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Declarations under Rule 4.17:

— *as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))*

— *as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii))*

[Continued on next page]

(54) Title: SYSTEM AND METHOD FOR AUTHENTICATING CONTENT

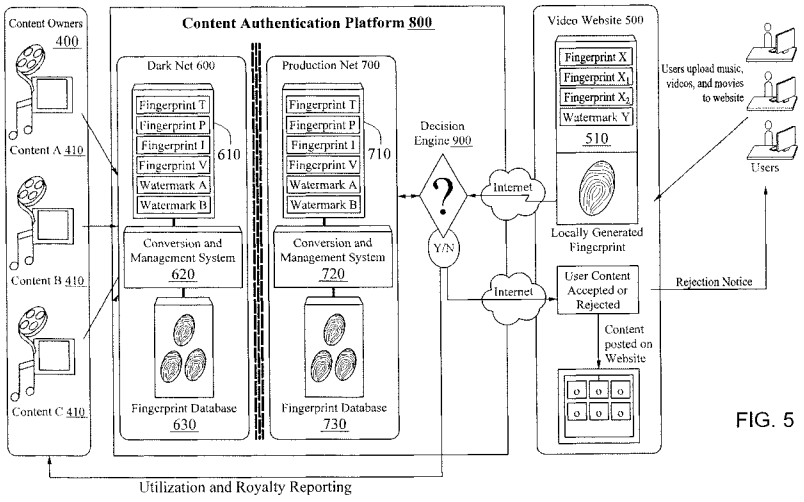

FIG. 5

(57) Abstract: A system for authenticating content and methods for making and using same. The content authentication system advantageously facilitates recognition of known content, control over use of the known content, and knowledge accumulation regarding the use of known content for monetization models. The recognition of the suspect content preferably includes an analysis of known content recognition data associated with the known content and suspect content recognition data associated with the suspect content. A correlation between the known content recognition data and the suspect content recognition data is found, and the suspect content is analyzed in light of the correlation and known content rules associated with the known content. Thereby, the content authentication system can determine whether to approve action for the suspect content. The content authentication system enables selected known content information to be shared among known content right holders and hosting websites.

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