US 20150106194A1

(19) United States

(12) Patent Application Publication

Holman et al.

(10) Pub. No.: US 2015/0106194 A1

(43) Pub. Date: Apr. 16, 2015

(54) **METHODS, SYSTEMS, AND DEVICES FOR HANDLING INSERTED DATA INTO CAPTURED IMAGES**

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(21) Appl. No.: **14/108,185**

(22) Filed: **Dec. 16, 2013**

**Related U.S. Application Data**

(63) Continuation-in-part of application No. 14/051,213, filed on Oct. 10, 2013, Continuation-in-part of application No. 14/055,471, filed on Oct. 16, 2013, Continuation-in-part of application No. 14/055,543, filed on Oct. 16, 2013, Continuation-in-part of application No. 14/084,254, filed on Nov. 19, 2013, Continuation-in-part of application No. 14/084,579, filed on Nov. 19, 2013, Continuation-in-part of application No. 14/084,581, filed on Nov. 19, 2013, Continuation-in-part of application No. 14/084,591, filed on Nov. 19, 2013.

**Publication Classification**

(51) **Int. Cl.**

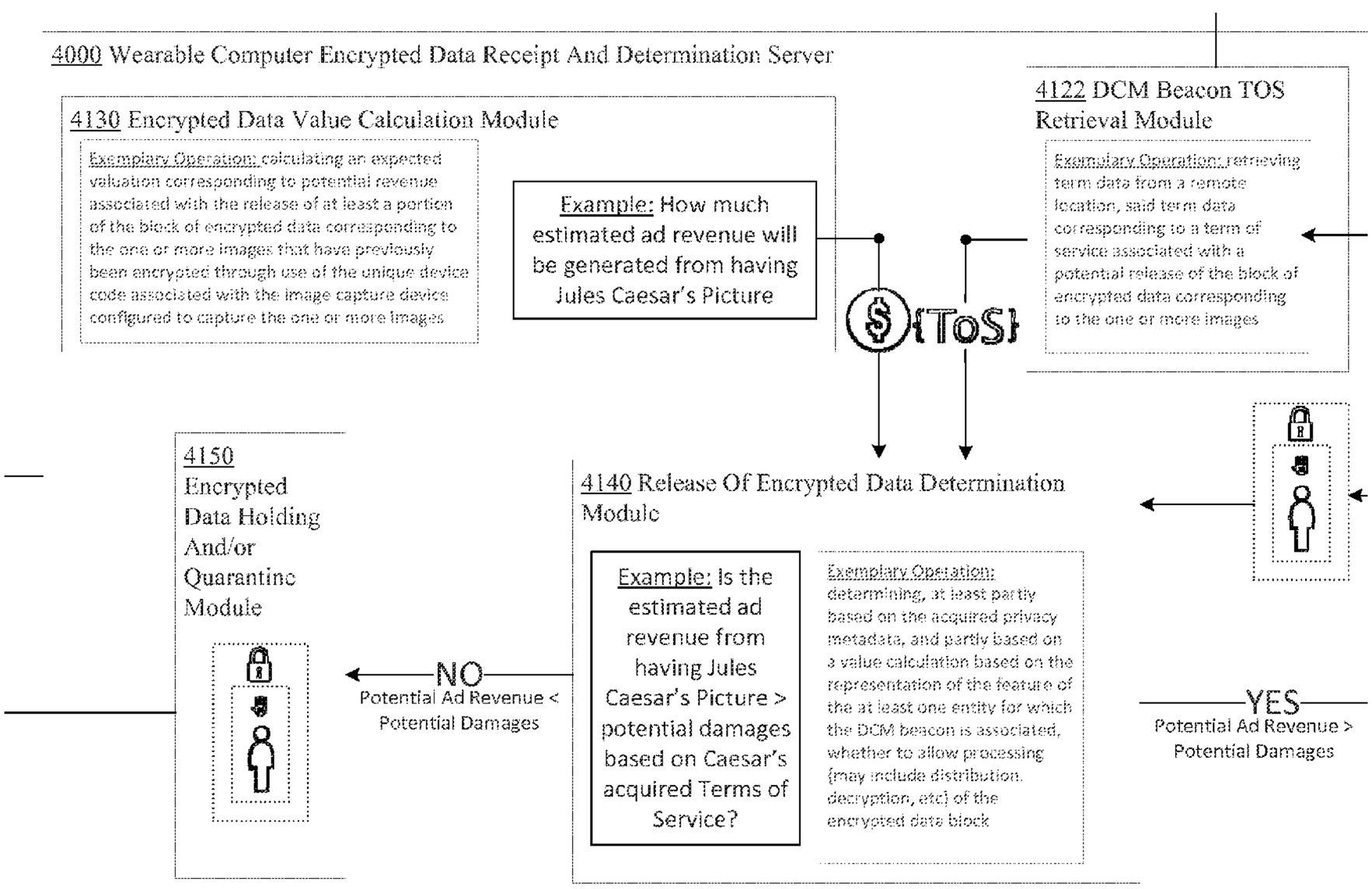
| | |
|---|---|
| ***G06Q 30/02*** | (2006.01) |
| ***H04N 1/00*** | (2006.01) |
| ***H04N 5/232*** | (2006.01) |
| ***G06K 9/62*** | (2006.01) |

(52) **U.S. Cl.**

CPC ..... ***G06Q 30/0247*** (2013.01); ***G06K 9/6202*** (2013.01); ***H04N 1/00244*** (2013.01); ***H04N 5/23222*** (2013.01)

(57) **ABSTRACT**

Computationally implemented methods and systems include acquiring a captured image, wherein the captured image depicts at least one entity, performing a comparison between an estimated potential revenue generated from a distribution of the captured image and an estimated potential liability incurred for the distribution of the captured image, and modifying the captured image by placing at least one advertisement image at a particular location of the captured image. In addition to the foregoing, other aspects are described in the claims, drawings, and text.



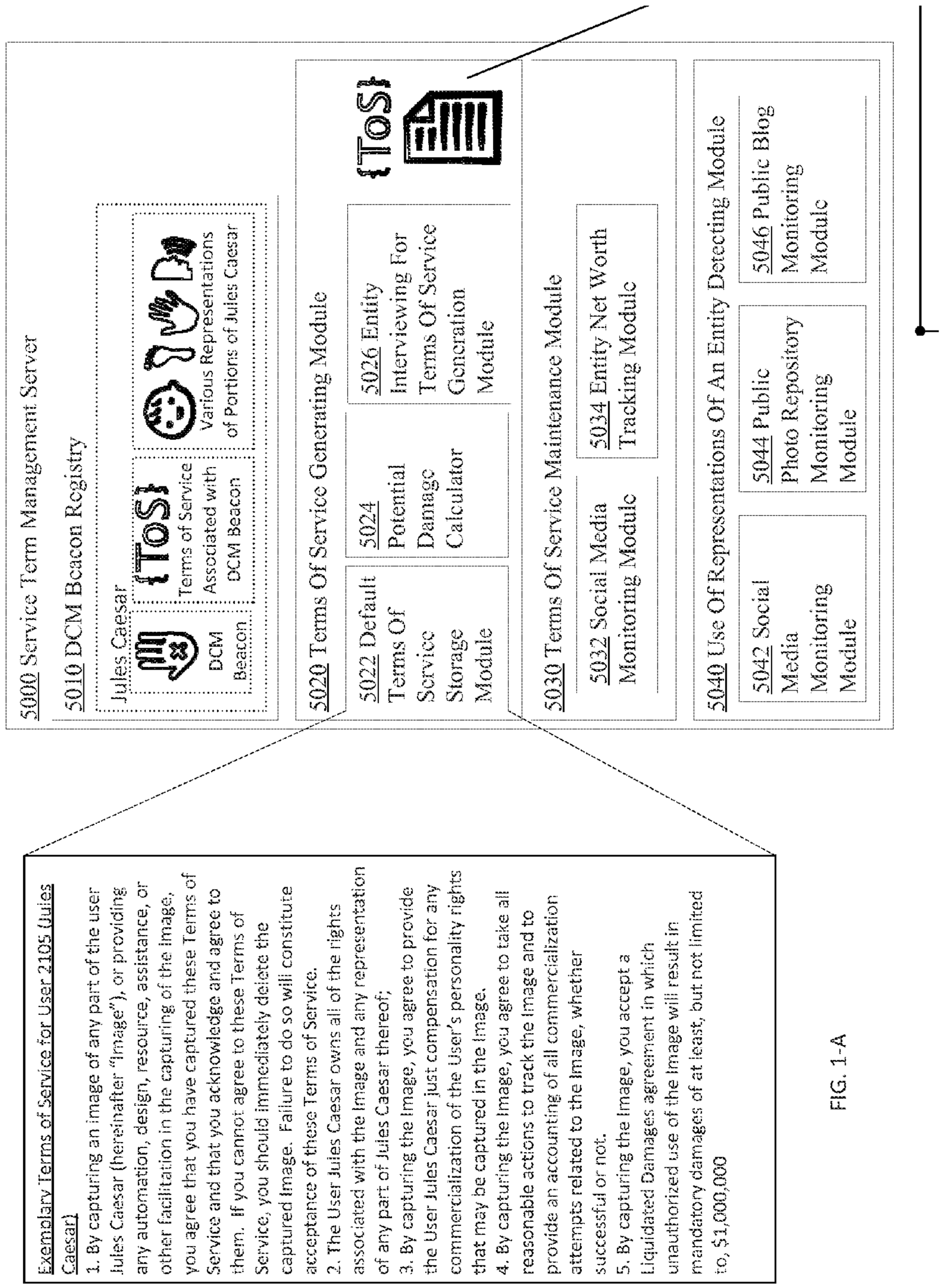

5000 Service Term Management Server
5010 DCM Beacon Registry
Jules Caesar
DCM Beacon
{ToS}
Terms of Service Associated with DCM Beacon
Various Representations of Portions of Jules Caesar
5020 Terms Of Service Generating Module
5022 Default Terms Of Service Storage Module
5024 Potential Damage Calculator
5026 Entity Interviewing For Terms Of Service Generation Module
5030 Terms Of Service Maintenance Module
5032 Social Media Monitoring Module
5034 Entity Net Worth Tracking Module
5040 Use Of Representations Of An Entity Detecting Module
5042 Social Media Monitoring Module
5044 Public Photo Repository Monitoring Module
5046 Public Blog Monitoring Module
Exemplary Terms of Service for User 2105 (Jules Caesar)
1. By capturing an image of any part of the user Jules Caesar (hereinafter "Image"), or providing any automation, design, resource, assistance, or other facilitation in the capturing of the image, you agree that you have captured these Terms of Service and that you acknowledge and agree to them. If you cannot agree to these Terms of Service, you should immediately delete the captured Image. Failure to do so will constitute acceptance of these Terms of Service.
2. The User Jules Caesar owns all of the rights associated with the Image and any representation of any part of Jules Caesar thereof;
3. By capturing the Image, you agree to provide the User Jules Caesar just compensation for any commercialization of the User's personality rights that may be captured in the Image.
4. By capturing the Image, you agree to take all reasonable actions to track the Image and to provide an accounting of all commercialization attempts related to the Image, whether successful or not.
5. By capturing the Image, you accept a Liquidated Damages agreement in which unauthorized use of the Image will result in mandatory damages of at least, but not limited to, $1,000,000

FIG. 1-A

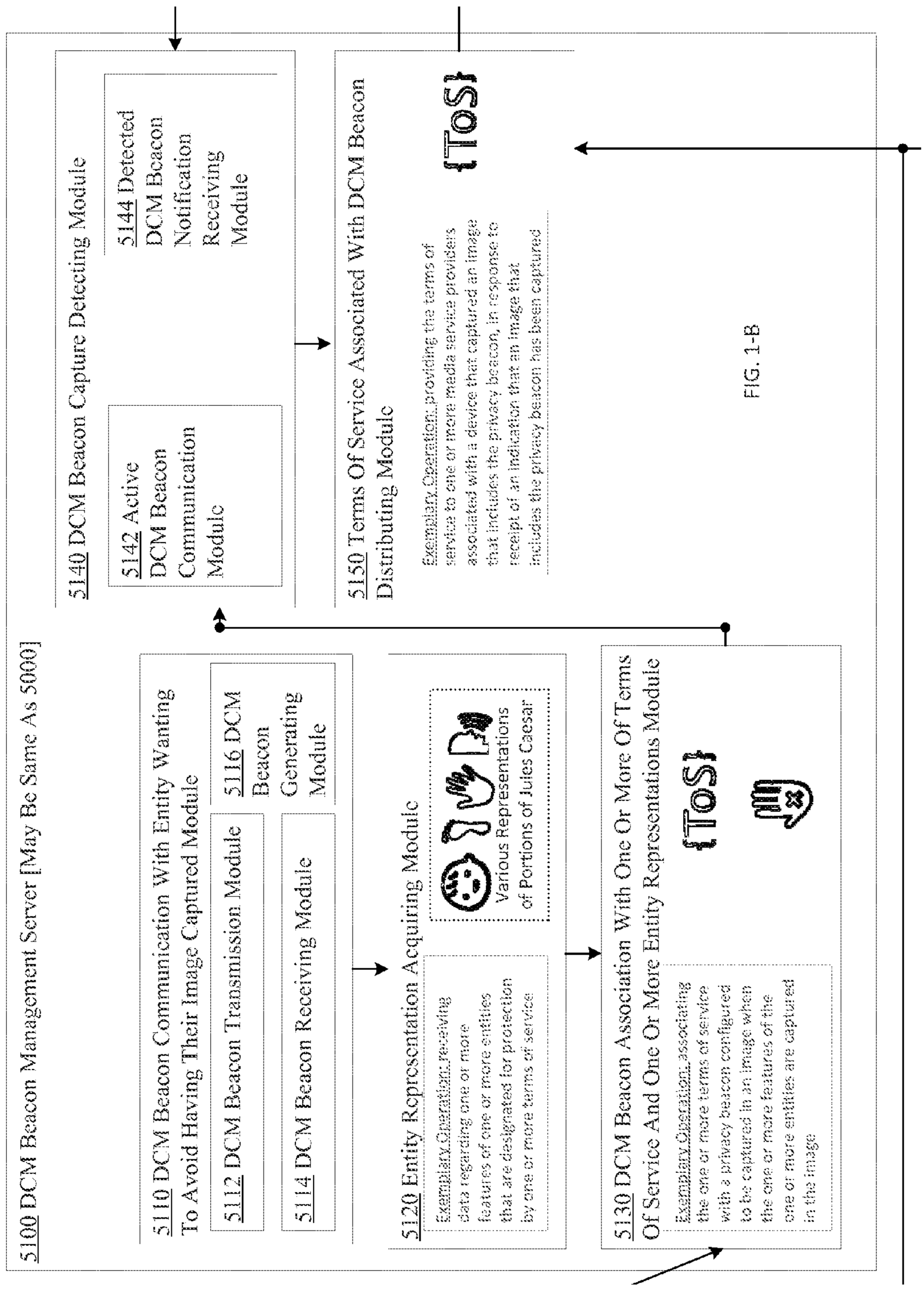

5100 DCM Beacon Management Server [May Be Same As 5000]
5110 DCM Beacon Communication With Entity Wanting To Avoid Having Their Image Captured Module
5112 DCM Beacon Transmission Module
5114 DCM Beacon Receiving Module
5116 DCM Beacon Generating Module
5120 Entity Representation Acquiring Module
Various Representations of Portions of Jules Caesar
Exemplary Operation: receiving data regarding one or more features of one or more entities that are designated for protection by one or more terms of service
5130 DCM Beacon Association With One Or More Of Terms Of Service And One Or More Entity Representations Module
Exemplary Operation: associating the one or more terms of service with a privacy beacon configured to be captured in an image when the one or more features of the one or more entities are captured in the image
{ToS}
5140 DCM Beacon Capture Detecting Module
5142 Active DCM Beacon Communication Module
5144 Detected DCM Beacon Notification Receiving Module
5150 Terms Of Service Associated With DCM Beacon Distributing Module
Exemplary Operation: providing the terms of service to one or more media service providers associated with a device that captured an image that includes the privacy beacon, in response to receipt of an indication that an image that includes the privacy beacon has been captured
{ToS}

FIG. 1-B

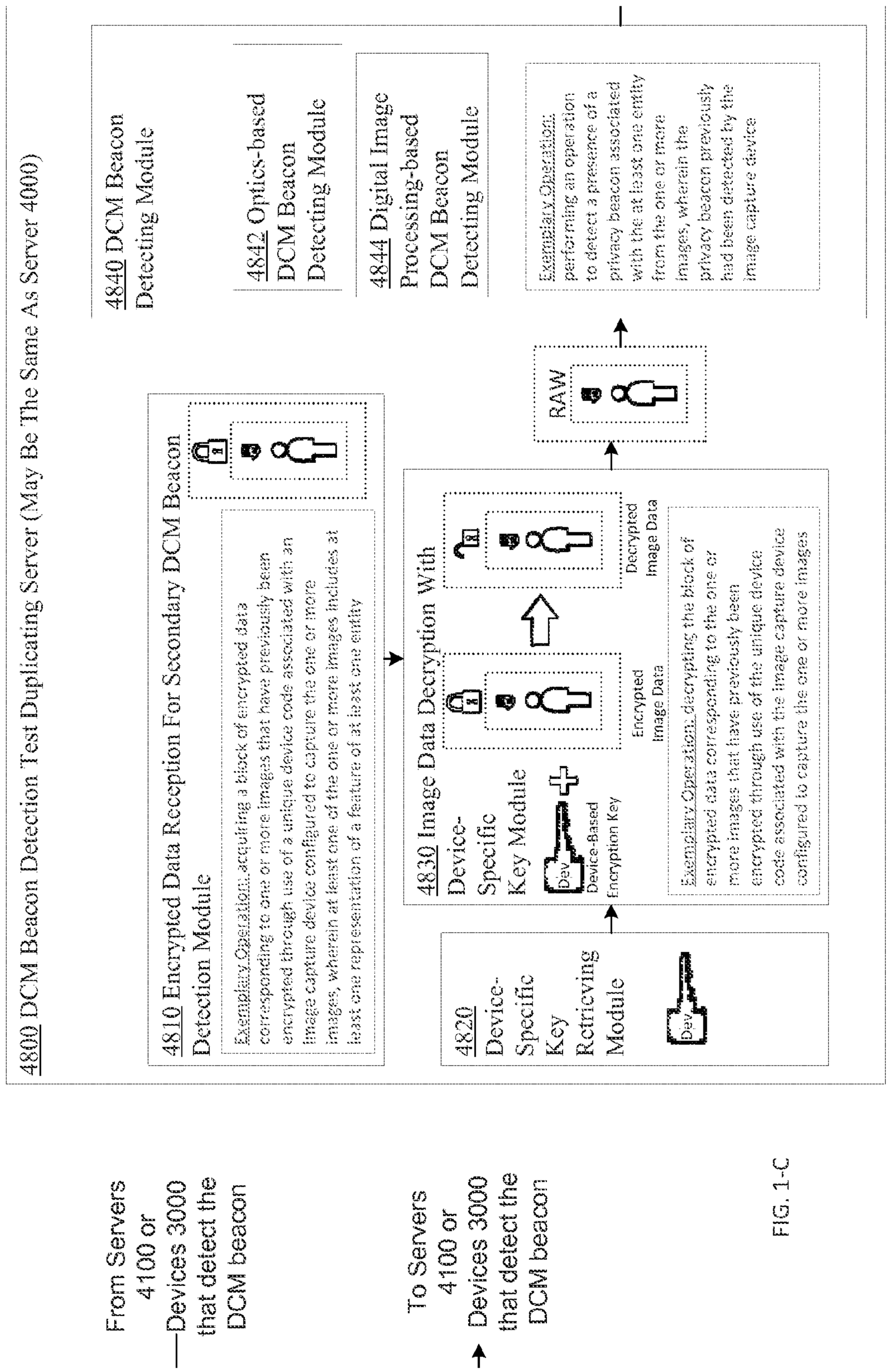

4800 DCM Beacon Detection Test Duplicating Server (May Be The Same As Server 4000)
4810 Encrypted Data Reception For Secondary DCM Beacon Detection Module
Exemplary Operation: acquiring a block of encrypted data corresponding to one or more images that have previously been encrypted through use of a unique device code associated with an image capture device configured to capture the one or more images, wherein at least one of the one or more images includes at least one representation of a feature of at least one entity
4820 Device-Specific Key Retrieving Module
Dev
4830 Image Data Decryption With Device-Specific Key Module
Dev
Device-Based Encryption Key
Encrypted Image Data
Decrypted Image Data
Exemplary Operation: decrypting the block of encrypted data corresponding to the one or more images that have previously been encrypted through use of the unique device code associated with the image capture device configured to capture the one or more images
RAW
4840 DCM Beacon Detecting Module
4842 Optics-based DCM Beacon Detecting Module
4844 Digital Image Processing-based DCM Beacon Detecting Module
Exemplary Operation: performing an operation to detect a presence of a privacy beacon associated with the at least one entity from the one or more images, wherein the privacy beacon previously had been detected by the image capture device
From Servers 4100 or Devices 3000 that detect the DCM beacon
To Servers 4100 or Devices 3000 that detect the DCM beacon

