



US007526650B1

(12) **United States Patent**
Wimmer

(10) **Patent No.:** **US 7,526,650 B1**
(45) **Date of Patent:** **Apr. 28, 2009**

(54) **PERSONAL IDENTIFIERS FOR PROTECTING VIDEO CONTENT**

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(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 706 days.

(21) Appl. No.: **10/691,053**

(22) Filed: **Oct. 22, 2003**

(51) **Int. Cl.**
H04L 9/00 (2006.01)

(52) **U.S. Cl.** **713/176**

(58) **Field of Classification Search** **713/176;**
380/203, 23; 2/176
See application file for complete search history.

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Primary Examiner—Kambiz Zand

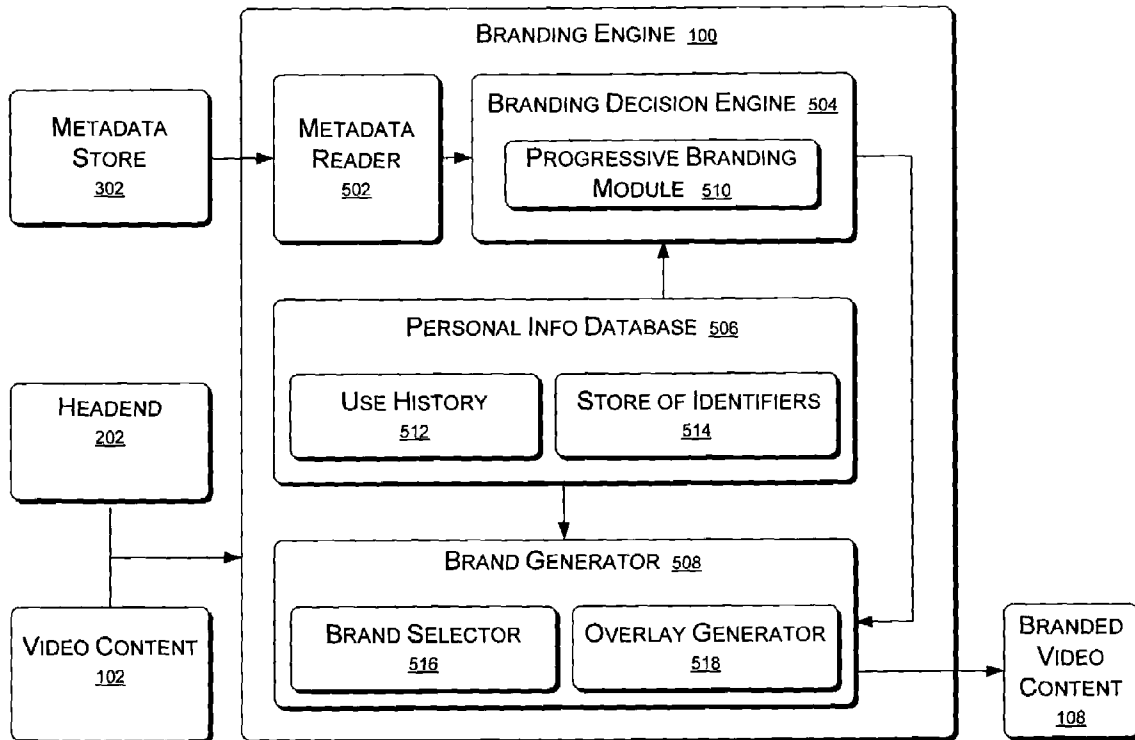
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(57) **ABSTRACT**

Subject matter includes personal identifiers for protecting video content. In one implementation an exemplary branding engine receives metadata to assist in determining characteristics of a personal identifier to add to video content as a deterrent against unauthorized redistribution.

