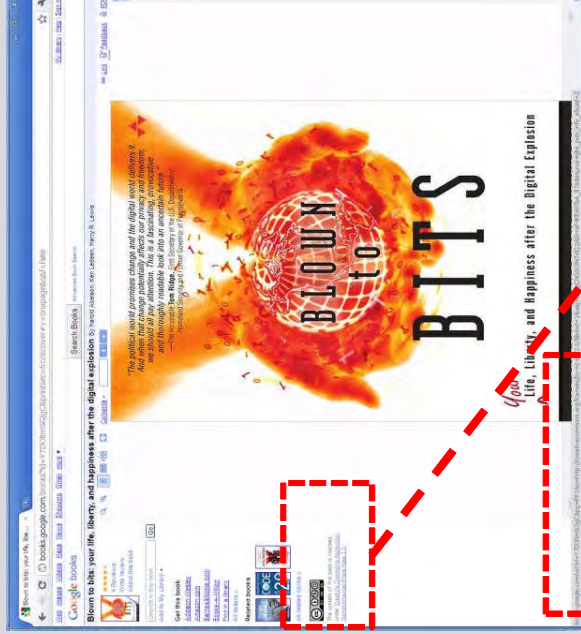


U.S. Patent No. 7,181,459 - Claim 22

Claim 22.

22. The method of claim 20, wherein said categorization label includes the indicia for each category to which a page is assigned.

Google books' categorization label includes the indicia for each category to which a page is assigned. For instance, shown below, the categorization label "by nc sa" indicates the categories "Attribution," "Noncommercial" and "Share alike," to which the exemplary page is assigned.



HTML below is for the page which is shown at left

```

<div data-bbox="401 74 598 248" style="border: 1px solid black; padding: 5px;">
    ...

```

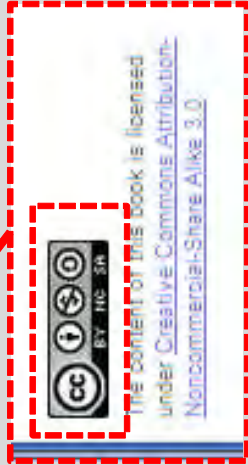
```

<div data-bbox="605 74 735 248" style="border: 1px solid black; padding: 5px;">
        flv:"https://www.google.c
        cks#3Fop#3Dlookup#26id#3
        class=menu_content"><div
        censes/by-nc-sa/3.0/&lin
        e Commons Attribution-No
        DoltmSGjgC&pg=PF1&q=http
        &nbsp;";</table></div></di
        nc=0 callanacing=0xxtv>

```

```

<div data-bbox="742 74 875 248" style="border: 1px solid black; padding: 5px;">
        &#3Dhttp://books.google.com
        allspacing=0"><tr><td><a href
        #Q1gArrraB4K3abTbA_87A&source
        e 3.0"></a><tr><td style="font
        /licenses/by-nc-sa/3.0/&lin
        ent sidebar_footer"></div>
        <td class=toolbar-pc-call>
        XL1I?X{0,3})(IX|IV?I{0,3)
        ." + thisForm.itp.value + "
    
```



U.S. Patent No. 7,181,459 - Claim 30

Claim 30.

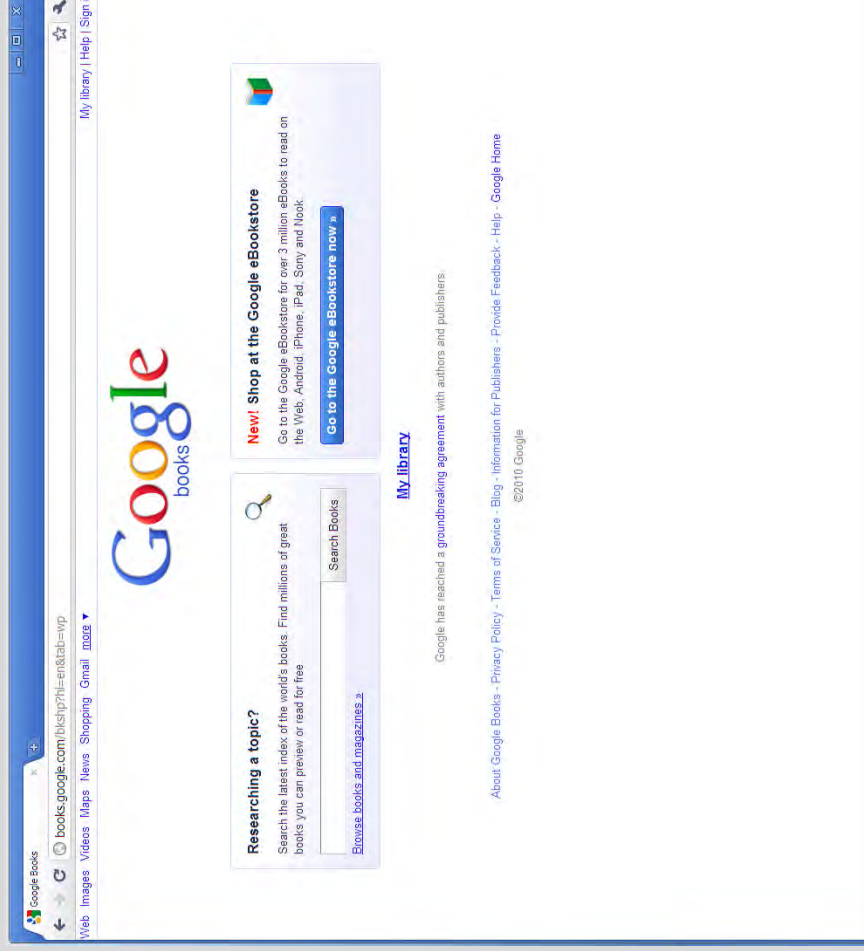
A computer implemented method for categorizing a network page, comprising:

providing a list of categories, wherein said list of categories include a category for transacting business and a category for providing information, and wherein said list of categories include a plurality of categories based on the copyright status of material on a page;

providing a categorization code for labeling the network page with a categorization label, wherein said categorization label indicates a set of categories and subcategories to which the network page is assigned, and wherein said categorization label indicates the copyright status of material on the network page; and

controlling usage of the network page using the categorization label and the copyright status of the network page.

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U.S. Patent No. 7,181,459 - Claim 30

Claim 30.

A computer implemented method for categorizing a network page, comprising:

providing a list of categories, wherein said list of categories include a category for transacting business and a category for providing information, and wherein said list of categories include a plurality of categories based on the copyright status of material on a page;

providing a categorization code for labeling the network page with a categorization label, wherein said categorization label indicates a set of categories and subcategories to which the network page is assigned, and wherein said categorization label indicates the copyright status of material on the network page; and

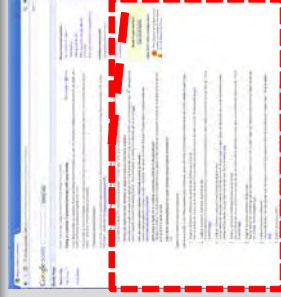
controlling usage of the network page using the categorization label and the copyright status of the network page.

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7. Creative Commons (CCO)
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U.S. Patent No. 7,181,459 - Claim 30

Claim 30.

A computer implemented method for categorizing a network page, comprising:

providing a list of categories, wherein said list of categories include a category for transacting business and a category for providing information, and wherein said list of categories include a plurality of categories based on the copyright status of material on a page;

providing a categorization code for labeling the network page with a categorization label, wherein said categorization label indicates a set of categories and subcategories to which the network page is assigned, and wherein said categorization label indicates the copyright status of material on the network page; and

controlling usage of the network page using the categorization label and the copyright status of the network page.

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GOOG-0000150

U.S. Patent No. 7,181,459 - Claim 30

Claim 30.

A computer implemented method for categorizing a network page, comprising:

providing a list of categories, wherein said list of categories include a category for transacting business and a category for providing information, and wherein said list of categories include a plurality of categories based on the copyright status of material on a page;

providing a categorization code for labeling the network page with a categorization label, wherein said categorization label indicates a set of categories and subcategories to which the network page is assigned, and wherein said categorization label indicates the copyright status of material on the network page; and

controlling usage of the network page using the categorization label and the copyright status of the network page.

Google books provides a system of characters or symbols that represent categories for labeling the page with a label indicating a category or categories to which a page is assigned. For instance, "by" is the code for "Attribution," "nc" is the code for "Noncommercial," and "sa" is the code for "Share alike." Therefore, "by nc sa" is a categorization label which indicates the category "Attribution" and subcategory "Attribution-Noncommercial-Share Alike," as well as the copyright status of the material, such as the book, to which the page below is assigned.



HTML below is for the page which is shown at left

```
HTML code snippet showing the Creative Commons Attribution-NonCommercial-Share Alike 3.0 license logo and the text 'The content of this book is licensed under Creative Commons Attribution-NonCommercial-Share Alike 3.0'.
```


U.S. Patent No. 7,181,459 - Claim 30

Claim 30.

A computer implemented method for categorizing a network page, comprising:

providing a list of categories, wherein said list of categories include a category for transacting business and a category for providing information, and wherein said list of categories include a plurality of categories based on the copyright status of material on a page;

providing a categorization code for labeling the network page with a categorization label, wherein said categorization label indicates a set of categories and subcategories to which the network page is assigned, and wherein said categorization label indicates the copyright status of material on the network page; and

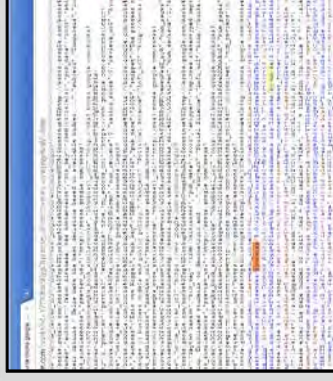
controlling usage of the network page using the categorization label and the copyright status of the network page.

Google controls use of pages on Google books by providing indicia which inform the viewer of the category or categories to which the pages are assigned, including copyright status, which govern the use of the material.

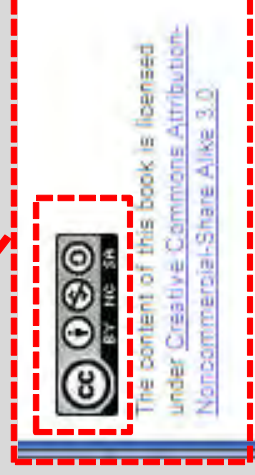
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<http://books.google.com/support/partner/bin/answer.py?answer=156266>

HTML below is for the page which is shown at left



```
l": "https://www.google.co  
oks#3Fop#3Dlookup#26id#3  
class=menu content"><div  
.enses/by-nc-sa/3.0/&lin  
e Commons Attribution-No  
DoltmSGjgC&pg=PP1&q=http  
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allspacing=0"><tr><td><a href  
4Q1jARrraP4K&sbTbA_87A&source  
#3.0"/></a><tr><td style="font  
'/licenses/by-nc-sa/3.0/attrib  
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XL|L2X{0,3}) (X|IV?I{0,3)  
" + thisForm._top.value + "
```



U.S. Patent No. 7,181,459 - Claim 31

Claim 31.

A computer implemented method of categorizing a network page, comprising:

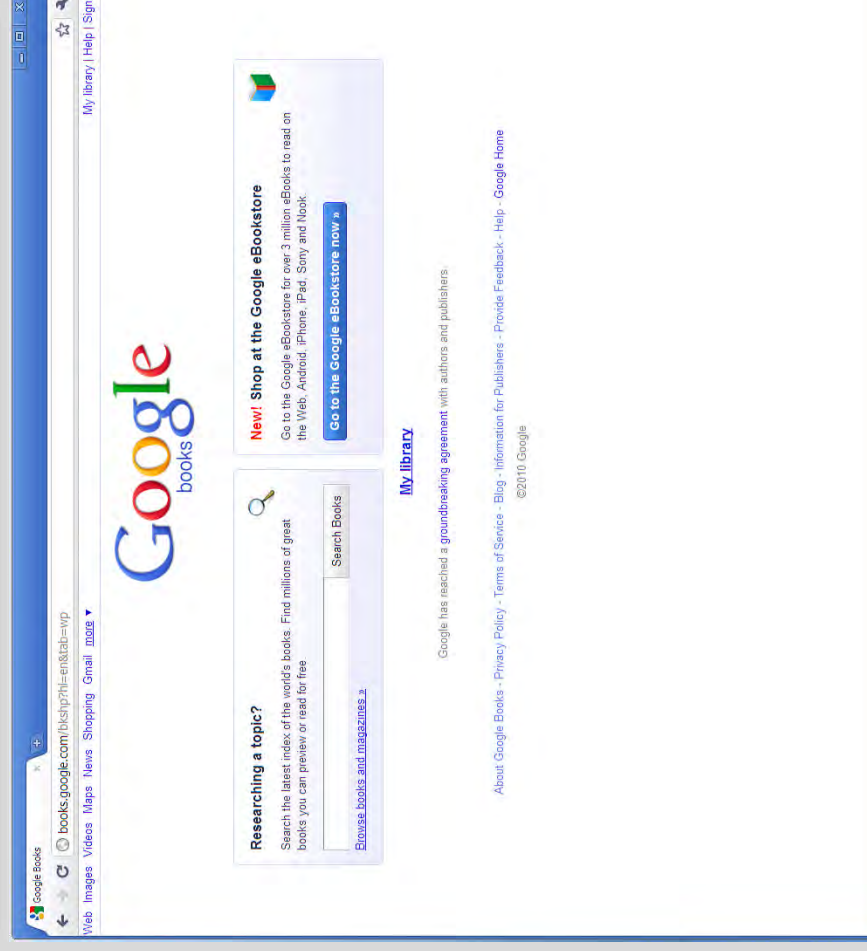
providing a list of categories, wherein said categories include a category based on the copyright status of material on a page, and wherein the copyright status comprises categories related to public domain, fair use only, use with attribution, and permission of copyright owner needed;

assigning said network page to one or more of a plurality of said list of categories;

providing a categorization label for the network page using the copyright status of material on the network page; and

controlling usage of the network page using the categorization label and the copyright status of the network page.