FIG. 1-C

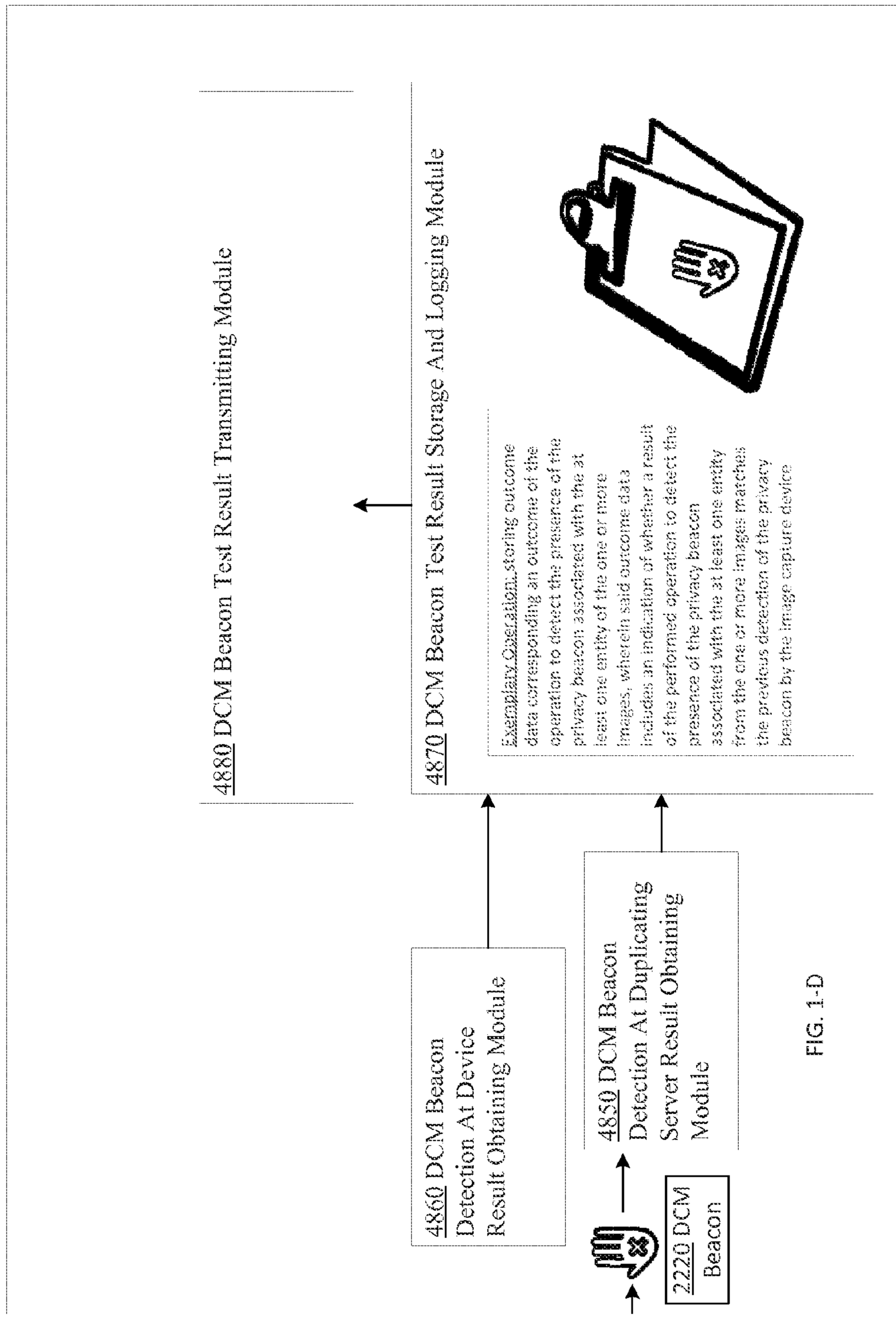

4880 DCM Beacon Test Result Transmitting Module
4870 DCM Beacon Test Result Storage And Logging Module
Exemplary Operation: storing outcome data corresponding an outcome of the operation to detect the presence of the privacy beacon associated with the at least one entity of the one or more images, wherein said outcome data includes an indication of whether a result of the performed operation to detect the presence of the privacy beacon associated with the at least one entity from the one or more images matches the previous detection of the privacy beacon by the image capture device
4860 DCM Beacon Detection At Device Result Obtaining Module
4850 DCM Beacon Detection At Duplicating Server Result Obtaining Module
2220 DCM Beacon

FIG. 1-D

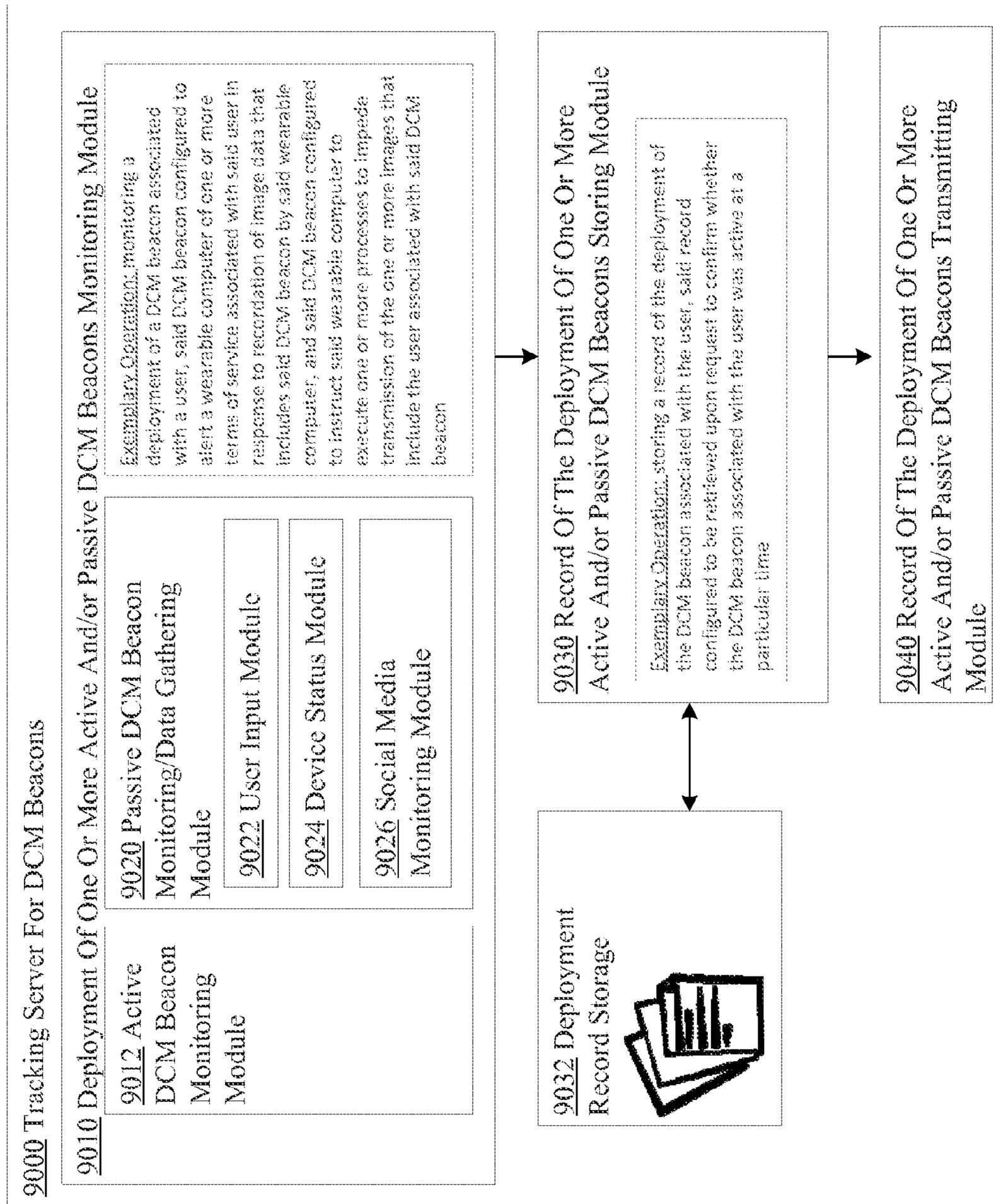
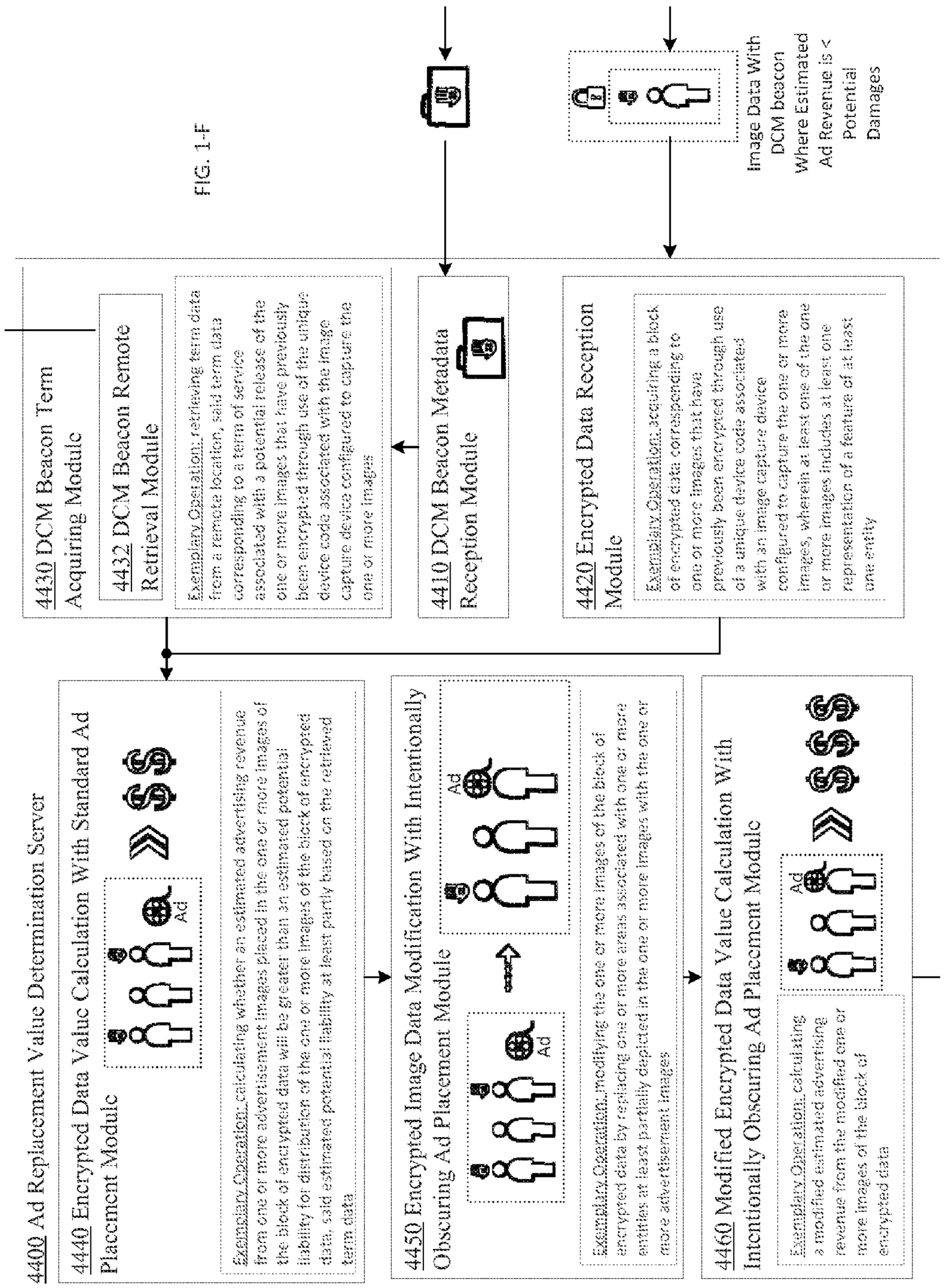

9000 Tracking Server For DCM Beacons
9010 Deployment Of One Or More Active And/or Passive DCM Beacons Monitoring Module
9012 Active DCM Beacon Monitoring Module
9020 Passive DCM Beacon Monitoring/Data Gathering Module
9022 User Input Module
9024 Device Status Module
9026 Social Media Monitoring Module
Exemplary Operation: monitoring a deployment of a DCM beacon associated with a user, said DCM beacon configured to alert a wearable computer of one or more terms of service associated with said user in response to recordation of image data that includes said DCM beacon by said wearable computer, and said DCM beacon configured to instruct said wearable computer to execute one or more processes to impede transmission of the one or more images that include the user associated with said DCM beacon
9032 Deployment Record Storage
9030 Record Of The Deployment Of One Or More Active And/or Passive DCM Beacons Storing Module
Exemplary Operation: storing a record of the deployment of the DCM beacon associated with the user, said record configured to be retrieved upon request to confirm whether the DCM beacon associated with the user was active at a particular time
9040 Record Of The Deployment Of One Or More Active And/or Passive DCM Beacons Transmitting Module

FIG. 1-E

FIG. 1-F


4400 Ad Replacement Value Determination Server
4430 DCM Beacon Term Acquiring Module
4432 DCM Beacon Remote Retrieval Module
Exemplary Operation: retrieving term data from a remote location, said term data corresponding to a term of service associated with a potential release of the one or more images that have previously been encrypted through use of the unique device code associated with the image capture device configured to capture the one or more images
4410 DCM Beacon Metadata Reception Module
4420 Encrypted Data Reception Module
Exemplary Operation: acquiring a block of encrypted data corresponding to one or more images that have previously been encrypted through use of a unique device code associated with an image capture device configured to capture the one or more images, wherein at least one of the one or more images includes at least one representation of a feature of at least one entity
Image Data With DCM beacon Where Estimated Ad Revenue is < Potential Damages
4440 Encrypted Data Value Calculation With Standard Ad Placement Module
Ad
Exemplary Operation: calculating whether an estimated advertising revenue from one or more advertisement images placed in the one or more images of the block of encrypted data will be greater than an estimated potential liability for distribution of the one or more images of the block of encrypted data, said estimated potential liability at least partly based on the retrieved term data
4450 Encrypted Image Data Modification With Intentionally Obscuring Ad Placement Module
Ad
Ad
Exemplary Operation: modifying the one or more images of the block of encrypted data by replacing one or more areas associated with one or more entities at least partially depicted in the one or more images with the one or more advertisement images
4460 Modified Encrypted Data Value Calculation With Intentionally Obscuring Ad Placement Module
Ad
Exemplary Operation: calculating a modified estimated advertising revenue from the modified one or more images of the block of encrypted data

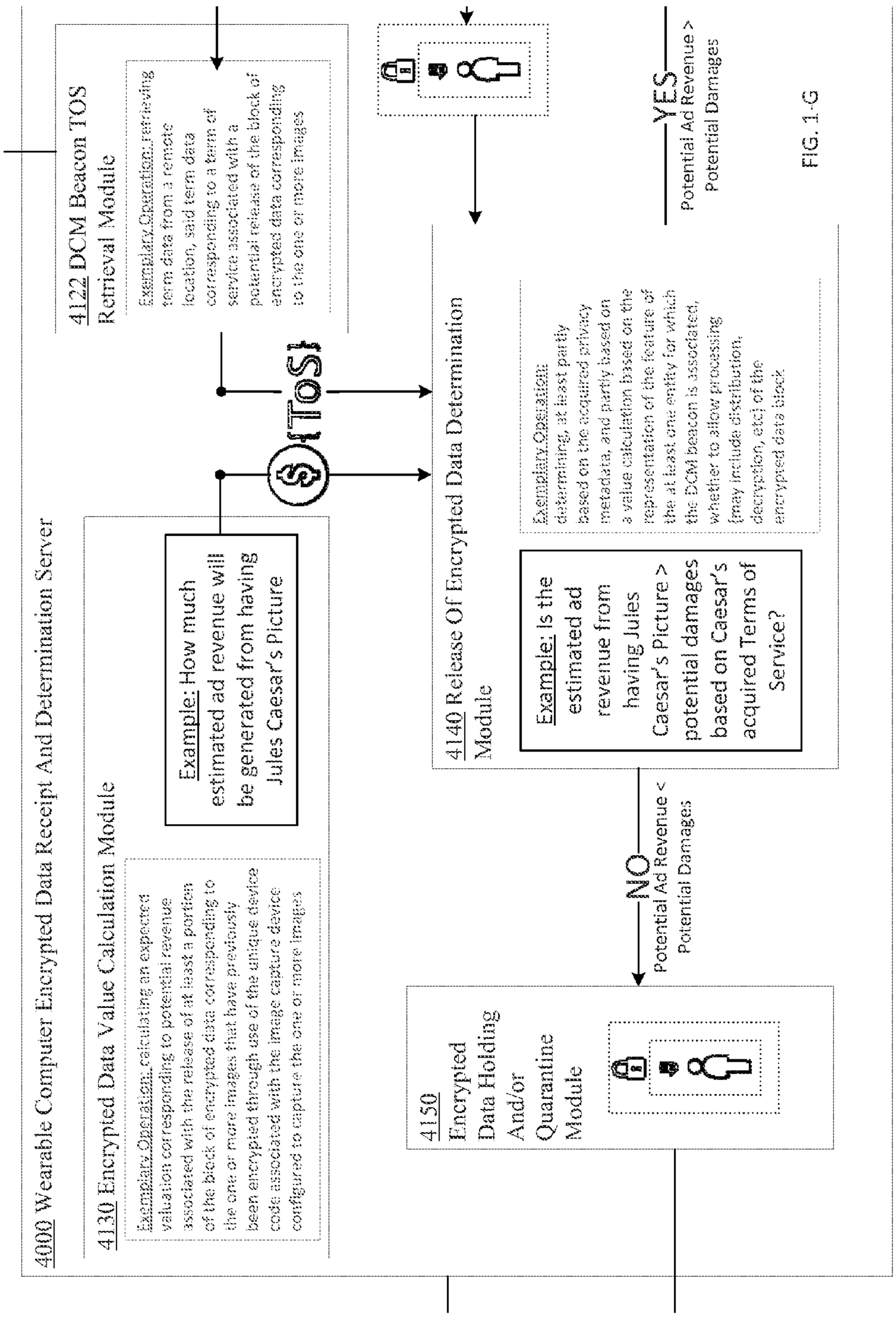

4000 Wearable Computer Encrypted Data Receipt And Determination Server
4130 Encrypted Data Value Calculation Module
Exemplary Operation: calculating an expected valuation corresponding to potential revenue associated with the release of at least a portion of the block of encrypted data corresponding to the one or more images that have previously been encrypted through use of the unique device code associated with the image capture device configured to capture the one or more images
Example: How much estimated ad revenue will be generated from having Jules Caesar's Picture
$ ToS
4122 DCM Beacon TOS Retrieval Module
Exemplary Operation: retrieving term data from a remote location, said term data corresponding to a term of service associated with a potential release of the block of encrypted data corresponding to the one or more images
4140 Release Of Encrypted Data Determination Module
Exemplary Operation: determining, at least partly based on the acquired privacy metadata, and partly based on a value calculation based on the representation of the feature of the at least one entity for which the DCM beacon is associated, whether to allow processing (may include distribution, decryption, etc) of the encrypted data block
Example: Is the estimated ad revenue from having Jules Caesar's Picture > potential damages based on Caesar's acquired Terms of Service?
YES
Potential Ad Revenue > Potential Damages
NO
Potential Ad Revenue < Potential Damages
4150 Encrypted Data Holding And/or Quarantine Module