30 Claims, 11 Drawing Sheets



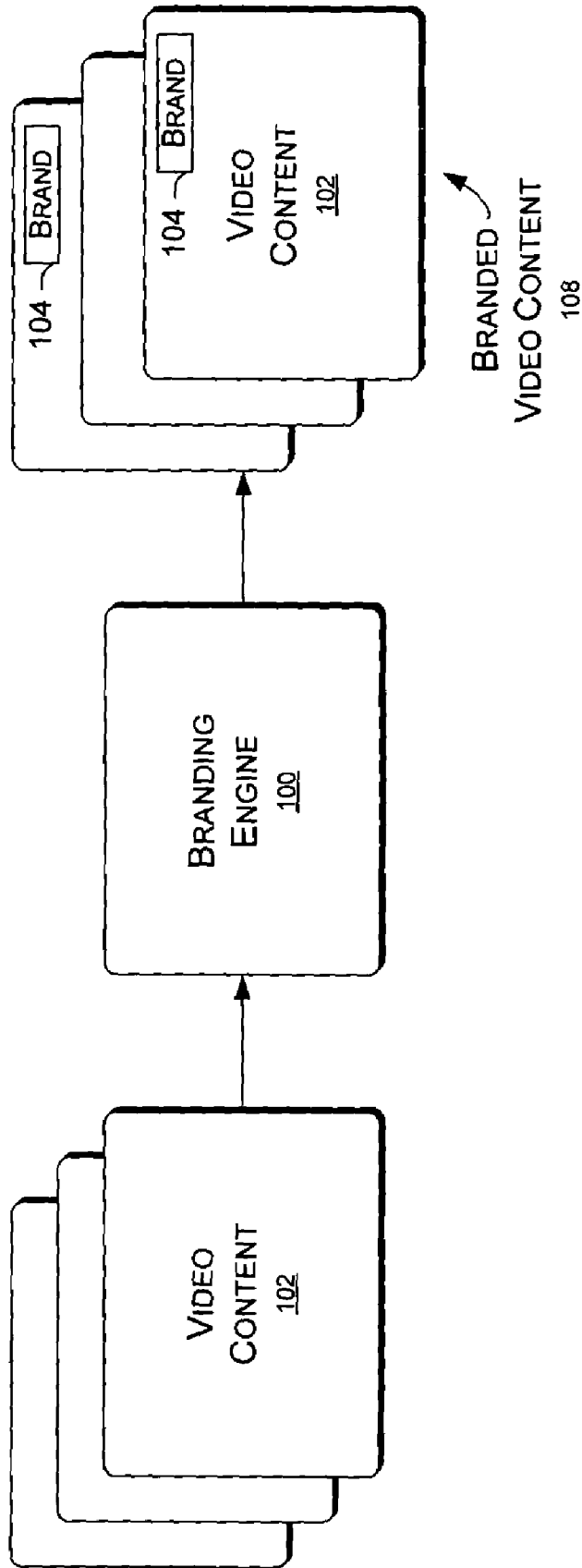


Fig. 1

