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(54) **TAGGING DIGITAL MEDIA**

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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.

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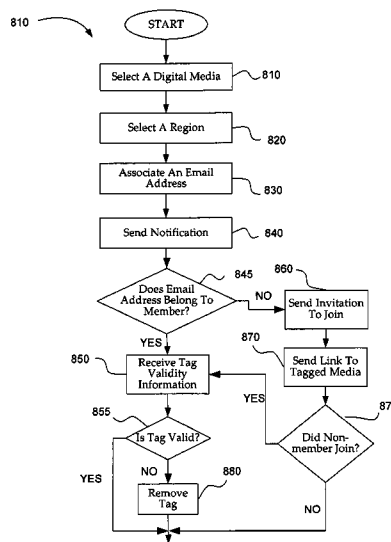
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(57)   **ABSTRACT**

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.
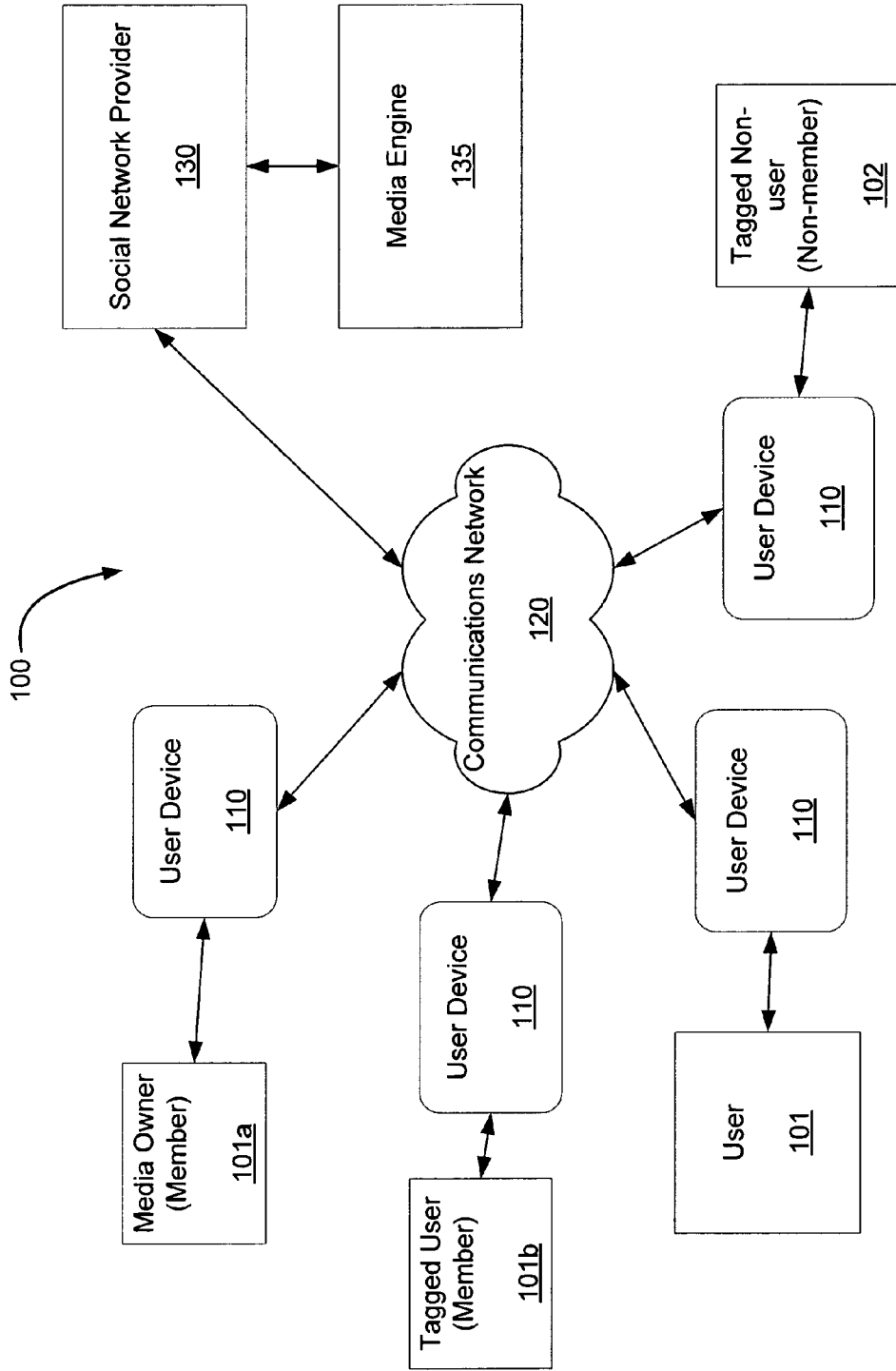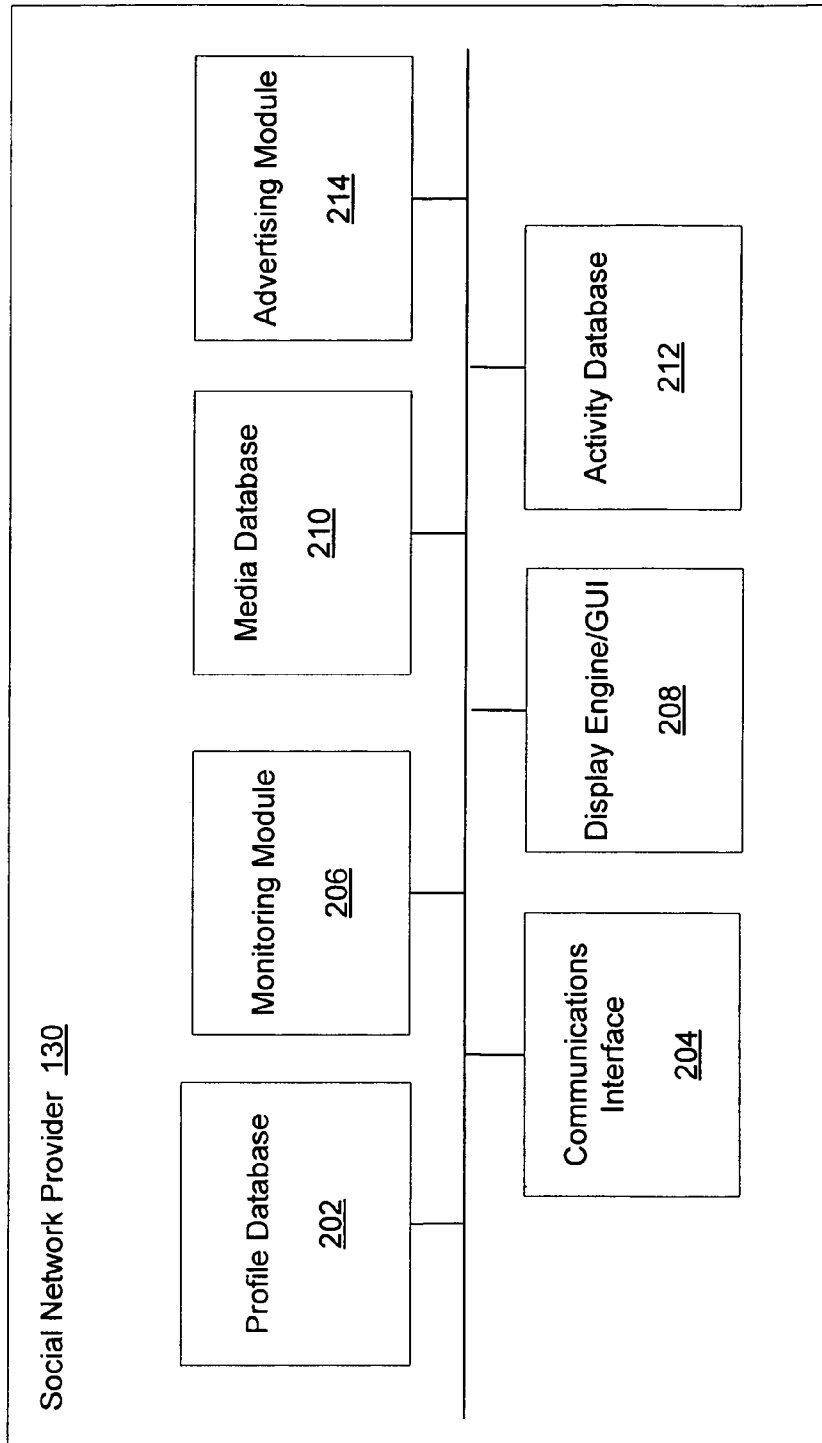
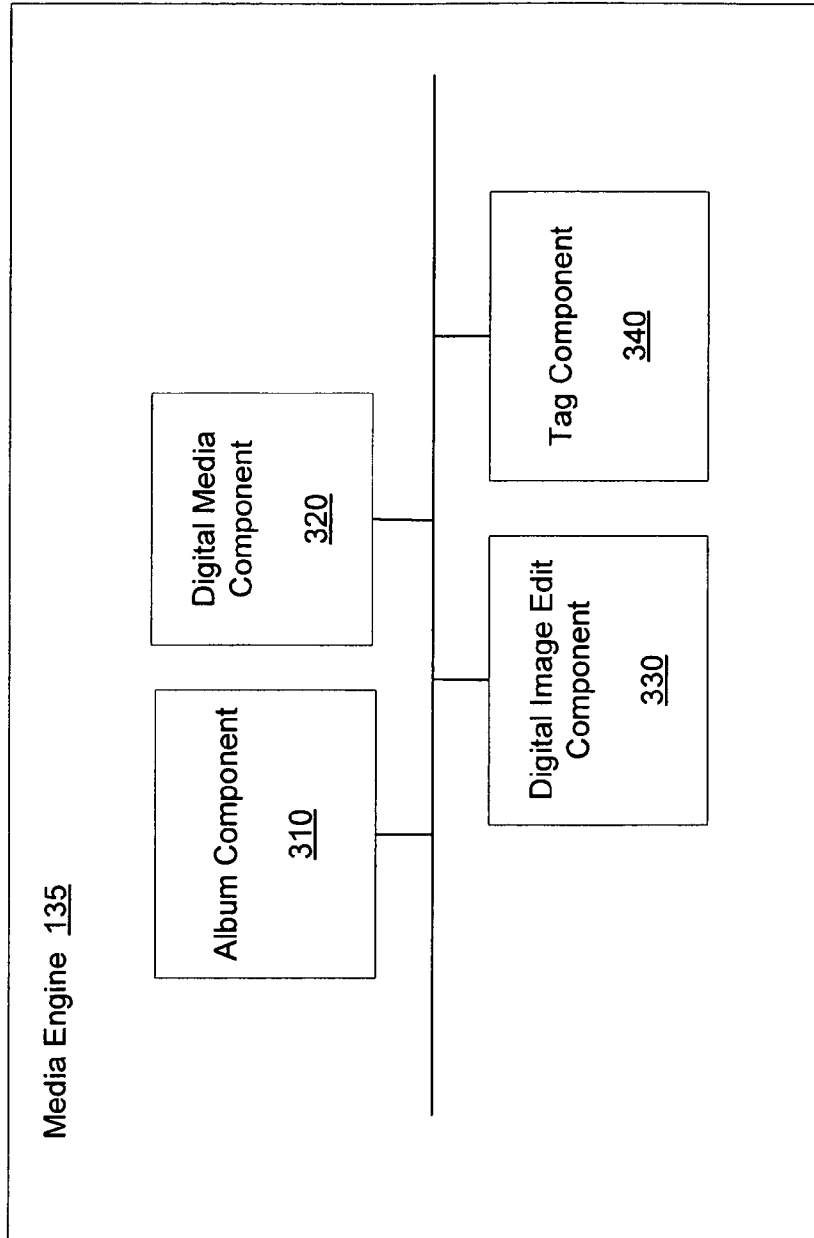**34 Claims, 11 Drawing Sheets**