FIG. 1-G

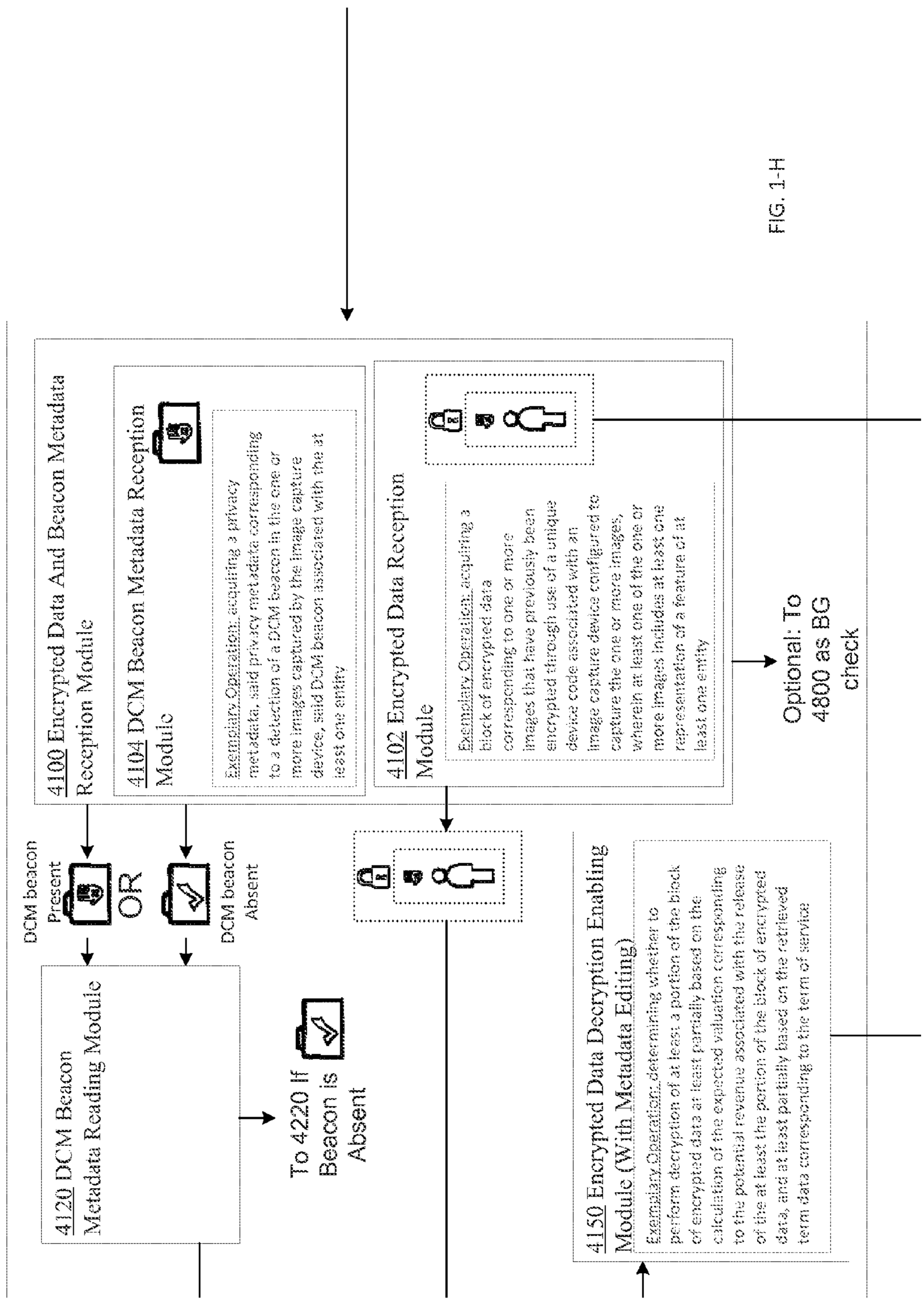

4100 Encrypted Data And Beacon Metadata Reception Module
4104 DCM Beacon Metadata Reception Module
Exemplary Operation: acquiring a privacy metadata, said privacy metadata corresponding to a detection of a DCM beacon in the one or more images captured by the image capture device, said DCM beacon associated with the at least one entity
4102 Encrypted Data Reception Module
Exemplary Operation: acquiring a block of encrypted data corresponding to one or more images that have previously been encrypted through use of a unique device code associated with an image capture device configured to capture the one or more images, wherein at least one of the one or more images includes at least one representation of a feature of at least one entity
Optional: To 4800 as BG check
DCM beacon Present
OR
DCM beacon Absent
4120 DCM Beacon Metadata Reading Module
To 4220 If Beacon is Absent
4150 Encrypted Data Decryption Enabling Module (With Metadata Editing)
Exemplary Operation: determining whether to perform decryption of at least a portion of the block of encrypted data at least partially based on the calculation of the expected valuation corresponding to the potential revenue associated with the release of the at least the portion of the block of encrypted data, and at least partially based on the retrieved term data corresponding to the term of service

FIG. 1-H

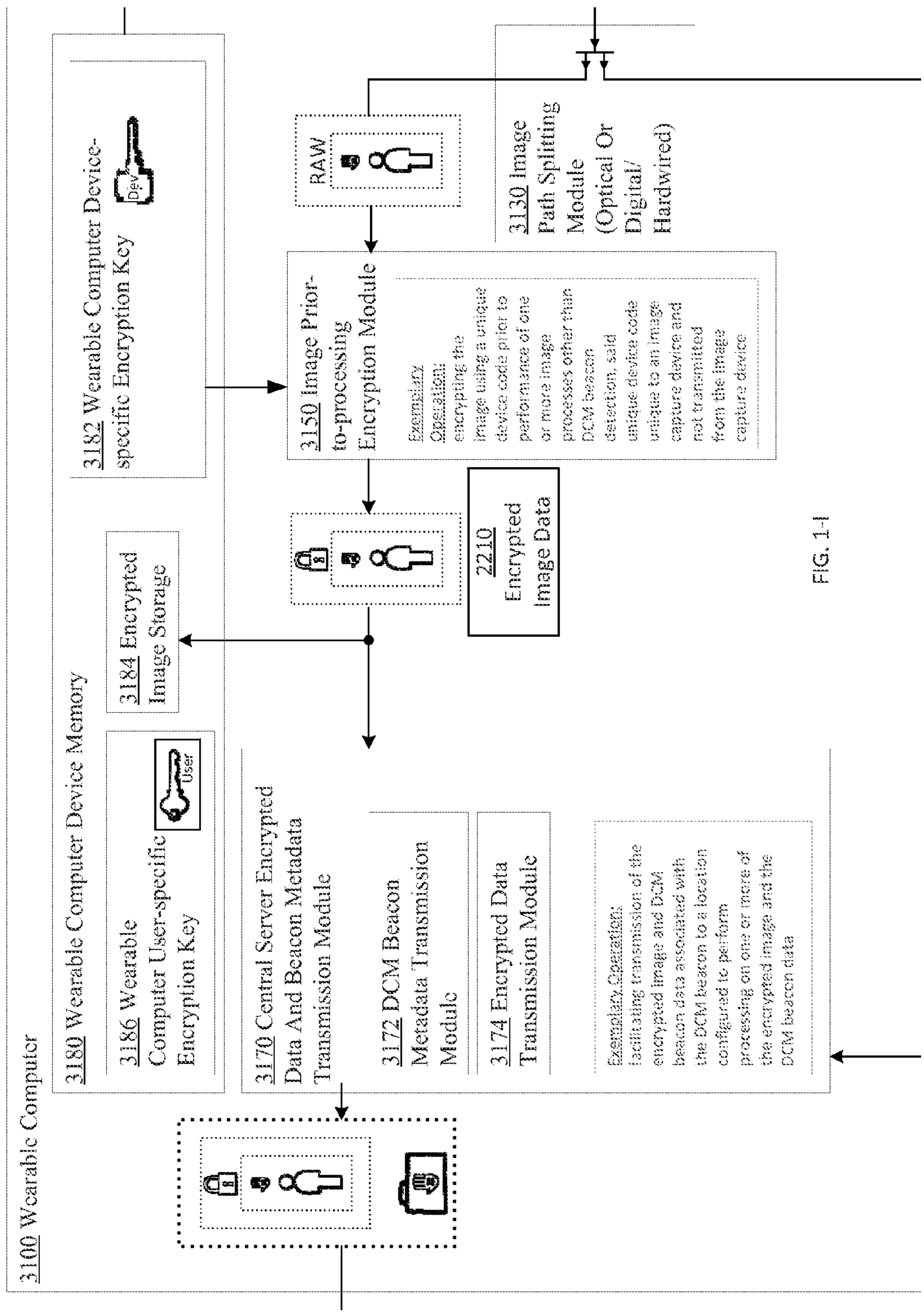

3100 Wearable Computer
3180 Wearable Computer User-specific Encryption Key
3186 Wearable Computer User-specific Encryption Key
User
3170 Central Server Encrypted Data And Beacon Metadata Transmission Module
3172 DCM Beacon Metadata Transmission Module
3174 Encrypted Data Transmission Module
Exemplary Operation: facilitating transmission of the encrypted image and DCM beacon data associated with the DCM beacon to a location configured to perform processing on one or more of the encrypted image and the DCM beacon data
Computer Device Memory
3184 Encrypted Image Storage
2210 Encrypted Image Data
3150 Image Prior-to-processing Encryption Module
Exemplary Operation: encrypting the image using a unique device code prior to performance of one or more image processes other than DCM beacon detection, said unique device code unique to an image capture device and not transmitted from the image capture device
RAW
3130 Image Path Splitting Module (Optical Or Digital/ Hardwired)
3182 Wearable Computer Device-specific Encryption Key
Dev

FIG. 1-I

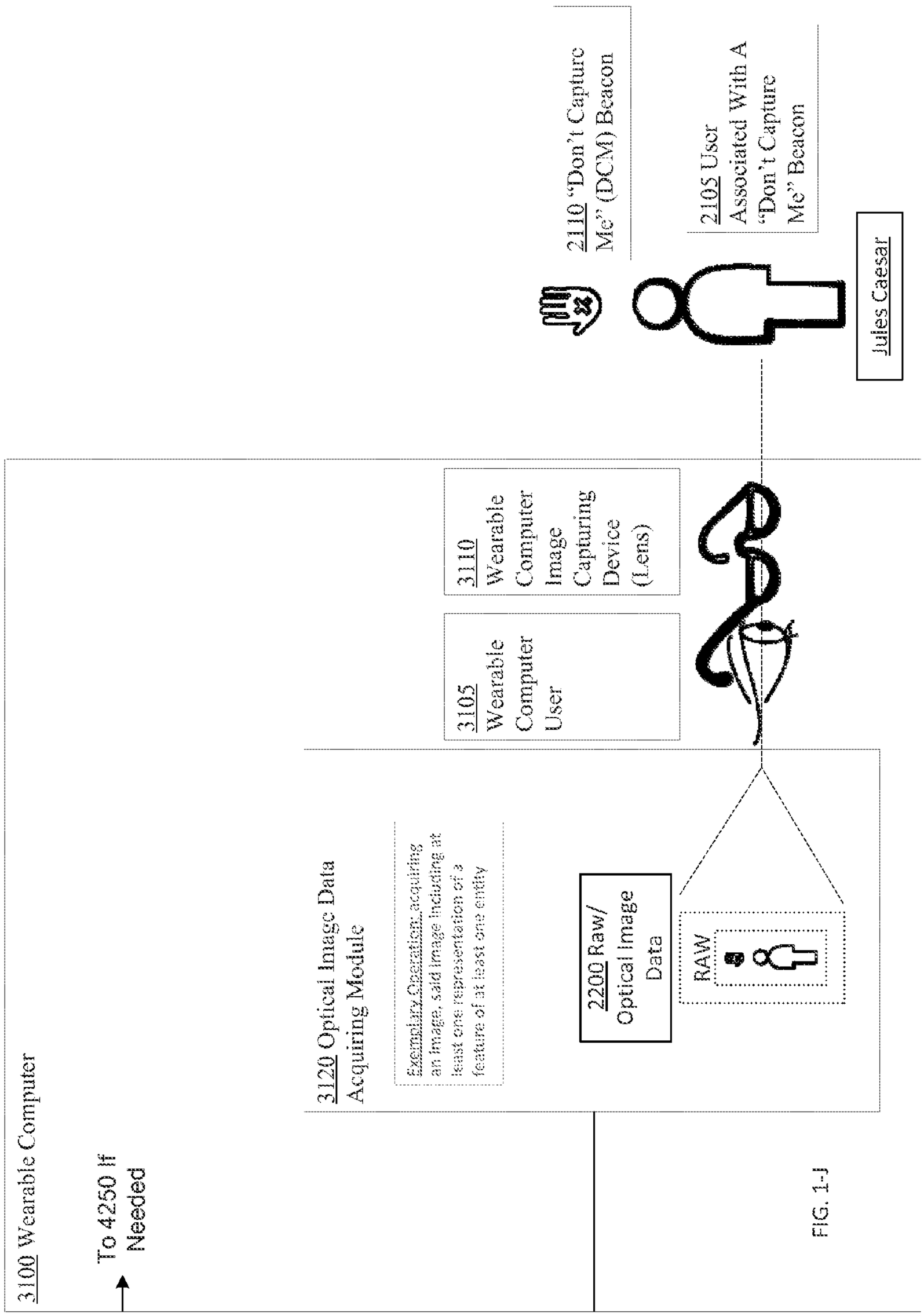

3100 Wearable Computer
To 4250 If Needed
3120 Optical Image Data Acquiring Module
Exemplary Operation: acquiring an image, said image including at least one representation of a feature of at least one entity
2200 Raw/ Optical Image Data
RAW
3105 Wearable Computer User
3110 Wearable Computer Image Capturing Device (Lens)
2110 "Don't Capture Me" (DCM) Beacon
2105 User Associated With A "Don't Capture Me" Beacon
Jules Caesar

FIG. 1-J

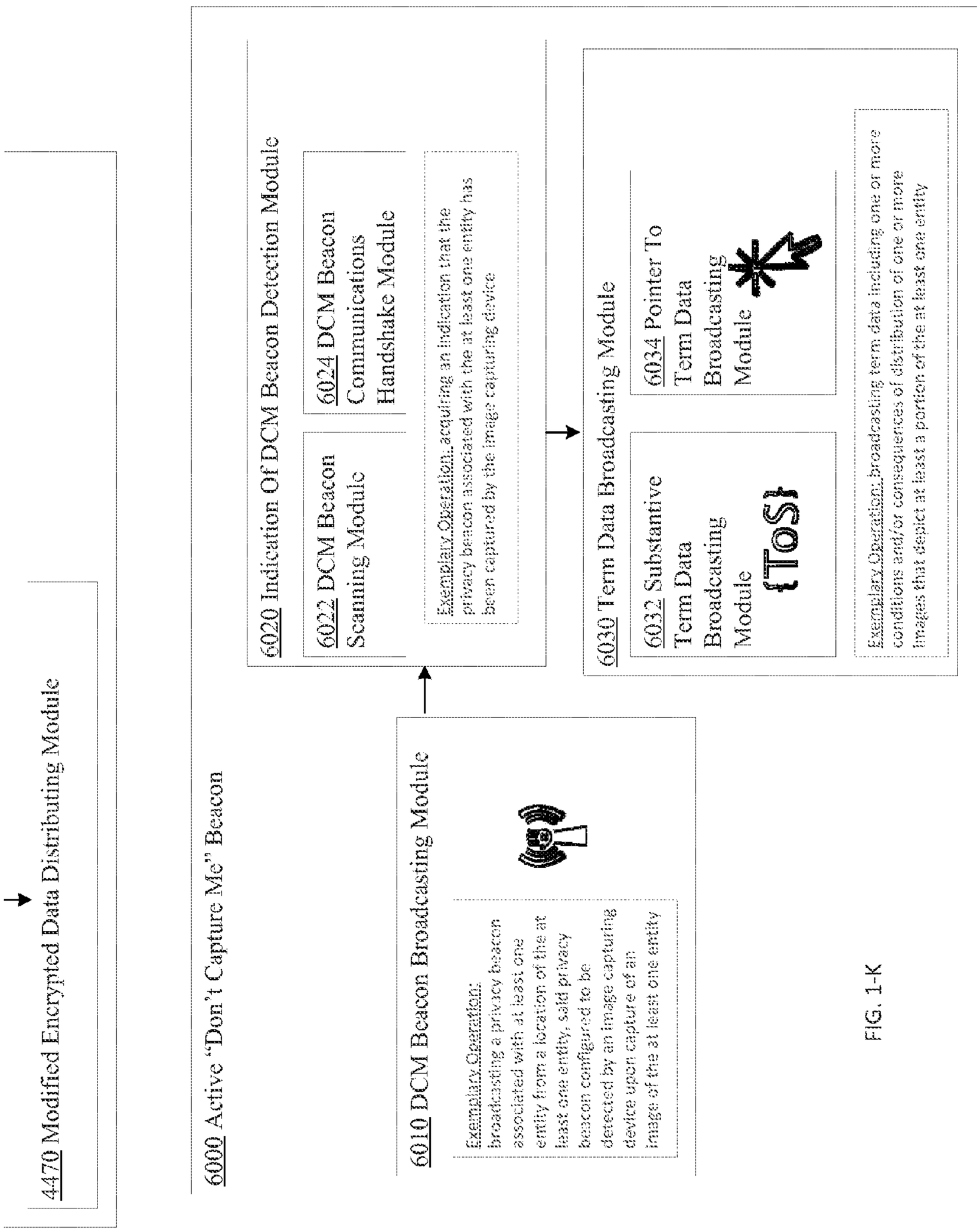

4470 Modified Encrypted Data Distributing Module
6000 Active "Don't Capture Me" Beacon
6010 DCM Beacon Broadcasting Module
Exemplary Operation: broadcasting a privacy beacon associated with at least one entity from a location of the at least one entity, said privacy beacon configured to be detected by an image capturing device upon capture of an image of the at least one entity
6020 Indication Of DCM Beacon Detection Module
6022 DCM Beacon Scanning Module
6024 DCM Beacon Communications Handshake Module
Exemplary Operation: acquiring an indication that the privacy beacon associated with the at least one entity has been captured by the image capturing device
6030 Term Data Broadcasting Module
6032 Substantive Term Data Broadcasting Module
6034 Pointer To Term Data Broadcasting Module
Exemplary Operation: broadcasting term data including one or more conditions and/or consequences of distribution of one or more images that depict at least a portion of the at least one entity

FIG. 1-K

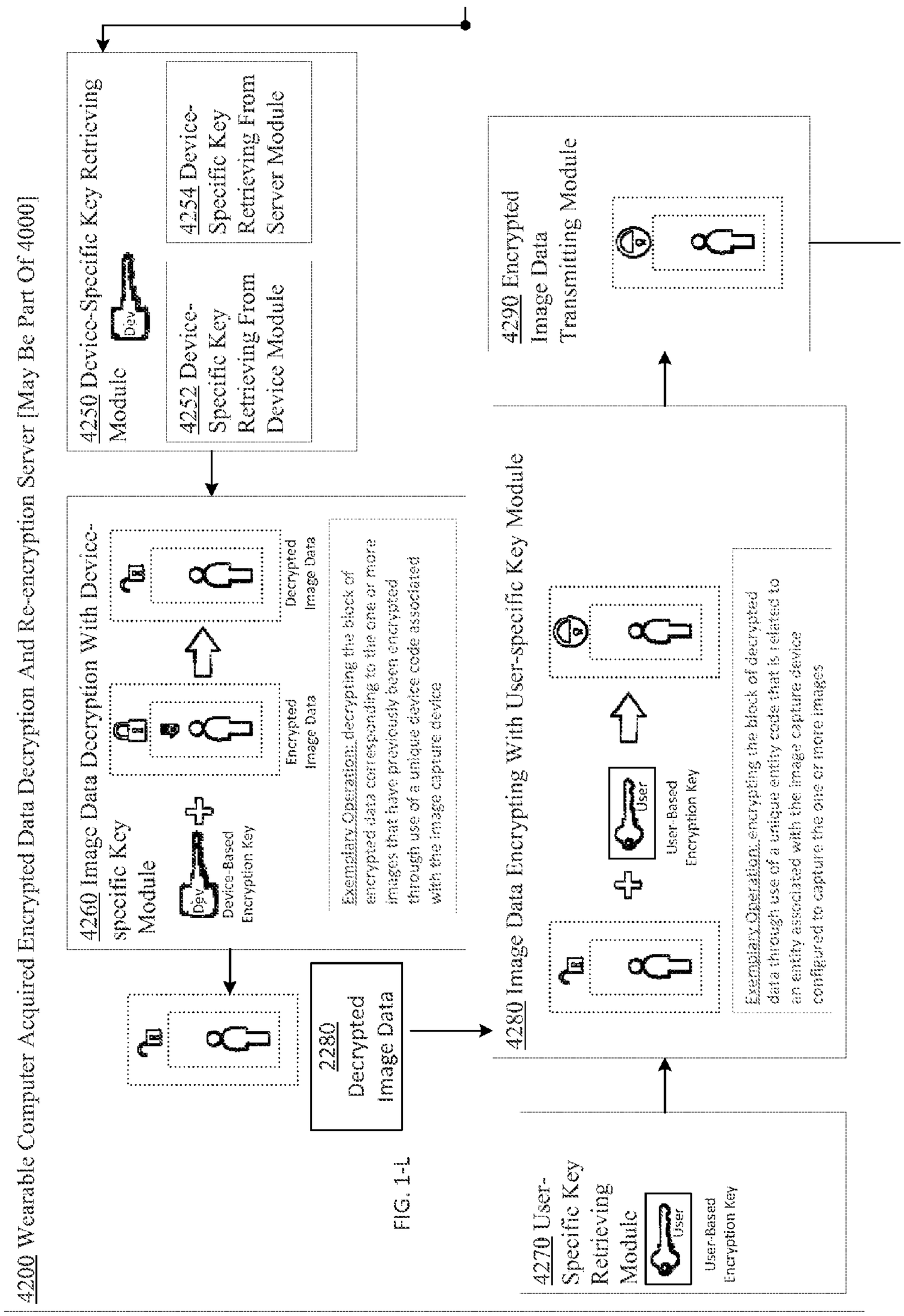

4200 Wearable Computer Acquired Encrypted Data Decryption And Re-encryption Server [May Be Part Of 4000]
4250 Device-Specific Key Retrieving Module
4252 Device-Specific Key Retrieving From Device Module
4254 Device-Specific Key Retrieving From Server Module
Dev
4260 Image Data Decryption With Device-specific Key Module
Dev
Device-Based Encryption Key
Encrypted Image Data
Decrypted Image Data
Exemplary Operation: decrypting the block of encrypted data corresponding to the one or more images that have previously been encrypted through use of a unique device code associated with the image capture device
2280 Decrypted Image Data
4280 Image Data Encrypting With User-specific Key Module
User
User-Based Encryption Key
Exemplary Operation: encrypting the block of decrypted data through use of a unique entity code that is related to an entity associated with the image capture device configured to capture the one or more images
4290 Encrypted Image Data Transmitting Module
4270 User-Specific Key Retrieving Module
User
User-Based Encryption Key

