

(10) **Patent No.:** **US 8,856,030 B2**
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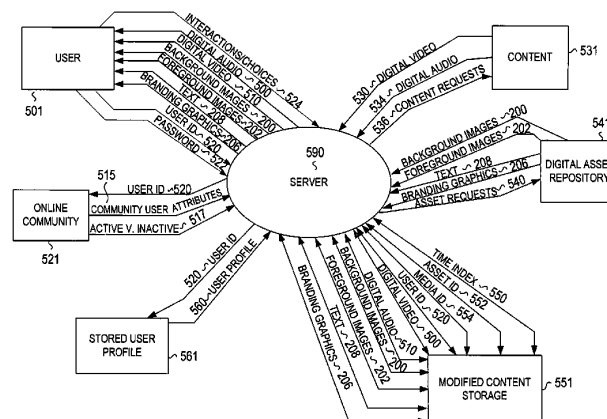
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(57) **ABSTRACT**

Disclosed are a system, method and software to associate attributes with digital media assets. Digital media contains specific assets, such as images, that can be replaced with other assets. The system, method and software permit the association of attributes with specific assets. The association of attributes and assets enables the provision of content that is enhanced and more impacting for a user.

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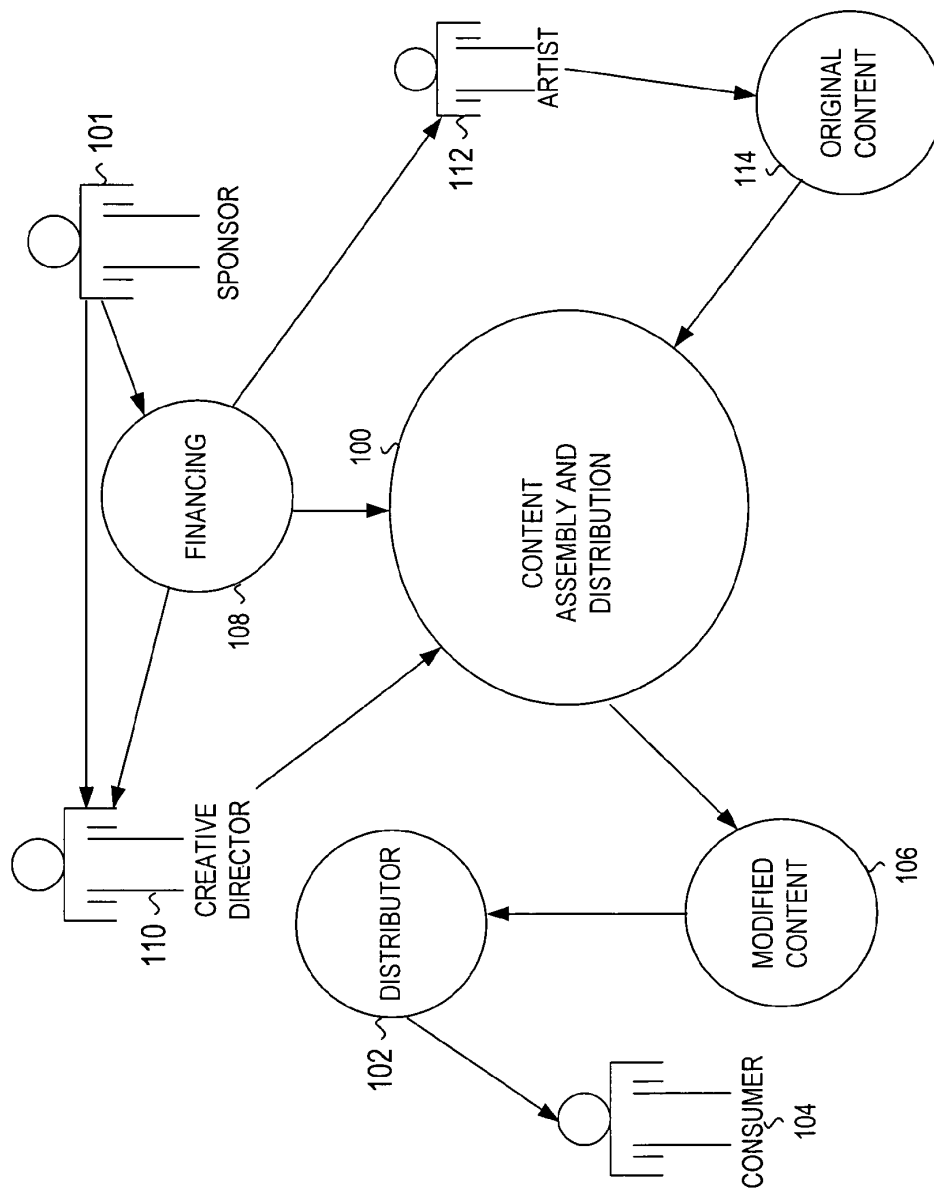