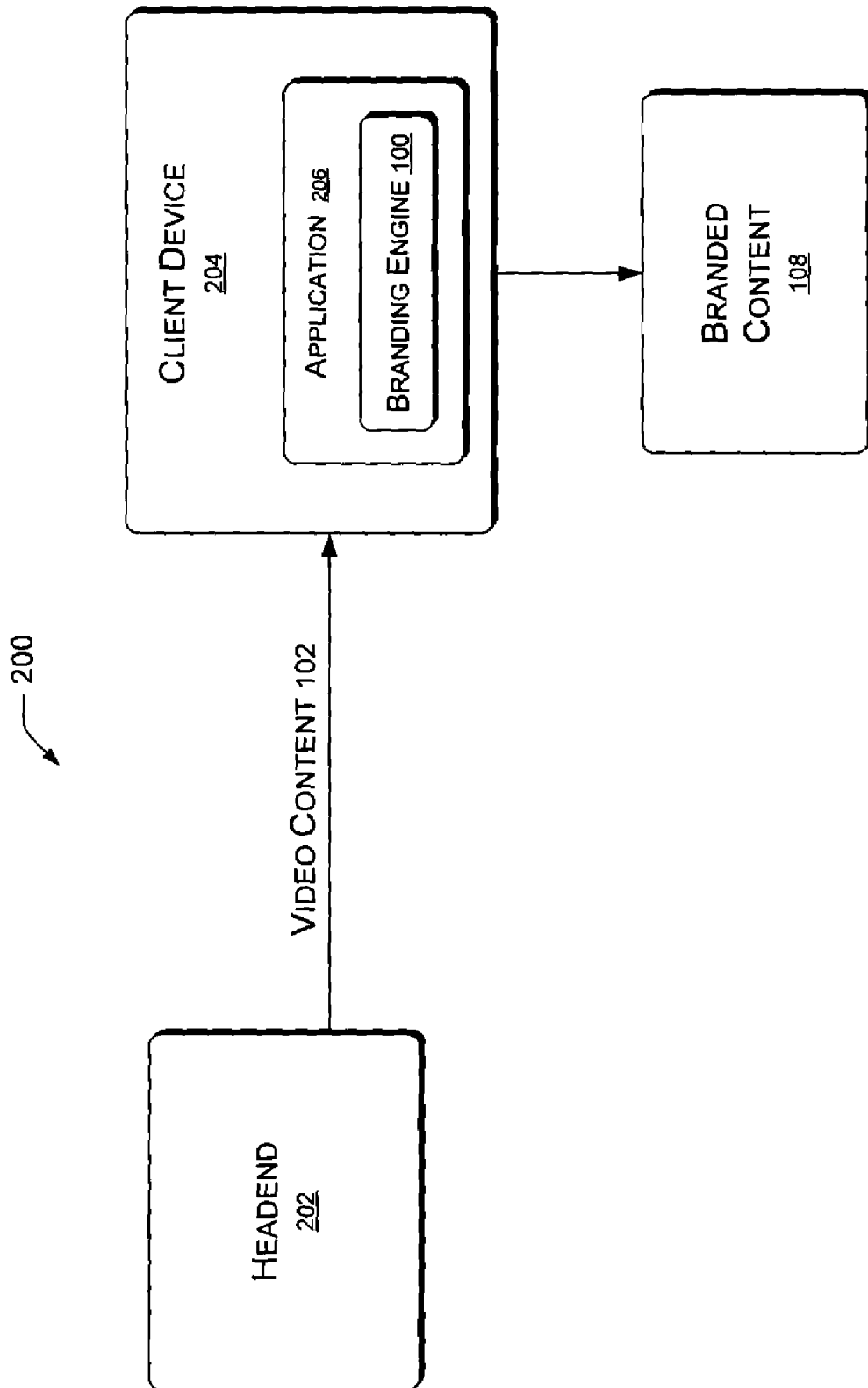


Fig. 2

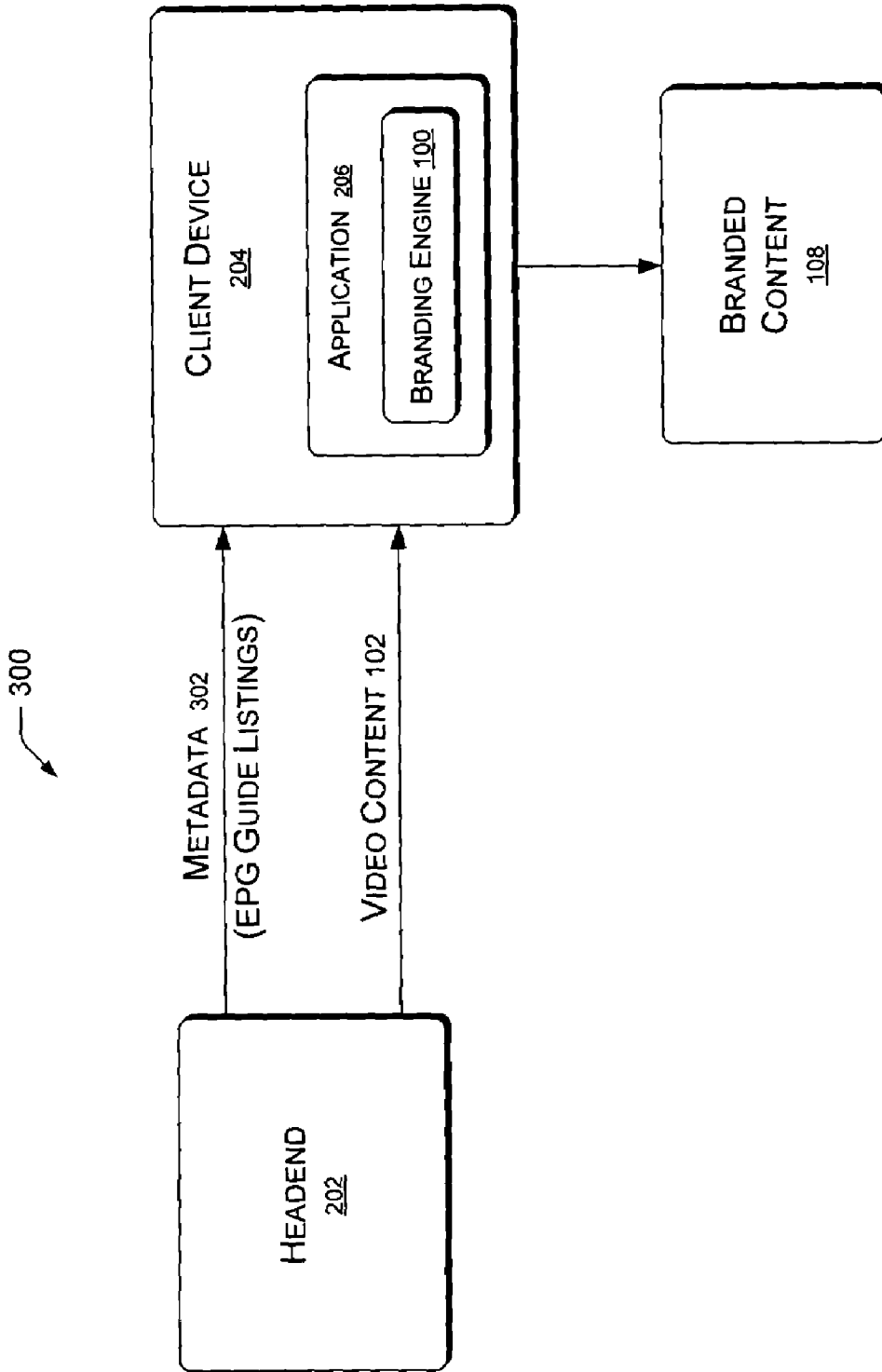


Fig. 3

