

PROVISIONAL APPLICATION FOR PATENT COVER SHEET
 This is a request for filing a PROVISIONAL APPLICATION FOR PATENT under 37 CFR 1.53(e).

06/07/01
 J1040 U.S. PTO
 60/296118
 06/07/01
 60296118 "060701"

INVENTOR(S)					
Given Name (first and middle [if any])	Family Name or Surname	Residence (City and either State or Foreign Country)			
Xin Bijan	Wang Tadayon	Los Angeles, CA Germantown, MD			
<input type="checkbox"/> Additional inventors are being named on the _____ separately numbered sheets attached hereto					
TITLE OF THE INVENTION (280 characters max)					
DIGITAL CONTENT PRIVACY CONTROLS					
Direct all correspondence to: CORRESPONDENCE ADDRESS					
<input type="checkbox"/> Customer Number		22204	→	Place Customer Number Bar Code Label here	
OR <i>Type Customer Number here</i>					
<input checked="" type="checkbox"/> Firm or Individual Name		NIXON PEABODY LLP			
Address		8180 Greensboro Drive, Suite 800			
City	McLean	State	VA	ZIP	22102
Country	USA	Telephone	(703) 790-9110	Fax	(703) 883-0370
ENCLOSED APPLICATION PARTS (check all that apply)					
<input checked="" type="checkbox"/> Specification <i>Number of Pages</i>		4	<input type="checkbox"/> CD(s), Number		
<input type="checkbox"/> Drawing(s) <i>Number of Sheets</i>			<input type="checkbox"/> Other (specify)		
<input type="checkbox"/> Application Data Sheet. See 37 CFR 1.76					
METHOD OF PAYMENT OF FILING FEES FOR THIS PROVISIONAL APPLICATION FOR PATENT					
<input type="checkbox"/> Applicant claims small entity status. See 37 CFR 1.27.				FILING FEE	
<input checked="" type="checkbox"/> A check or money order is enclosed to cover the filing fees				AMOUNT (\$)	
<input checked="" type="checkbox"/> The Commissioner is hereby authorized to charge filing fees or credit any overpayment to Deposit Account Number:				150.00	
<input type="checkbox"/> Payment by credit card. Form PTO-2038 is attached.					
The invention was made by an agency of the United States Government or under a contract with an agency of the United States Government.					
<input checked="" type="checkbox"/> No.					
<input type="checkbox"/> Yes, the name of the U.S. Government agency and the Government contract number are: _____					

Respectfully submitted, Date 06/07/2001

SIGNATURE _____ REGISTRATION NO. 35,212
 (if appropriate)

TYPED or PRINTED NAME Marc S. Kaufman Docket Number: 111325-77

TELEPHONE (703) 790-9110

USE ONLY FOR FILING A PROVISIONAL APPLICATION FOR PATENT

This collection of information is required by 37 CFR 1.51. The information is used by the public to file (and by the PTO to process) a provisional application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 8 hours to complete, including gathering, preparing, and submitting the complete provisional application to the PTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, D.C. 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Box Provisional Application, Commissioner for Patents, Washington, D.C. 20231.

Inventors: Xin Wang, and Bijan Tadayon

Embodiment for Protection of User's Privacy:

(All other pending and issued ContentGuard's patent applications are incorporated here by reference.)

As we treat services and privacy data as content, the rights and conditions applied to distribution and usage of content generally apply to services and privacy data. Tracking the access to services and privacy data is also important.

Service provider provides the conditions. User wants the access, and thus, has to satisfy those conditions. All of this is done automatically.

Internet and computer networks provide a very fast and convenient way for the distribution of the content. However, some of the content is not meant to get distributed, or the distribution of that content should be strictly limited as specified by the content owner. One example is the user's personal or private data, for which different people have different tolerances, in terms of way of distribution, where it is distributed, who can look at it, or who should not be able to inspect, copy, distribute, or use it.