FIG. 1-L

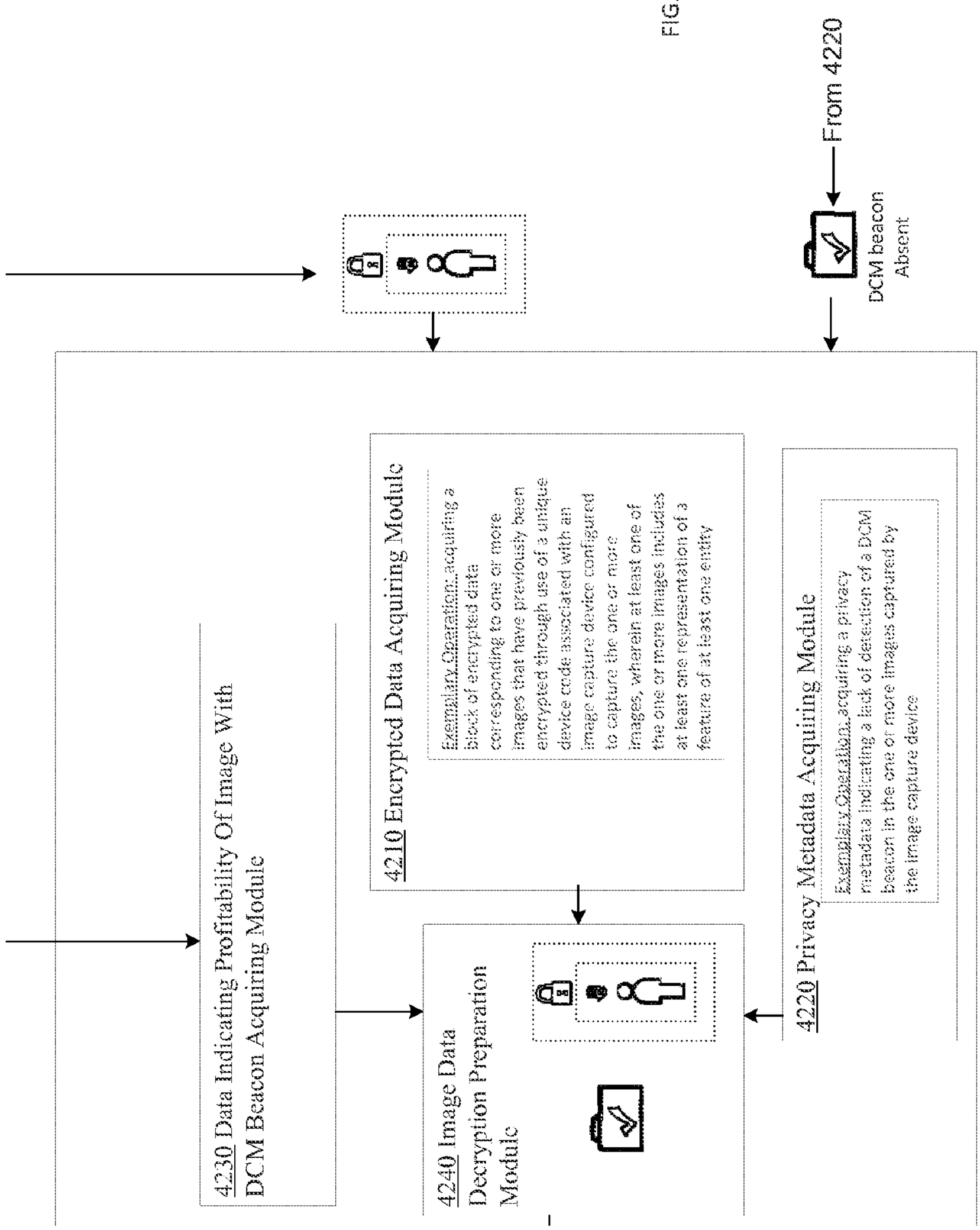

From 4220
DCM beacon Absent
4210 Encrypted Data Acquiring Module
Exemplary Operation: acquiring a block of encrypted data corresponding to one or more images that have previously been encrypted through use of a unique device code associated with an image capture device configured to capture the one or more images, wherein at least one of the one or more images includes at least one representation of a feature of at least one entity
4230 Data Indicating Profitability Of Image With DCM Beacon Acquiring Module
4240 Image Data Decryption Preparation Module
4220 Privacy Metadata Acquiring Module
Exemplary Operation: acquiring a privacy metadata indicating a lack of detection of a DCM beacon in the one or more images captured by the image capture device

FIG. 1-M

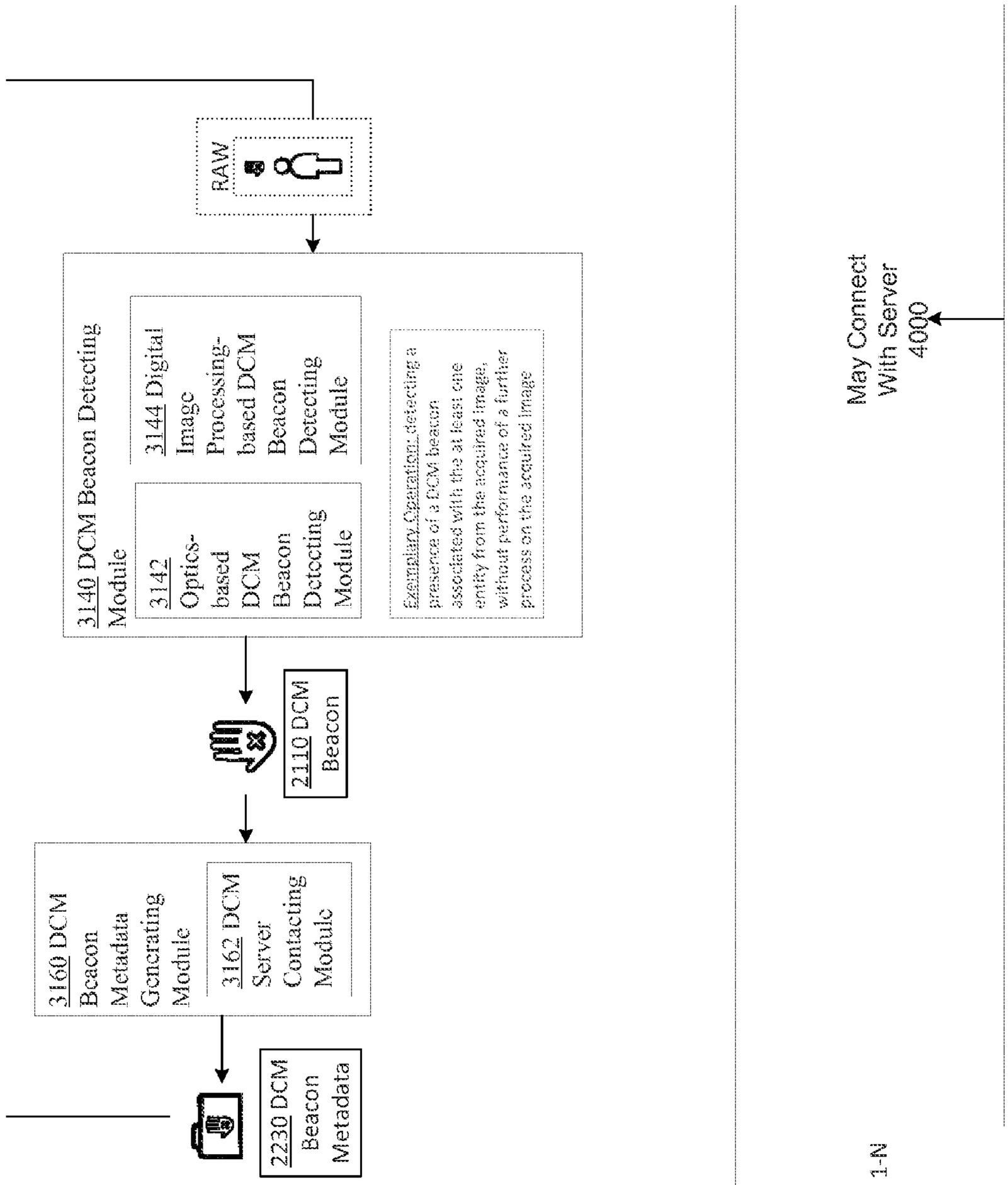

RAW
3140 DCM Beacon Detecting Module
3142 Optics-based DCM Beacon Detecting Module
3144 Digital Image Processing-based DCM Beacon Detecting Module
Exemplary Operation: detecting a presence of a DCM beacon associated with the at least one entity from the acquired image, without performance of a further process on the acquired image
2110 DCM Beacon
3160 DCM Beacon Metadata Generating Module
3162 DCM Server Contacting Module
2230 DCM Beacon Metadata
May Connect With Server 4000

FIG. 1-N

FIG. 1-O

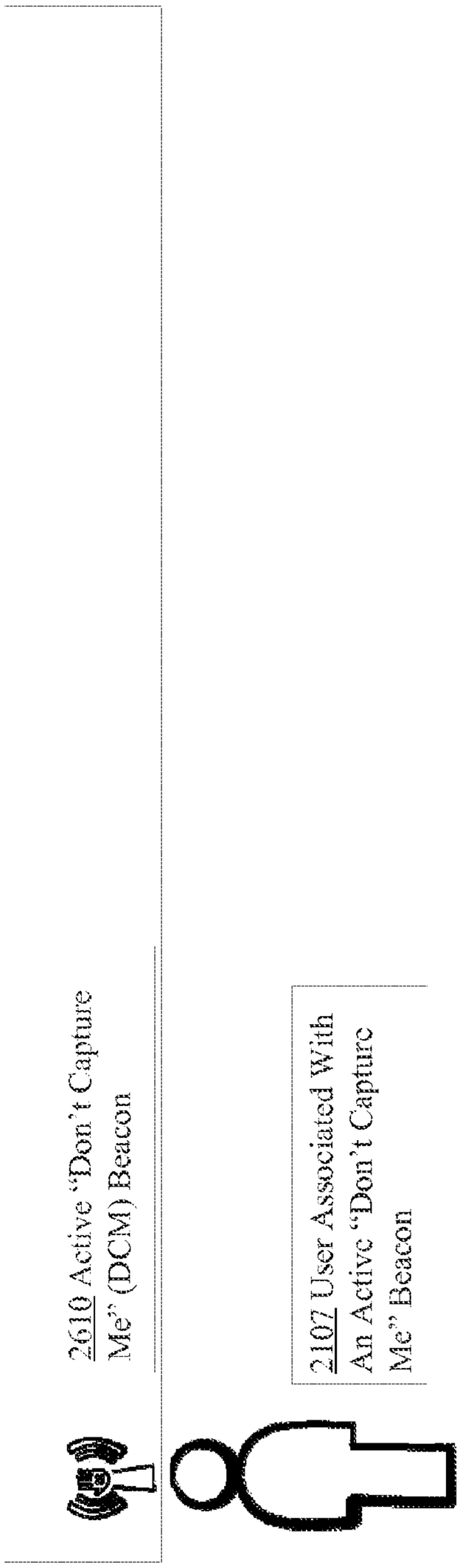



Figure 1

| | | | | | |
|---|---|---|---|---|---|
| Fig. 1-A | Fig. 1-B | Fig. 1-C | Fig. 1-D | Fig. 1-E |
| Fig. 1-F | Fig. 1-G | Fig. 1-H | Fig. 1-I | Fig. 1-J |
| Fig. 1-K | Fig. 1-L | Fig. 1-M | Fig. 1-N | Fig. 1-O |
| Fig. 1-P | Fig. 1-Q | Fig. 1-R | Fig. 1-S | Fig. 1-T |

FIG. 1-P

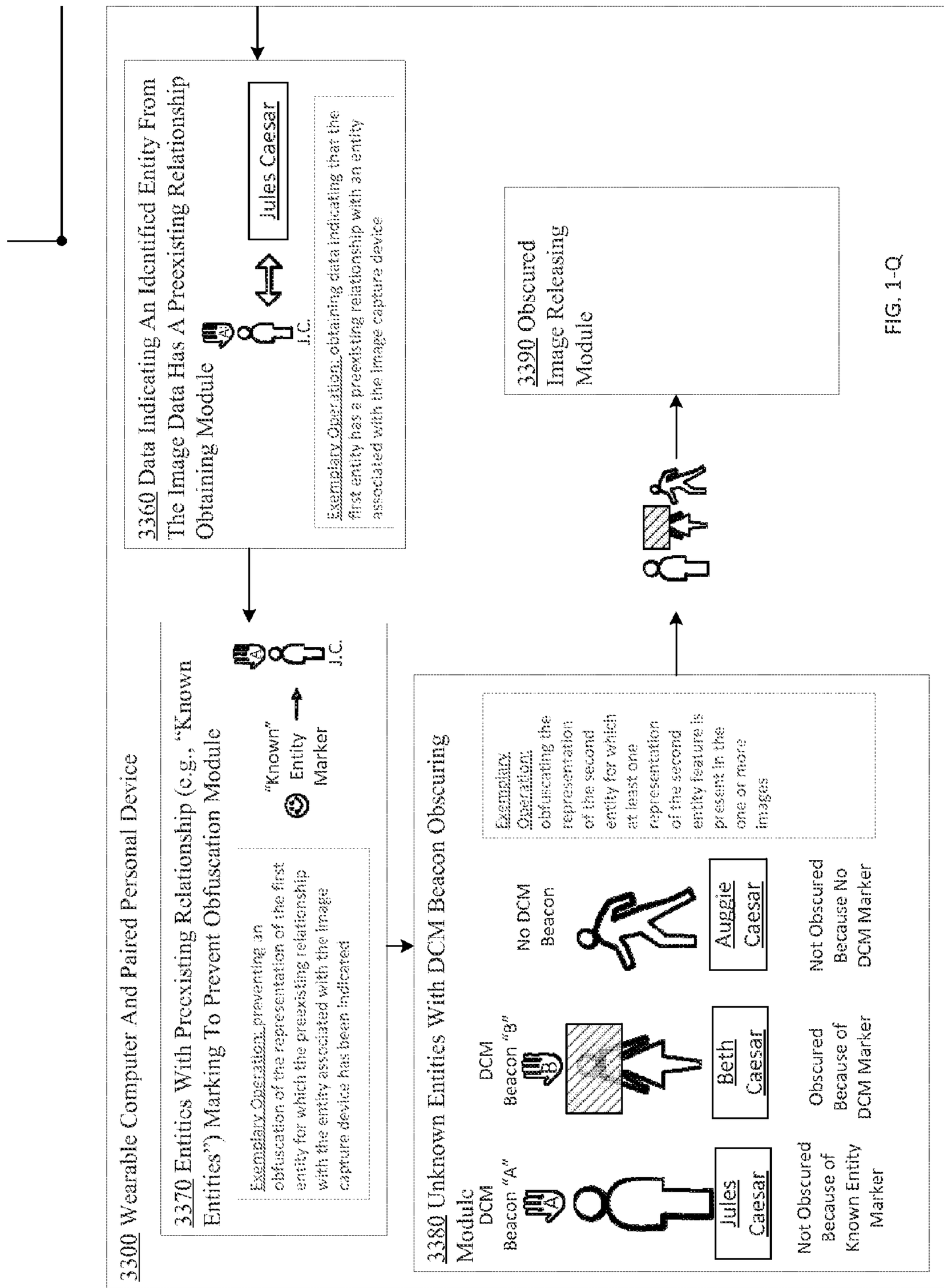

3300 Wearable Computer And Paired Personal Device
3360 Data Indicating An Identified Entity From The Image Data Has A Preexisting Relationship Obtaining Module
A
J.C.
Jules Caesar
Exemplary Operation: obtaining data indicating that the first entity has a preexisting relationship with an entity associated with the image capture device
3370 Entities With Preexisting Relationship (e.g., "Known Entities") Marking To Prevent Obfuscation Module
Exemplary Operation: preventing an obfuscation of the representation of the first entity for which the preexisting relationship with the entity associated with the image capture device has been indicated
"Known" Entity Marker
A
J.C.
3380 Unknown Entities With DCM Beacon Obscuring Module
DCM Beacon "A"
A
Jules Caesar
Not Obscured Because of Known Entity Marker
DCM Beacon "B"
B
Beth Caesar
Obscured Because of DCM Marker
No DCM Beacon
Auggie Caesar
Not Obscured Because No DCM Marker
Exemplary Operation: obfuscating the representation of the second entity for which at least one representation of the second entity feature is present in the one or more images
3390 Obscured Image Releasing Module

FIG. 1-Q

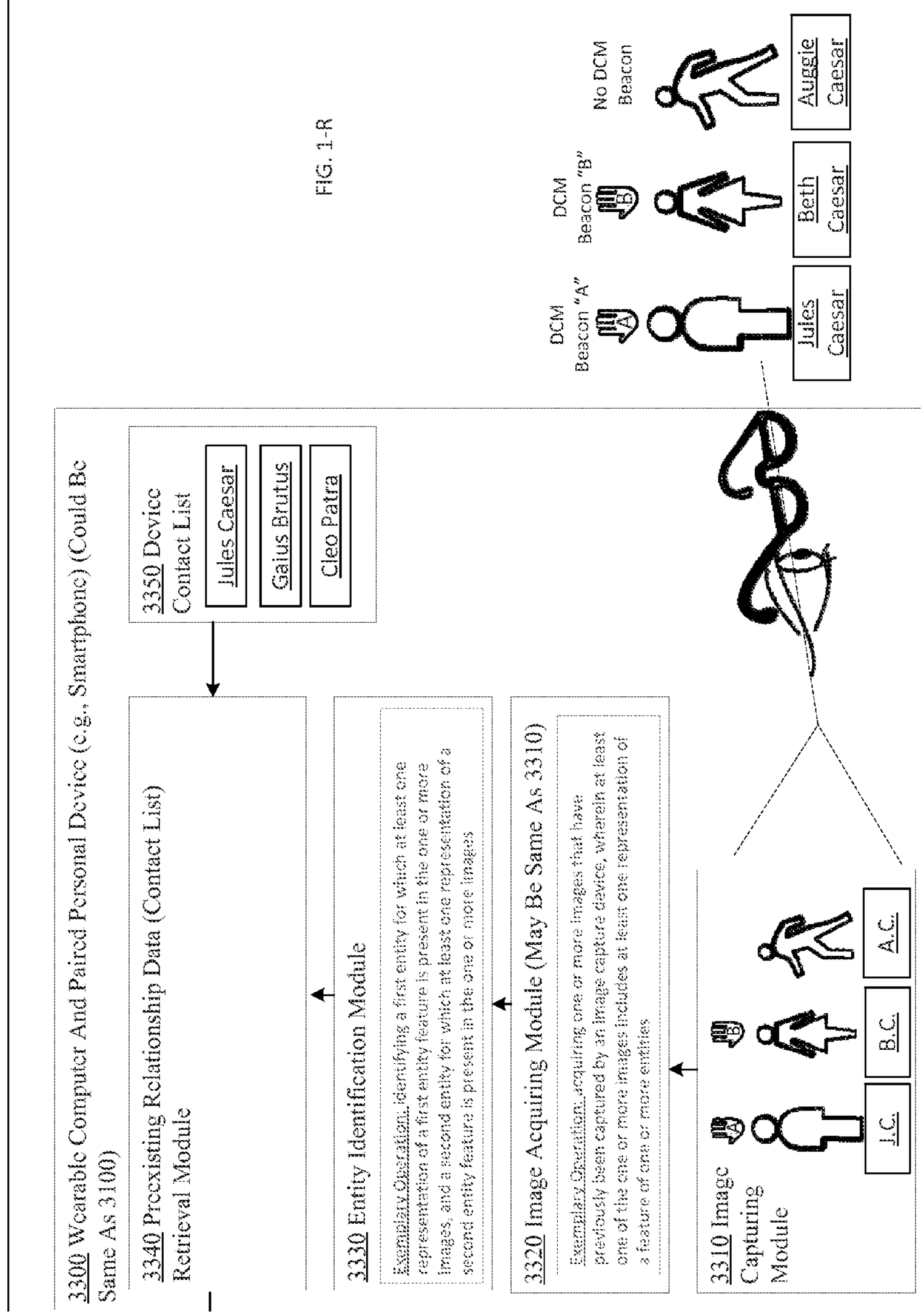

3300 Wearable Computer And Paired Personal Device (e.g., Smartphone) (Could Be Same As 3100)
3340 Preexisting Relationship Data (Contact List) Retrieval Module
3350 Device Contact List
Jules Caesar
Gaius Brutus
Cleo Patra
3330 Entity Identification Module
Exemplary Operation: identifying a first entity for which at least one representation of a first entity feature is present in the one or more images, and a second entity for which at least one representation of a second entity feature is present in the one or more images
3320 Image Acquiring Module (May Be Same As 3310)
Exemplary Operation: acquiring one or more images that have previously been captured by an image capture device, wherein at least one of the one or more images includes at least one representation of a feature of one or more entities
3310 Image Capturing Module
J.C.
B.C.
A.C.
DCM Beacon "A"
DCM Beacon "B"
No DCM Beacon
Jules Caesar
Beth Caesar
Auggie Caesar

