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(54) **SYSTEM, METHOD, AND COMPUTER PROGRAM PRODUCT FOR MANAGING RIGHTS OF MEDIA IN COLLABORATIVE ENVIRONMENTS**

(52) **U.S. Cl. 707/100; 707/E17.005**

(57) **ABSTRACT**

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A system, method, computer program product, and propagated signal of this collaborative system are adapted to track metadata relating to an online digital asset that captures each user's or group's interest in the asset and thus, in the aggregate, defines a collective interest in the asset and self-selects a relevant market based upon the nature of the asset, the distribution, and the collective group. Further, the system, method, computer program product, and propagated signal implement a rights manager to provide for digital rights management in collaborative systems. The system includes a plurality of communication clients, inter-communicated by a network, each for initiating a collaborative concurrent processing of a resource file; and a rights manager, coupled to each the plurality of communications clients, for authorizing the processing of the resource file responsive to a rights management tag associated with the resource file, the rights manager securing the rights management tag with the resource file to produce a digital resource and the rights manager decrypting the digital resource to produce the resource file and the rights management tag. The method includes initiating a collaborative concurrent processing of a resource file by a particular one communication client of a plurality of communication clients, inter-communicated by a network; and authorizing the processing of the resource file by a rights manager, the authorizing responsive to a rights management tag associated with the resource file, the rights manager securing the rights management tag with the resource file to produce a digital resource and the rights manager decrypting the digital resource to produce the resource file and the rights management tag.