FIG. 1

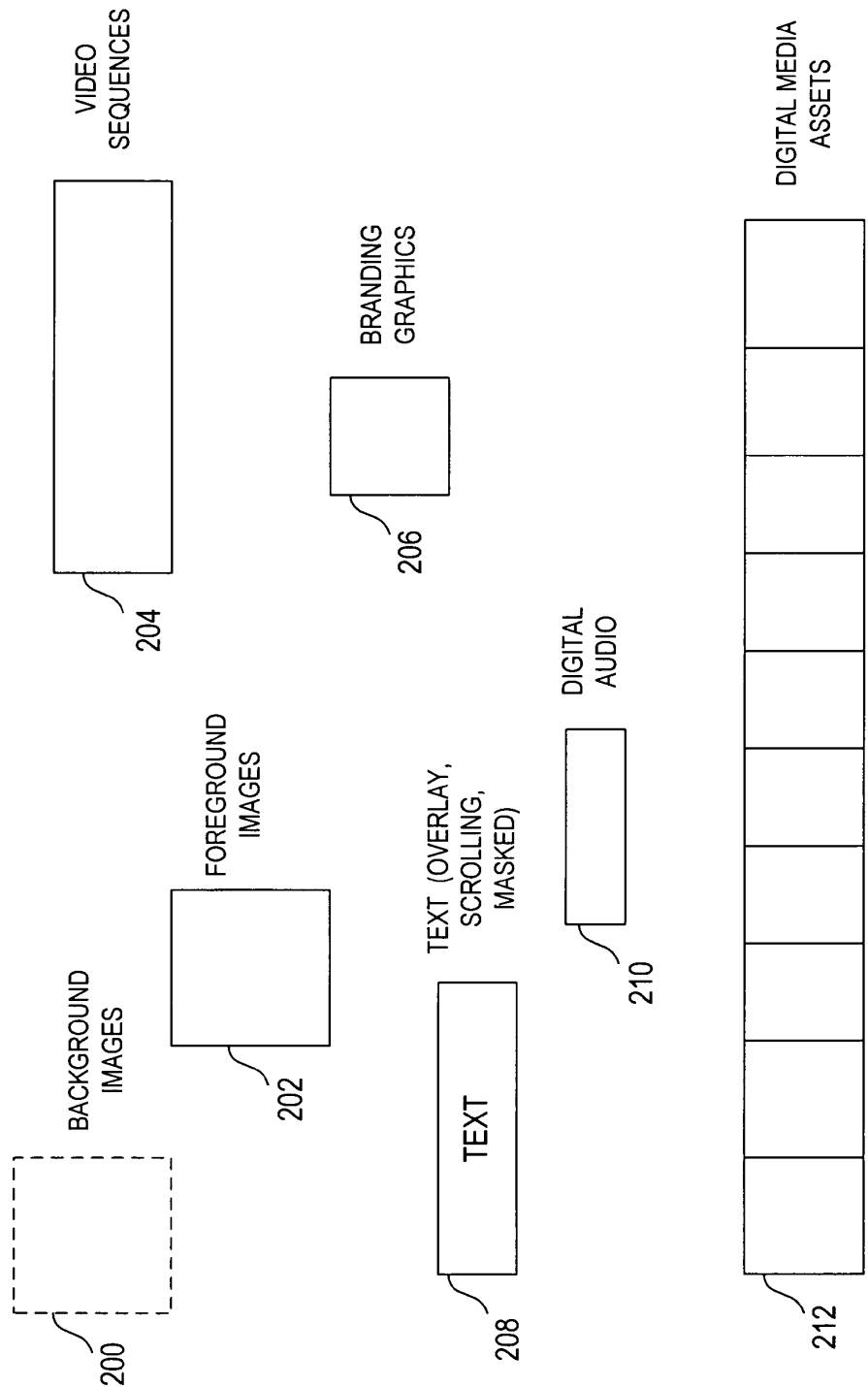


FIG. 2

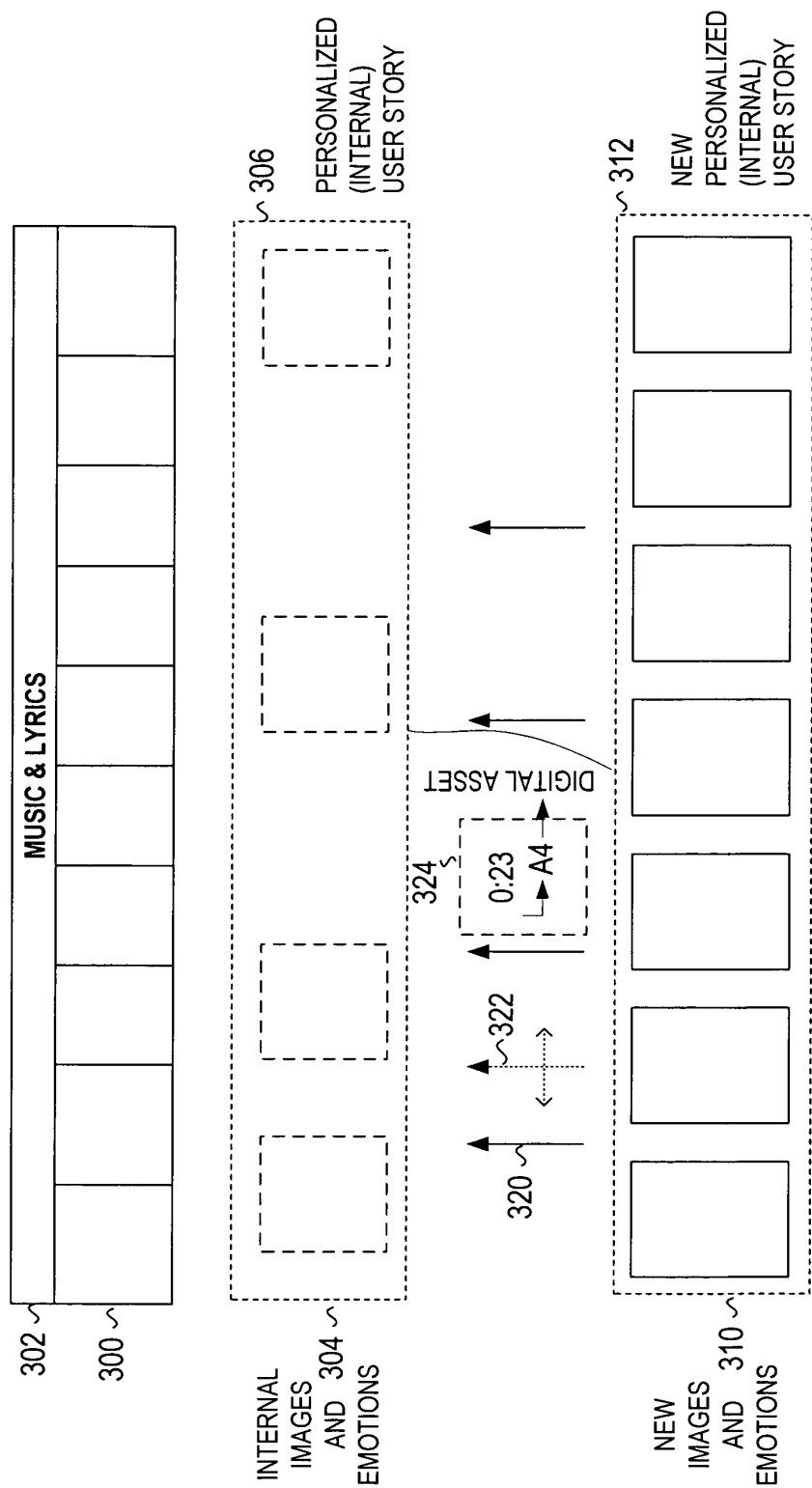


FIG. 3

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