

What is claimed is:

1. A computer-implemented method for confirming authorship of documents, performed on a server having at least one processor and memory storing at least one program for execution by the at least one processor to perform the method, comprising:

accessing a first document hosted on a first website of a first domain, the first document being linked to a second document through at least one link in a chain of links, a respective link in the chain of links including a first predefined authorship attribute asserting authorship of a respective document including the respective link by a respective entity associated with a respective target document of the respective link; and conditionally confirming authorship of the first document by an entity associated with the second document when the second document includes a second link to the first website of the first domain, the second link including a second predefined authorship attribute indicating that the entity associated with the second document is an author of or contributor to content at the first website of the first domain.

2. The computer-implemented method of claim 1, wherein prior to conditionally confirming the authorship of the first document by the entity associated with the second document includes:

identifying a first link in the first document that links to the second document, wherein the first link includes the first predefined authorship attribute;

accessing the second document; and

determining that the second document includes the second link including the second predefined authorship attribute.

3. The computer-implemented method of claim 2, wherein prior to conditionally confirming the authorship of the first document by the entity associated with the second document includes starting with the first document, traversing links in the chain of links until the second document that includes the second link including the second predefined authorship attribute is identified.

4. The computer-implemented method of any of claims 1-3, including determining that the first document has a non-confirmed authorship when no second document having the second link including the second predefined authorship attribute can be found.

5. The computer-implemented method of any of claims 1-4, wherein the second document includes a trusted document associated with the entity.
6. The computer-implemented method of any of claims 1-5, wherein the second document includes a profile of the entity.
7. The computer-implemented method of any of claims 1-6, wherein the second link links to a root of the first website of the first domain.
8. The computer-implemented method of any of claims 1-7, wherein the second document is hosted on a second domain that is distinct from the first domain.
9. The computer-implemented method of any of claims 1-7, wherein the second document is hosted on the first domain.
10. The computer-implemented method of any of claims 1-9, further comprising responsive to confirming authorship of the first document by the entity, adding the first document to the profile for the entity.
11. The computer-implemented method of any of claims 1-10, further comprising responsive to confirming authorship of the first document by the entity, adding the first document to a social networking webpage for the entity.
12. The computer-implemented method of any of claims 1-11, further comprising responsive to confirming authorship of the first document by the entity, adding information relating to the first document to a webpage including information relating to documents that the entity authored.
13. The computer-implemented method of any of claims 1-12, further comprising responsive to confirming authorship of the first document by the entity, associating the first document with the entity in a search index.
14. A system to confirm authorship of documents, comprising:
 - at least one processor;
 - memory; and
 - at least one program stored in the memory and executable by the at least one processor, the at least one program comprising instructions to:

access a first document hosted on a first website of a first domain, the first document being linked to a second document through at least one link in a chain of links, a respective link in the chain of links including a first predefined authorship attribute asserting authorship of a respective document including the respective link by a respective entity associated with a respective target document of the respective link; and

conditionally confirm authorship of the first document by an entity associated with the second document when the second document includes a second link to the first website of the first domain, the second link including a second predefined authorship attribute indicating that the entity associated with the second document is an author of or contributor to content at the first website of the first domain.

15. The system of claim 14, wherein prior to conditionally confirming the authorship of the first document by the entity associated with the second document, the at least one program includes instructions to:

identify a first link in the first document that links to the second document, wherein the first link includes the first predefined authorship attribute;
access the second document; and
determine that the second document includes the second link including the second predefined authorship attribute.

16. The system of claim 15, wherein prior to conditionally confirming the authorship of the first document by the entity associated with the second document, the at least one program includes instructions to, starting with the first document, traverse links in the chain of links until the second document that includes the second link including the second predefined authorship attribute is identified.

17. The system of any of claims 14-16, including instructions to determine that the first document has a non-confirmed authorship when no second document having the second link including the second predefined authorship attribute can be found.

18. The system of any of claims 14-17, wherein the second document includes a trusted document associated with the entity.