FIG. 1-R

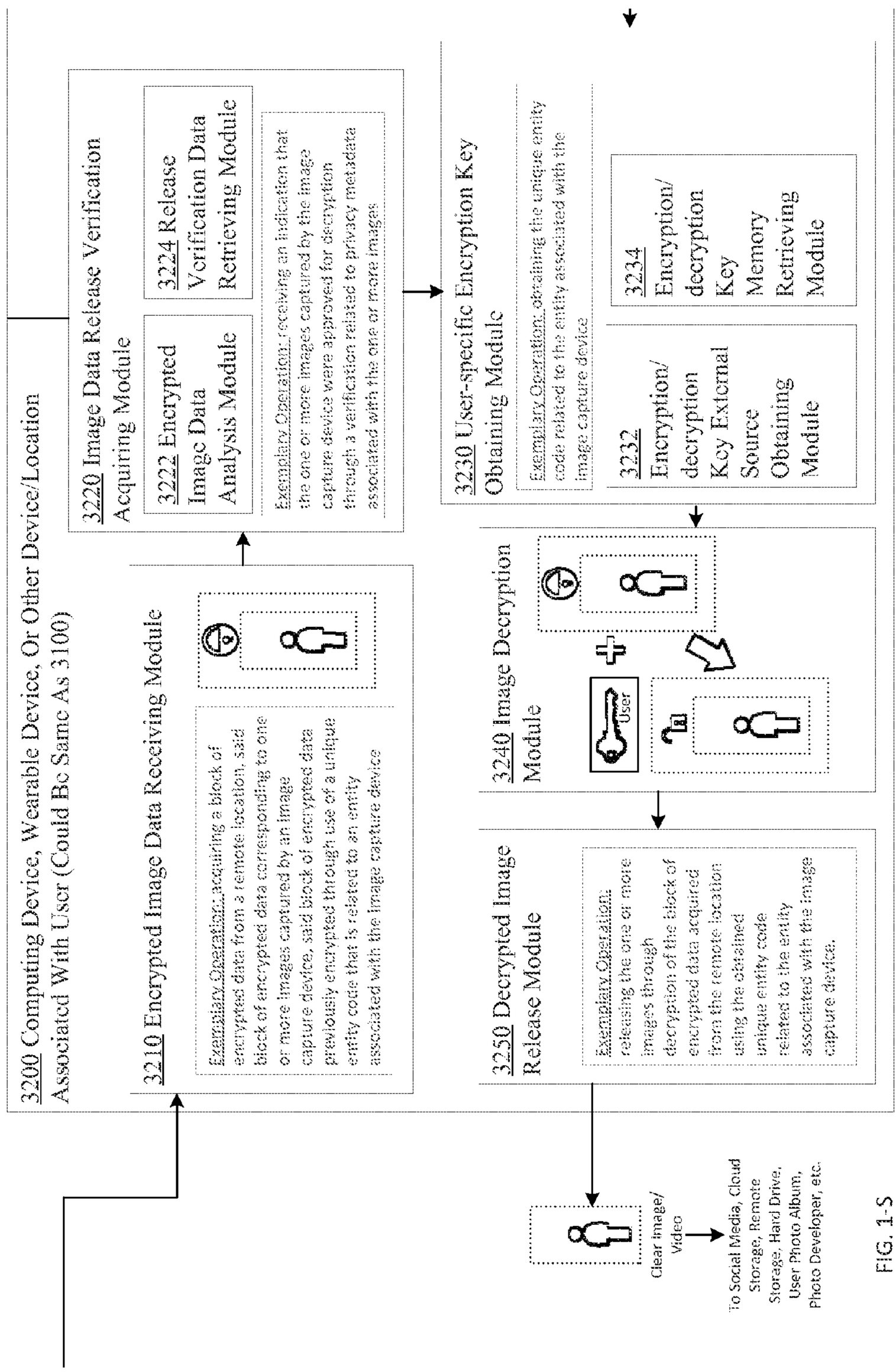

3200 Computing Device, Wearable Device, Or Other Device/Location Associated With User (Could Be Same As 3100)
3210 Encrypted Image Data Receiving Module
Exemplary Operation: acquiring a block of encrypted data from a remote location, said block of encrypted data corresponding to one or more images captured by an image capture device, said block of encrypted data previously encrypted through use of a unique entity code that is related to an entity associated with the image capture device
3220 Image Data Release Verification Acquiring Module
3222 Encrypted Image Data Analysis Module
3224 Release Verification Data Retrieving Module
Exemplary Operation: receiving an indication that the one or more images captured by the image capture device were approved for decryption through a verification related to privacy metadata associated with the one or more images
3230 User-specific Encryption Key Obtaining Module
Exemplary Operation: obtaining the unique entity code related to the entity associated with the image capture device
3232 Encryption/ decryption Key External Source Obtaining Module
3234 Encryption/ decryption Key Memory Retrieving Module
3240 Image Decryption Module
User
3250 Decrypted Image Release Module
Exemplary Operation: releasing the one or more images through decryption of the block of encrypted data acquired from the remote location using the obtained unique entity code related to the entity associated with the image capture device.
Clear Image/ Video
To Social Media, Cloud Storage, Remote Storage, Hard Drive, User Photo Album, Photo Developer, etc.

FIG. 1-S

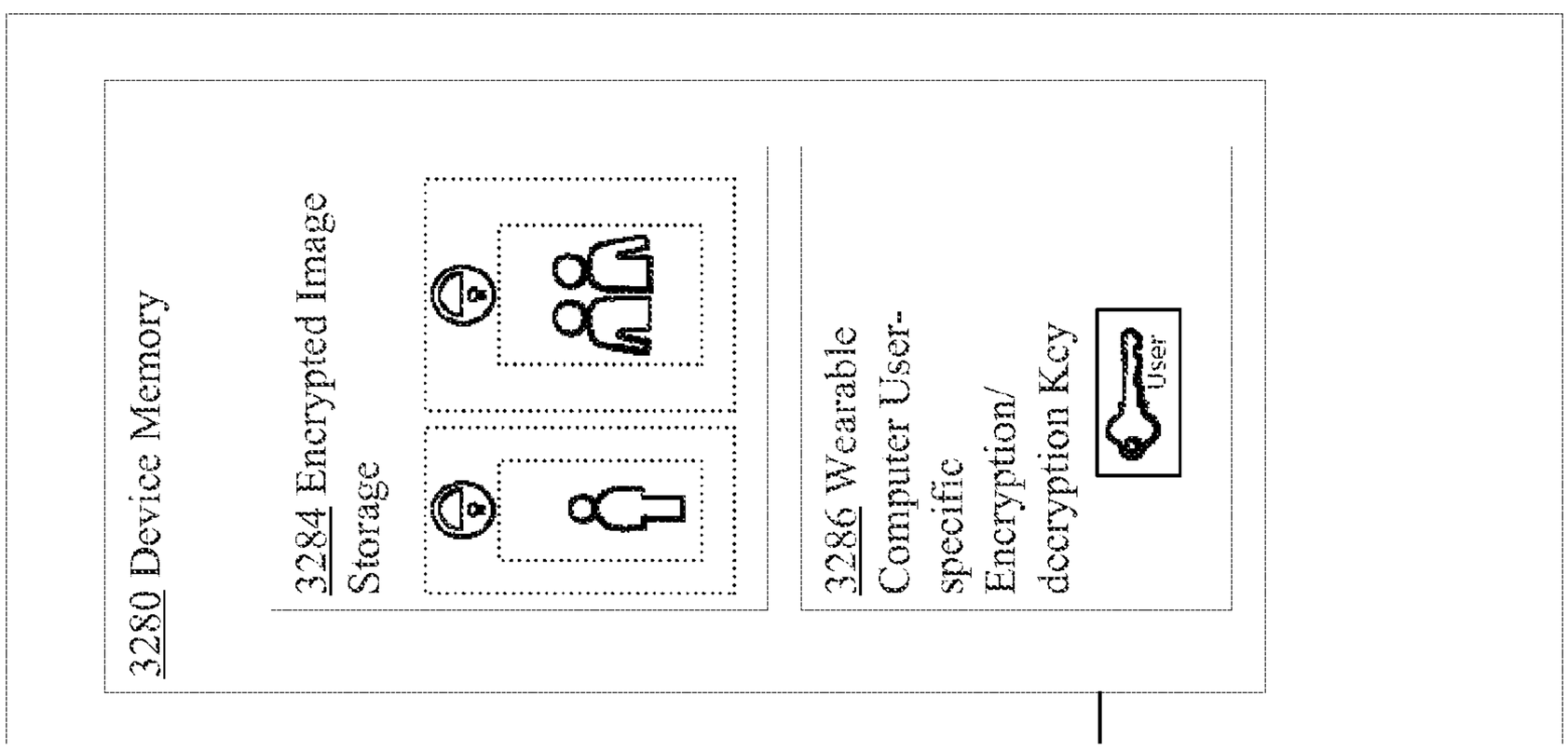

3280 Device Memory
3284 Encrypted Image Storage
3286 Wearable Computer User-specific Encryption/ decryption Key
User

FIG. 1

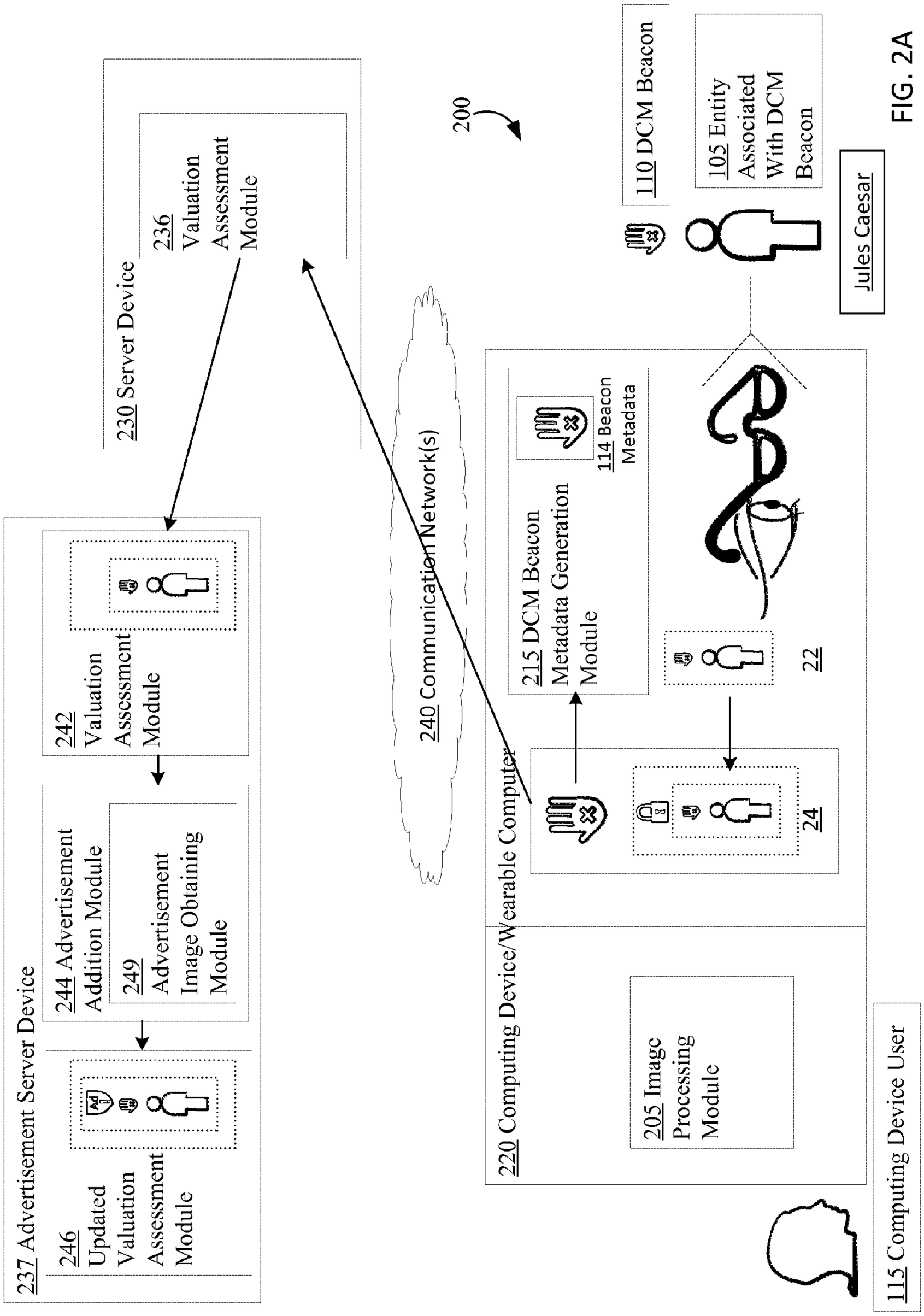

200
230 Server Device
236 Valuation Assessment Module
110 DCM Beacon
105 Entity Associated With DCM Beacon
Jules Caesar
240 Communication Network(s)
237 Advertisement Server Device
242 Valuation Asscssment Module
244 Advertisement Addition Module
249 Advertisement Image Obtaining Module
246 Updated Valuation Assessment Module
220 Computing Device/Wearable Computer
215 DCM Beacon Metadata Generation Module
114 Beacon Metadata
22
24
205 Image Processing Module
115 Computing Device User

FIG. 2A

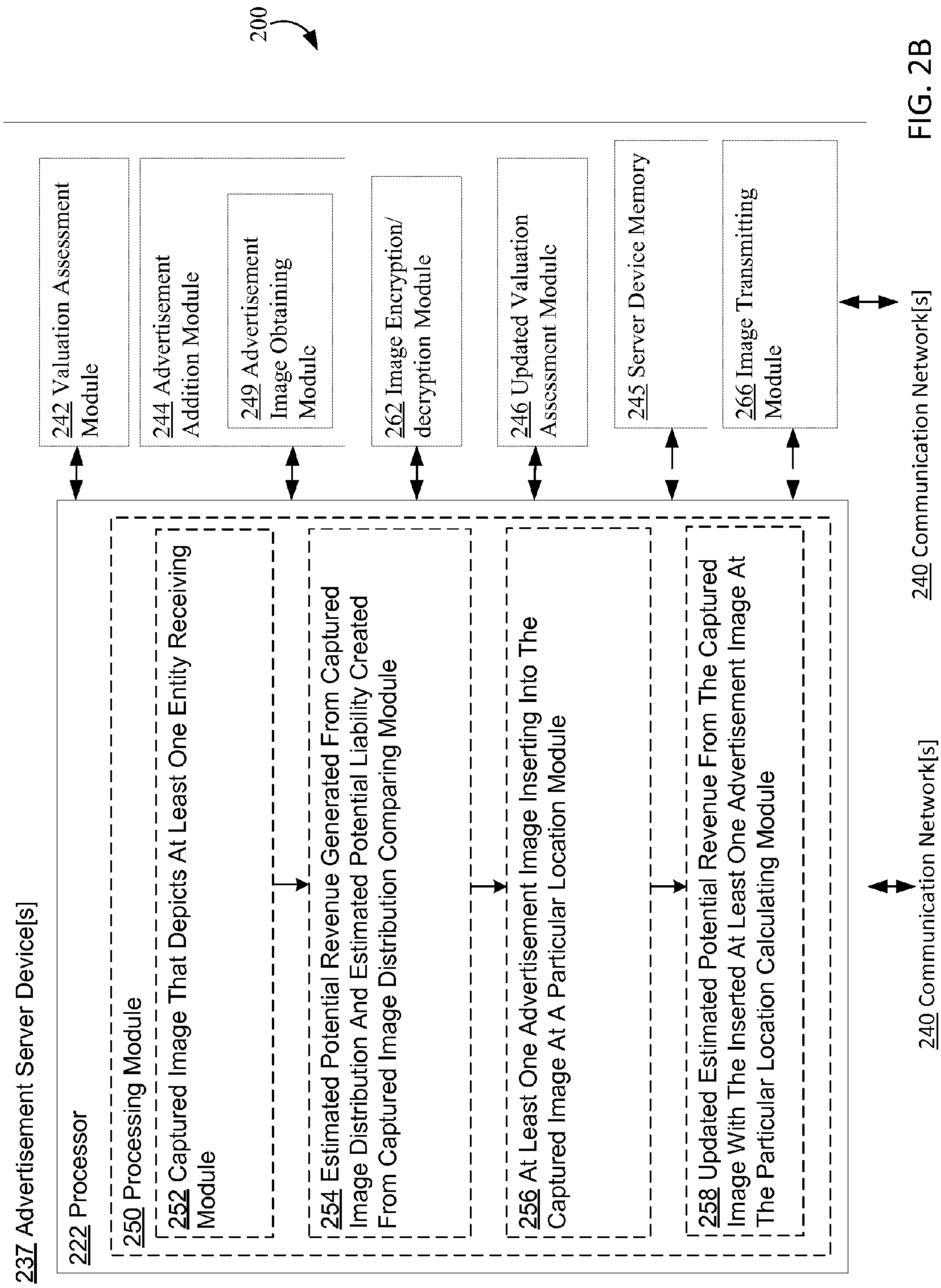

200
237 Advertisement Server Device[s]
222 Processor
250 Processing Module
252 Captured Image That Depicts At Least One Entity Receiving Module
254 Estimated Potential Revenue Generated From Captured Image Distribution And Estimated Potential Liability Created From Captured Image Distribution Comparing Module
256 At Least One Advertisement Image Inserting Into The Captured Image At A Particular Location Module
258 Updated Estimated Potential Revenue From The Captured Image With The Inserted At Least One Advertisement Image At The Particular Location Calculating Module
240 Communication Network[s]
242 Valuation Assessment Module
244 Advertisement Addition Module
249 Advertisement Image Obtaining Module
262 Image Encryption/ decryption Module
246 Updated Valuation Assessment Module
245 Server Device Memory
266 Image Transmitting Module
240 Communication Network[s]

FIG. 2B

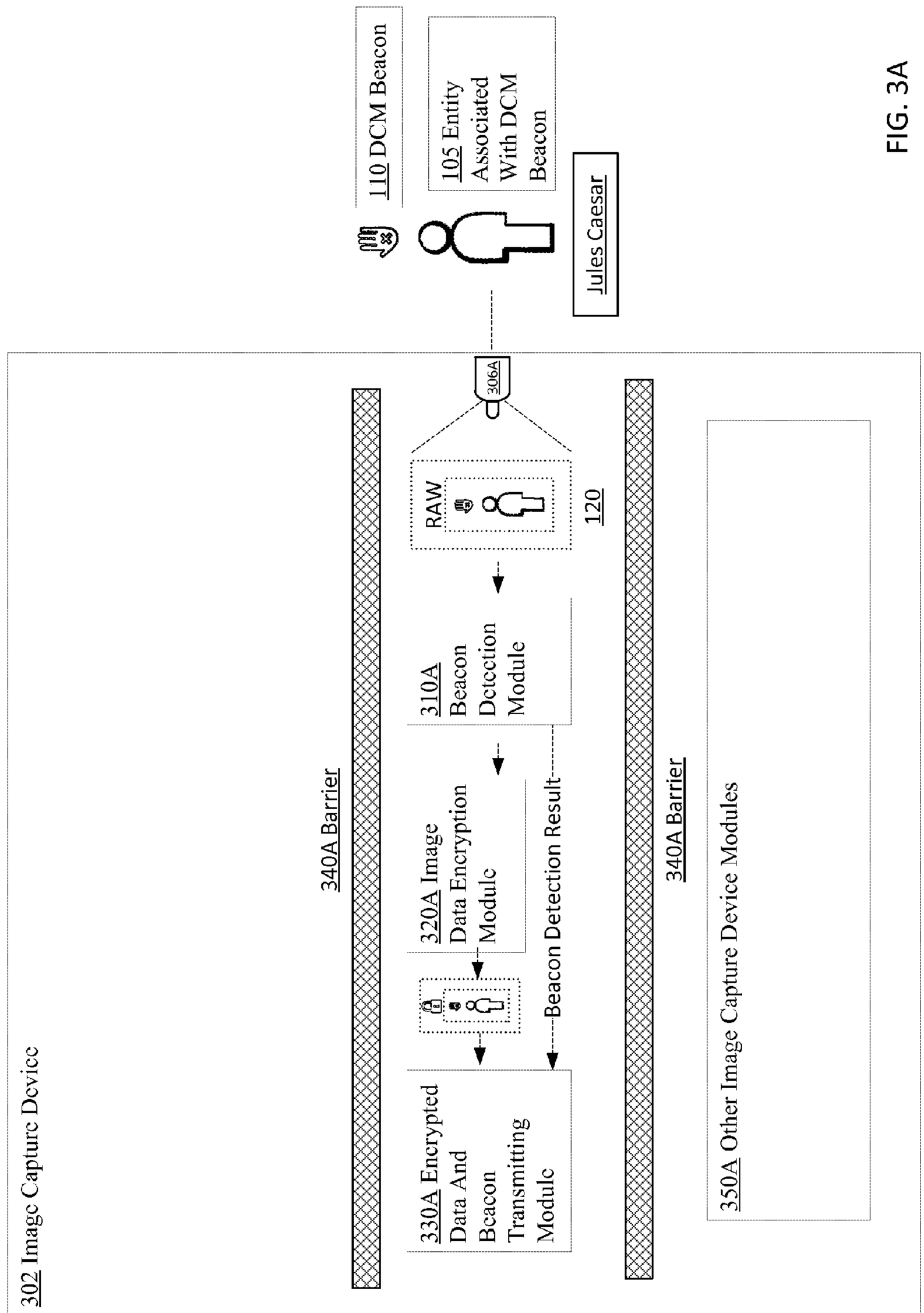

110 DCM Beacon
105 Entity Associated With DCM Beacon
Jules Caesar
306A
RAW
120
310A Beacon Detection Module
320A Image Data Encryption Module
330A Encrypted Data And Beacon Transmitting Module
Beacon Detection Result
340A Barrier
340A Barrier
350A Other Image Capture Device Modules
302 Image Capture Device

