(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization
International Bureau

(43) International Publication Date
17 March 2005 (17.03.2005)

PCT

(10) International Publication Number
WO 2005/025116 A3

(51) International Patent Classification[7]: G06F 17/60

(21) International Application Number:
PCT/US2004/029171

(22) International Filing Date:
7 September 2004 (07.09.2004)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
60/500,530 5 September 2003 (05.09.2003) US

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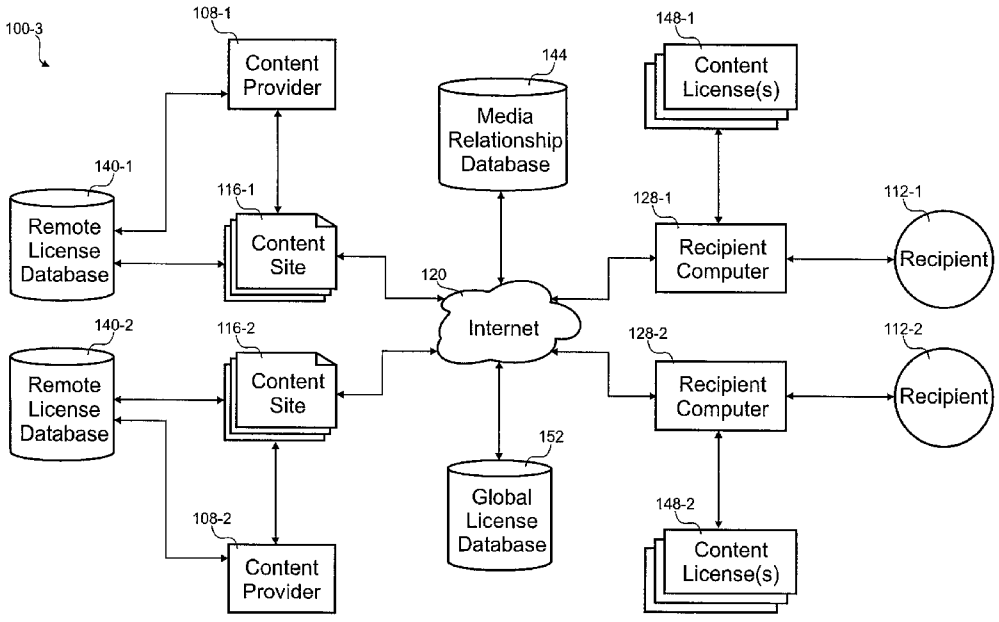
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(81) Designated States *(unless otherwise indicated, for every kind of national protection available)*: AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

(84) Designated States *(unless otherwise indicated, for every kind of regional protection available)*: ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

[Continued on next page]

(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 A3

Published:
— *with international search report*
— *before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments*

(88) Date of publication of the international search report:
11 August 2005

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.