19. The system of any of claims 14-18, wherein the second document includes a profile of the entity.
20. The system of any of claims 14-19, wherein the second link links to a root of the first website of the first domain.
21. The system of any of claims 14-20, wherein the second document is hosted on a second domain that is distinct from the first domain.
22. The system of any of claims 14-20, wherein the second document is hosted on the first domain.
23. The system of any of claims 14-22, further comprising instructions to add the first document to the profile for the entity responsive to confirming authorship of the first document by the entity
24. The system of any of claims 14-23, further comprising instructions to add the first document to a social networking webpage for the entity responsive to confirming authorship of the first document by the entity.
25. The system of any of claims 14-24, further comprising instructions to add information relating to the first document to a webpage including information relating to documents that the entity authored responsive to confirming authorship of the first document by the entity responsive to confirming authorship of the first document by the entity.
26. The system of any of claims 14-25, further comprising instructions to associate the first document with the entity in a search index responsive to confirming authorship of the first document by the entity.
27. A non-transitory computer readable storage medium storing at least one program configured for execution by at least one processor of a computer system, the at least one program comprising instructions to:
 - access a first document hosted on a first website of a first domain, the first document being linked to a second document through at least one link in a chain of links, a respective link in the chain of links including a first predefined authorship attribute asserting authorship of a respective document including the respective link by a respective entity associated with a respective target document of the respective link; and

conditionally confirm authorship of the first document by an entity associated with the second document when the second document includes a second link to the first website of the first domain, the second link including a second predefined authorship attribute indicating that the entity associated with the second document is an author of or contributor to content at the first website of the first domain.

28. The non-transitory computer readable storage medium of claim 27, wherein prior to conditionally confirming the authorship of the first document by the entity associated with the second document, the at least one program includes instructions to:

identify a first link in the first document that links to the second document, wherein the first link includes the first predefined authorship attribute;

access the second document; and

determine that the second document includes the second link including the second predefined authorship attribute.

29. The non-transitory computer readable storage medium of claim 28, wherein prior to conditionally confirming the authorship of the first document by the entity associated with the second document, the at least one program includes instructions to, starting with the first document, traverse links in the chain of links until the second document that includes the second link including the second predefined authorship attribute is identified.

30. The non-transitory computer readable storage medium of any of claims 27-29, including instructions to determine that the first document has a non-confirmed authorship when no second document having the second link including the second predefined authorship attribute can be found.

31. The non-transitory computer readable storage medium of any of claims 27-30, wherein the second document includes a trusted document associated with the entity.

32. The non-transitory computer readable storage medium of any of claims 27-31, wherein the second document includes a profile of the entity.

33. The non-transitory computer readable storage medium of any of claims 27-32, wherein the second link links to a root of the first website of the first domain.

34. The non-transitory computer readable storage medium of any of claims 27-33, wherein the second document is hosted on a second domain that is distinct from the first domain.
35. The non-transitory computer readable storage medium of any of claims 27-33, wherein the second document is hosted on the first domain.
36. The non-transitory computer readable storage medium of any of claims 27-35, further comprising instructions to add the first document to the profile for the entity responsive to confirming authorship of the first document by the entity
37. The non-transitory computer readable storage medium of any of claims 27-36, further comprising instructions to add the first document to a social networking webpage for the entity responsive to confirming authorship of the first document by the entity.
38. The non-transitory computer readable storage medium of any of claims 27-37, further comprising instructions to add information relating to the first document to a webpage including information relating to documents that the entity authored responsive to confirming authorship of the first document by the entity responsive to confirming authorship of the first document by the entity.
39. The non-transitory computer readable storage medium of any of claims 27-38, further comprising instructions to associate the first document with the entity in a search index responsive to confirming authorship of the first document by the entity.
40. A non-transitory computer readable storage medium storing at least one program configured for execution by at least one processor of a system, the at least one program comprising instructions to be executed by the at least one processor so as to perform the method of any of claims 1-13.
41. A system, comprising:
at least one processor; and
memory storing at least one program for execution by the at least one processor;
the system including means for performing the method of any of claims 1-13.

