US007945653B2

(12) **United States Patent**　　　　　(10) **Patent No.:** **US 7,945,653 B2**
Zuckerberg et al.　　　　　　　　　　(45) **Date of Patent:** **May 17, 2011**

(54) **TAGGING DIGITAL MEDIA**

(75) Inventors: **Mark Zuckerberg**, Palo Alto, CA (US);
Aaron Sittig, Palo Alto, CA (US); **Scott Marlette**, Palo Alto, CA (US)

(73) Assignee: **Facebook, Inc.**, Palo Alto, CA (US)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 962 days.

(21) Appl. No.: **11/580,210**

(22) Filed: **Oct. 11, 2006**

(65) **Prior Publication Data**

US 2008/0091723 A1　　　Apr. 17, 2008

(51) **Int. Cl.**
G06F 15/173 (2006.01)

(52) **U.S. Cl.** **709/223**; 709/206; 709/217; 709/225

(58) **Field of Classification Search** 709/204, 709/206, 217, 223, 225, 219
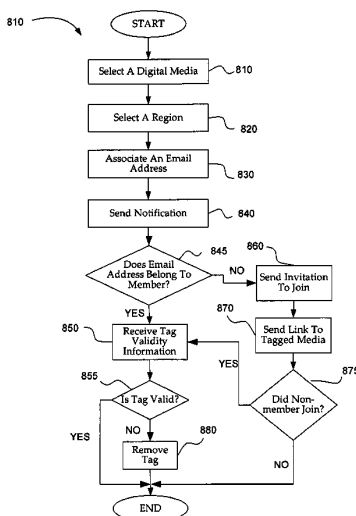See application file for complete search history.

(56) **References Cited**

U.S. PATENT DOCUMENTS

6,542,936	B1 *	4/2003	Mayle et al.	....	709/203
6,687,878	B1 *	2/2004	Eintracht et al.	....	715/230
7,068,309	B2 *	6/2006	Toyama et al.	....	709/219
7,249,123	B2	7/2007	Elder		
7,668,405	B2 *	2/2010	Gallagher	....	382/305
7,886,024	B2 *	2/2011	Kelly et al.	....	709/219
2002/0103813	A1 *	8/2002	Frigon	....	707/104.1
2005/0235062	A1 *	10/2005	Lunt et al.	....	709/217
2006/0048059	A1 *	3/2006	Etkin	....	715/745
2006/0218225	A1	9/2006	Hee Voon		
2006/0251292	A1 *	11/2006	Gokturk et al.	....	382/103
2006/0253491	A1 *	11/2006	Gokturk et al.	....	707/104.1
2006/0264209	A1 *	11/2006	Atkinson et al.	....	455/422.1
2007/0016689	A1 *	1/2007	Birch	....	709/241
2007/0118525	A1 *	5/2007	Svendsen	....	707/9
2007/0159651	A1 *	7/2007	Disario et al.	....	358/1.15
2007/0162458	A1 *	7/2007	Fasciano	....	707/10
2007/0255785	A1 *	11/2007	Hayashi et al.	....	709/204
2007/0266003	A1 *	11/2007	Wong et al.	....	707/3
2008/0086458	A1 *	4/2008	Robinson		
2008/0091723	A1 *	4/2008	Zuckerberg et al.	....	707/104.1

OTHER PUBLICATIONS

Shneiderman, et al., "Direct Annotation: A Drag and Drop Strategy for labeling Photos", Aug. 2000, International Conference on Information Visualization.*
Brush et al., "Notification for shared Annotation of Digital Documents", Apr. 2002, ACM, CHI vol. 4 Issue #1.*
Marlow et al., "HT06, Tagging Paper, Taxonomy, Flickr, Academic Article, To Read", Aug. 2006, ACM.*
U.S. Appl. No. 11/701,566, filed Feb. 2, 2007, Jed Stremel, System and Method for Automatic Population of a Contact File with Contact Content and Expression Content.
U.S. Appl. No. 11/893,797, filed Aug. 16, 2007, Yung-Fang Juan, System and Method for Invitation Targeting in a Web-Based Social Network.
U.S. Appl. No. 60/966,442, filed Aug. 28, 2007, Ezra Callahan, System and Method for Incorporating an Entity or Group other than a Natural Person into a Social Network.