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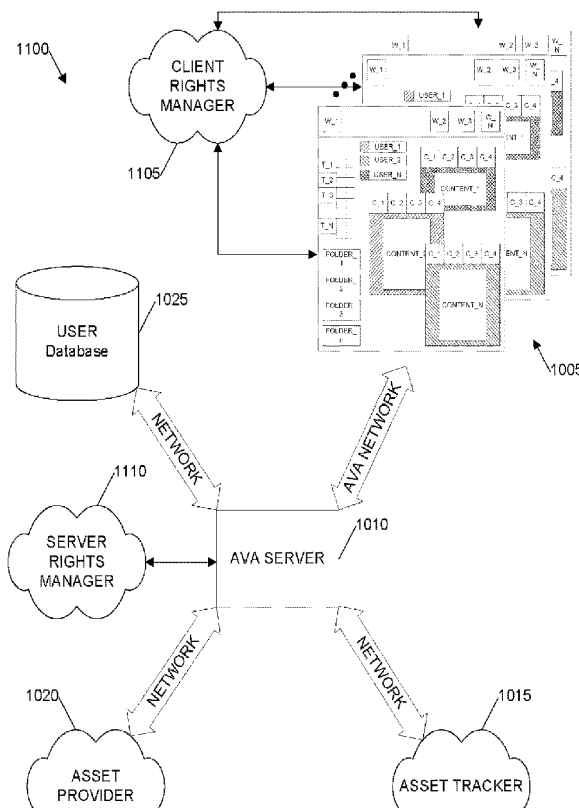
