



US 20110099382A1

(19) **United States**

(12) **Patent Application Publication**  
**Grecia**

(10) **Pub. No.: US 2011/0099382 A1**

(43) **Pub. Date: Apr. 28, 2011**

(54) **PERSONALIZED DIGITAL MEDIA ACCESS SYSTEM (PDMAS)**

**Publication Classification**

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(51) **Int. Cl.**  
*H04L 9/32* (2006.01)  
*G06F 21/00* (2006.01)  
(52) **U.S. Cl.** ..... 713/176; 713/168; 726/7

(21) Appl. No.: **12/985,351**

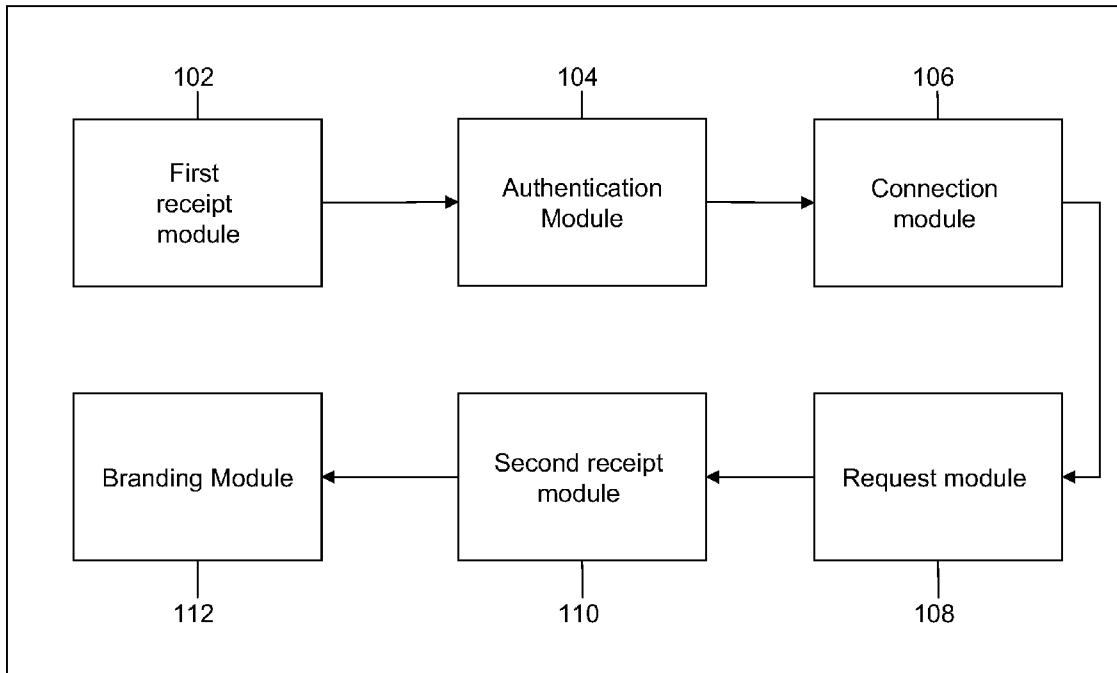
(57) **ABSTRACT**

(22) Filed: **Jan. 6, 2011**

The invention is an apparatus that facilitates access to encrypted digital media to accept verification and authentication from an excelsior enabler using at least one token and at least one electronic identification. The at least one electronic identification could be a device serial number, a networking MAC address, or a membership ID reference from a web service. Access to the product is also managed with a plurality of secondary enablers using the at least one electronic identification reference.

**Related U.S. Application Data**

(63) Continuation of application No. 12/728,218, filed on Mar. 21, 2010.