FIG. 3A

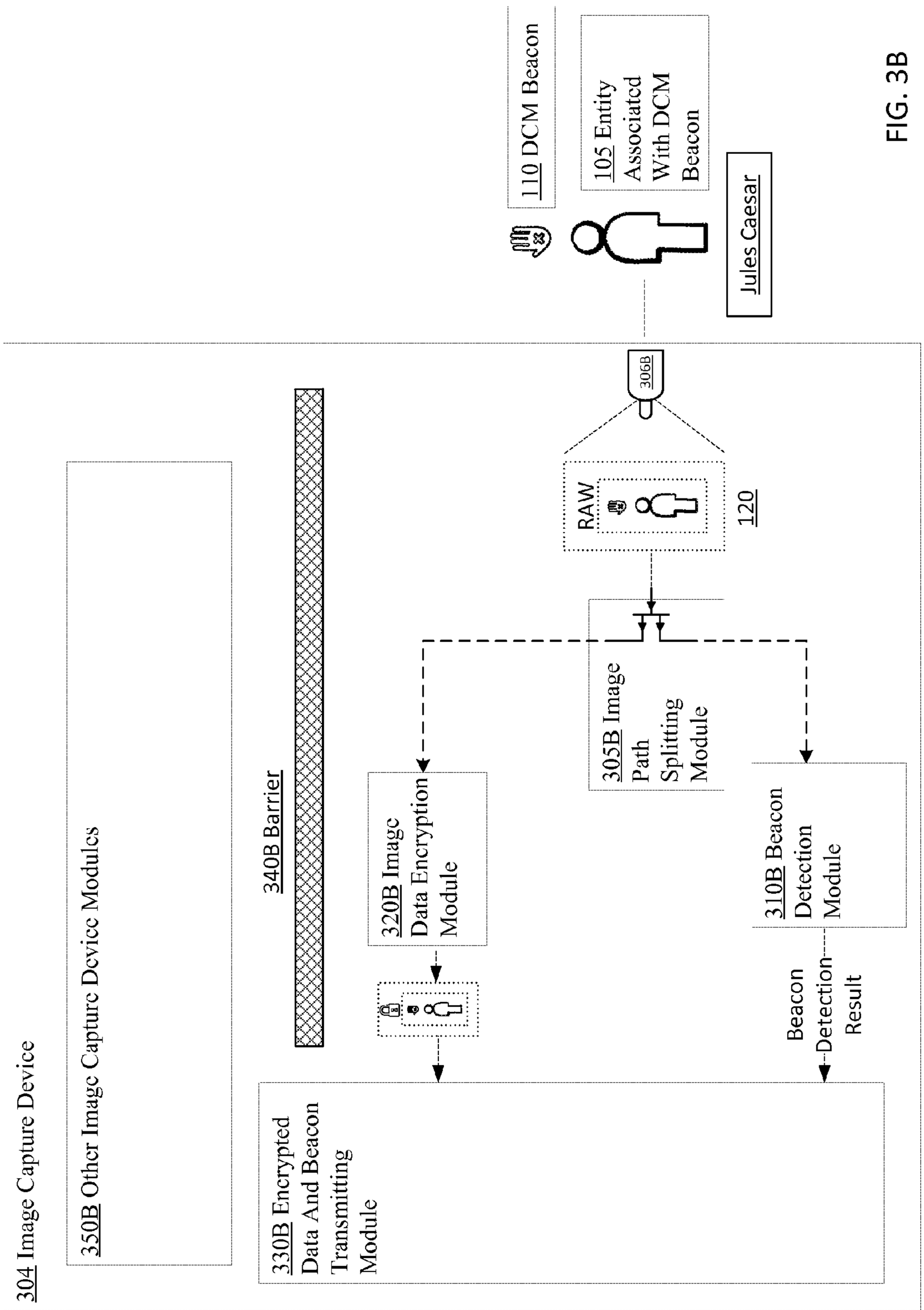

304 Image Capture Device
350B Other Image Capture Device Modules
340B Barrier
110 DCM Beacon
105 Entity Associated With DCM Beacon
Jules Caesar
306B
RAW
120
305B Image Path Splitting Module
320B Image Data Encryption Module
310B Beacon Detection Module
Beacon Detection Result
330B Encrypted Data And Beacon Transmitting Module

FIG. 3B

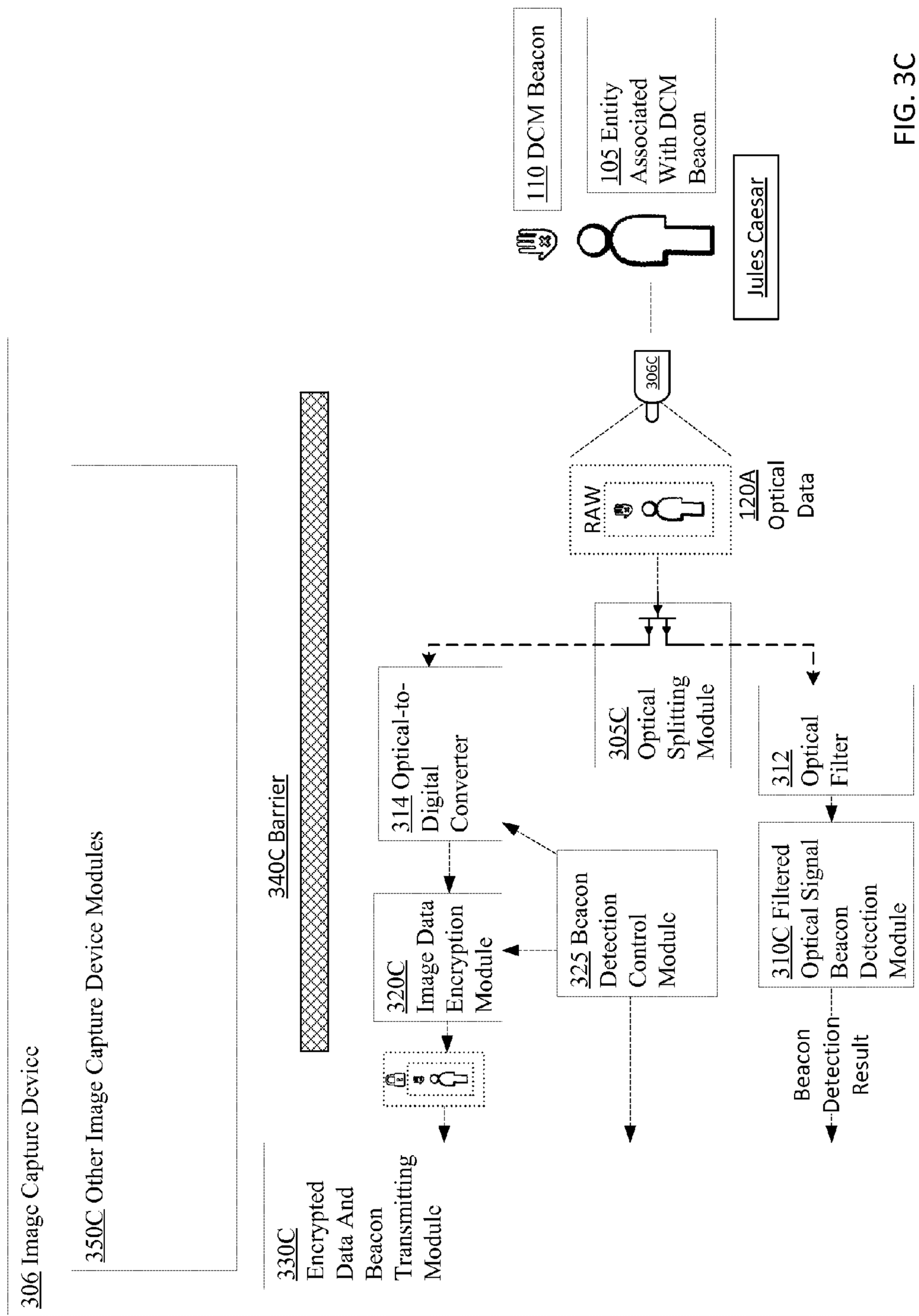

306 Image Capture Device
350C Other Image Capture Device Modules
340C Barrier
110 DCM Beacon
105 Entity Associated With DCM Beacon
Jules Caesar
306C
RAW
120A Optical Data
305C Optical Splitting Module
314 Optical-to-Digital Converter
312 Optical Filter
320C Image Data Encryption Module
325 Beacon Detection Control Module
310C Filtered Optical Signal Beacon Detection Module
330C Encrypted Data And Beacon Transmitting Module
Beacon Detection Result

FIG. 3C

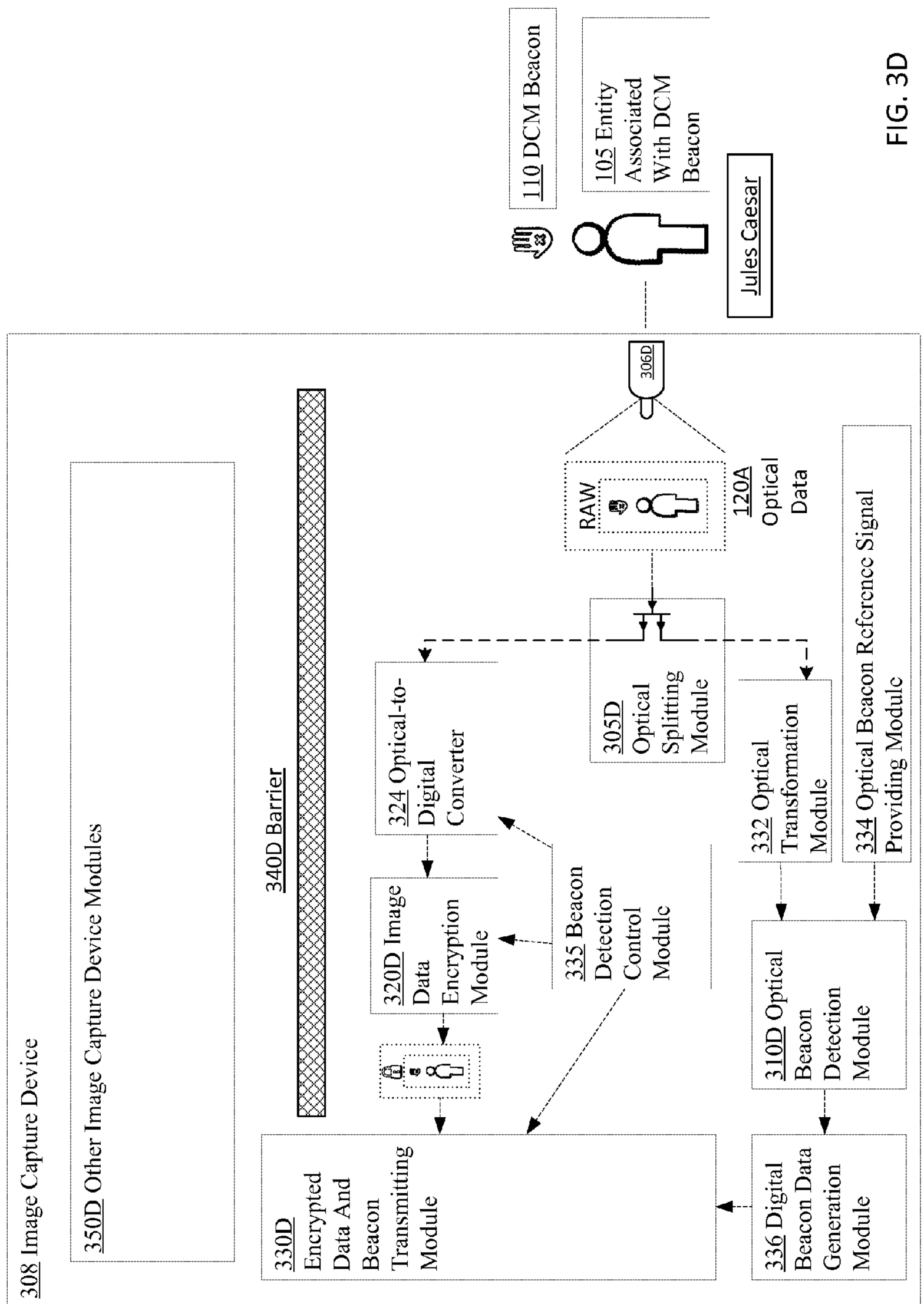

308 Image Capture Device
350D Other Image Capture Device Modules
340D Barrier
110 DCM Beacon
105 Entity Associated With DCM Beacon
Jules Caesar
306D
RAW
120A Optical Data
305D Optical Splitting Module
324 Optical-to-Digital Converter
320D Image Data Encryption Module
335 Beacon Detection Control Module
332 Optical Transformation Module
334 Optical Beacon Reference Signal Providing Module
310D Optical Beacon Detection Module
330D Encrypted Data And Beacon Transmitting Module
336 Digital Beacon Data Generation Module

FIG. 3D

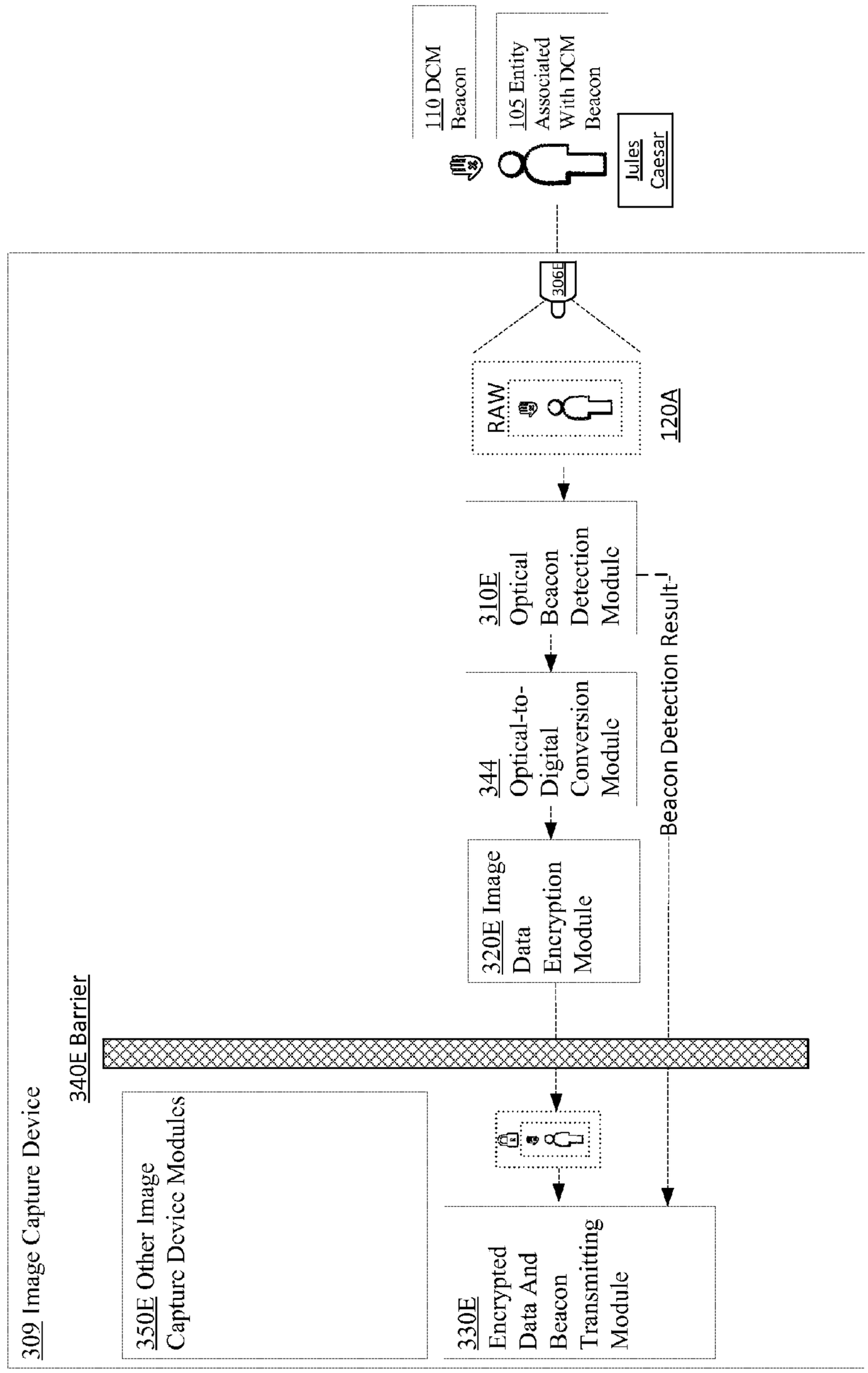

110 DCM Beacon
105 Entity Associated With DCM Beacon
Jules Caesar
306E
RAW
120A
310E Optical Beacon Detection Module
344 Optical-to-Digital Conversion Module
320E Image Data Encryption Module
Beacon Detection Result
309 Image Capture Device
340E Barrier
350E Other Image Capture Device Modules
330E Encrypted Data And Beacon Transmitting Module

FIG. 3E

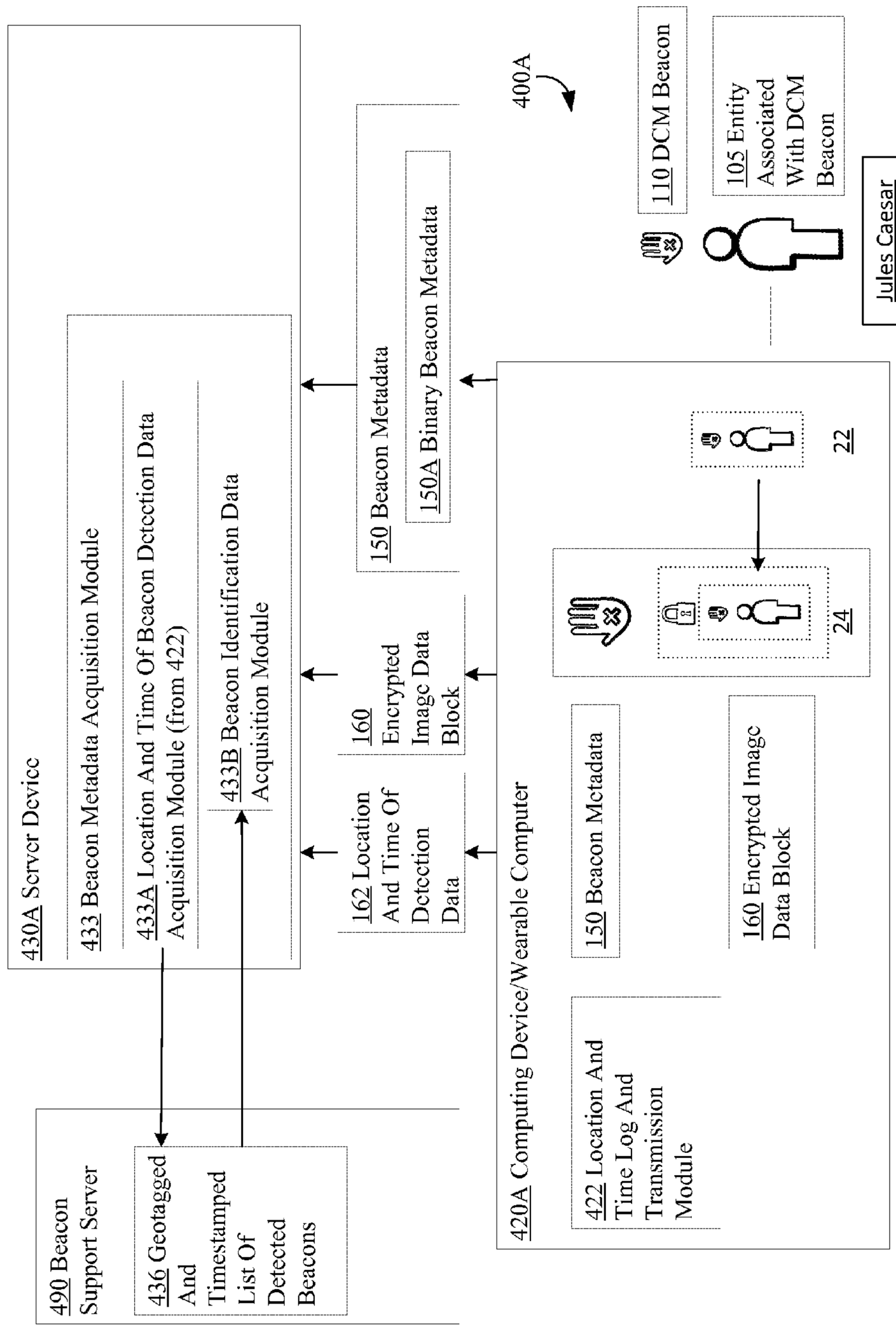

400A
430A Server Device
433 Beacon Metadata Acquisition Module
433A Location And Time Of Beacon Detection Data Acquisition Module (from 422)
433B Beacon Identification Data Acquisition Module
150 Beacon Metadata
150A Binary Beacon Metadata
110 DCM Beacon
105 Entity Associated With DCM Beacon
Jules Caesar
162 Location And Time Of Detection Data
160 Encrypted Image Data Block
24
22
150 Beacon Metadata
160 Encrypted Image Data Block
420A Computing Device/Wearable Computer
422 Location And Time Log And Transmission Module
490 Beacon Support Server
436 Geotagged And Timestamped List Of Detected Beacons