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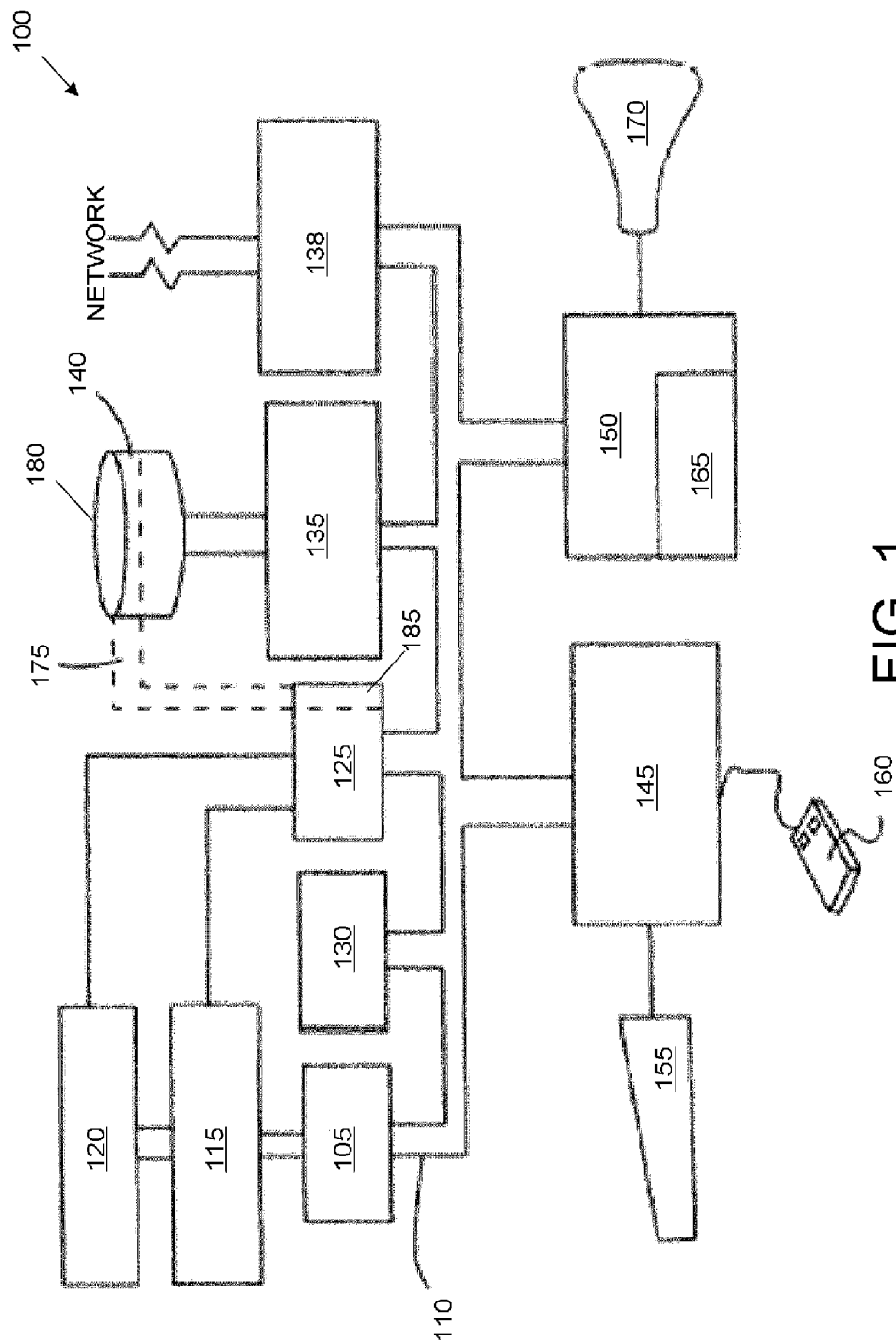
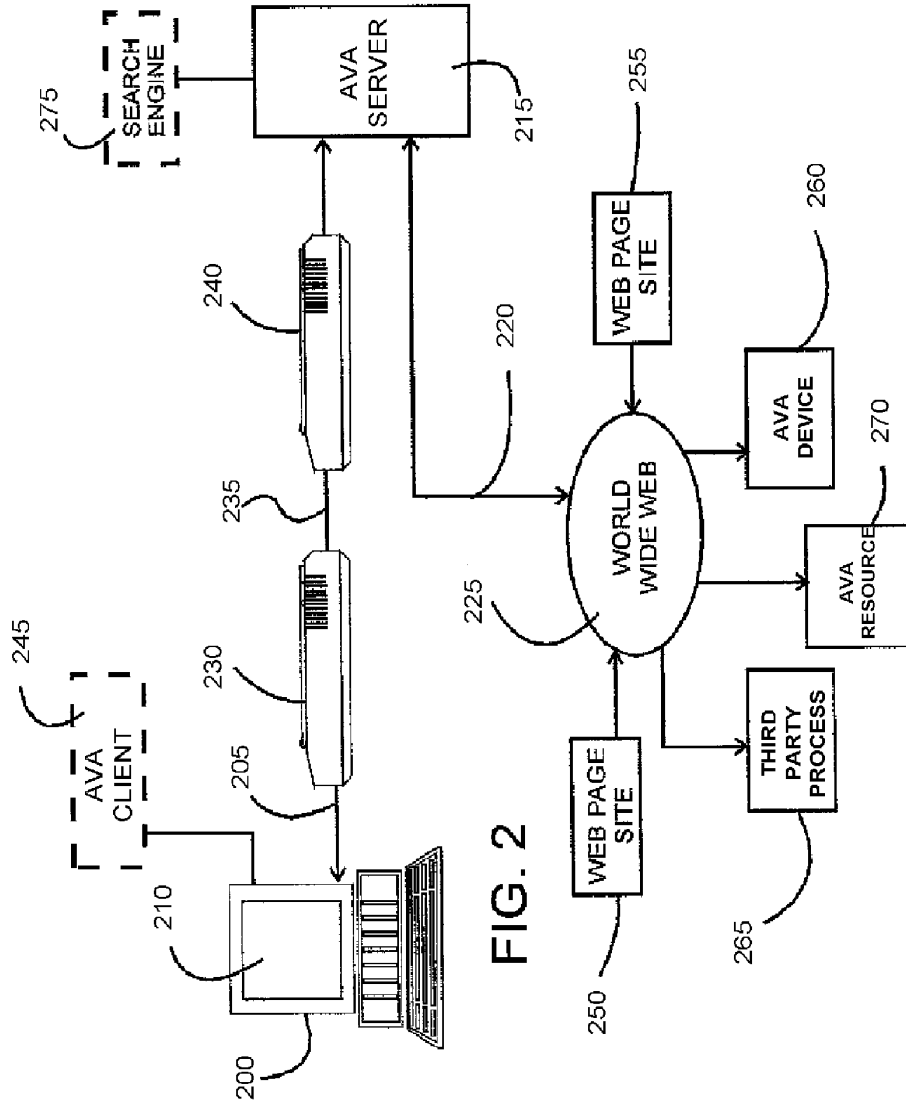