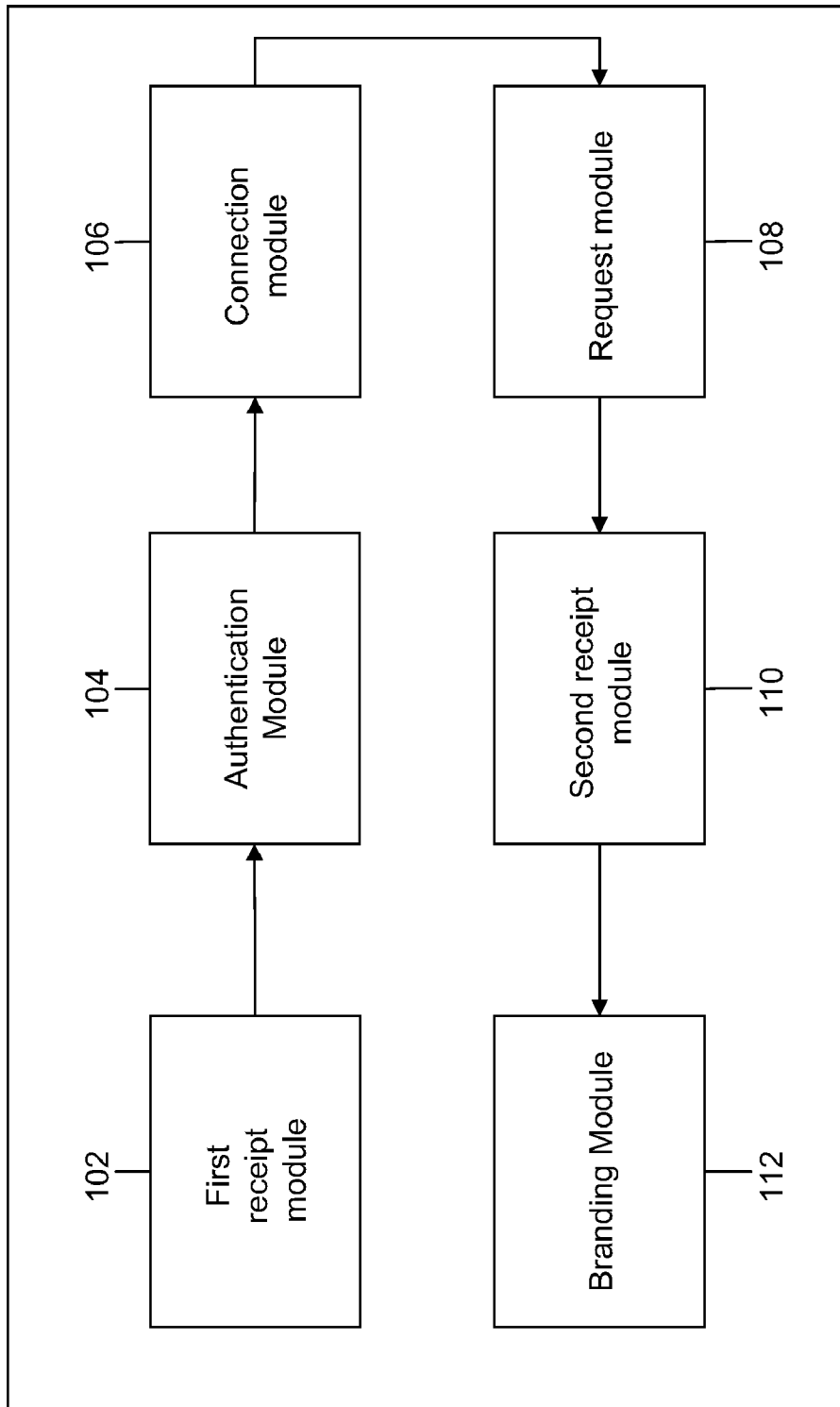


FIG.1