One can treat private information as content, therefore, one can use the DRM solutions to safeguard the private data. A user may give his/ her private personal data to a web site, and the web site may sell the data to others, if the user has given such a right to the web site. One parameter is the tolerance level of the content owner, as can be quantified, and be represented by an integer or a descriptive name. This tolerance value is corresponded to the geographical distribution limits, list of authorized users, list of unauthorized people (such as known hackers or infamous web sites, in which the content

60296118-050704

may be misused), pre-defined levels of trust, pre-defined levels of security for different web sites, or pre-defined levels of privacy for different web sites.

The web sites can be rated by individuals, based on the votes counted, or can be rated by commercial or independent non-profit organizations, which has a clear mission and rates the web sites based on the practice, surprise audits, scheduled audits, and claims or rules set on the web site, which explains in a simple language what the policy is regarding the privacy, security, sale of the data, what kind of data, how to stop hackers, who is the subsidiary or partner with the web site that can access the data free or for a fee, what income the web site is getting, how often, and from whom. If there is an unwanted leak of the information to the outside, what is the liability of the web site, in terms of monetary compensations or otherwise, which can be stated as a parameter for calculation of the rating of the web site. Generally, the web site is certified by a trusted organization, and its privacy policy is based on that organization's policy.

One parameter is to determine if the content owner is willing to sell his/ her own personal data. Another set of parameters is the price limits set on the personal data. The content owner gets a percentage or a minimum fixed fee for each sale or transaction, or gets the aggregation of these micro-payments at end of each month, based on the parameters assigned and attached to the content or the license. This can be done in one clearing house or multiple clearing houses. In addition, search engines routinely search other web sites, and report to the clearing houses any violation of the agreement or license/ possible hacking or suspicious activities, which can be reported to the content owner and/ or the authorities.

DOCKETALARM.COM

Sometimes, the personal data are aggregated or averaged for some economic, cultural, regional, national, or medical reasons, in which the individual data for a specific person is not important, rather the average, total, or trend for hundreds or millions of people is important, in which case the identity of individuals is not disclosed, and the data may be used for a medical or census purposes only (by a non-profit or trusted organization, to help the society or medical field). In these situations, one parameter specifies the purpose of the collection of data, and another parameter specifies if this data is being used as aggregate or average only (for example, the average age or average income of the people in the list). Yet, another parameter specifies that which section or part of the collection of personal data is permitted to be used for the study. This can be done in a template form, with flags specifying each piece of information. For example, for a medical study, the permission is given to access the age, height, and weight of the person, but not the name, income, credit card number, credit history, and address of the individuals. For the census or insurance study, the fields under study (to give permission for access) are different, and may include street address or zip codes, along with the number of the accidents in the past six months or the number of cars owned by the household.

The content owner can specify that the data may be exchanged in a clearing house with another data collection entity, to average, aggregate, or simply sell or exchange the data. One example is giving the permission to auction the data or collection of data on a web site. Of course, the content owner must be satisfied with the new owner of the data (and the trust he/ she has on the new owner), which can be verified on a case by case basis (by human intervention), or be satisfied automatically (for example, if the trust

value/ parameter of the new owner is satisfactory with the content owner, based on a pre-determined threshold set by the content owner, on a pre-defined acceptable and known scale or scales, set by a trusted third party).

The content owner fills up a form on-line, and later, the content owner can use the same information in another web site. The content owner specifies some rights and conditions, and a third party must satisfy those conditions before accessing the personal private data. This way, the content owner does not have to duplicate the same information in another web site. Thus, it saves time and money for both the content owner and the web site. The content owner can have multiple templates, which stores different variations and versions of the personal information to be given to different web sites, depending on the amount of trust and rating the web site has obtained. This can be done automatically, or give the option to the content owner to choose one of those templates (human interaction).

The advantages of this invention are: As a user, one has to enter the personal data only once (and then, using cookie and other methods, keeping track of the data). The user knows exactly how the data (and which part of the data) is used. The user is notified where the data is, by tracking and sending messages back to the user. The user can get a percentage of the fee that was obtained from the sale of personal data, if the user chooses so, according to the parameters in the license.