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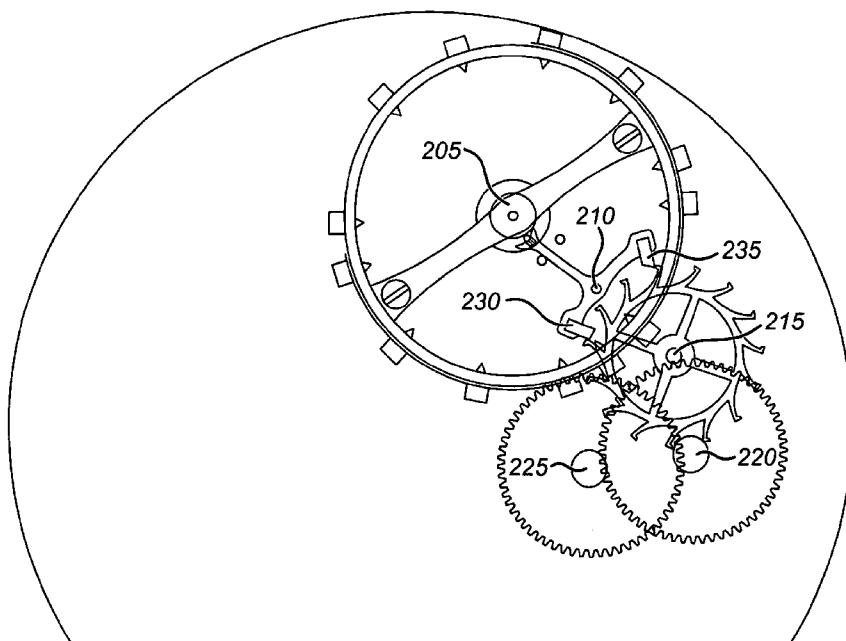
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[Continued on next page]

(54) Title: WATCH IDENTIFICATION AND AUTHENTICATION SYSTEM AND METHOD

FIG. 2



(57) Abstract: A method and system
for creating and storing an identifier for
a timepiece having at least one gem-
stone. The method includes determining
one or more characteristics of the at
least one gemstone and detecting a re-
lative position of the at least one gem-
stone in the timepiece. The method fur-
ther includes creating the identifier for
the timepiece in dependence upon at
least one of the one or more character-
istics of the at least one gemstone and
the respective relative position of the at
least one gemstone and storing the iden-
tifier in a database or device.



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