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U.S. Patent No. 7,181,459 - Claim 31

Claim 31.

A computer implemented method of categorizing a network page, comprising:

providing a list of categories, wherein said categories include a category based on the copyright status of material on a page, and wherein the copyright status comprises categories related to public domain, fair use only, use with attribution, and permission of copyright owner needed;

assigning said network page to one or more of a plurality of said list of categories;

providing a categorization label for the network page using the copyright status of material on the network page; and

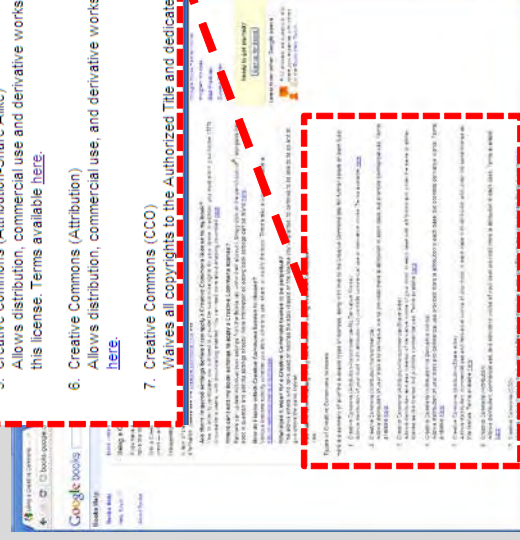
controlling usage of the network page using the categorization label and the copyright status of the network page.

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U.S. Patent No. 7,181,459 - Claim 31

Claim 31.

A computer implemented method of categorizing a network page, comprising:

providing a list of categories, wherein said categories include a category based on the copyright status of material on a page, and wherein the copyright status comprises categories related to public domain, fair use only, use with attribution, and permission of copyright owner needed;

assigning said network page to one or more of a plurality of said list of categories;

providing a categorization label for the network page using the copyright status of material on the network page; and

controlling usage of the network page using the categorization label and the copyright status of the network page.

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U.S. Patent No. 7,181,459 - Claim 31

Claim 31.

A computer implemented method of categorizing a network page, comprising:

providing a list of categories, wherein said categories include a category based on the copyright status of material on a page, and wherein the copyright status comprises categories related to public domain, fair use only, use with attribution, and permission of copyright owner needed;

assigning said network page to one or more of a plurality of said list of categories;

providing a categorization label for the network page using the copyright status of material on the network page; and

controlling usage of the network page using the categorization label and the copyright status of the network page.

Google assigns the Google books pages to one or more of the categories based on the user's settings. As shown below, on a Google books page, the license is "displayed alongside your book," and thus is a "Creative Commons license to your book in Google Books."

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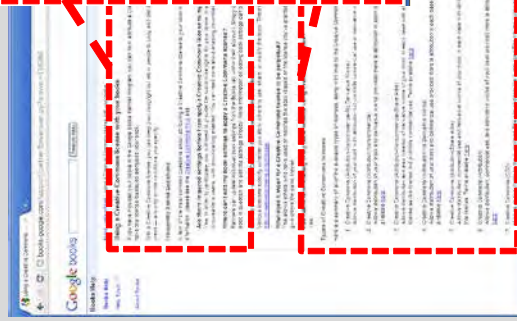


EXHIBIT C

Contains Google **CONFIDENTIAL RESTRICTED SOURCE CODE** and
CONFIDENTIAL OUTSIDE COUNSEL ONLY Information

U.S. Patent No. 7,181,459 B2

Infringement of
 U.S. Patent No. 7,181,459 B2
 by
 Google Inc. Picasa™



US007181459B2
 (10) Patent No.: US 7,181,459 B2
 (45) Date of Patent: Feb. 20, 2007

United States Patent
 Grant et al.

(54) METHOD OF CODING, CATEGORIZING, AND RETRIEVING NETWORK PAGES AND SITES

(75) Inventors: Lee H. Grant, Davis, CA (US); Suman A. Capital, Davis, CA (US)
 (73) Assignee: Iomind, Inc., Davis, CA (US)
 (*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 380 days.

(21) Appl. No.: 10/082,596

(22) Filed: Feb. 22, 2002

(85) Prior Publication Data
 US 2002/0087599 A1 Jul. 4, 2002

Related U.S. Application Data
 Continuation-in-part of application No. 09/565,695, filed on May 3, 2000, now abandoned.

(60) Provisional application No. 60/211,379, filed on Aug. 9, 2000, provisional application No. 60/271,041, filed on Feb. 23, 2001, provisional application No. 60/132,694, filed on May 4, 1999.

(51) Int. Cl. (2006.01)
 G06F 7/00

(52) U.S. Cl. 707/106; 707/10

(58) Field of Classification Search 707/1, 707/11, 707/7, 10, 100, 313, 104.1, 102, 9; 715/513, 715/526, 700

See application file for complete search history.

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 6,702,000 B1 * 7/2004 Ito et al. 707/3
 6,763,490 B1 * 7/2004 Henning et al. 715/501.1

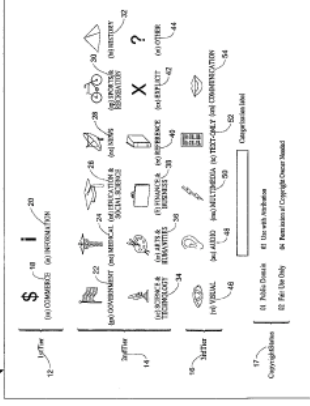
* cited by examiner

Primary Examiner—Gres Robinson
 (74) Attorney, Agent, or Firm—Morrison & Foerster LLP

(57) ABSTRACT

The invention includes a method for categorizing pages on a network, including the steps of providing a list of categories and providing the opportunity to assign a page to one or more categories. The categories include pages involved in advertising, pages involving sales, pages involving information, pages involving services, file types assigned to copyright-status categories. The method also includes a categorization code that can be used to label a page with a categorization label indicating the categories to which the page is assigned. The invention also includes a method for providing for a user to search the network, including providing an opportunity to limit search results including commerce and information, subject matter, file type, and copyright status, and providing an opportunity to limit the search by keyword.

31 Claims, 9 Drawing Sheets



U.S. Patent No. 7,181,459 - Claim 1

Claim 1.

1. A computer implemented method of categorizing a network page, comprising:

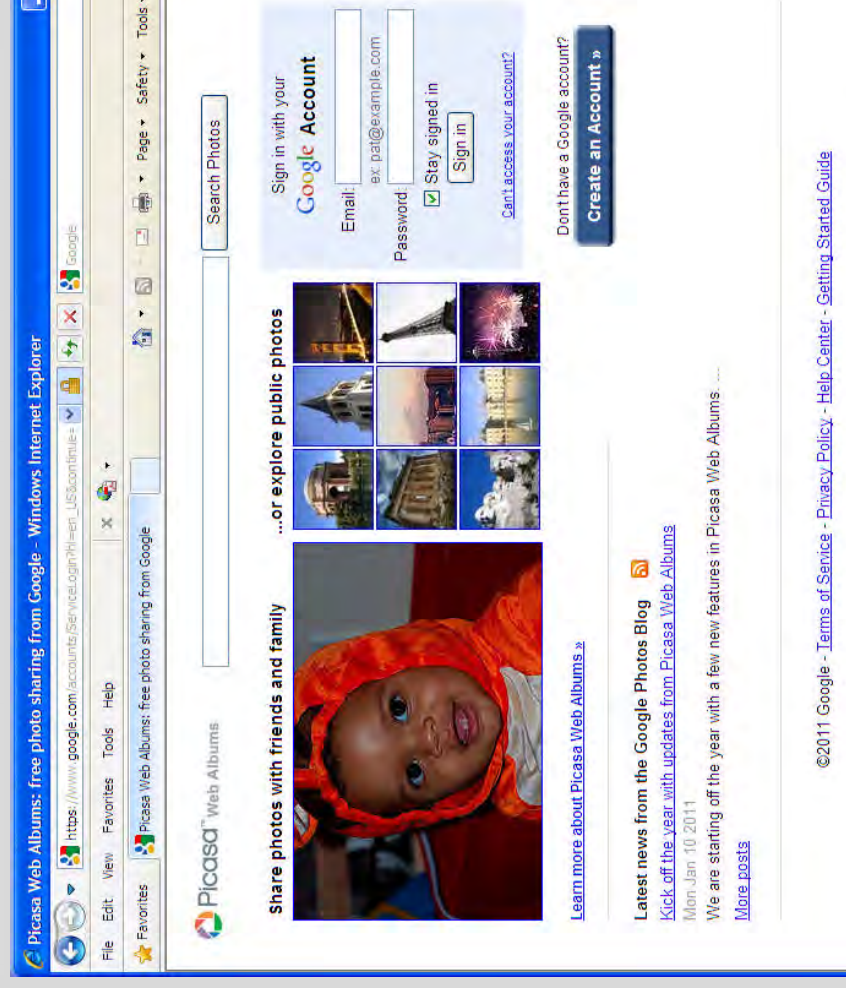
providing a list of categories, wherein said list of categories include a category for transacting business and a category for providing information, and wherein said list of categories include a category based on copyright status of material on a page;

assigning said network page to one or more of said list of categories;

providing a categorization label for the network page using the copyright status of material on the network page; and

controlling usage of the network page using the categorization label and the copyright status of the network page.

Google Inc.'s Picasa is an online resource that allows users to share and add content, including photos. By and through its Picasa website, Google categorizes pages on the Internet that contain its users' content, including photos.



U.S. Patent No. 7,181,459 - Claim 1

Claim 1.

1. A computer implemented method of categorizing a network page, comprising:

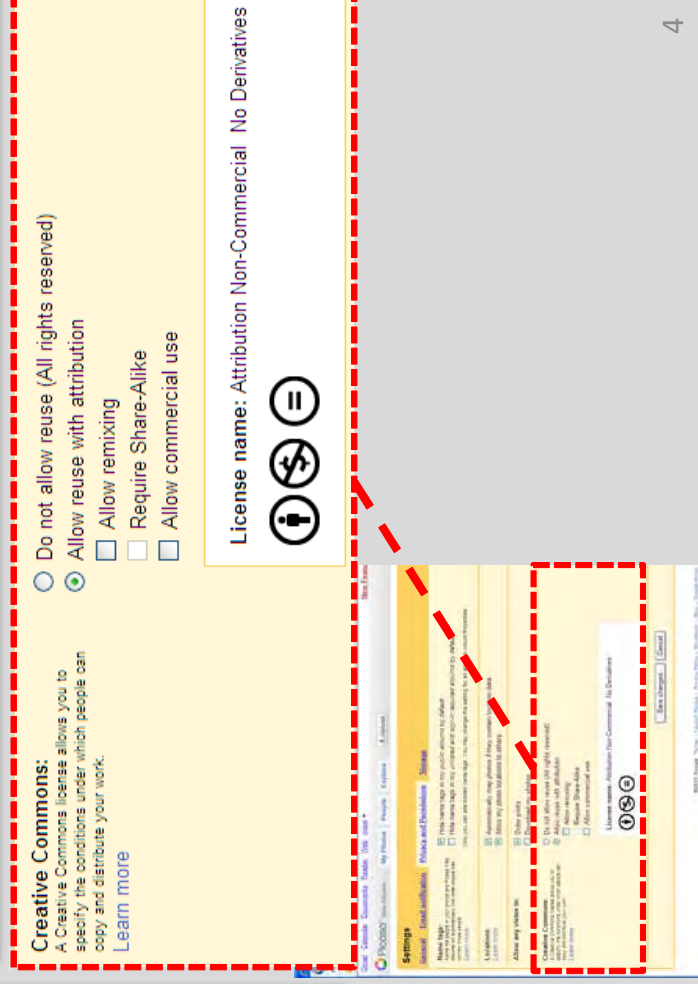
providing a list of categories, wherein said list of categories include a category for transacting business and a category for providing information, and wherein said list of categories include a category based on copyright status of material on a page;

assigning said network page to one or more of said list of categories;

providing a categorization label for the network page using the copyright status of material on the network page; and

controlling usage of the network page using the categorization label and the copyright status of the network page.

Google incorporates into its Picasa website the use of Creative Commons licenses. Google provides a list of categories for Picasa including categories for network pages that have as a purpose transacting business, categories for network pages that have as a purpose the provision of information and categories based on copyright status of the material. Specifically, Picasa includes categories for commercial and noncommercial use, and a variety of copyright status options. For example, Google provides a license to “Allow commercial use,” which has as a purpose transacting business. As a further example, the “Attribution Non-Commercial No Derivatives” license has as a purpose the provision of information. As a further example, the “All Rights Reserved” License includes a copyright status.



U.S. Patent No. 7,181,459 - Claim 1

Claim 1.

