Digital Content Insurance

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Initial Bidding Guidance: Please inquire

Value Proposition: This portfolio broadly covers the insurance of digital content such as music, movies, personal photos, video games, images, e-books, and downloadable software. This includes the option to insure at the point of download, or retroactively insure existing content. The claims within not only cover operators of general digital insurance systems, but operators of single portions of such a system (e.g. an app that facilitates insurance, or a service that exclusively serves insurance policies). This portfolio also contains valuable claims related to cloud-based digital content insurance and the restoration of insured content.

Priority Date: 8-17-2007

Representative Claim: US 8,751,607 – Claim #1

An apparatus comprising: a browser configured to be communicatively coupled to a network; and a download agent coupled to the browser and including a monitoring element configured to operate contemporaneously with the browser to monitor activity of the browser to detect a download event associated with downloading a digital content file from a content server, wherein the download event is a request sent by the browser to the content server; and an insuring element configured: to send a request, to a download protection (DLP) server, for an insurance policy related to the digital content file, wherein the request for the insurance policy is sent in response to a detection of the download event by the monitoring element and prior to downloading of the digital content file to the apparatus; to provide a user of the apparatus with an option to insure the digital content file based at least in part on receipt of the insurance policy; to receive, as user input, a selection indicating a desire to insure the digital content file; and to upload, subsequent to a downloading of the digital content file to the apparatus, the digital content file to the download protection server based on receipt of the selection.

Contact:

For more information on the assets available for sale in this portfolio, contact Paul Greco.

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TECHNOLOGY
INSURANCE FOR DIGITAL DOWNLOADS AND CLOUD-BASED DIGITAL ASSETS

NOVELTY
A SYSTEM AND METHOD FOR INSURING DIGITAL CONTENT, INCLUDING CLOUD-BASED STORAGE, SCANNING A DEVICE TO IDENTIFY AND INSURE EXISTING CONTENT, AND RESTORING INSURED CONTENT

IMPORTANCE
OF VALUE TO COMPANIES INVOLVED IN DIGITAL CONTENT DISTRIBUTION (SUCH AS MUSIC, MOVIES, IMAGES, E-BOOKS, AND DOWNLOADABLE SOFTWARE), OR CLOUD/ REMOTE FILE STORAGE

NUMBER OF ASSETS
3

US PATENTS (1)
8,751,607

US APPLICATIONS (2)
14/267,444
60/956,530