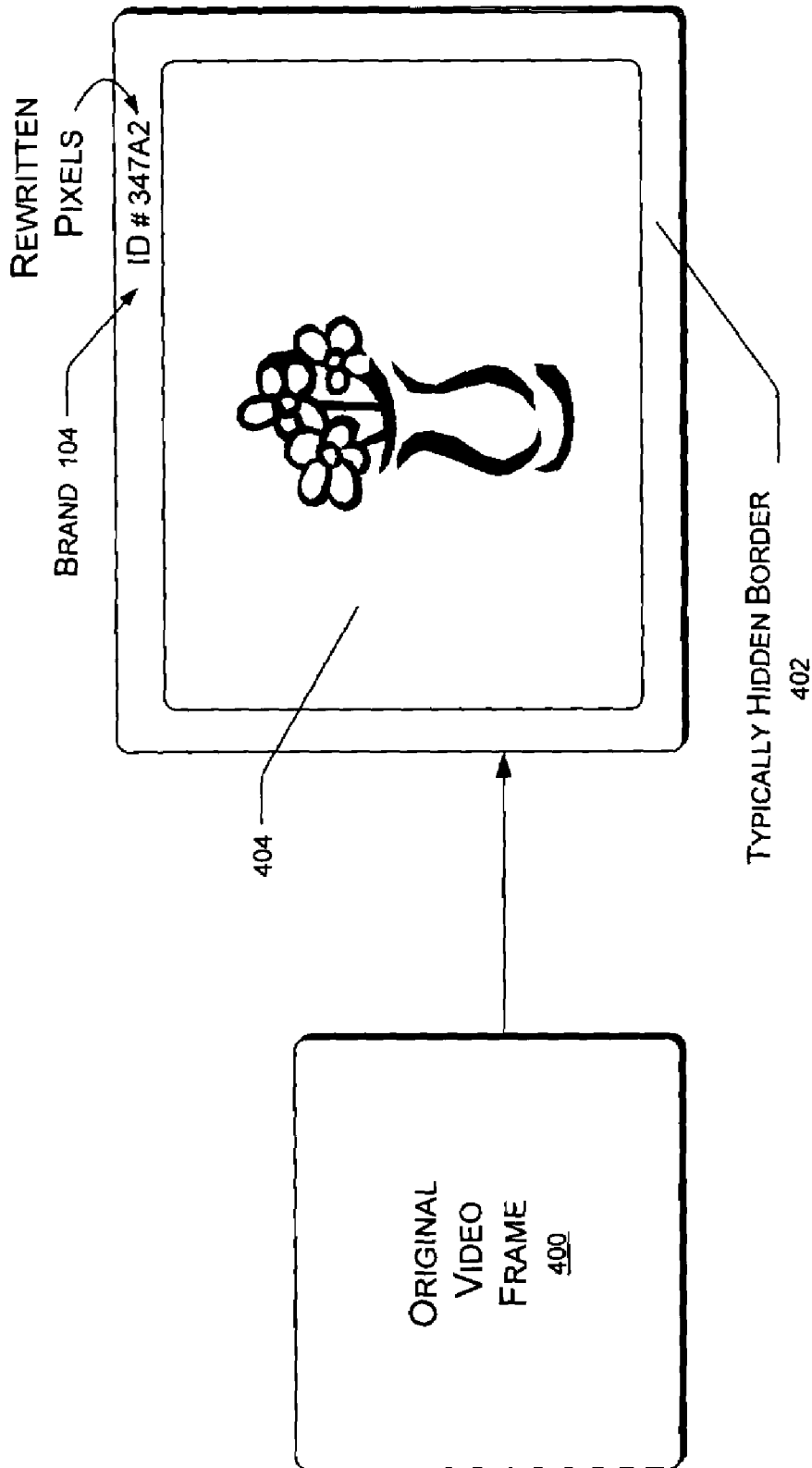


Fig. 4

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