1. A computer implemented method of categorizing a network page, comprising:

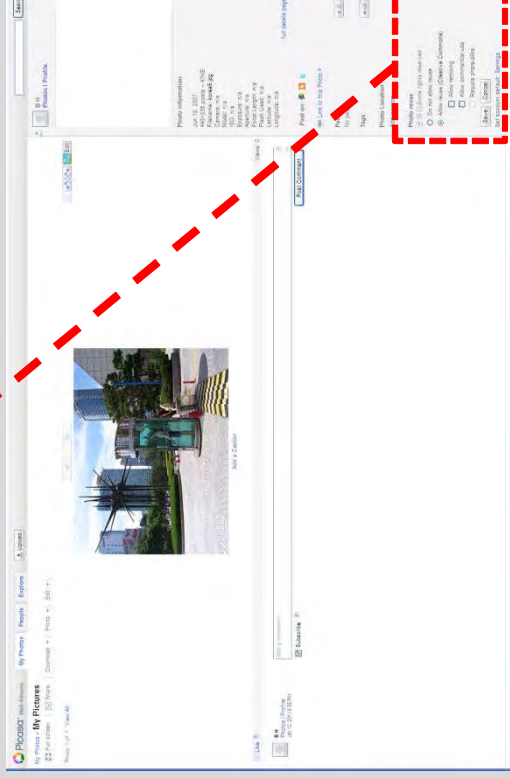
providing a list of categories, wherein said list of categories include a category for transacting business and a category for providing information, and wherein said list of categories include a category based on copyright status of material on a page;

assigning said network page to one or more of said list of categories;

providing a categorization label for the network page using the copyright status of material on the network page; and

controlling usage of the network page using the categorization label and the copyright status of the network page.

Google further provides its list of categories on individual Picasa pages.



U.S. Patent No. 7,181,459 - Claim 1

Claim 1.

1. A computer implemented method of categorizing a network page, comprising:

providing a list of categories, wherein said list of categories include a category for transacting business and a category for providing information, and wherein said list of categories include a category based on copyright status of material on a page;

assigning said network page to one or more of said list of categories;

providing a categorization label for the network page using the copyright status of material on the network page; and

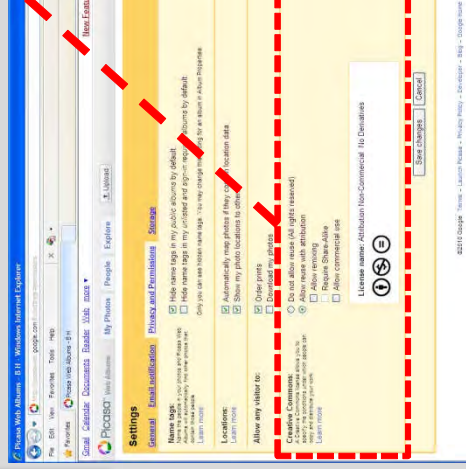
controlling usage of the network page using the categorization label and the copyright status of the network page.

Google assigns the Picasa pages to one or more of the categories based on the user's default setting.

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 Allow remixing
 Require Share-Alike
 Allow commercial use

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U.S. Patent No. 7,181,459 - Claim 1

Claim 1.

1. A computer implemented method of categorizing a network page, comprising:

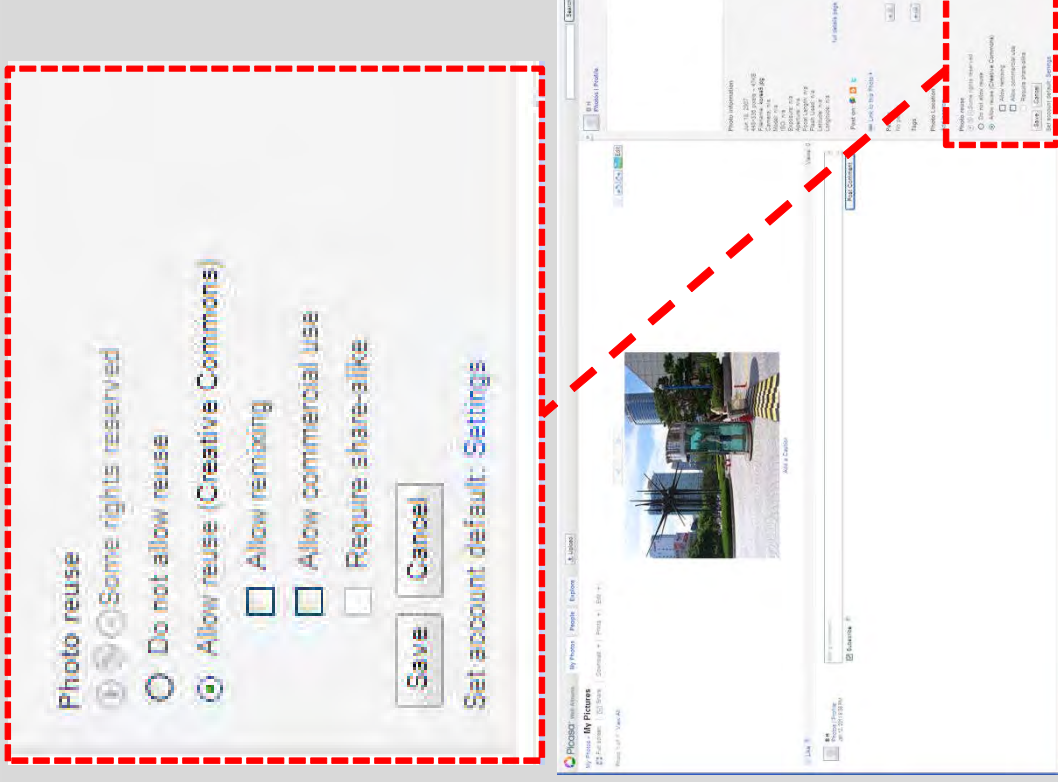
providing a list of categories, wherein said list of categories include a category for transacting business and a category for providing information, and wherein said list of categories include a category based on copyright status of material on a page;

assigning said network page to one or more of said list of categories;

providing a categorization label for the network page using the copyright status of material on the network page; and

controlling usage of the network page using the categorization label and the copyright status of the network page.

Google also assigns individual Picasa pages to one or more of the categories based on the user's individual selection for that page or default setting.



U.S. Patent No. 7,181,459 - Claim 1

Claim 1.

1. A computer implemented method of categorizing a network page, comprising:

providing a list of categories, wherein said list of categories include a category for transacting business and a category for providing information, and wherein said list of categories include a category based on copyright status of material on a page;

assigning said network page to one or more of said list of categories;

providing a categorization label for the network page using the copyright status of material on the network page; and

controlling usage of the network page using the categorization label and the copyright status of the network page.

Google's internal documents confirm that it assigns individual Picasa pages to one or more of the categories based on the user's individual selection for that page or default setting.

Photos Data API - Codesite extensions

Creative Commons

Picasa Web supports Creative Commons licensing for photos by specifying a default license type that applies to every photo in their online gallery and by setting specific licenses for individual photos. The license info is available in the Data API as a separate element under the "gphoto" namespace.

REDACTED

U.S. Patent No. 7,181,459 - Claim 1

Claim 1.

1. A computer implemented method of categorizing a network page, comprising:

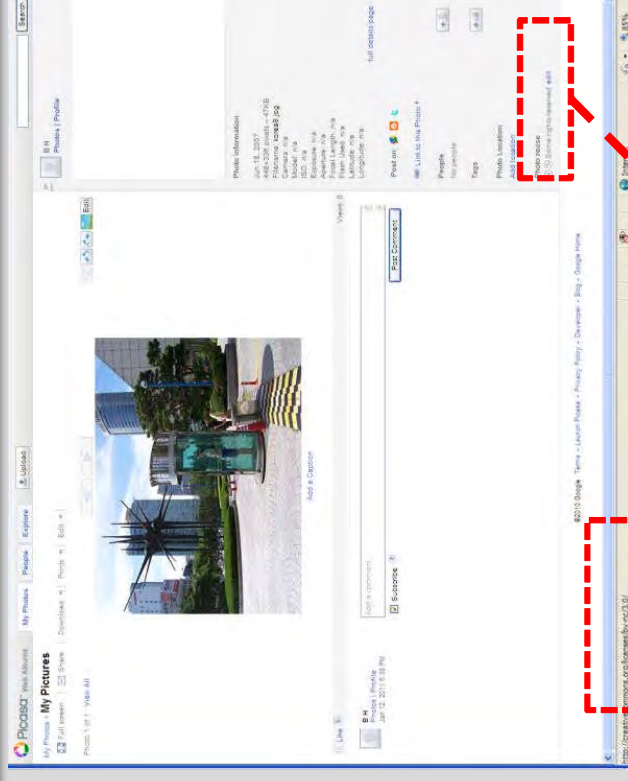
providing a list of categories, wherein said list of categories include a category for transacting business and a category for providing information, and wherein said list of categories include a category based on copyright status of material on a page;

assigning said network page to one or more of said list of categories;

providing a categorization label for the network page using the copyright status of material on the network page; and

controlling usage of the network page using the categorization label and the copyright status of the network page.

Google provides a label indicating a category or categories to which a page is assigned using the copyright status of material on the network page, such as a photo. Picasa's categorization label includes indicia for categories to which the page is assigned. For instance, "by-nc" and the corresponding icons indicate the categories "Attribution" and "Noncommercial" to which the exemplary page below is assigned using the copyright status of material on the network page.



U.S. Patent No. 7,181,459 - Claim 1

Claim 1.

1. A computer implemented method of categorizing a network page, comprising:

providing a list of categories, wherein said list of categories include a category for transacting business and a category for providing information, and wherein said list of categories include a category based on copyright status of material on a page;

assigning said network page to one or more of said list of categories;

providing a categorization label for the network page using the copyright status of material on the network page; and

controlling usage of the network page using the categorization label and the copyright status of the network page.

Google's internal documents confirm that it has "a separate label for each creative commons license."

Account Specific - Photo Override

Photo overrides will be handled using labels. The purpose of using labels is so that we already have an indexable field and don't need to re-create the same thing just for this license. We will have a separate label for each creative commons license. We will also have a label for ALL RIGHTS RESERVED. This is necessary because

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U.S. Patent No. 7,181,459 - Claim 1

Claim 1.

1. A computer implemented method of categorizing a network page, comprising:

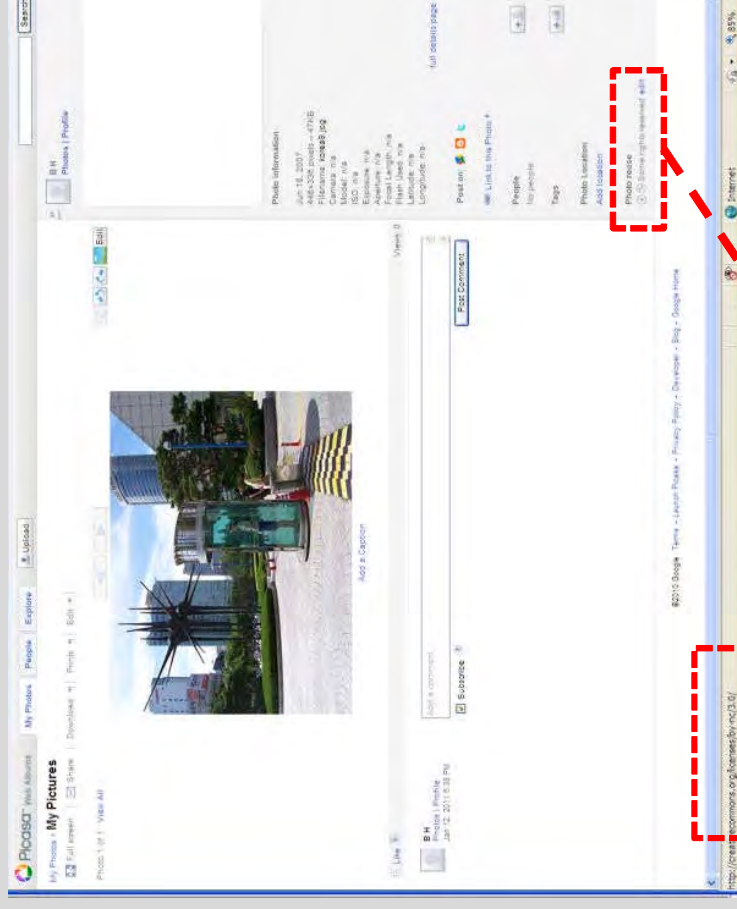
providing a list of categories, wherein said list of categories include a category for transacting business and a category for providing information, and wherein said list of categories include a category based on copyright status of material on a page;

assigning said network page to one or more of said list of categories;

providing a categorization label for the network page using the copyright status of material on the network page; and

controlling usage of the network page using the categorization label and the copyright status of the network page.

Google controls use of pages on Picasa by providing indicia which inform the viewer of the category or categories to which the pages are assigned, including copyright status, which govern the use of the material.



U.S. Patent No. 7,181,459 - Claim 1

Claim 1.

1. A computer implemented method of categorizing a network page, comprising:

providing a list of categories, wherein said list of categories include a category for transacting business and a category for providing information, and wherein said list of categories include a category based on copyright status of material on a page;

assigning said network page to one or more of said list of categories;

providing a categorization label for the network page using the copyright status of material on the network page; and

controlling usage of the network page using the categorization label and the copyright status of the network page.

Additionally, the Picasa and Picasa Web Albums Help page further explains how Picasa uses Creative Commons to control usage of pages.

**Control how your images are used
With the new Creative Commons license
while retaining control over its use.**

Control how your images are used with Creative Commons
With the new [Creative Commons license feature](#) on Picasa Web Albums, you can choose a CC license for your images that enables you to share your work while retaining control over its use.

License name: Attribution Non-Commercial No Derivatives



U.S. Patent No. 7,181,459 - Claim 1

Claim 1.

