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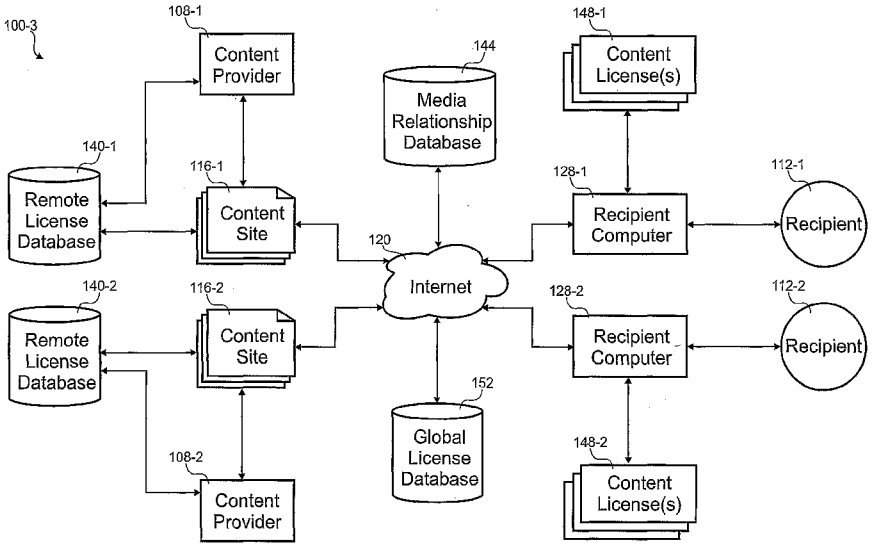
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(54) Title: MANAGEMENT OF DIGITAL CONTENT LICENSES



(57) Abstract: According to the invention, a method for management of pieces of content and content licenses is disclosed. In one step, a content license is sold for the first piece of content to a user. The content license is stored. A first piece of content is provided in a first form. The content license is analyzed. An offer for a second piece of content in a second form is determined, where the offer is affected by the content license and the first form is different from the second form. The second piece of content is sold to the user according to the offer. The second piece is sold in a second transaction different from a first transaction where the first piece is sold. At least one of the first and second piece of content is in digital form.

WO 2005/025116 A2