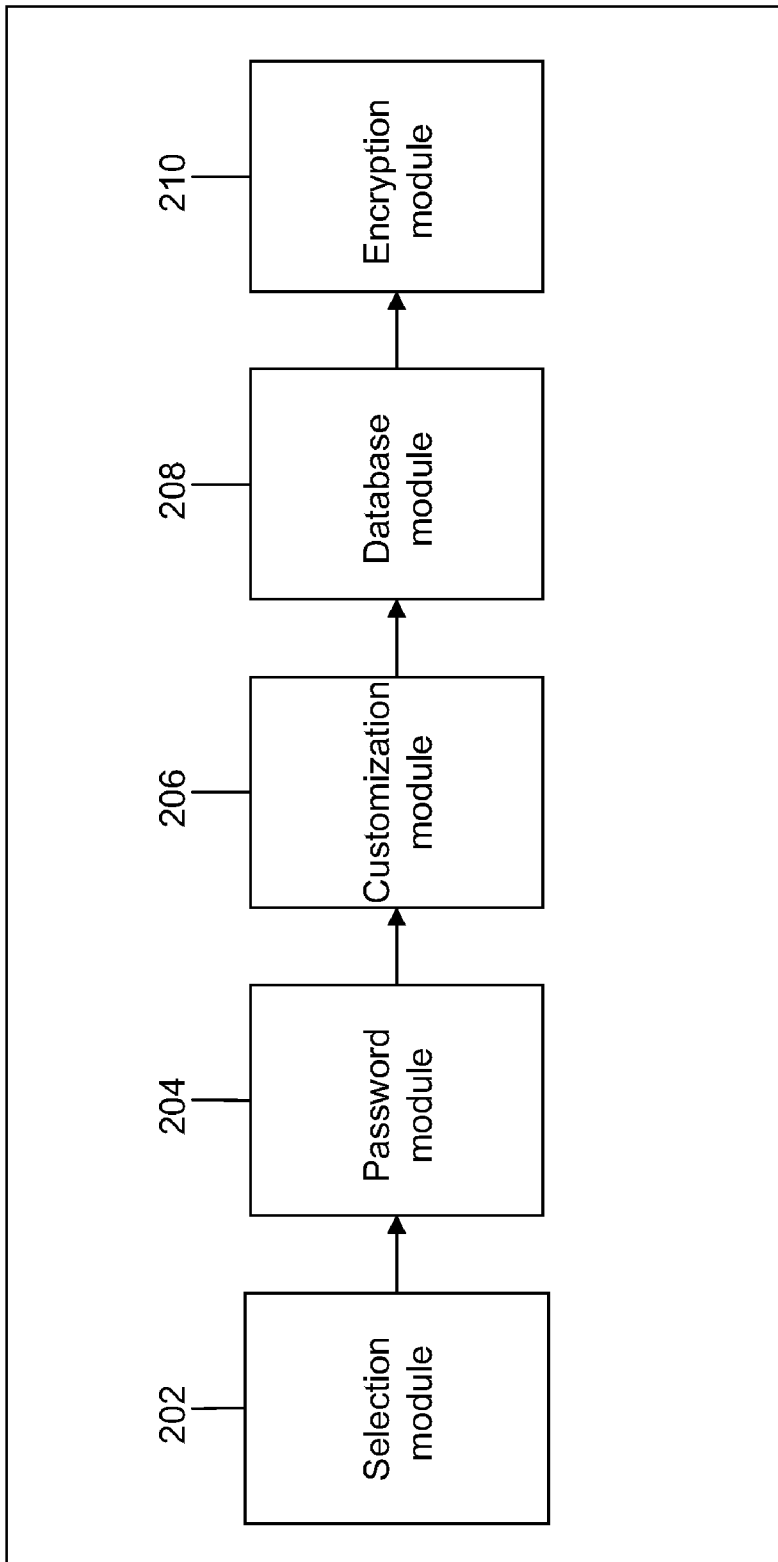


FIG.2

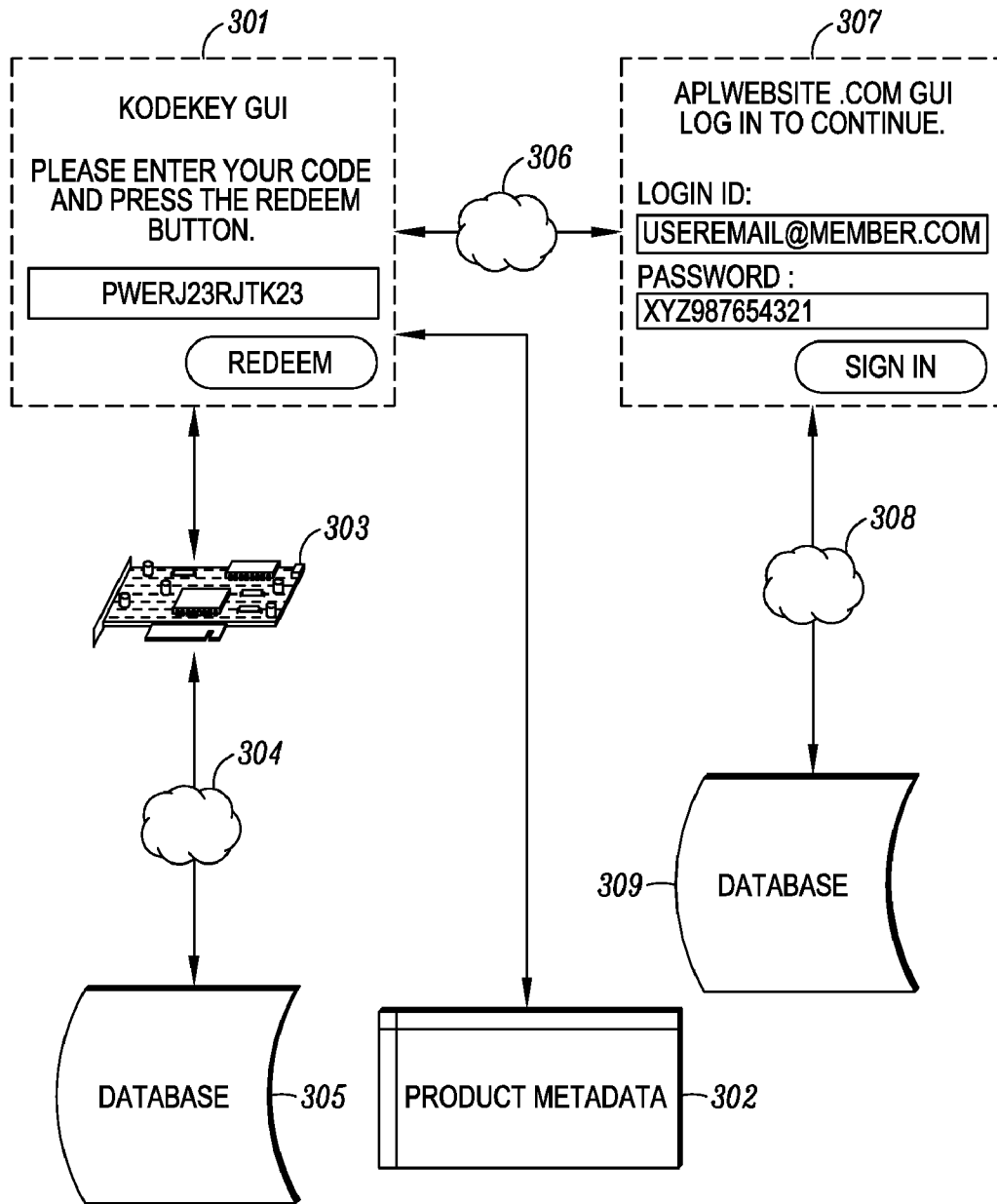