1. A computer implemented method of categorizing a network page, comprising:
 - providing a list of categories, wherein said list of categories include a category for transacting business and a category for providing information, and wherein said list of categories include a category based on copyright status of material on a page;
 - assigning said network page to one or more of said list of categories;
 - providing a categorization label for the network page using the copyright status of material on the network page; and
 - controlling usage of the network page using the categorization label and the copyright status of the network page.**

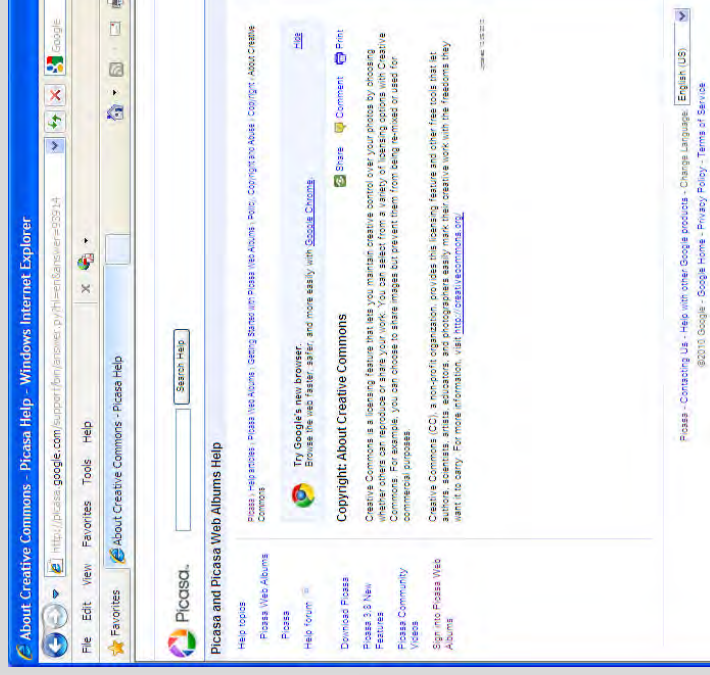
The Picasa and Picasa Web Albums Help page below further explains how Picasa uses Creative Commons to control usage of pages.

Copyright: About Creative Commons

Creative Commons is a licensing feature that lets you maintain creative control over your photos by choosing whether others can reproduce or share your work. You can select from a variety of licensing options with Creative Commons. For example, you can choose to share images but prevent them from being re-mixed or used for commercial purposes.

Creative Commons (CC), a non-profit organization, provides this licensing feature and other free tools that let authors, scientists, artists, educators, and photographers easily mark their creative work with the freedoms they want it to carry. For more information, visit <http://creativecommons.org/>

Share Comment Print



U.S. Patent No. 7,181,459 - Claim 1

Claim 1.

1. A computer implemented method of categorizing a network page, comprising:

providing a list of categories, wherein said list of categories include a category for transacting business and a category for providing information, and wherein said list of categories include a category based on copyright status of material on a page;

assigning said network page to one or more of said list of categories;

providing a categorization label for the network page using the copyright status of material on the network page; and

controlling usage of the network page using the categorization label and the copyright status of the network page.

Google's internal documents confirm that it uses Creative Commons to control usage.

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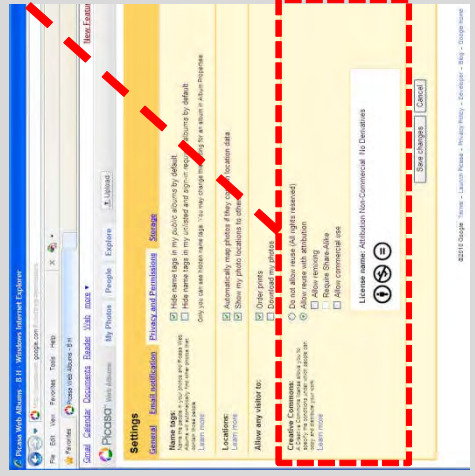
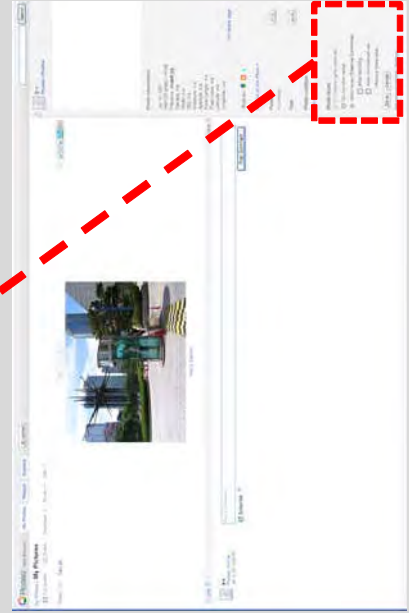
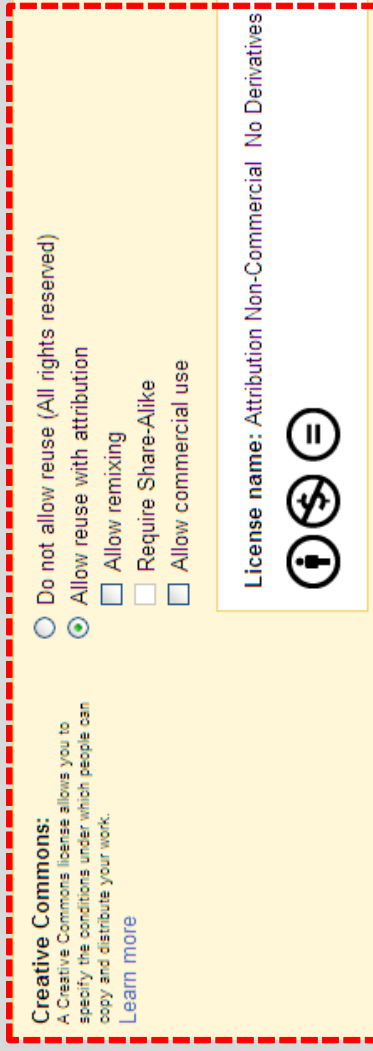
GOOG-0031994

U.S. Patent No. 7,181,459 - Claim 6

Claim 6.

6. The method of claim 1, wherein said plurality of categories based on the copyright status of material on a page comprise categories related to public domain, fair use only, use with attribution, and permission of copyright owner needed.

Google incorporates into its Picasa website the use of Creative Commons licenses. Google provides a list of categories for Picasa, as shown below, including a variety of copyright status options “related to public domain, fair use only, use with attribution, and permission of copyright owner needed.” For example, “do not allow reuse (all rights reserved)” is a category related to “permission of copyright owner needed.”

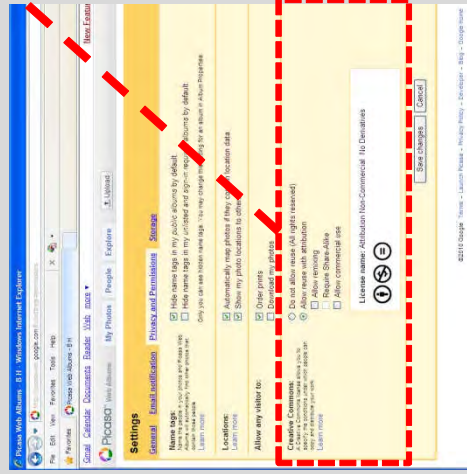
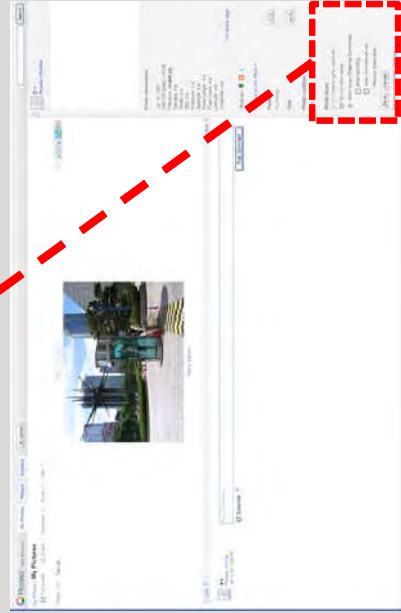


U.S. Patent No. 7,181,459 - Claim 9

Claim 9.

9. The method of claim 1, wherein said categories include: a plurality of categories based on the copyright status of the material on a page.

Google incorporates into its Picasa website the use of Creative Commons licenses. Google provides a list of categories for Picasa including a variety of copyright status options.



U.S. Patent No. 7,181,459 - Claim 16

Claim 16.

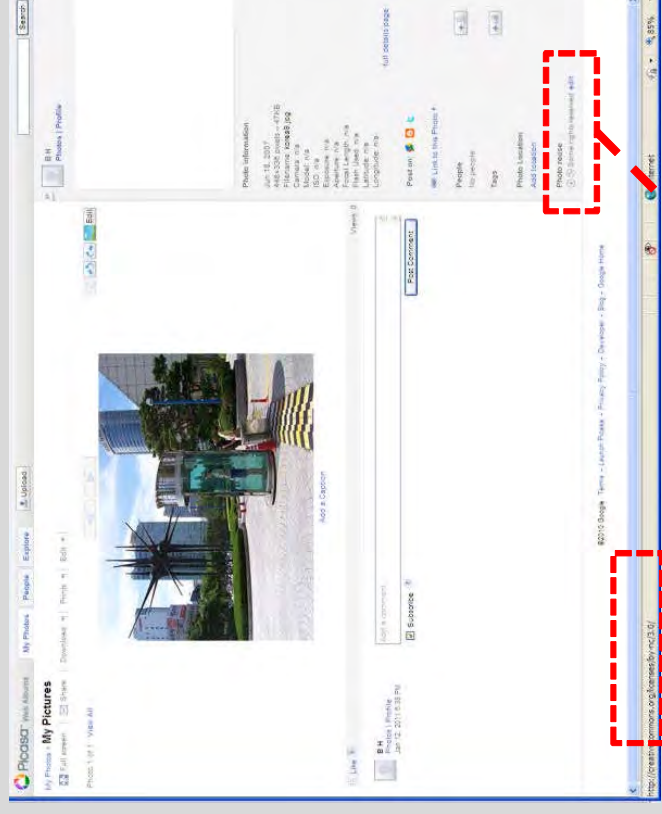
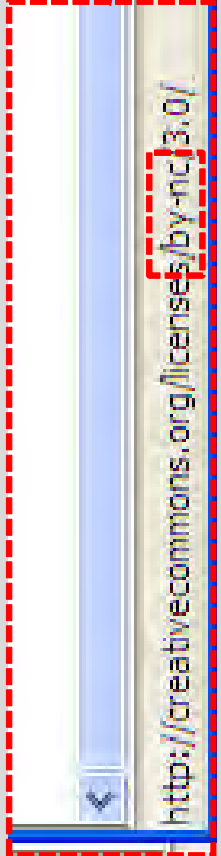
16. The method of claim 1, further comprising providing an indicium for each of said categories.

Google Picasa provides an indicium for each of said categories.

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- Allow remixing
- Require Share-Alike
- Allow commercial use

License name: Attribution Non-Commercial No Derivatives



U.S. Patent No. 7,181,459 - Claim 17

Claim 17.

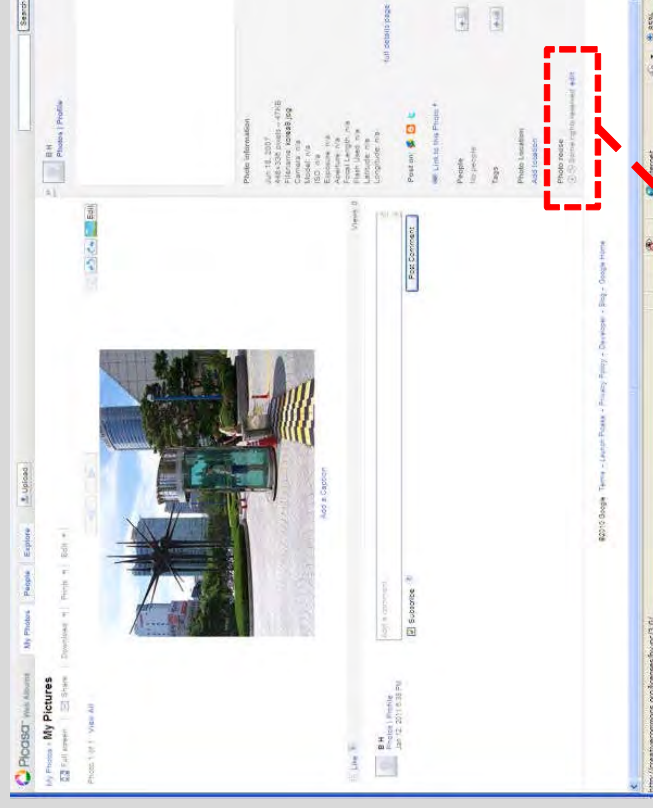
17. The method of claim 16, wherein said indicium comprises an icon.

Google Picasa provides an indicium for each of said categories that comprises an icon.