FIG. 4A

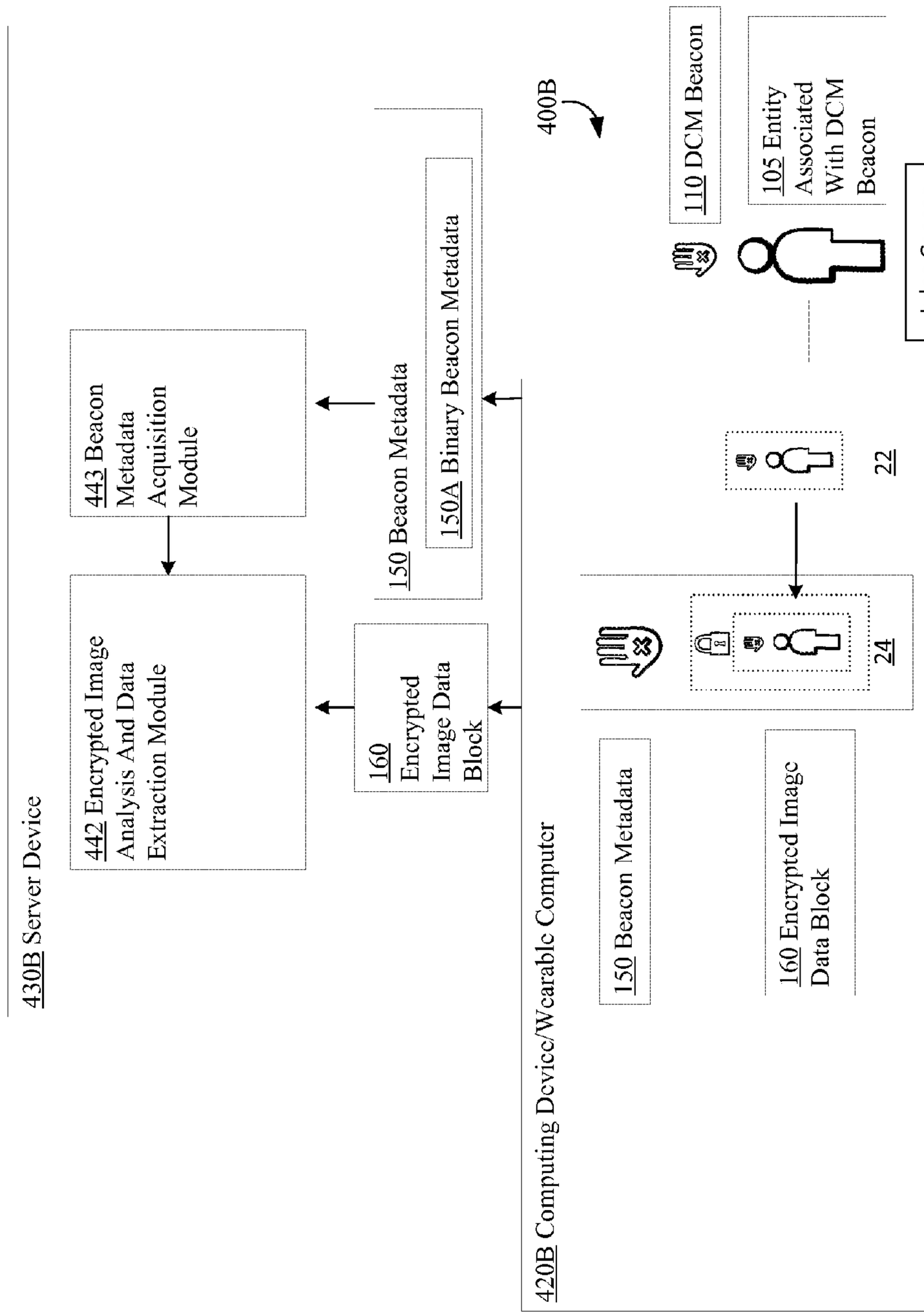

430B Server Device
442 Encrypted Image Analysis And Data Extraction Module
443 Beacon Metadata Acquisition Module
160 Encrypted Image Data Block
150 Beacon Metadata
150A Binary Beacon Metadata
400B
110 DCM Beacon
105 Entity Associated With DCM Beacon
Jules Caesar
420B Computing Device/Wearable Computer
150 Beacon Metadata
160 Encrypted Image Data Block
24
22

FIG. 4B

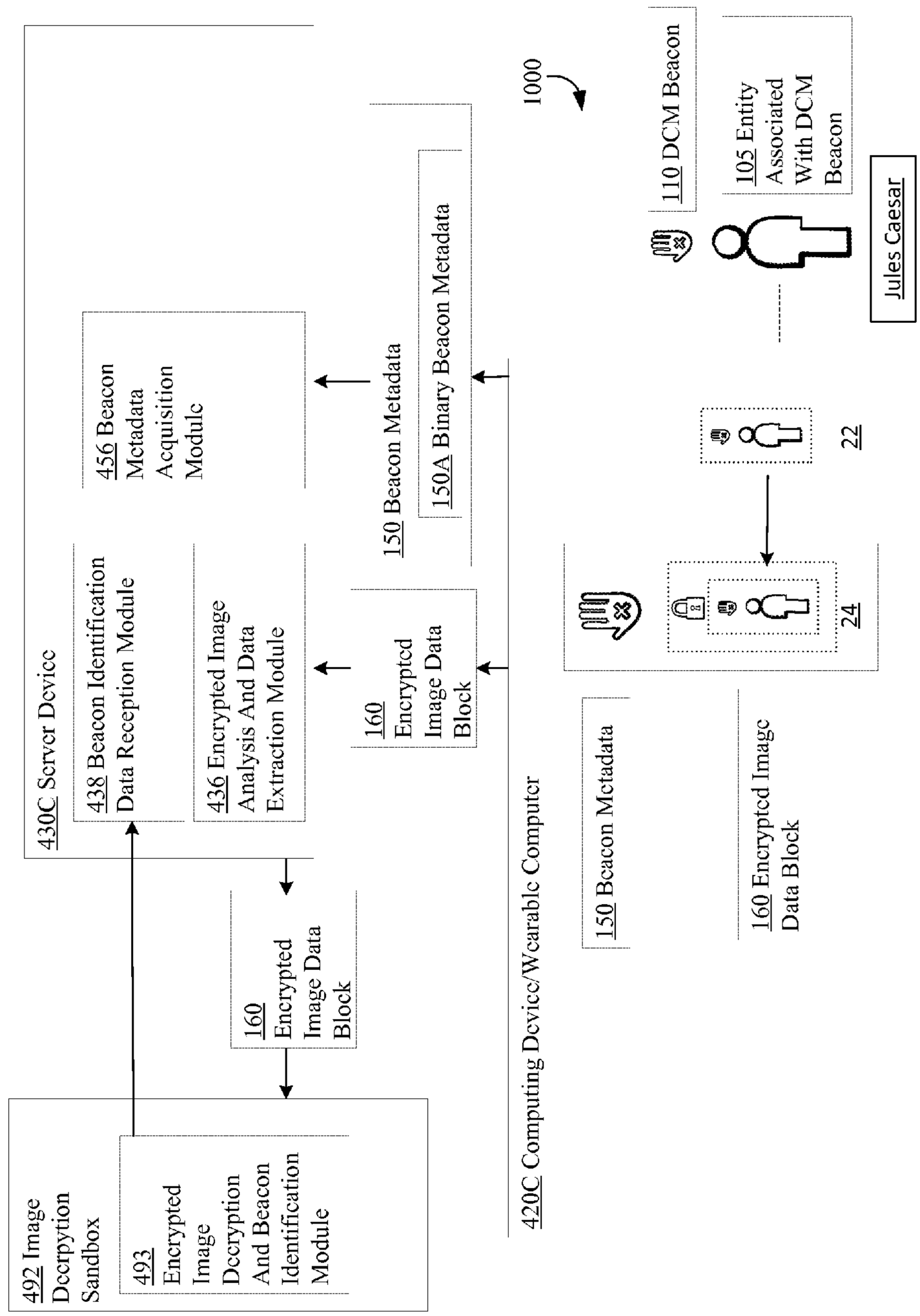

1000
430C Server Device
438 Beacon Identification Data Reception Module
436 Encrypted Image Analysis And Data Extraction Module
456 Beacon Metadata Acquisition Module
150 Beacon Metadata
150A Binary Beacon Metadata
160 Encrypted Image Data Block
160 Encrypted Image Data Block
492 Image Decrpytion Sandbox
493 Encrypted Image Decryption And Beacon Identification Module
420C Computing Device/Wearable Computer
110 DCM Beacon
105 Entity Associated With DCM Beacon
Jules Caesar
22
24
150 Beacon Metadata
160 Encrypted Image Data Block

FIG. 4C

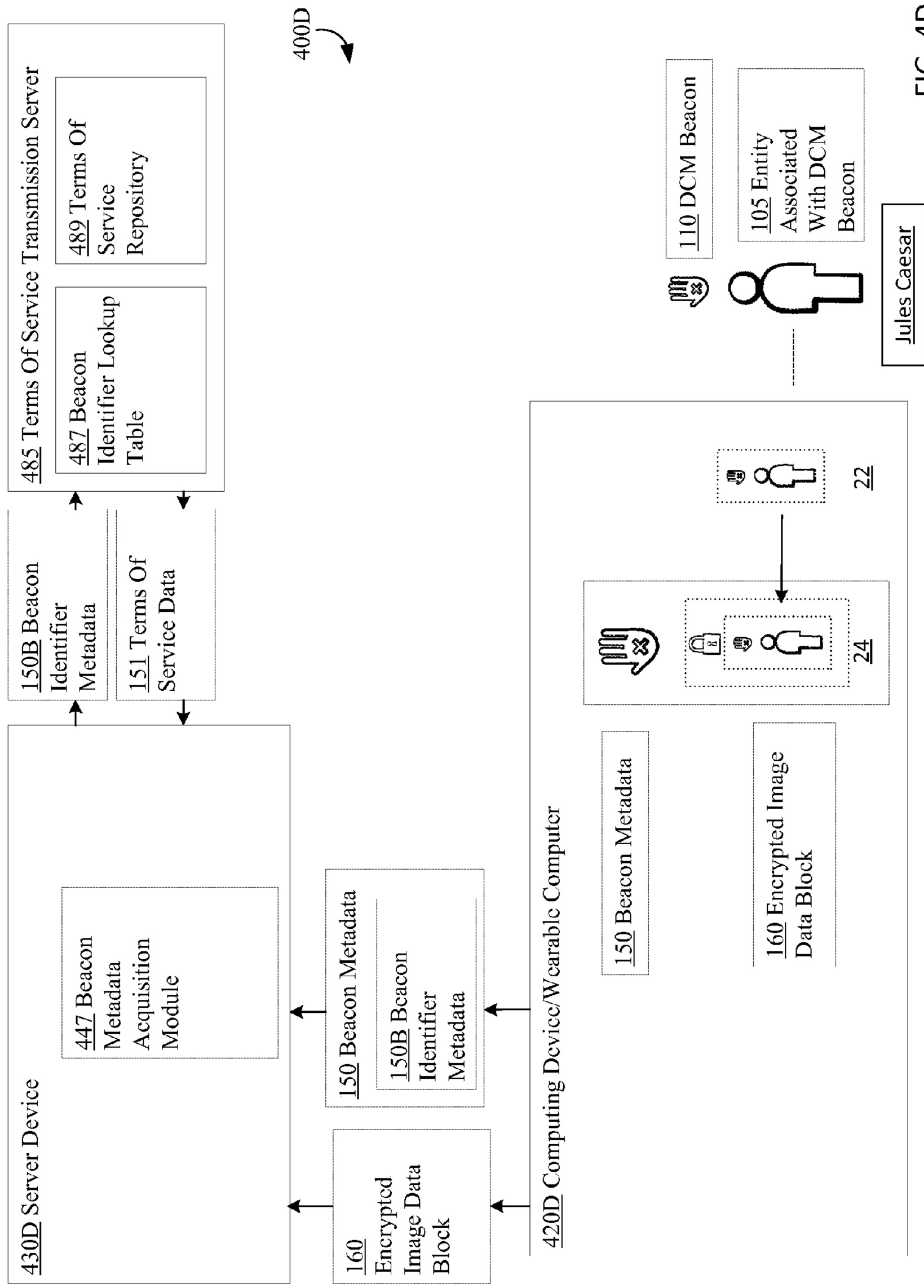

400D
485 Terms Of Service Transmission Server
487 Beacon Identifier Lookup Table
489 Terms Of Service Repository
150B Beacon Identifier Metadata
151 Terms Of Service Data
430D Server Device
447 Beacon Metadata Acquisition Module
160 Encrypted Image Data Block
150 Beacon Metadata
150B Beacon Identifier Metadata
420D Computing Device/Wearable Computer
150 Beacon Metadata
160 Encrypted Image Data Block
24
22
110 DCM Beacon
105 Entity Associated With DCM Beacon
Jules Caesar

FIG. 4D

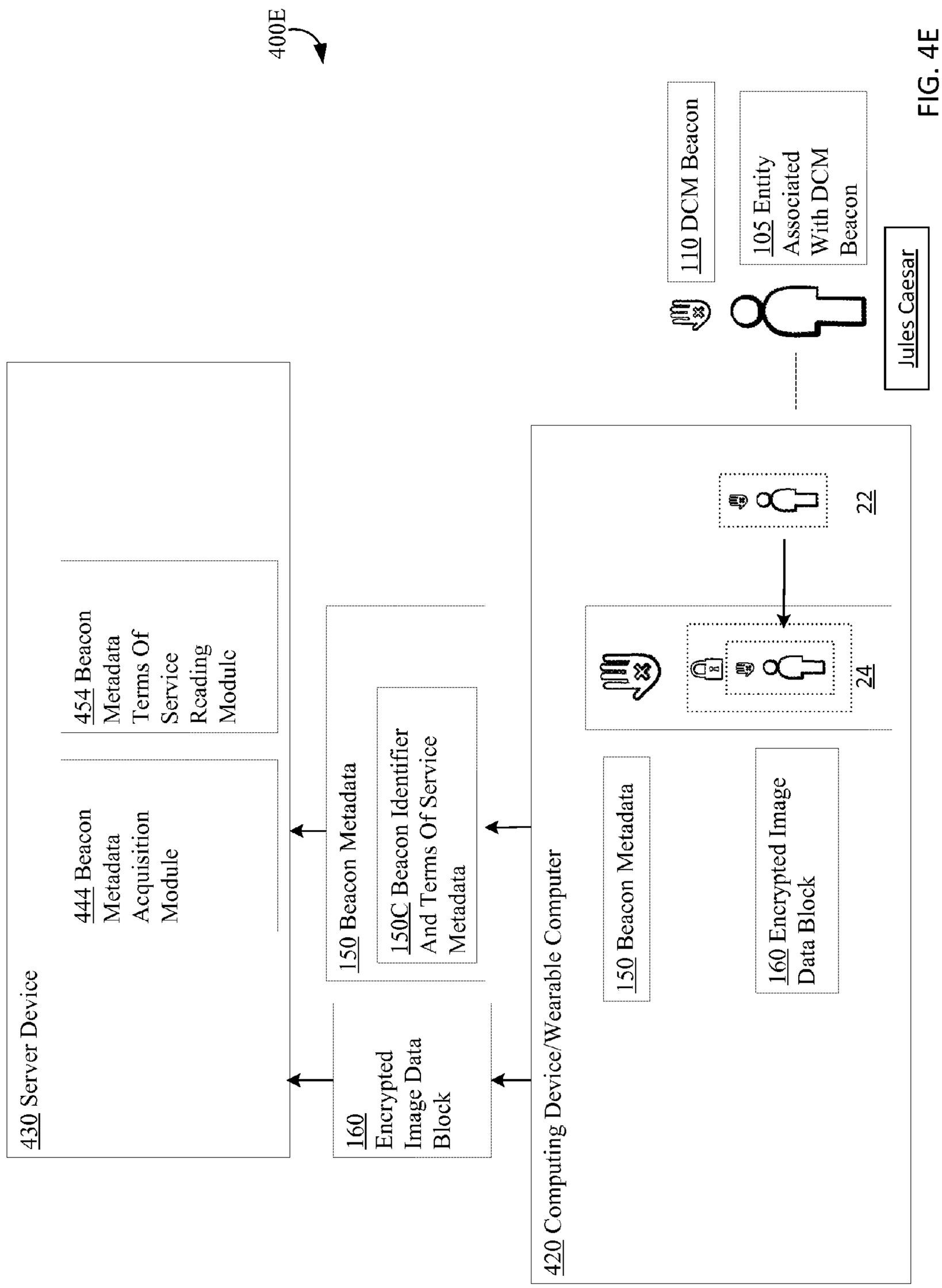

400E
430 Server Device
444 Beacon Metadata Acquisition Module
454 Beacon Metadata Terms Of Service Reading Module
160 Encrypted Image Data Block
150 Beacon Metadata
150C Beacon Identifier And Terms Of Service Metadata
420 Computing Device/Wearable Computer
150 Beacon Metadata
160 Encrypted Image Data Block
24
22
110 DCM Beacon
105 Entity Associated With DCM Beacon
Jules Caesar

FIG. 4E

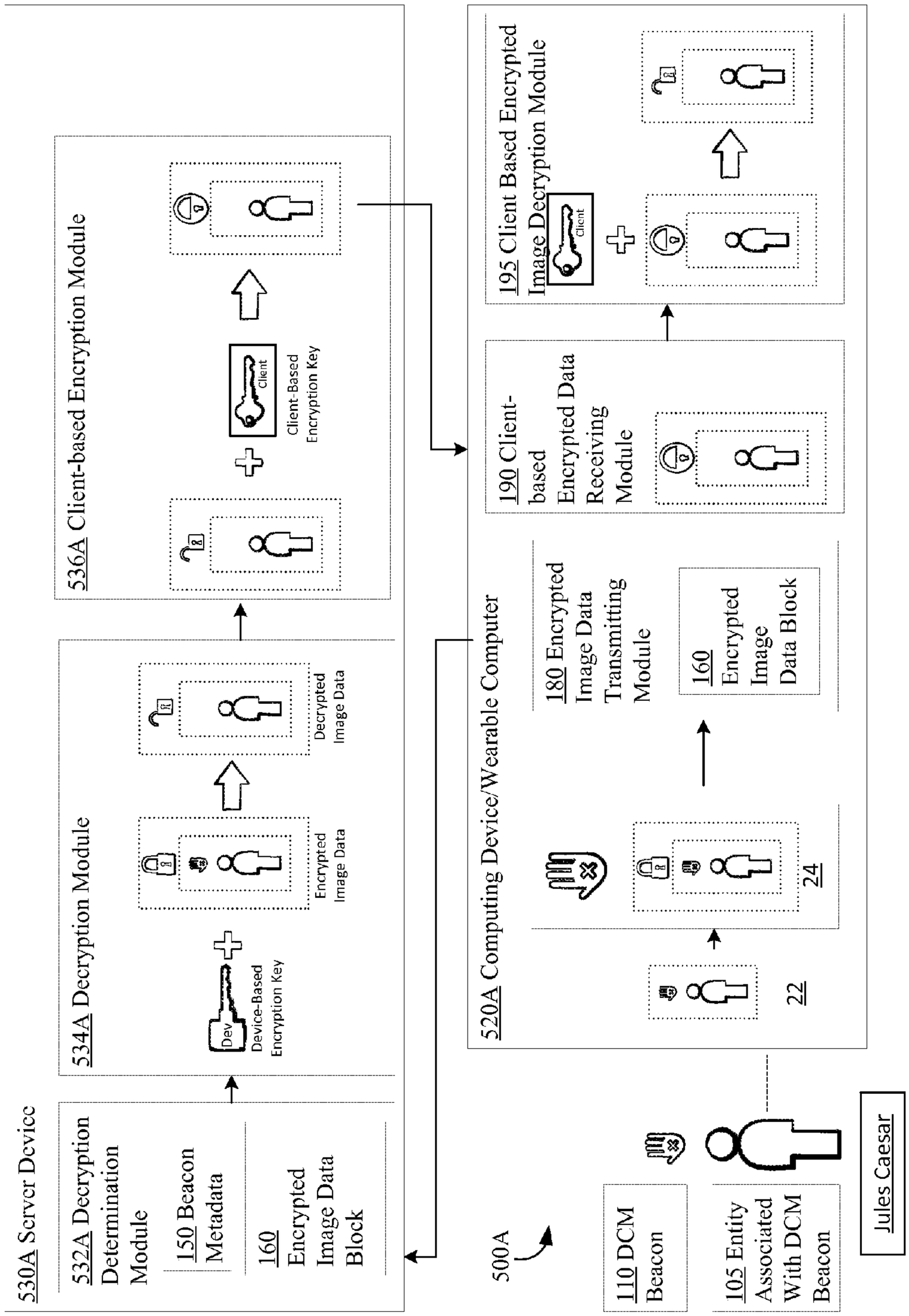

530A Server Device
532A Decryption Determination Module
150 Beacon Metadata
160 Encrypted Image Data Block
534A Decryption Module
Dev
Device-Based Encryption Key
Encrypted Image Data
Decrypted Image Data
536A Client-based Encryption Module
Client
Client-Based Encryption Key
520A Computing Device/Wearable Computer
22
24
180 Encrypted Image Data Transmitting Module
160 Encrypted Image Data Block
190 Client-based Encrypted Data Receiving Module
195 Client Based Encrypted Image Decryption Module
Client
500A
110 DCM Beacon
105 Entity Associated With DCM Beacon
Jules Caesar