CLAIMS:

1. A computer-implemented method for confirming authorship of documents, performed on a server having at least one processor and memory storing at least one program for execution by the at least one processor to perform the method, comprising:

accessing a first document hosted on a first website of a first domain, the first document being indirectly linked to a second document through at least one link in a chain of links, a respective link in the chain of links including a first predefined authorship attribute asserting authorship of a respective document including the respective link by a respective entity associated with a respective target document of the respective link; and

conditionally confirming authorship of the first document by an entity associated with the second document when the second document includes a second link to the first website of the first domain, the second link including a second predefined authorship attribute indicating that the entity associated with the second document is an author of or contributor to content at the first website of the first domain.

2. The computer-implemented method of claim 1, wherein prior to conditionally confirming the authorship of the first document by the entity associated with the second document includes:

identifying a first link in the first document that links to the second document, wherein the first link includes the first predefined authorship attribute;

accessing the second document; and

determining that the second document includes the second link including the second predefined authorship attribute.

3. The computer-implemented method of claim 2, wherein prior to conditionally confirming the authorship of the first document by the entity associated with the second document includes starting with the first document, traversing links in the chain of links until the second document that includes the second link including the second predefined authorship attribute is identified.

4. The computer-implemented method of any of claims 1-3, including determining that the first document has a non-confirmed authorship when no second document having the second link including the second predefined authorship attribute can be found.

5. The computer-implemented method of any of claims 1-4, wherein the second document includes a trusted document associated with the entity.
6. The computer-implemented method of any of claims 1-5, wherein the second document includes a profile of the entity.
7. The computer-implemented method of any of claims 1-6, wherein the second link links to a root of the first website of the first domain.
8. The computer-implemented method of any of claims 1-7, wherein the second document is hosted on a second domain that is distinct from the first domain.
9. The computer-implemented method of any of claims 1-7, wherein the second document is hosted on the first domain.
10. The computer-implemented method of any of claims 1-9, further comprising responsive to confirming authorship of the first document by the entity, adding the first document to the profile for the entity.
11. The computer-implemented method of any of claims 1-10, further comprising responsive to confirming authorship of the first document by the entity, adding the first document to a social networking webpage for the entity.
12. The computer-implemented method of any of claims 1-11, further comprising responsive to confirming authorship of the first document by the entity, adding information relating to the first document to a webpage including information relating to documents that the entity authored.
13. The computer-implemented method of any of claims 1-12, further comprising responsive to confirming authorship of the first document by the entity, associating the first document with the entity in a search index.
14. A system to confirm authorship of documents, comprising:
 - at least one processor;
 - memory; and
 - at least one program stored in the memory and executable by the at least one processor, the at least one program comprising instructions to:

access a first document hosted on a first website of a first domain, the first document being indirectly linked to a second document through at least one link in a chain of links, a respective link in the chain of links including a first predefined authorship attribute asserting authorship of a respective document including the respective link by a respective entity associated with a respective target document of the respective link; and

conditionally confirm authorship of the first document by an entity associated with the second document when the second document includes a second link to the first website of the first domain, the second link including a second predefined authorship attribute indicating that the entity associated with the second document is an author of or contributor to content at the first website of the first domain.

15. The system of claim 14, wherein prior to conditionally confirming the authorship of the first document by the entity associated with the second document, the at least one program includes instructions to:

identify a first link in the first document that links to the second document, wherein the first link includes the first predefined authorship attribute;

access the second document; and

determine that the second document includes the second link including the second predefined authorship attribute.

16. The system of claim 15, wherein prior to conditionally confirming the authorship of the first document by the entity associated with the second document, the at least one program includes instructions to, starting with the first document, traverse links in the chain of links until the second document that includes the second link including the second predefined authorship attribute is identified.

17. The system of any of claims 14-16, including instructions to determine that the first document has a non-confirmed authorship when no second document having the second link including the second predefined authorship attribute can be found.

18. The system of any of claims 14-17, wherein the second document includes a trusted document associated with the entity.