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- Allow reuse with attribution
- Allow remixing
- Require Share-Alike
- Allow commercial use

License name: Attribution Non-Commercial No Derivatives

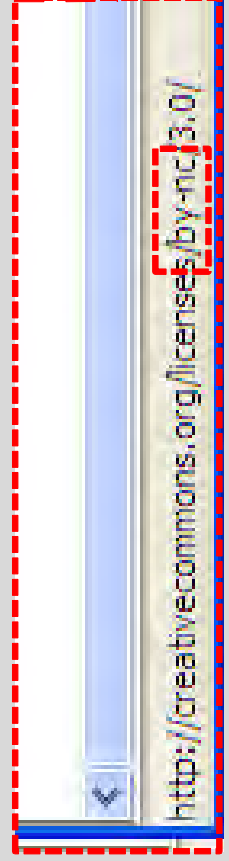
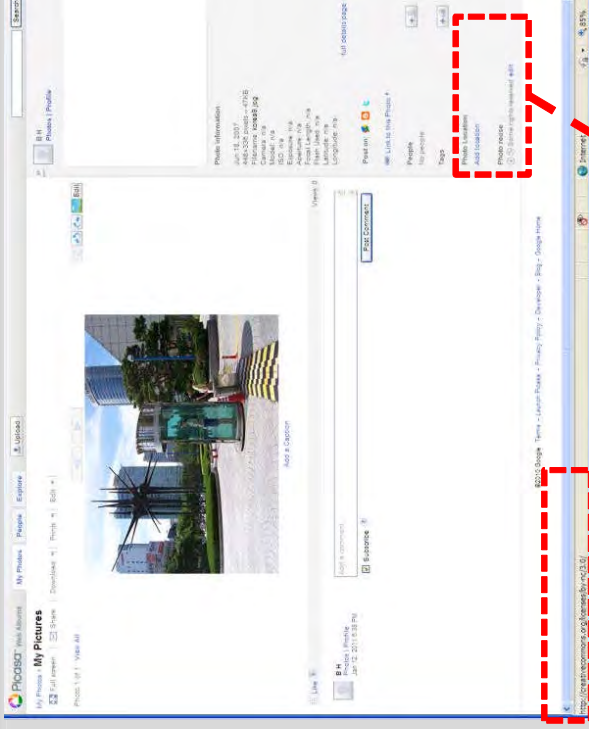


U.S. Patent No. 7,181,459 - Claim 19

Claim 19.

19. The method of claim 1, further comprising providing a categorization code that can be used to label the page with the categorization label that indicates the categories to which the page is assigned.

Google Picasa provides a system of characters or symbols that represent categories that can be used to label the page with the categorization label that indicates the categories to which the page is assigned. For instance, "by" is the code for "Attribution" and "nc" is the code for "Noncommercial." Accordingly, "by-nc" is a categorization label which indicates the categories "Attribution" and "Noncommercial" to which the exemplary page below is assigned. Google thus provides a label indicating a category or categories to which a page is assigned using the copyright status of material on the network page.

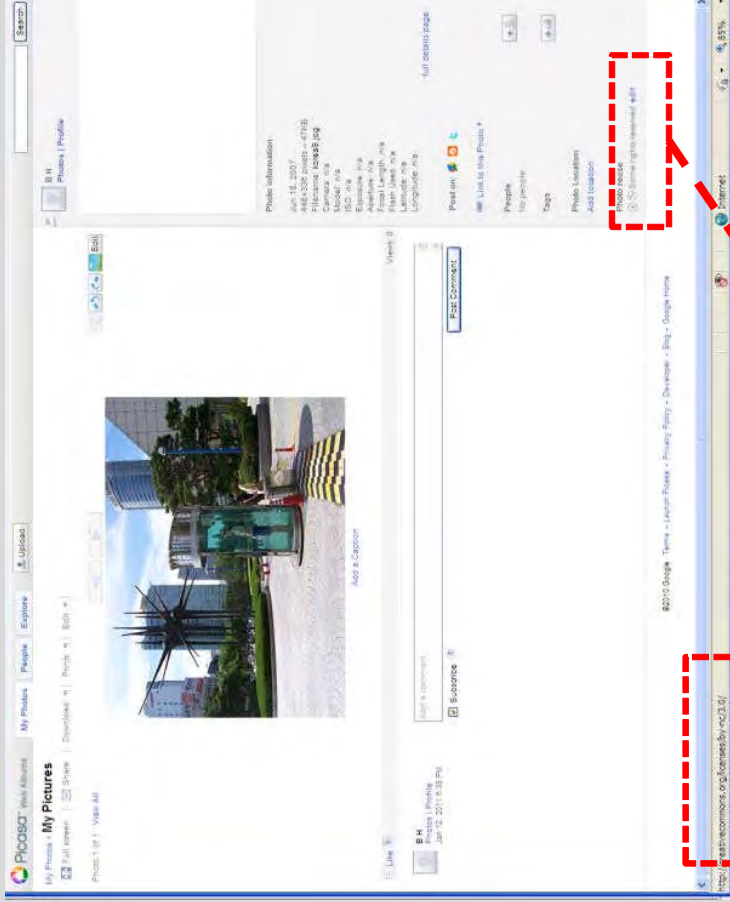


U.S. Patent No. 7,181,459 - Claim 20

Claim 20.

20. The method of claim 19, wherein said categorization code comprises an indicium for each of said categories.

Picasa's system of characters or symbols that represent categories comprises an indicium for each of the categories. For instance, shown below, the indicium "by" indicates "Attribution" and the indicium "nc" indicates "Noncommercial."

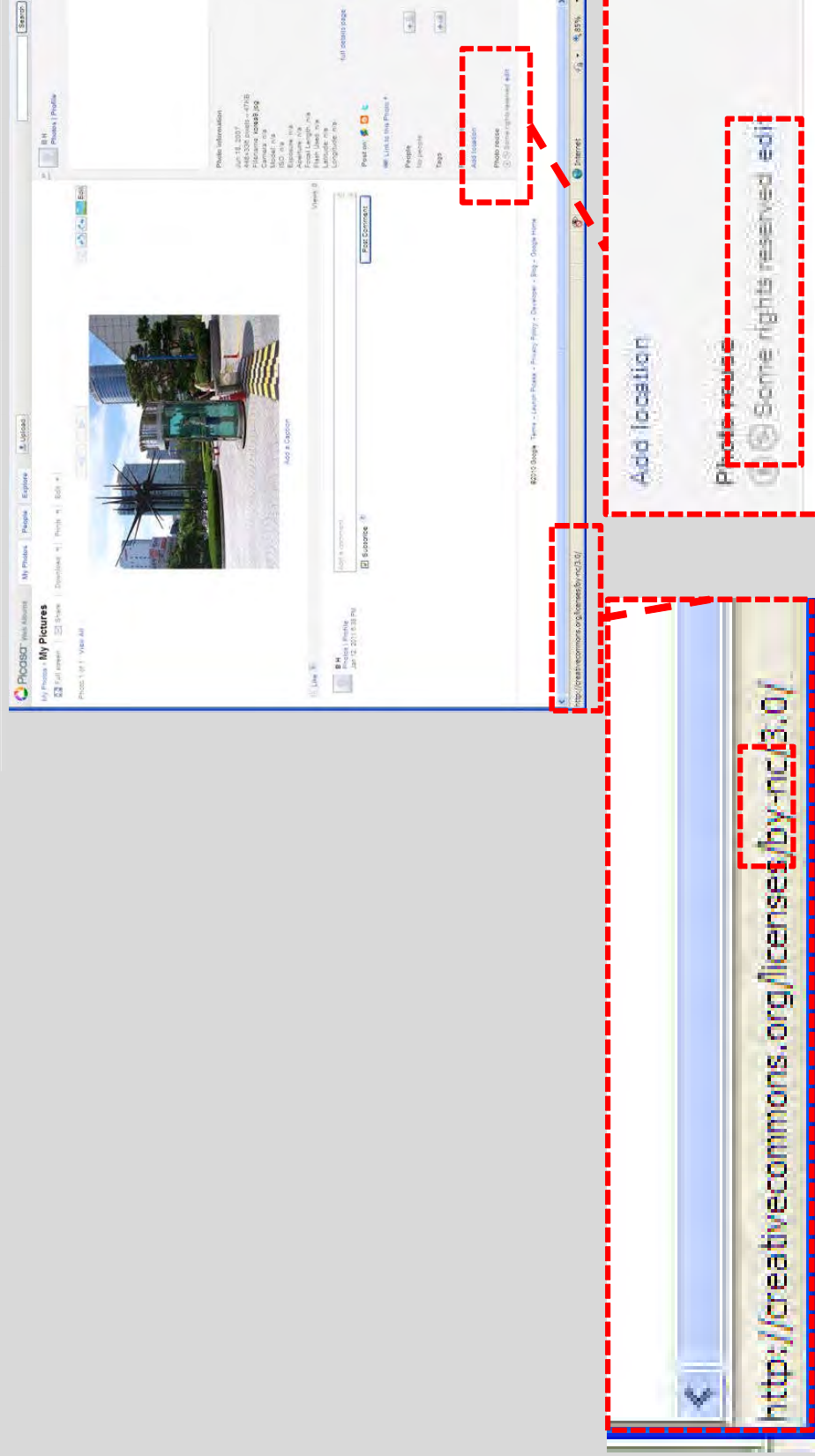


U.S. Patent No. 7,181,459 - Claim 21

Claim 21.

21. The method of claim 20, wherein said indicium comprises two letters.

Google Picasa's categorization code indicia comprise two letters. For instance, the indicium "by," which indicates "Attribution," and the indicium "nc," which indicates "Noncommercial," each comprise two letters. Google Picasa thus provides a system of characters or symbols that represent categories that can be used to label the page with the categorization label that indicates the categories to which the page is assigned.

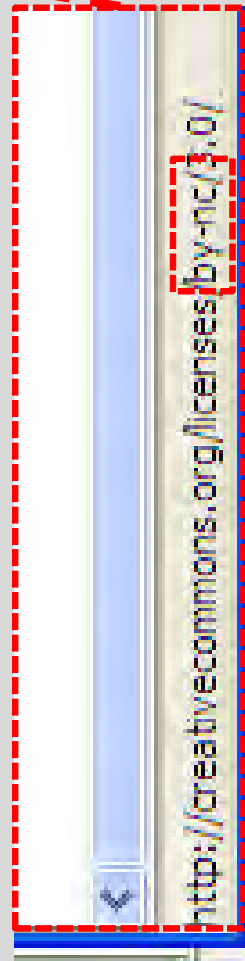
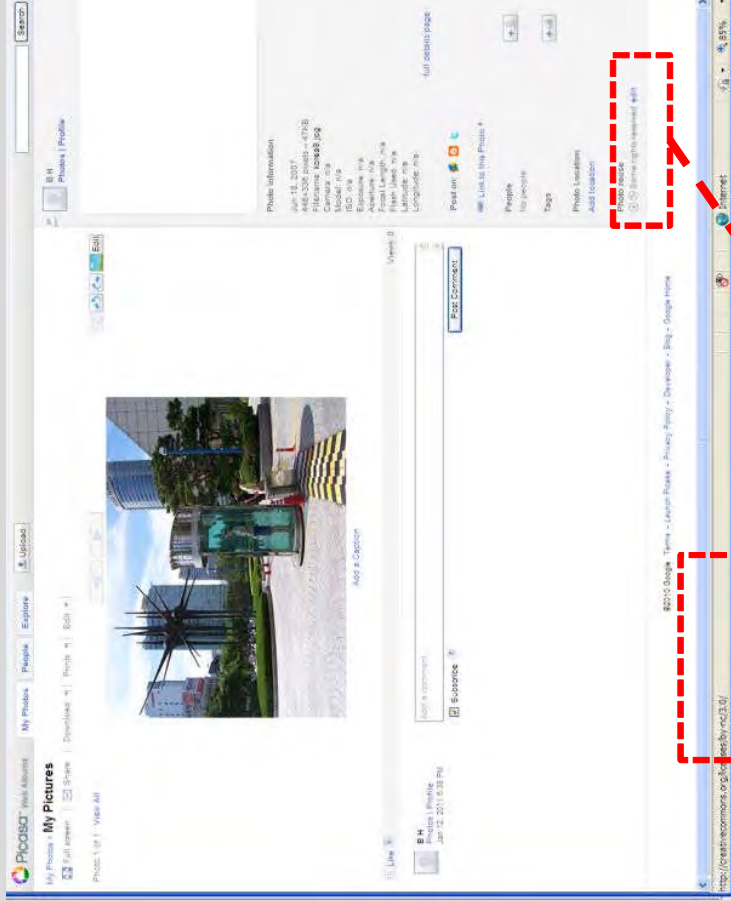


U.S. Patent No. 7,181,459 - Claim 22

Claim 22.

22. The method of claim 20, wherein said categorization label includes the indicia for each category to which a page is assigned.

Google Picasa's categorization label includes the indicia for each category to which a page is assigned. For instance, shown below, the categorization label "by-nc" indicates the categories "Attribution" and "Noncommercial," to which the exemplary page is assigned.

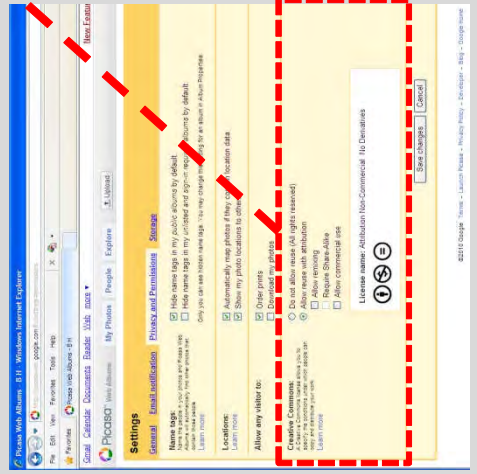
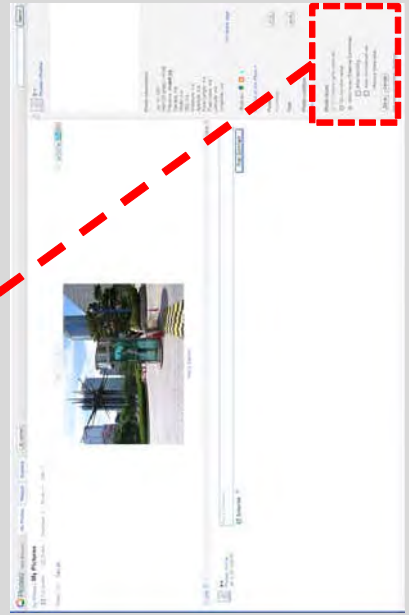
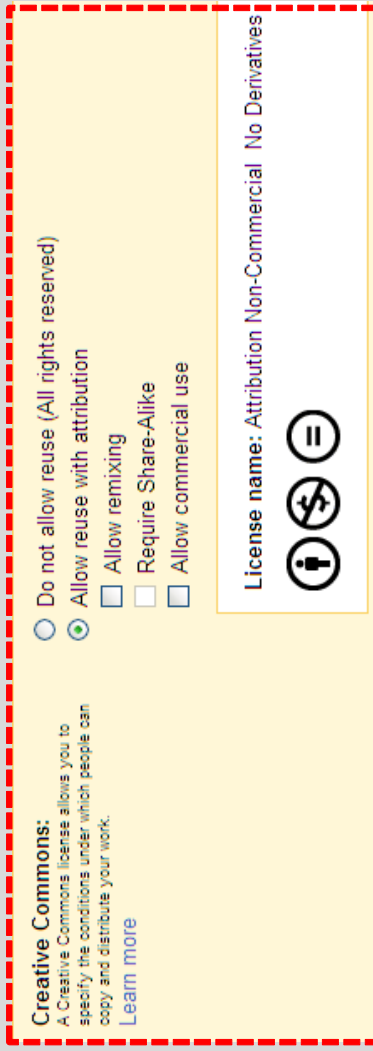


U.S. Patent No. 7,181,459 - Claim 29

Claim 29.

