Abstract: Physical items can be digitally watermarked, permitting their recognition by webcams or the like to trigger corresponding actions. Coffee cups and coffee cup jackets are exemplary of items that may be so watermarked. The action triggered by recognition of the item can vary, depending on the context in which the recognition occurred (e.g., store or office). The action likewise vary with time (e.g., triggering a first response when presented a first time, and triggering a second, different, response when presented a second time). Some such items may have multiple faces (e.g., tow side to a credit card ; six faces to a product carton) - each encoded with a different watermark and triggering a different response.

INTERNATIONAL SEARCH REPORT

International application No.
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A. CLASSIFICATION OF SUBJECT MATTER
 IPC(7) : G06F 17/60
 US CL : 705/14
 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. : 705/10, 14, 18; 713/176

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)
 GOOGLE

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X,E	US 2002/0012445 A1 (PERRY) 31 January 2002 (31.01.2002), see entire document.	1-4
X,E	US 2002/0016816 A1 (RHOADS) 07 February 2002 (07.02.2002), see paragraphs [0110] to [0117].	1-4
X,E	US 2002/0048621 A1 (BOYD et al.) 25 April 2002 (25.04.2002), see entire document.	1-4
X,E	US 6,311,214 B1 (RHOADS) 30 October 2001 (30.10.2001), see column 13, lines 65-67; column 14, lines 1-48.	1-4
A	Digimarc Watermarking Guide [online], 1999 [retrieved on 2002-05-02]. Retrieved from the Internet: <URL:http://www.digimarc.com>.	1-4

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

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"O" document referring to an oral disclosure, use, exhibition or other means	
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