19. The system of any of claims 14-18, wherein the second document includes a profile of the entity.
20. The system of any of claims 14-19, wherein the second link links to a root of the first website of the first domain.
21. The system of any of claims 14-20, wherein the second document is hosted on a second domain that is distinct from the first domain.
22. The system of any of claims 14-20, wherein the second document is hosted on the first domain.
23. The system of any of claims 14-22, further comprising instructions to add the first document to the profile for the entity responsive to confirming authorship of the first document by the entity
24. The system of any of claims 14-23, further comprising instructions to add the first document to a social networking webpage for the entity responsive to confirming authorship of the first document by the entity.
25. The system of any of claims 14-24, further comprising instructions to add information relating to the first document to a webpage including information relating to documents that the entity authored responsive to confirming authorship of the first document by the entity responsive to confirming authorship of the first document by the entity.
26. The system of any of claims 14-25, further comprising instructions to associate the first document with the entity in a search index responsive to confirming authorship of the first document by the entity.
27. A non-transitory computer readable storage medium storing at least one program configured for execution by at least one processor of a computer system, the at least one program comprising instructions to:
 - access a first document hosted on a first website of a first domain, the first document being indirectly linked to a second document through at least one link in a chain of links, a respective link in the chain of links including a first predefined authorship attribute asserting authorship of a respective document including the respective link by a respective entity associated with a respective target document of the respective link; and

conditionally confirm authorship of the first document by an entity associated with the second document when the second document includes a second link to the first website of the first domain, the second link including a second predefined authorship attribute indicating that the entity associated with the second document is an author of or contributor to content at the first website of the first domain.

28. The non-transitory computer readable storage medium of claim 27, wherein prior to conditionally confirming the authorship of the first document by the entity associated with the second document, the at least one program includes instructions to:

identify a first link in the first document that links to the second document, wherein the first link includes the first predefined authorship attribute;

access the second document; and

determine that the second document includes the second link including the second predefined authorship attribute.

29. The non-transitory computer readable storage medium of claim 28, wherein prior to conditionally confirming the authorship of the first document by the entity associated with the second document, the at least one program includes instructions to, starting with the first document, traverse links in the chain of links until the second document that includes the second link including the second predefined authorship attribute is identified.

30. The non-transitory computer readable storage medium of any of claims 27-29, including instructions to determine that the first document has a non-confirmed authorship when no second document having the second link including the second predefined authorship attribute can be found.

31. The non-transitory computer readable storage medium of any of claims 27-30, wherein the second document includes a trusted document associated with the entity.

32. The non-transitory computer readable storage medium of any of claims 27-31, wherein the second document includes a profile of the entity.

33. The non-transitory computer readable storage medium of any of claims 27-32, wherein the second link links to a root of the first website of the first domain.

34. The non-transitory computer readable storage medium of any of claims 27-33, wherein the second document is hosted on a second domain that is distinct from the first domain.
35. The non-transitory computer readable storage medium of any of claims 27-33, wherein the second document is hosted on the first domain.
36. The non-transitory computer readable storage medium of any of claims 27-35, further comprising instructions to add the first document to the profile for the entity responsive to confirming authorship of the first document by the entity
37. The non-transitory computer readable storage medium of any of claims 27-36, further comprising instructions to add the first document to a social networking webpage for the entity responsive to confirming authorship of the first document by the entity.
38. The non-transitory computer readable storage medium of any of claims 27-37, further comprising instructions to add information relating to the first document to a webpage including information relating to documents that the entity authored responsive to confirming authorship of the first document by the entity responsive to confirming authorship of the first document by the entity.
39. The non-transitory computer readable storage medium of any of claims 27-38, further comprising instructions to associate the first document with the entity in a search index responsive to confirming authorship of the first document by the entity.
40. A non-transitory computer readable storage medium storing at least one program configured for execution by at least one processor of a system, the at least one program comprising instructions to be executed by the at least one processor so as to perform the method of any of claims 1-13.
41. A system, comprising:
at least one processor; and
memory storing at least one program for execution by the at least one processor;
the system including means for performing the method of any of claims 1-13.