29. The method of claim 1, wherein said list of categories is provided on a graphical user interface.

Google incorporates into its Picasa website the use of Creative Commons licenses. Google Picasa provides a list of categories for display on a graphical user interface.



U.S. Patent No. 7,181,459 - Claim 30

Claim 30.

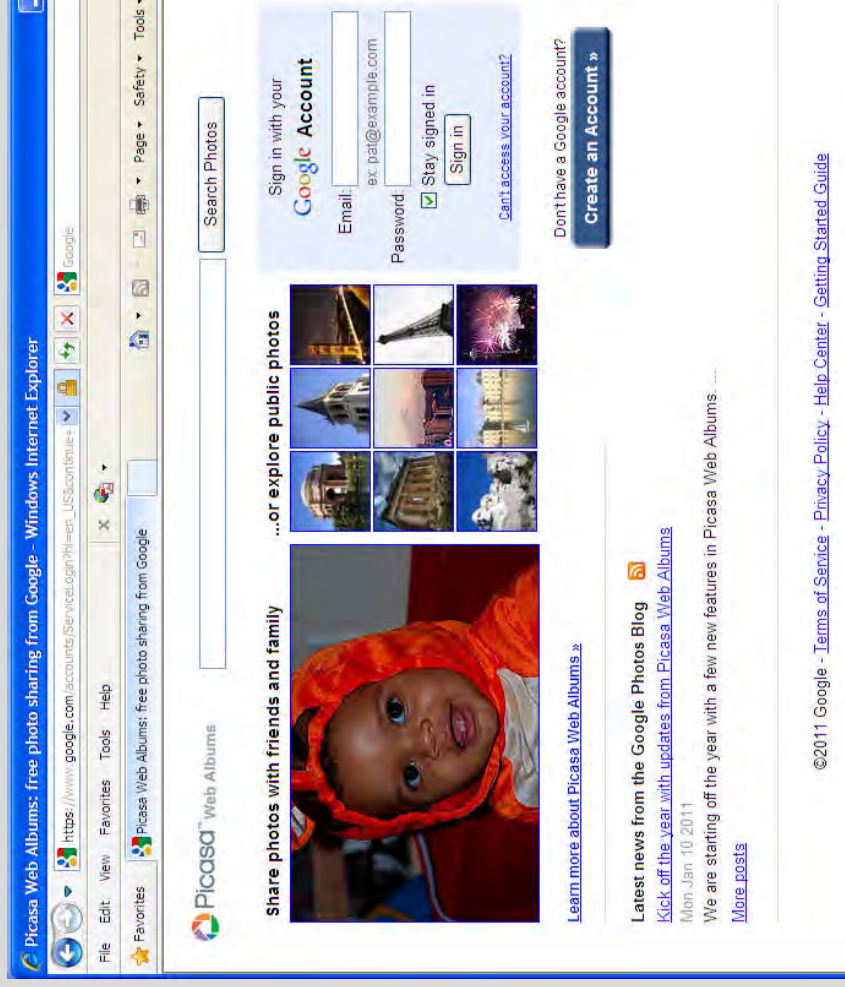
A computer implemented method for categorizing a network page, comprising:

providing a list of categories, wherein said list of categories include a category for transacting business and a category for providing information, and wherein said list of categories include a plurality of categories based on the copyright status of material on a page;

providing a categorization code for labeling the network page with a categorization label, wherein said categorization label indicates a set of categories and subcategories to which the network page is assigned, and wherein said categorization label indicates the copyright status of material on the network page; and

controlling usage of the network page using the categorization label and the copyright status of the network page.

Google Inc.'s Picasa is an online resource that allows users to share and add content, including photos. By and through its Picasa website, Google categorizes pages on the Internet that contain its users' content, including photos.



U.S. Patent No. 7,181,459 - Claim 30

Claim 30.

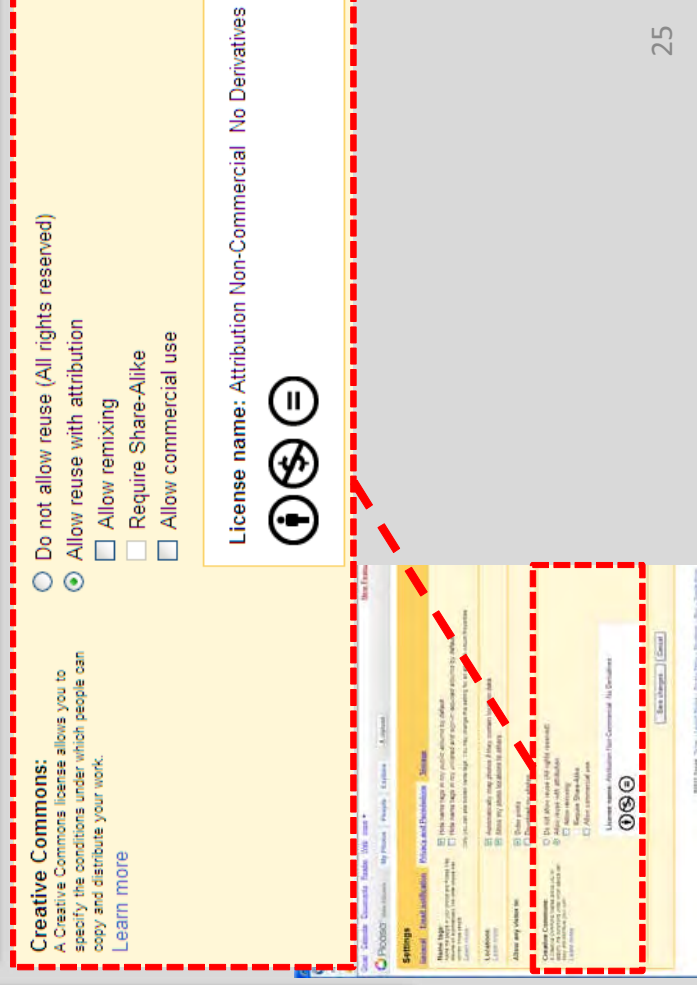
A computer implemented method for categorizing a network page, comprising:

providing a list of categories, wherein said list of categories include a category for transacting business and a category for providing information, and wherein said list of categories include a plurality of categories based on the copyright status of material on a page;

providing a categorization code for labeling the network page with a categorization label, wherein said categorization label indicates a set of categories and subcategories to which the network page is assigned, and wherein said categorization label indicates the copyright status of material on the network page; and

controlling usage of the network page using the categorization label and the copyright status of the network page.

Google incorporates into its Picasa website the use of Creative Commons licenses. Google provides a list of categories for Picasa including categories for network pages that have as a purpose transacting business, categories for network pages that have as a purpose the provision of information and categories based on copyright status of the material. Specifically, Picasa includes categories for commercial and noncommercial use, and a variety of copyright status options. For example, Google provides a license to “Allow commercial use,” which has as a purpose transacting business. As a further example, the “Attribution Non-Commercial No Derivatives” license has as a purpose the provision of information. As a further example, the “All Rights Reserved” License includes a copyright status.



U.S. Patent No. 7,181,459 - Claim 30

Claim 30.

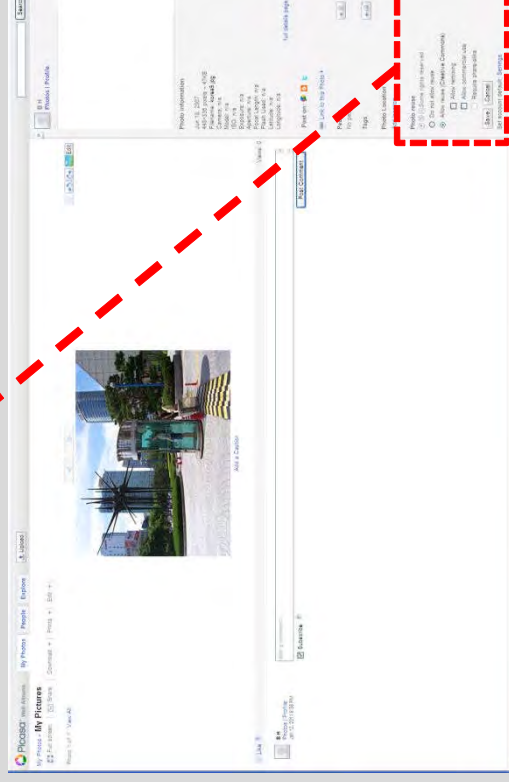
A computer implemented method for categorizing a network page, comprising:

providing a list of categories, wherein said list of categories include a category for transacting business and a category for providing information, and wherein said list of categories include a plurality of categories based on the copyright status of material on a page;

providing a categorization code for labeling the network page with a categorization label, wherein said categorization label indicates a set of categories and subcategories to which the network page is assigned, and wherein said categorization label indicates the copyright status of material on the network page; and

controlling usage of the network page using the categorization label and the copyright status of the network page.

Google further provides its list of categories on individual Picasa pages.



U.S. Patent No. 7,181,459 - Claim 30

Claim 30.

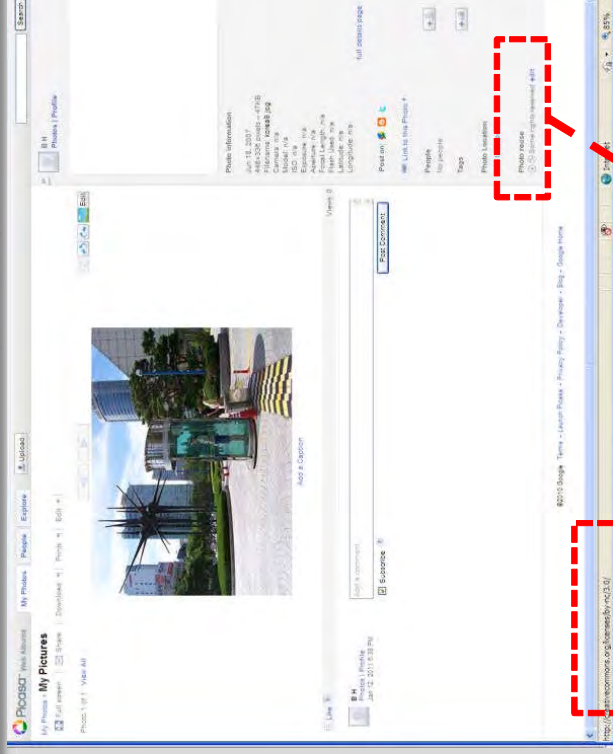
A computer implemented method for categorizing a network page, comprising:

providing a list of categories, wherein said list of categories include a category for transacting business and a category for providing information, and wherein said list of categories include a plurality of categories based on the copyright status of material on a page;

providing a categorization code for labeling the network page with a categorization label, wherein said categorization label indicates a set of categories and subcategories to which the network page is assigned, and wherein said categorization label indicates the copyright status of material on the network page; and

controlling usage of the network page using the categorization label and the copyright status of the network page.

Google Picasa provides a system of characters or symbols that represent categories for labeling the page with a label indicating a category or categories to which a page is assigned. For instance, “by” is the code for “Attribution” and “nc” is the code for “Noncommercial.” Therefore, “by-nc” is a categorization label which indicates the category “Attribution” and subcategory “Attribution-Noncommercial,” as well as the copyright status of the material, such as a photo, to which the exemplary page below is assigned.



U.S. Patent No. 7,181,459 - Claim 30

Claim 30.

A computer implemented method for categorizing a network page, comprising:

providing a list of categories, wherein said list of categories include a category for transacting business and a category for providing information, and wherein said list of categories include a plurality of categories based on the copyright status of material on a page;

providing a categorization code for labeling the network page with a categorization label, wherein said categorization label indicates a set of categories and subcategories to which the network page is assigned, and wherein said categorization label indicates the copyright status of material on the network page; and

controlling usage of the network page using the categorization label and the copyright status of the network page.

Google's internal documents confirm that it has "a separate label for each creative commons license."

Account Specific - Photo Override

Photo overrides will be handled using labels. The purpose of using labels is so that we already have an indexable field and don't need to re-create the same thing just for this license. We will have a separate label for each creative commons license. We will also have a label for ALL RIGHTS RESERVED. This is necessary because

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U.S. Patent No. 7,181,459 - Claim 30

Claim 30.