FIG. 1

FIG. 2

Social Network Provider **130**

Profile Database **202**

Monitoring Module **206**

Media Database **210**

Advertising Module **214**

Communications Interface **204**

Display Engine/GUI **208**

Activity Database **212**

Media Engine 135

Album Component

310

Digital Media
Component

320

Digital Image Edit
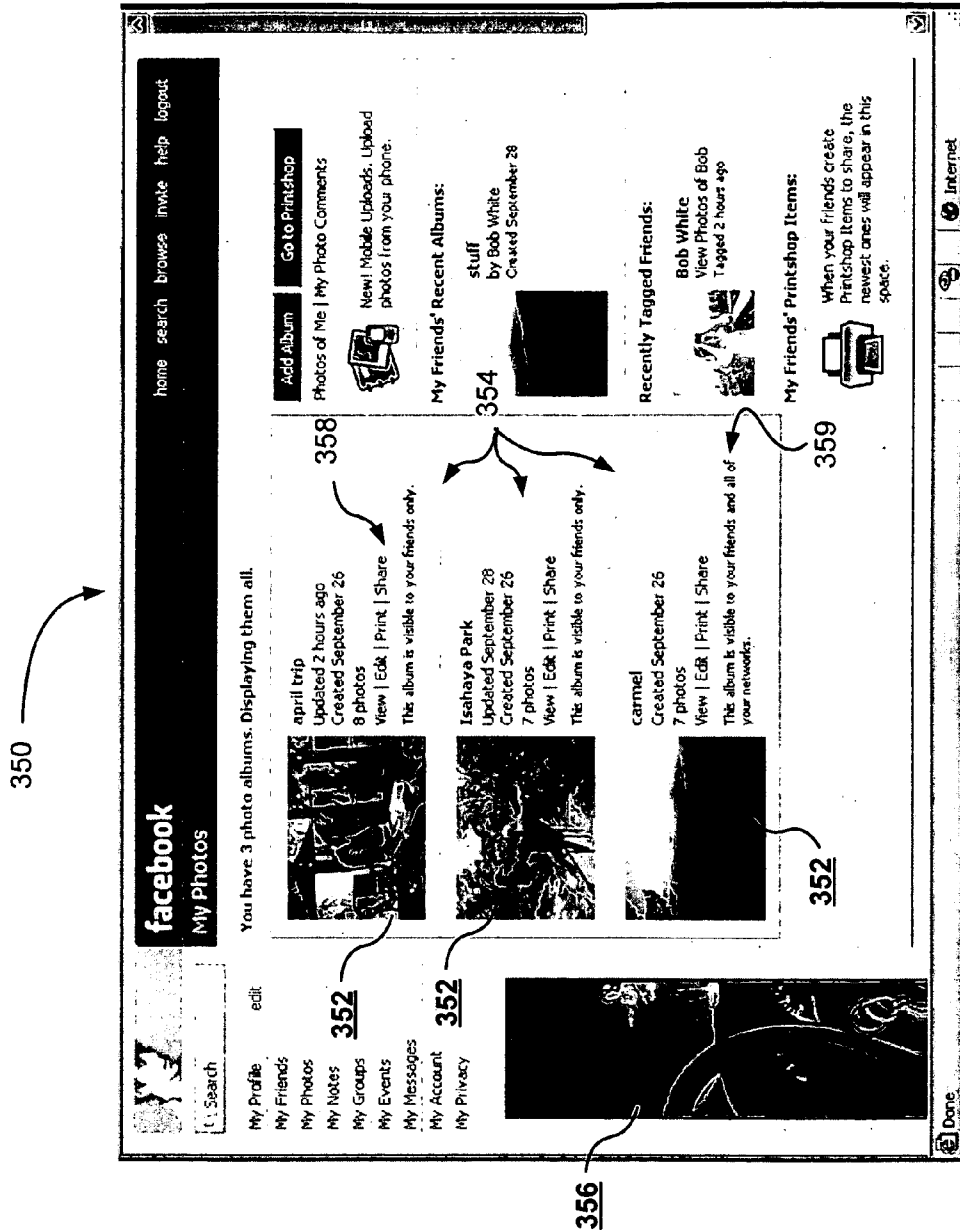Component

330

Tag Component

340

FIG. 3A

FIG. 3B

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