FIG. 1



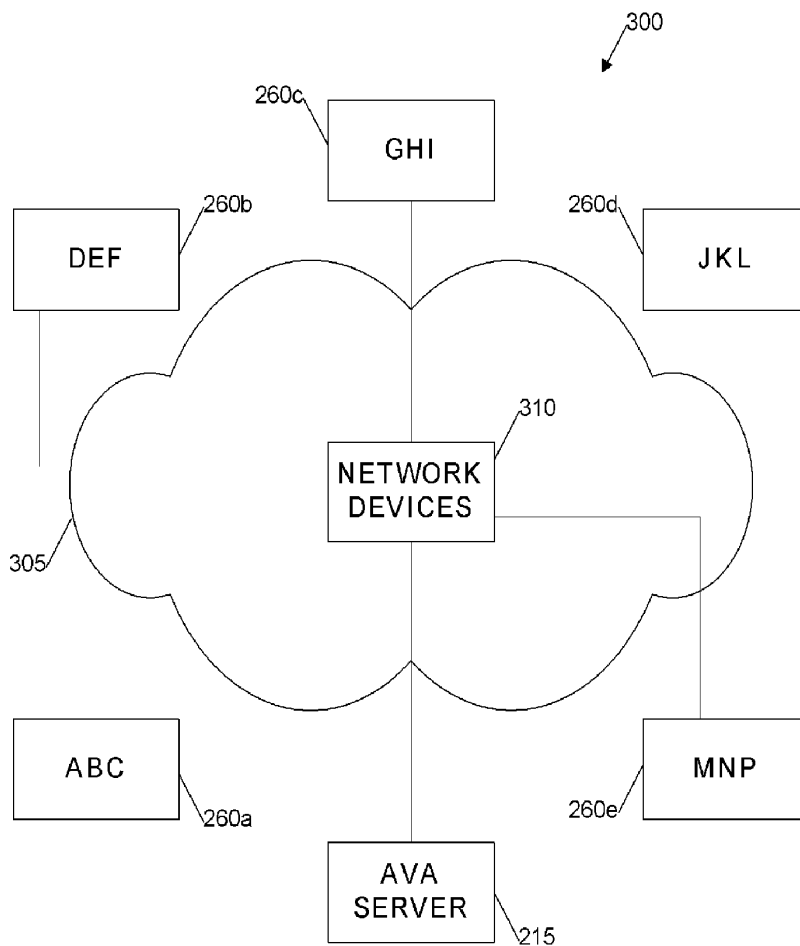


FIG. 3

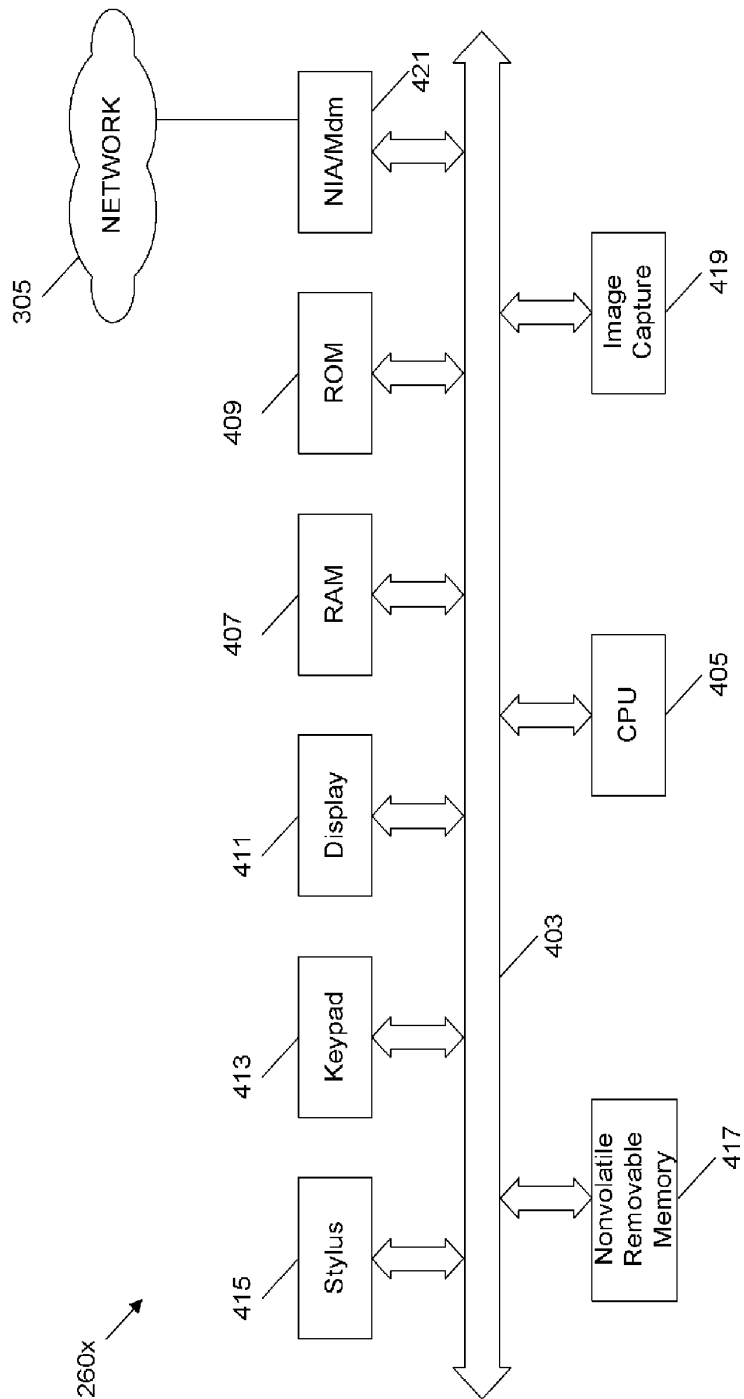


FIG. 4

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