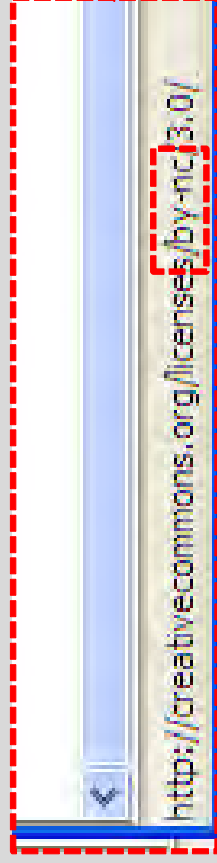
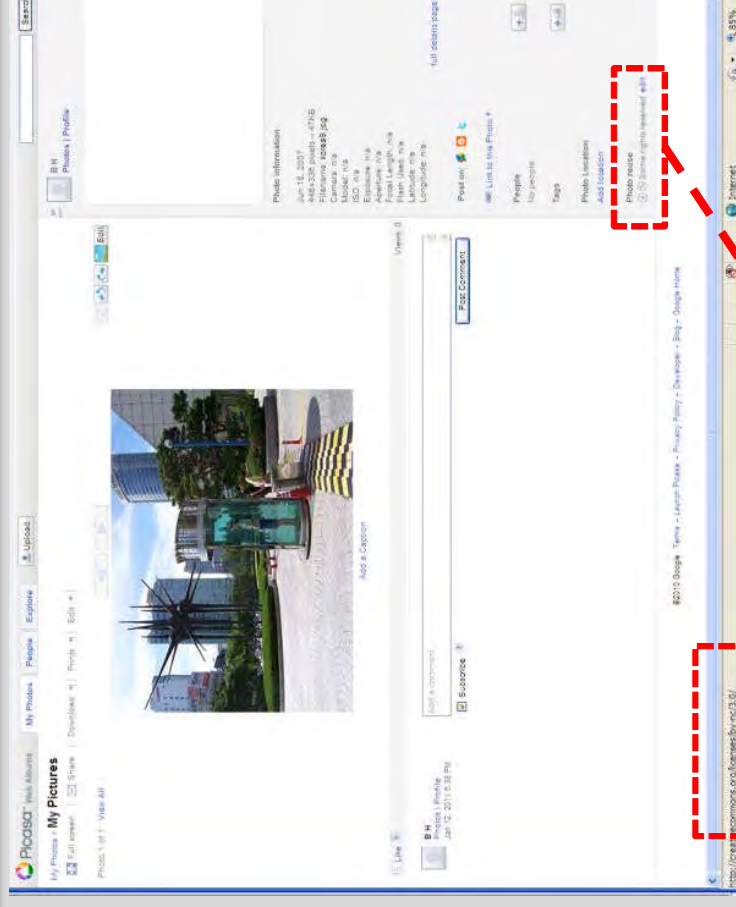
A computer implemented method for categorizing a network page, comprising:

providing a list of categories, wherein said list of categories include a category for transacting business and a category for providing information, and wherein said list of categories include a plurality of categories based on the copyright status of material on a page;

providing a categorization code for labeling the network page with a categorization label, wherein said categorization label indicates a set of categories and subcategories to which the network page is assigned, and wherein said categorization label indicates the copyright status of material on the network page; and

controlling usage of the network page using the categorization label and the copyright status of the network page.

Google controls use of pages on Picasa by providing indicia which inform the viewer of the category or categories to which the pages are assigned, including copyright status, which govern the use of the material.



U.S. Patent No. 7,181,459 - Claim 30

Claim 30.

A computer implemented method for categorizing a network page, comprising:

providing a list of categories, wherein said list of categories include a category for transacting business and a category for providing information, and wherein said list of categories include a plurality of categories based on the copyright status of material on a page;

providing a categorization code for labeling the network page with a categorization label, wherein said categorization label indicates a set of categories and subcategories to which the network page is assigned, and wherein said categorization label indicates the copyright status of material on the network page; and

controlling usage of the network page using the categorization label and the copyright status of the network page.

Additionally, the Picasa and Picasa Web Albums Help page further explains how Picasa uses Creative Commons to control usage of pages.

**Control how your images are used
With the new Creative Commons license
while retaining control over its use.**

Control how your images are used with Creative Commons. With the new [Creative Commons license feature](#) on Picasa Web Albums, you can choose a CC license for your images that enables you to share your work while retaining control over its use.

License name: Attribution Non-Commercial No Derivatives



U.S. Patent No. 7,181,459 - Claim 30

Claim 30.

A computer implemented method for categorizing a network page, comprising:

providing a list of categories, wherein said list of categories include a category for transacting business and a category for providing information, and wherein said list of categories include a plurality of categories based on the copyright status of material on a page;

providing a categorization code for labeling the network page with a categorization label, wherein said categorization label indicates a set of categories and subcategories to which the network page is assigned, and wherein said categorization label indicates the copyright status of material on the network page; and

controlling usage of the network page using the categorization label and the copyright status of the network page.

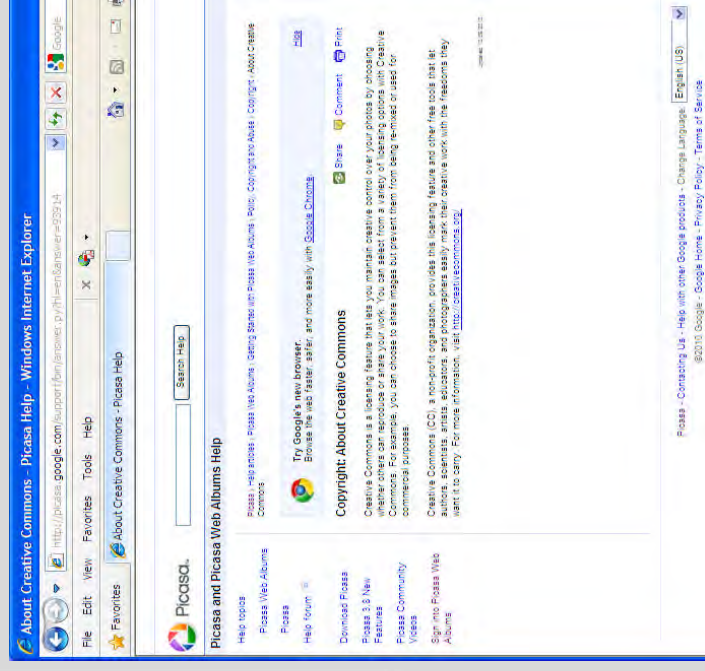
The Picasa and Picasa Web Albums Help page below further explains how Picasa uses Creative Commons to control usage of pages.

Copyright: About Creative Commons

Creative Commons is a licensing feature that lets you maintain creative control over your photos by choosing whether others can reproduce or share your work. You can select from a variety of licensing options with Creative Commons. For example, you can choose to share images but prevent them from being re-mixed or used for commercial purposes.

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U.S. Patent No. 7,181,459 - Claim 30

Claim 30.

A computer implemented method for categorizing a network page, comprising:

providing a list of categories, wherein said list of categories include a category for transacting business and a category for providing information, and wherein said list of categories include a plurality of categories based on the copyright status of material on a page;

providing a categorization code for labeling the network page with a categorization label, wherein said categorization label indicates a set of categories and subcategories to which the network page is assigned, and wherein said categorization label indicates the copyright status of material on the network page; and

controlling usage of the network page using the categorization label and the copyright status of the network page.

Google's internal documents confirm that it uses Creative Commons to control usage.

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U.S. Patent No. 7,181,459 - Claim 31

Claim 31.

A computer implemented method of categorizing a network page, comprising:

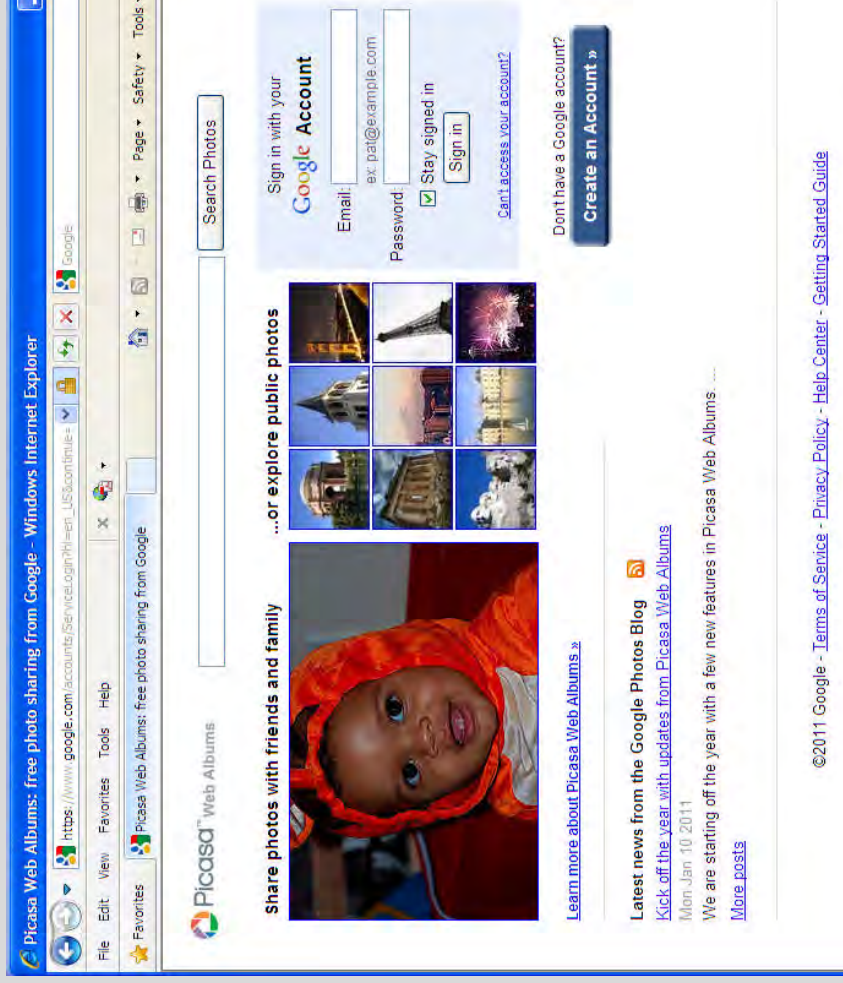
providing a list of categories, wherein said categories include a category based on the copyright status of material on a page, and wherein the copyright status comprises categories related to public domain, fair use only, use with attribution, and permission of copyright owner needed;

assigning said network page to one or more of a plurality of said list of categories;

providing a categorization label for the network page using the copyright status of material on the network page; and

controlling usage of the network page using the categorization label and the copyright status of the network page.

Google Inc.'s Picasa is an online resource that allows users to share and add content, including photos. By and through its Picasa website, Google categorizes pages on the Internet that contain its users' content, including photos.



U.S. Patent No. 7,181,459 - Claim 31

Claim 31.

A computer implemented method of categorizing a network page, comprising:

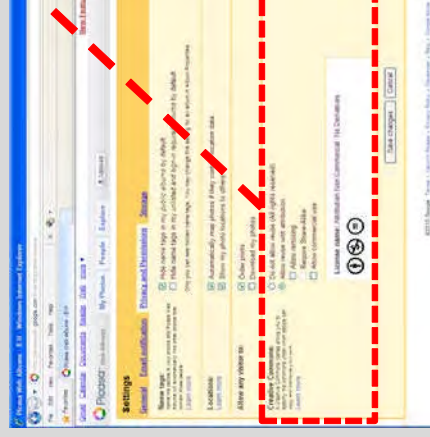
providing a list of categories, wherein said categories include a category based on the copyright status of material on a page, and wherein the copyright status comprises categories related to public domain, fair use only, use with attribution, and permission of copyright owner needed;

assigning said network page to one or more of a plurality of said list of categories;

providing a categorization label for the network page using the copyright status of material on the network page; and

controlling usage of the network page using the categorization label and the copyright status of the network page.

Google incorporates into its Picasa website the use of Creative Commons licenses. Google provides a list of categories for Picasa, as shown below, including a variety of copyright status options “related to public domain, fair use only, use with attribution, and permission of copyright owner needed.” For example, “do not allow reuse (all rights reserved)” is a category related to “permission of copyright owner needed.”



U.S. Patent No. 7,181,459 - Claim 31

Claim 31.

A computer implemented method of categorizing a network page, comprising:

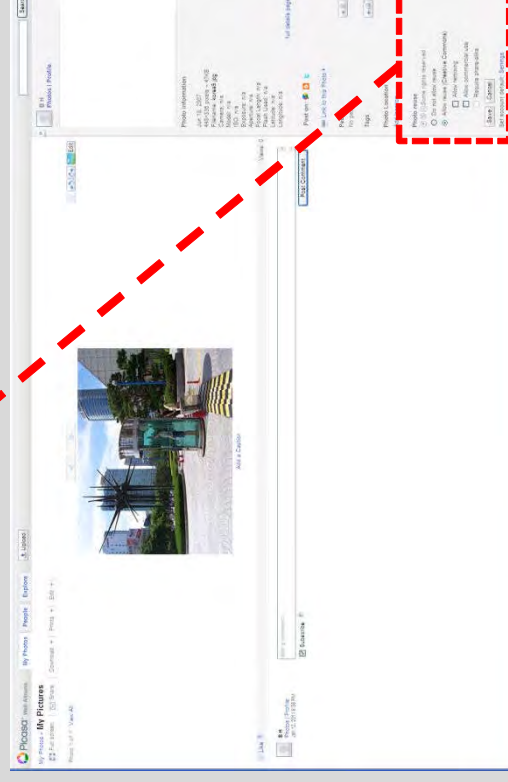
providing a list of categories, wherein said categories include a category based on the copyright status of material on a page, and wherein the copyright status comprises categories related to public domain, fair use only, use with attribution, and permission of copyright owner needed;

assigning said network page to one or more of a plurality of said list of categories;

providing a categorization label for the network page using the copyright status of material on the network page; and

controlling usage of the network page using the categorization label and the copyright status of the network page.