* cited by examiner

Primary Examiner — Ramy M Osman
(74) *Attorney, Agent, or Firm* — Fenwick & West LLP

(57) **ABSTRACT**

A method for tagging digital media is described. The method includes selecting a digital media and selecting region within the digital media. The method may further include associating a person or entity with the selected region and sending a notification of the association the person or entity or a different person or entity. The method may further include sending advertising with the notification.
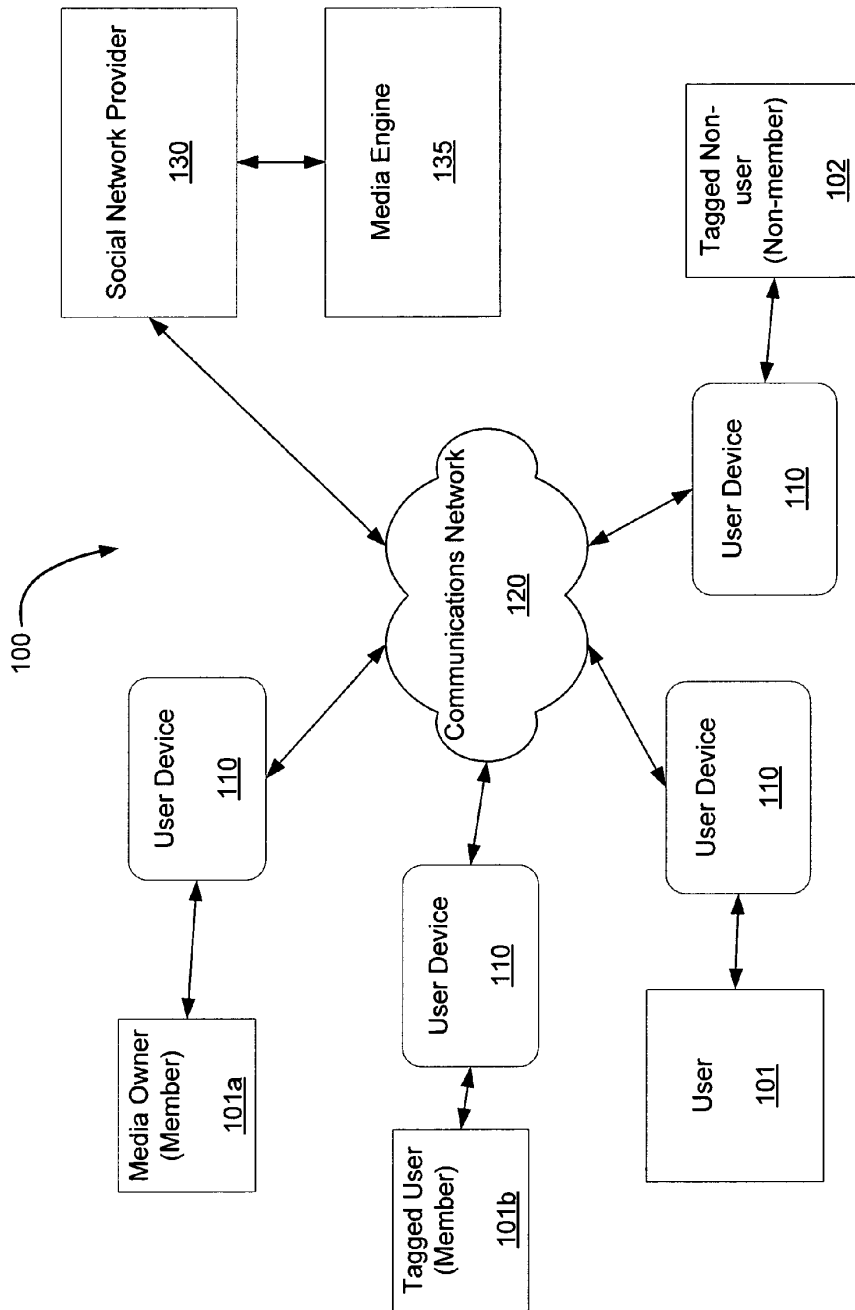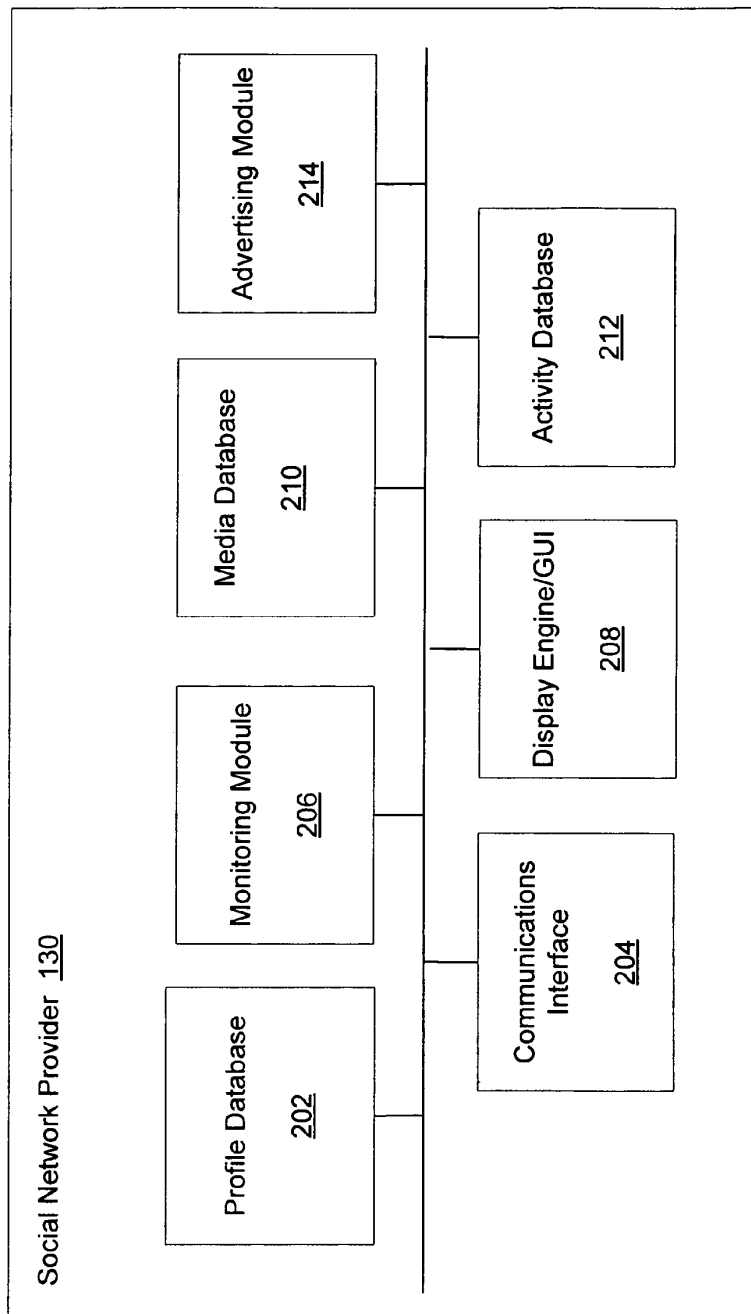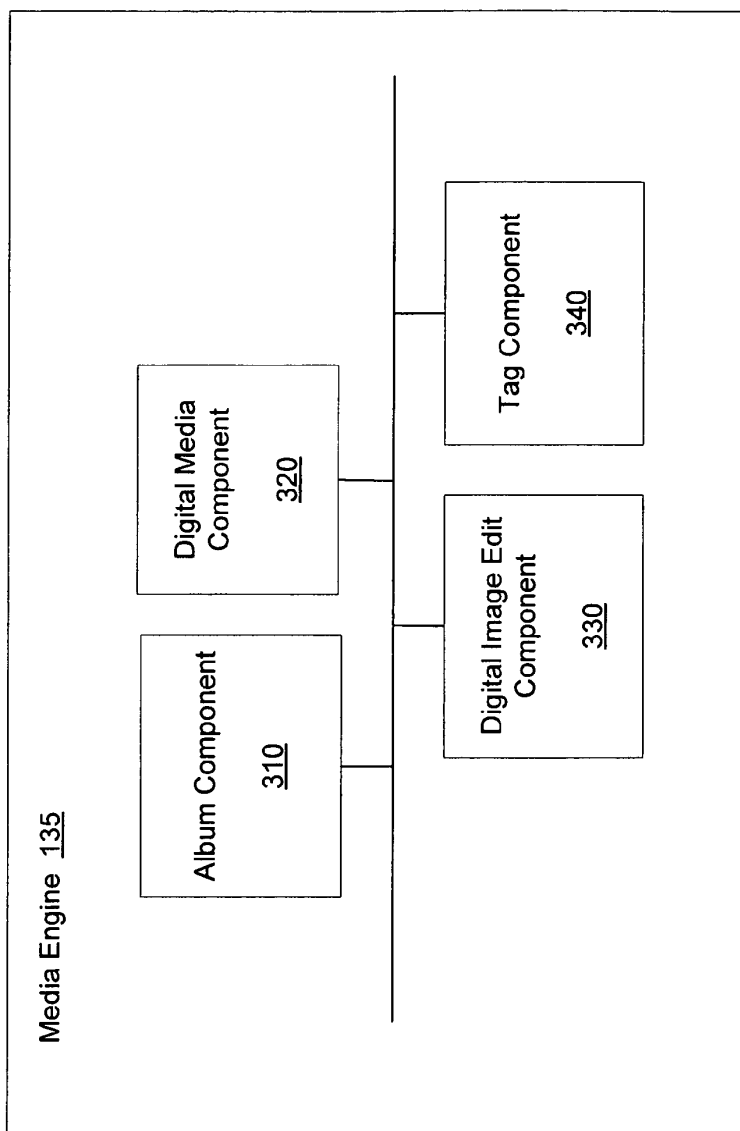
34 Claims, 11 Drawing Sheets