FIG. 3

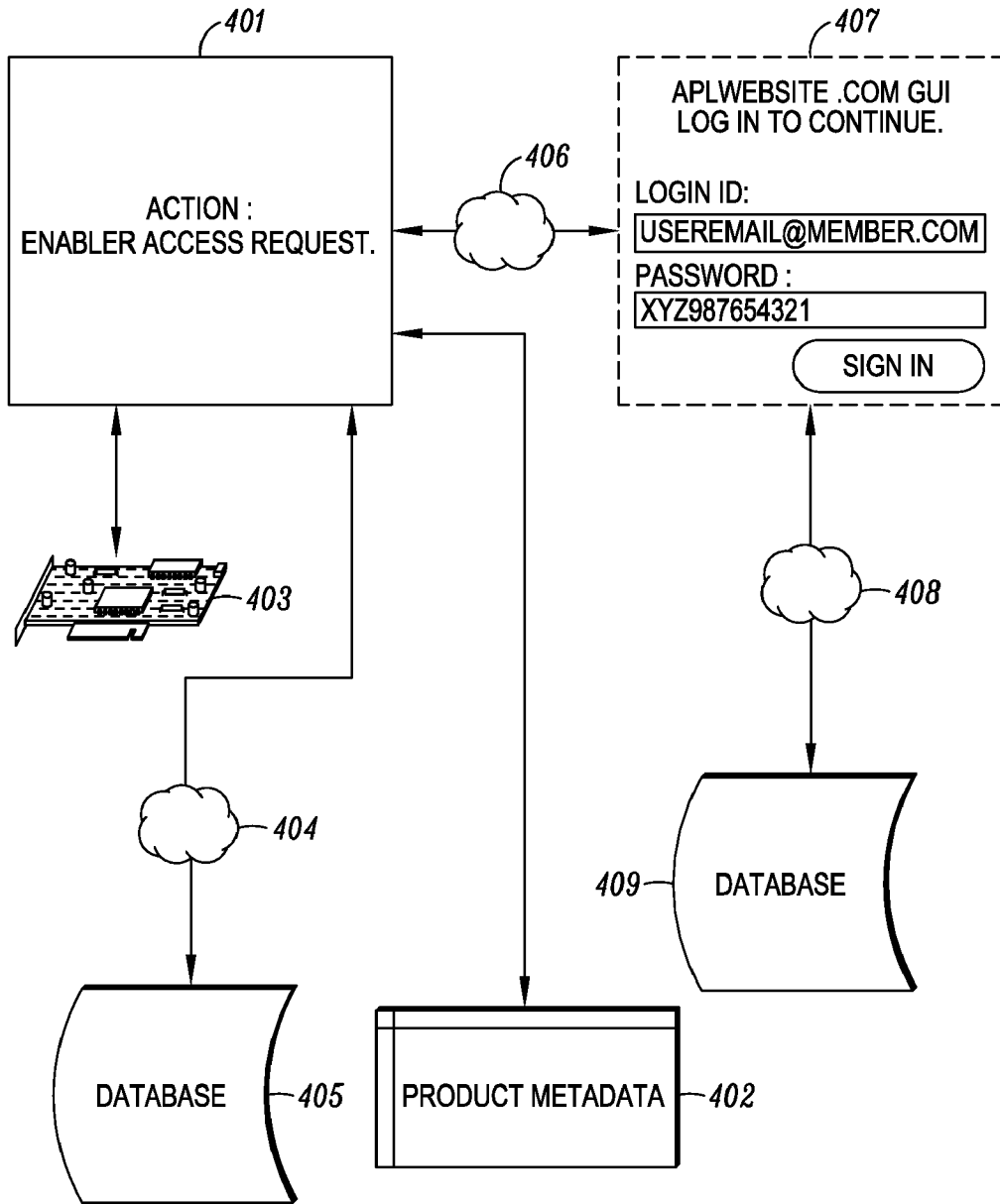


FIG. 4

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