Google further provides its list of categories on individual Picasa pages.



U.S. Patent No. 7,181,459 - Claim 31

Claim 31.

A computer implemented method of categorizing a network page, comprising:

providing a list of categories, wherein said categories include a category based on the copyright status of material on a page, and wherein the copyright status comprises categories related to public domain, fair use only, use with attribution, and permission of copyright owner needed;

assigning said network page to one or more of a plurality of said list of categories;

providing a categorization label for the network page using the copyright status of material on the network page; and

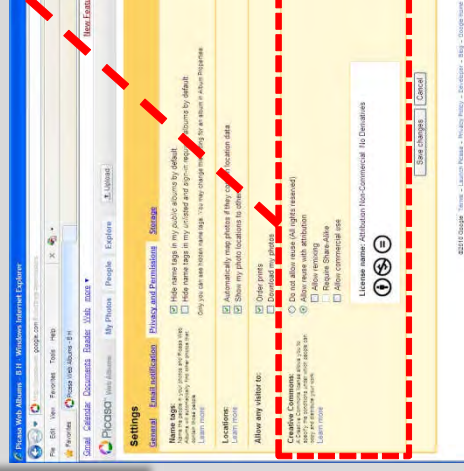

controlling usage of the network page using the categorization label and the copyright status of the network page.

Google assigns the Picasa pages to one or more of the categories based on the user's default setting.

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U.S. Patent No. 7,181,459 - Claim 31

Claim 31.

A computer implemented method of categorizing a network page, comprising:

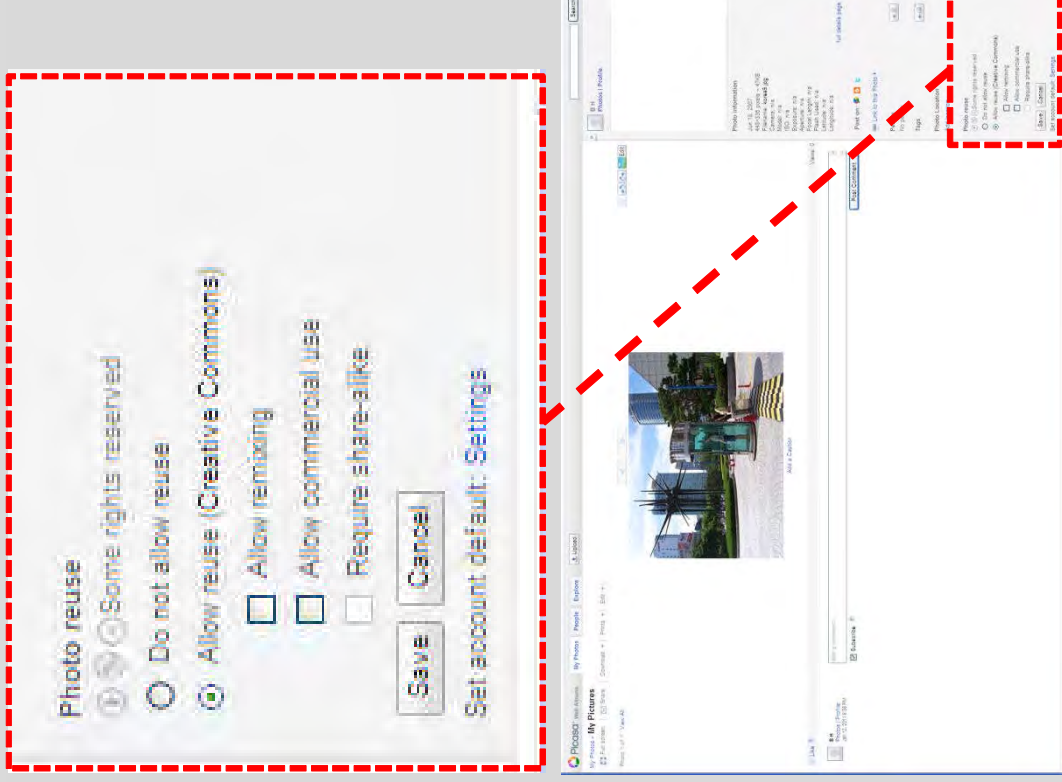
providing a list of categories, wherein said categories include a category based on the copyright status of material on a page, and wherein the copyright status comprises categories related to public domain, fair use only, use with attribution, and permission of copyright owner needed;

assigning said network page to one or more of a plurality of said list of categories;

providing a categorization label for the network page using the copyright status of material on the network page; and

controlling usage of the network page using the categorization label and the copyright status of the network page.

Google also assigns individual Picasa pages to one or more of the categories based on the user's individual selection for that page or default setting.



U.S. Patent No. 7,181,459 - Claim 31

Claim 31.

A computer implemented method of categorizing a network page, comprising:

providing a list of categories, wherein said categories include a category based on the copyright status of material on a page, and wherein the copyright status comprises categories related to public domain, fair use only, use with attribution, and permission of copyright owner needed;

assigning said network page to one or more of a plurality of said list of categories;

providing a categorization label for the network page using the copyright status of material on the network page; and

controlling usage of the network page using the categorization label and the copyright status of the network page.

Google's internal documents confirm that it assigns individual Picasa pages to one or more of the categories based on the user's individual selection for that page or default setting.

Photos Data API - Codesite extensions

Creative Commons

Picasa Web supports Creative Commons licensing for photos by specifying a default license type that applies to every photo in their online gallery and by setting specific licenses for individual photos. The license info is available in the Data API as a separate element under the "gphoto" namespace.

REDACTED

U.S. Patent No. 7,181,459 - Claim 31

Claim 31.

A computer implemented method of categorizing a network page, comprising:

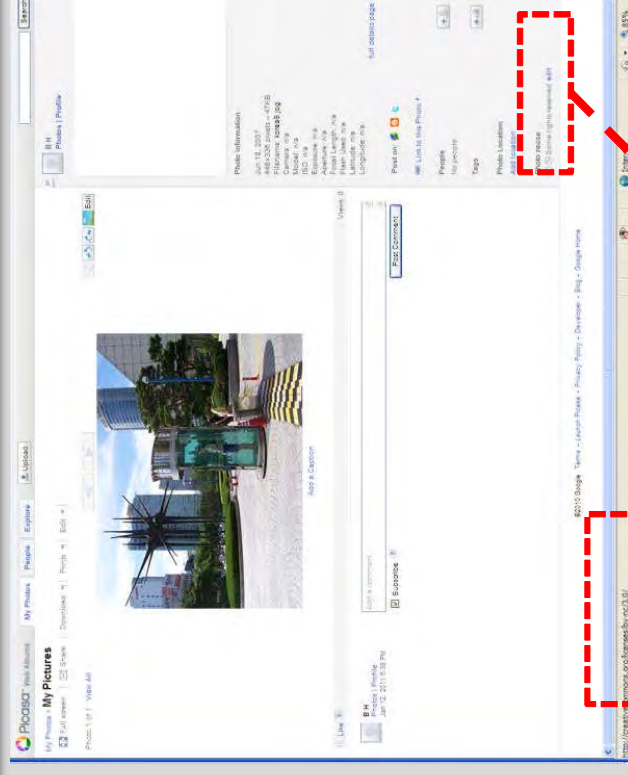
providing a list of categories, wherein said categories include a category based on the copyright status of material on a page, and wherein the copyright status comprises categories related to public domain, fair use only, use with attribution, and permission of copyright owner needed;

assigning said network page to one or more of a plurality of said list of categories;

providing a categorization label for the network page using the copyright status of material on the network page; and

controlling usage of the network page using the categorization label and the copyright status of the network page.

Google provides a label indicating a category or categories to which a page is assigned using the copyright status of material on the network page, such as a photo. Picasa's categorization label includes indicia for categories to which the page is assigned. For instance, "by-nc" and the corresponding icons indicate the categories "Attribution" and "Noncommercial" to which the exemplary page below is assigned using the copyright status of material on the network page.



U.S. Patent No. 7,181,459 - Claim 31

Claim 31.

A computer implemented method of categorizing a network page, comprising:

providing a list of categories, wherein said categories include a category based on the copyright status of material on a page, and wherein the copyright status comprises categories related to public domain, fair use only, use with attribution, and permission of copyright owner needed;

assigning said network page to one or more of a plurality of said list of categories;

providing a categorization label for the network page using the copyright status of material on the network page; and

controlling usage of the network page using the categorization label and the copyright status of the network page.

Google's internal documents confirm that it has "a separate label for each creative commons license."

Account Specific - Photo Override

Photo overrides will be handled using labels. The purpose of using labels is so that we already have an indexable field and don't need to re-create the same thing just for this license. We will have a separate label for each creative commons license. We will also have a label for ALL RIGHTS RESERVED. This is necessary because

REDACTED

U.S. Patent No. 7,181,459 - Claim 31

Claim 31.

A computer implemented method of categorizing a network page, comprising:

- providing a list of categories, wherein said categories include a category based on the copyright status of material on a page, and wherein the copyright status comprises categories related to public domain, fair use only, use with attribution, and permission of copyright owner needed;
- assigning said network page to one or more of a plurality of said list of categories;
- providing a categorization label for the network page using the copyright status of material on the network page; and
- controlling usage of the network page using the categorization label and the copyright status of the network page.**

Additionally, the Picasa and Picasa Web Albums Help page further explains how Picasa uses Creative Commons to control usage of pages.

**Control how your images are used
With the new Creative Commons license
while retaining control over its use.**

Control how your images are used with Creative Commons. With the new [Creative Commons license feature](#) on Picasa Web Albums, you can choose a CC license for your images that enables you to share your work while retaining control over its use.

License name: Attribution Non-Commercial No Derivatives



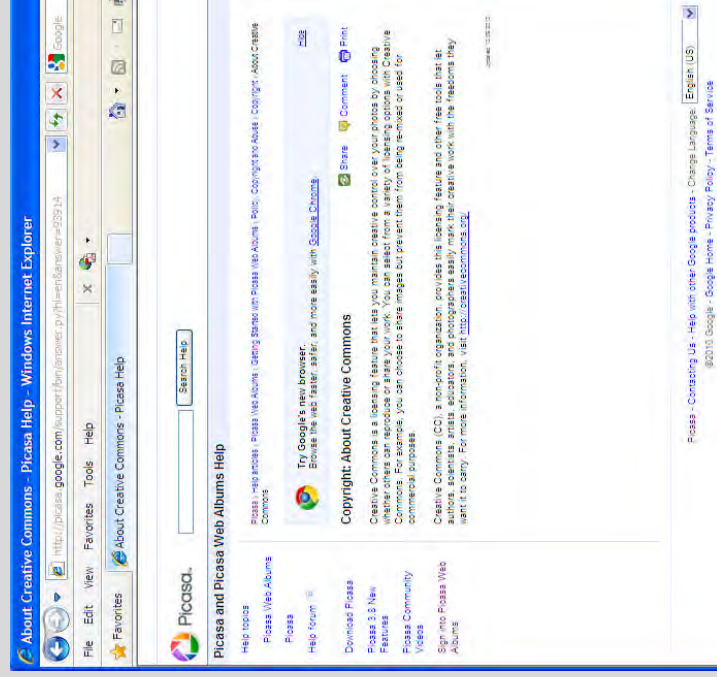
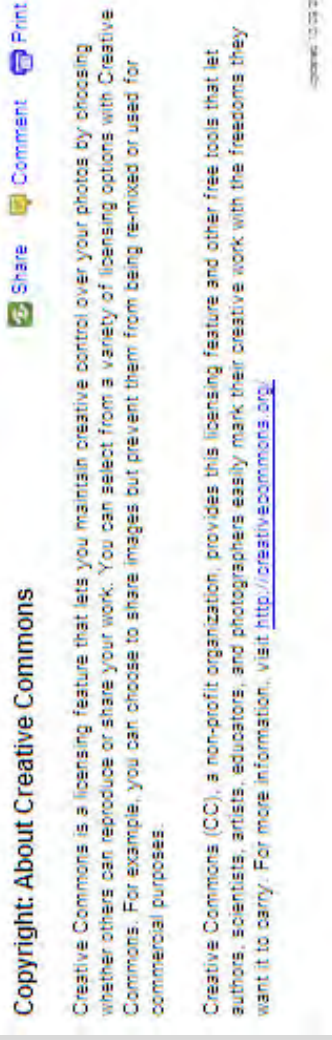
U.S. Patent No. 7,181,459 - Claim 31

Claim 31.

A computer implemented method of categorizing a network page, comprising:

- providing a list of categories, wherein said categories include a category based on the copyright status of material on a page, and wherein the copyright status comprises categories related to public domain, fair use only, use with attribution, and permission of copyright owner needed;
- assigning said network page to one or more of a plurality of said list of categories;
- providing a categorization label for the network page using the copyright status of material on the network page; and
- controlling usage of the network page using the categorization label and the copyright status of the network page.**

The Picasa and Picasa Web Albums Help page below further explains how Picasa uses Creative Commons to control usage of pages.



U.S. Patent No. 7,181,459 - Claim 31

Claim 31.

A computer implemented method of categorizing a network page, comprising:

- providing a list of categories, wherein said categories include a category based on the copyright status of material on a page, and wherein the copyright status comprises categories related to public domain, fair use only, use with attribution, and permission of copyright owner needed;
- assigning said network page to one or more of a plurality of said list of categories;
- providing a categorization label for the network page using the copyright status of material on the network page; and
- controlling usage of the network page using the categorization label and the copyright status of the network page.**

Google's internal documents confirm that it uses Creative Commons to control usage.

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