FIG. 1

Social Network Provider 130

Profile Database	Monitoring Module	Media Database	Advertising Module
202	206	210	214

Communications Interface	Display Engine/GUI	Activity Database
204	208	212

FIG. 2

Media Engine 135

Album Component
310

Digital Media
Component
320

Digital Image Edit
Component
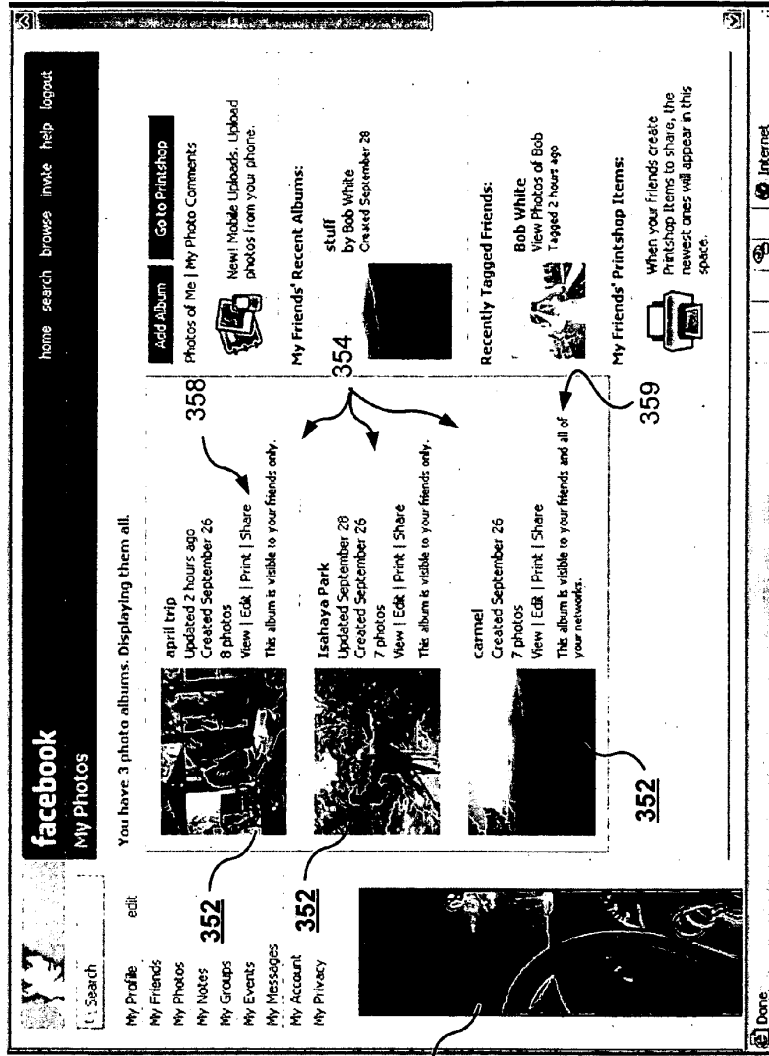330

Tag Component
340

FIG. 3A

FIG. 3B

DOCKET ALARM

Explore Litigation Insights

Docket Alarm provides insights to develop a more informed litigation strategy and the peace of mind of knowing you're on top of things.

Real-Time Litigation Alerts

Keep your litigation team up-to-date with **real-time alerts** and advanced team management tools built for the enterprise, all while greatly reducing PACER spend.

Our comprehensive service means we can handle Federal, State, and Administrative courts across the country.

Advanced Docket Research

With over 230 million records, Docket Alarm's cloud-native docket research platform finds what other services can't. Coverage includes Federal, State, plus PTAB, TTAB, ITC and NLRB decisions, all in one place.

Identify arguments that have been successful in the past with full text, pinpoint searching. Link to case law cited within any court document via Fastcase.

Analytics At Your Fingertips

Learn what happened the last time a particular judge, opposing counsel or company faced cases similar to yours.

Advanced out-of-the-box PTAB and TTAB analytics are always at your fingertips.

API

Docket Alarm offers a powerful API (application programming interface) to developers that want to integrate case filings into their apps.

LAW FIRMS

Build custom dashboards for your attorneys and clients with live data direct from the court.

Automate many repetitive legal tasks like conflict checks, document management, and marketing.

FINANCIAL INSTITUTIONS

Litigation and bankruptcy checks for companies and debtors.

E-DISCOVERY AND LEGAL VENDORS

Sync your system to PACER to automate legal marketing.

fastcase
Smarter legal research.