FIG. 5A

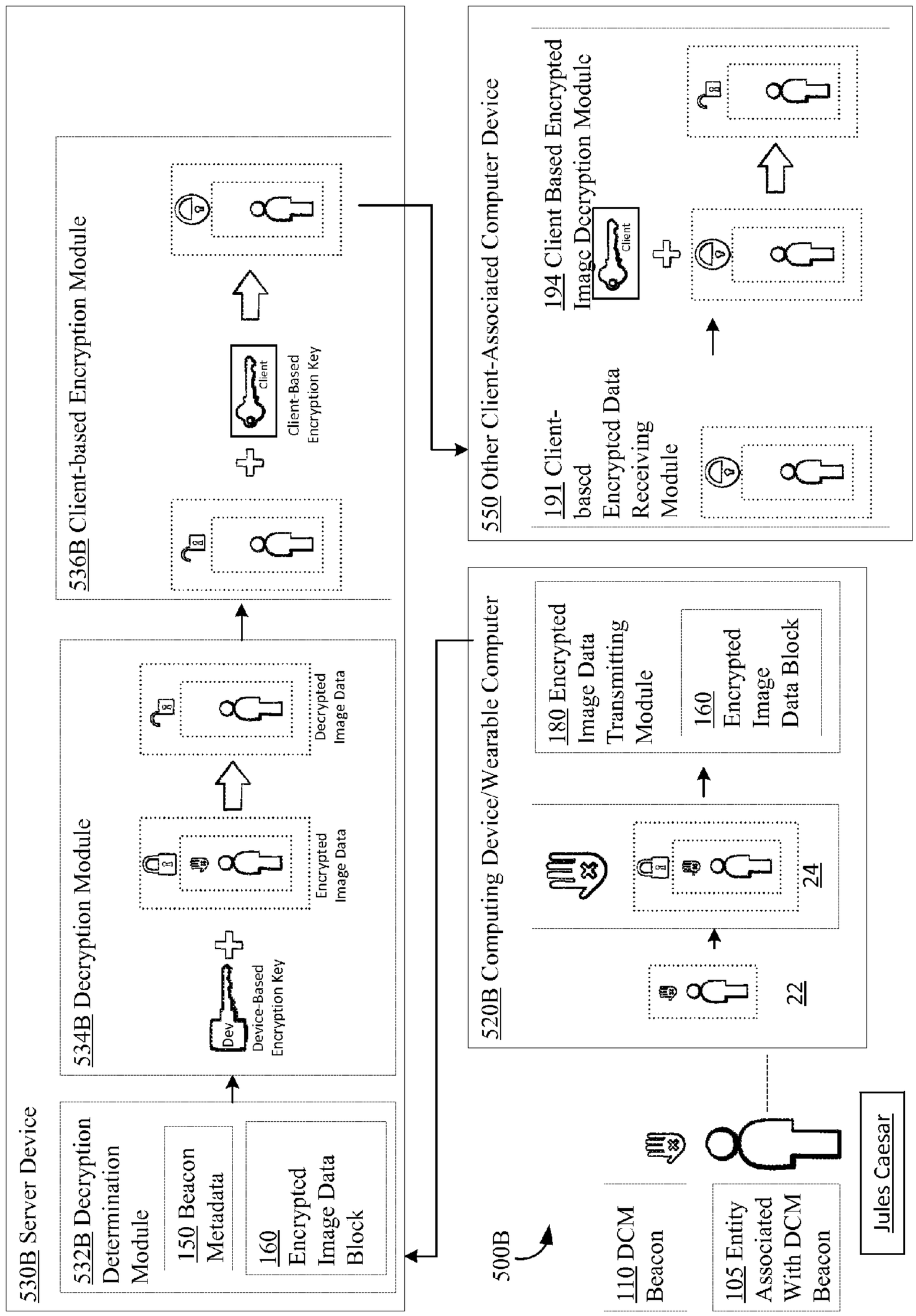

530B Server Device
532B Decryption Determination Module
150 Beacon Metadata
160 Encrypted Image Data Block
534B Decryption Module
Dev
Device-Based Encryption Key
Encrypted Image Data
Decrypted Image Data
536B Client-based Encryption Module
Client
Client-Based Encryption Key
500B
110 DCM Beacon
105 Entity Associated With DCM Beacon
Jules Caesar
520B Computing Device/Wearable Computer
22
24
180 Encrypted Image Data Transmitting Module
160 Encrypted Image Data Block
550 Other Client-Associated Computer Device
191 Client-based Encrypted Data Receiving Module
194 Client Based Encrypted Image Decryption Module
Client

FIG. 5B

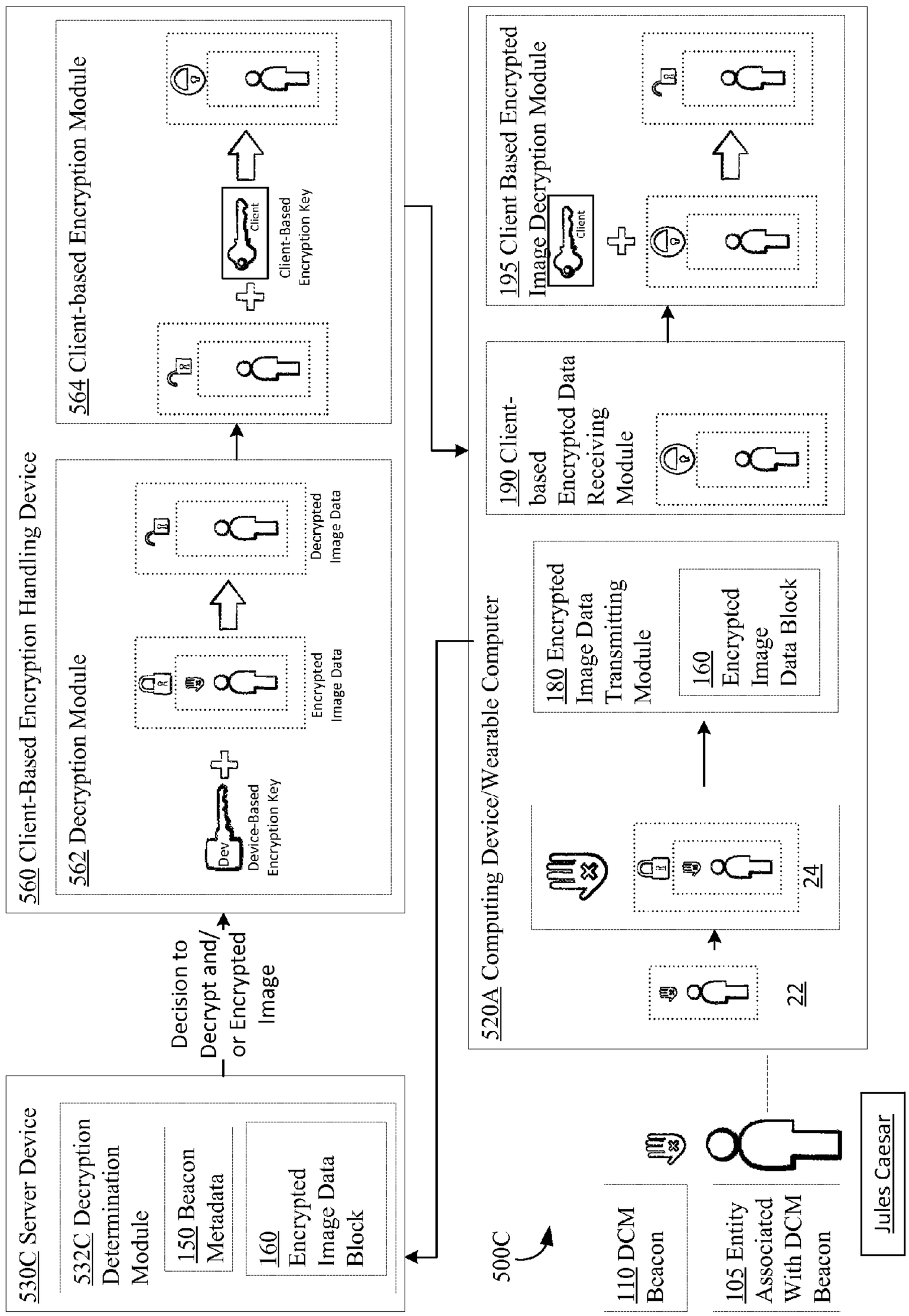

560 Client-Based Encryption Handling Device
562 Decryption Module
Dev
Device-Based Encryption Key
Encrypted Image Data
Decrypted Image Data
564 Client-based Encryption Module
Client
Client-Based Encryption Key
Decision to Decrypt and/ or Encrypted Image
530C Server Device
532C Decryption Determination Module
150 Beacon Metadata
160 Encrypted Image Data Block
500C
110 DCM Beacon
105 Entity Associatcd With DCM Beacon
Jules Caesar
520A Computing Device/Wearable Computer
22
24
180 Encrypted Image Data Transmitting Module
160 Encrypted Image Data Block
190 Client-based Encryptcd Data Receiving Module
195 Client Based Encrypted Image Decryption Module
Client

FIG. 5C

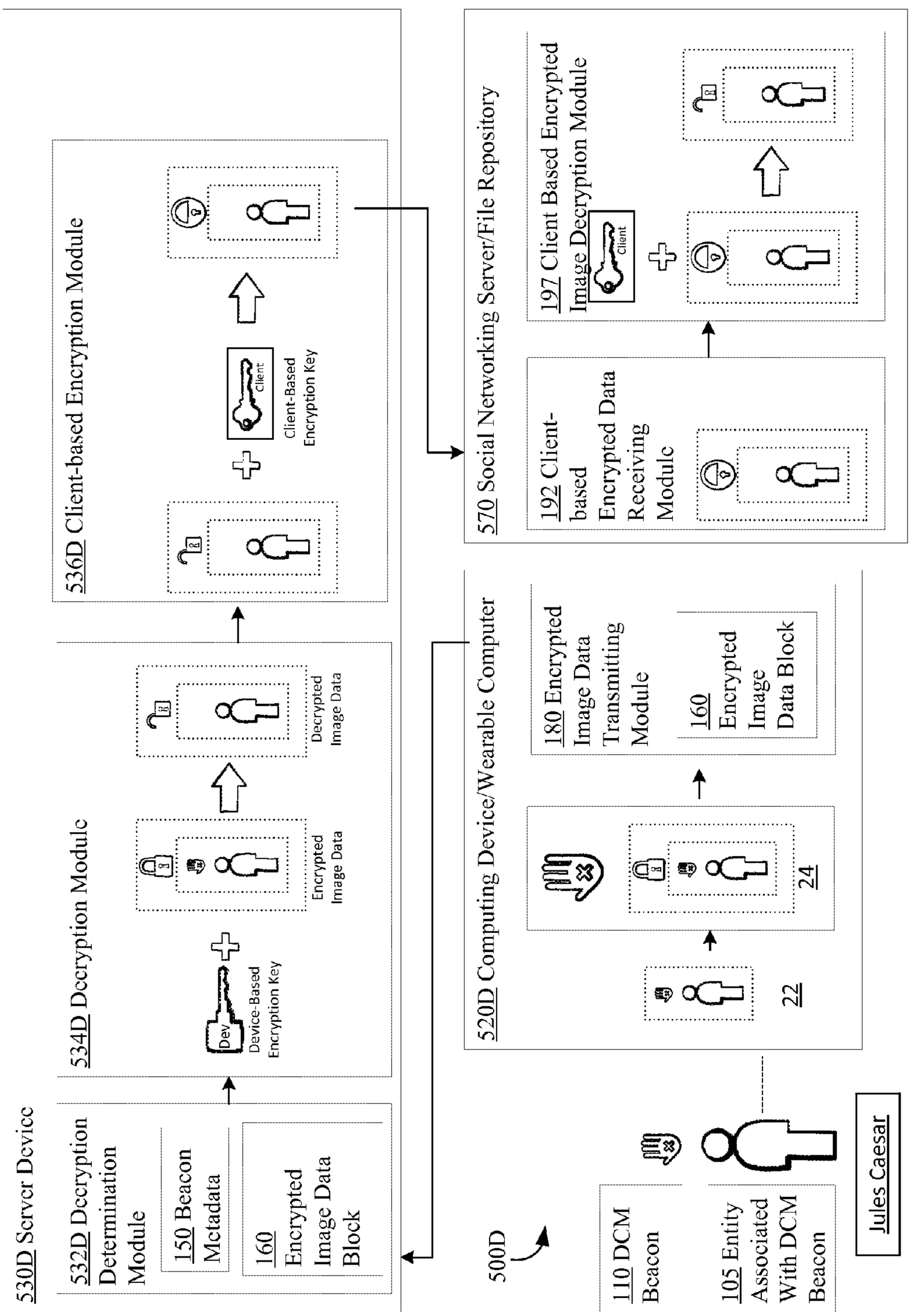
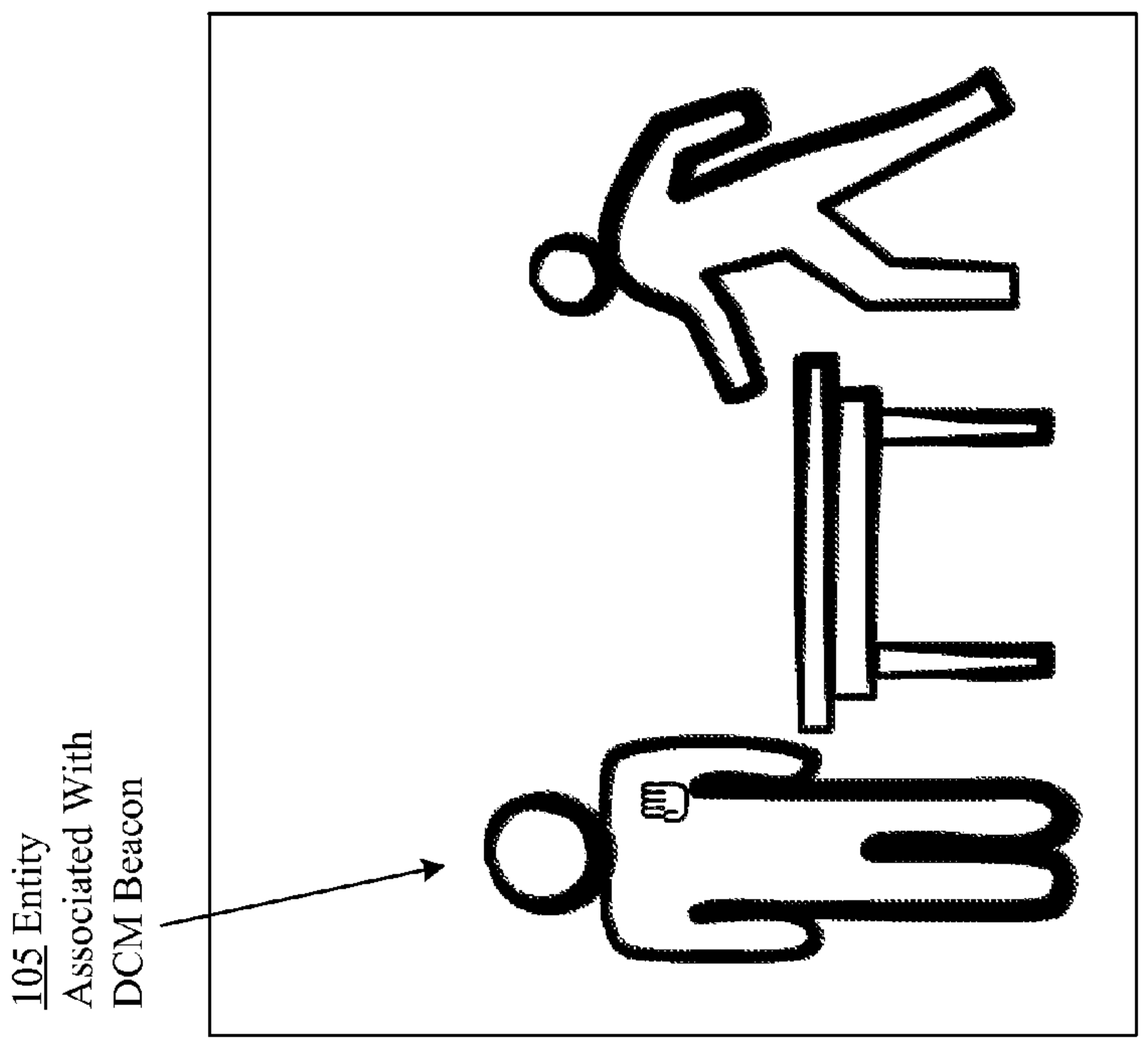

530D Server Device
532D Decryption Determination Module
150 Beacon Metadata
160 Encrypted Image Data Block
534D Decryption Module
Dev
Device-Based Encryption Key
Encrypted Image Data
Decrypted Image Data
536D Client-based Encryption Module
Client
Client-Based Encryption Key
570 Social Networking Server/File Repository
192 Client-based Encrypted Data Receiving Module
197 Client Based Encrypted Image Decryption Module
Client
520D Computing Device/Wearable Computer
180 Encrypted Image Data Transmitting Module
160 Encrypted Image Data Block
24
22
500D
110 DCM Beacon
105 Entity Associated With DCM Beacon
Jules Caesar

FIG. 5D


105 Entity
Associated With
DCM Beacon
24 Captured Image
Estimated Revenue Generated: X
Estimated Liability Incurred: L

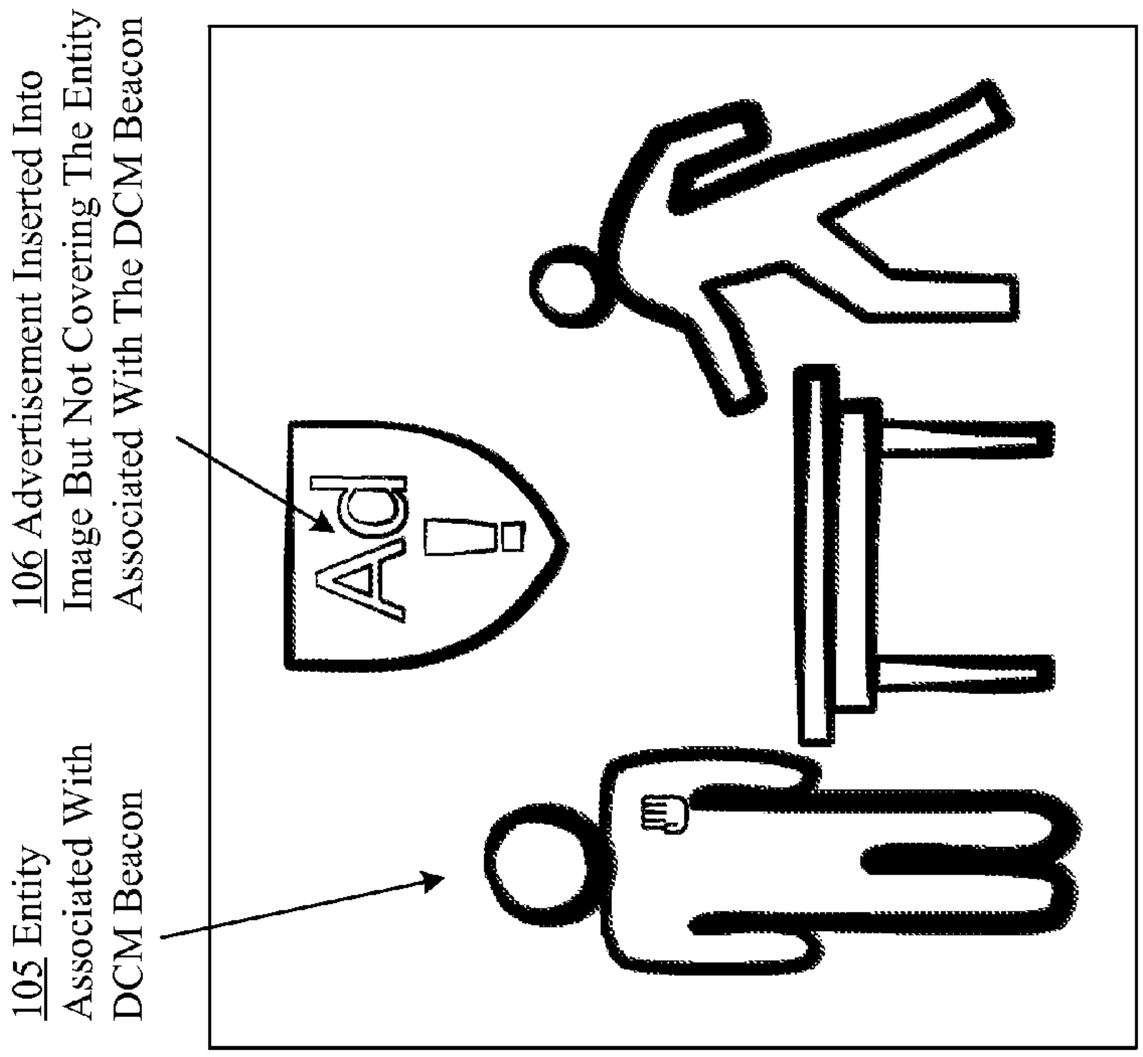

105 Entity
Associated With
DCM Beacon
106 Advertisement Inserted Into
Image But Not Covering The Entity
Associated With The DCM Beacon
Ad
14A Modified Image
Estimated Revenue Generated: X + $X_{ad}$
Estimated Liability Incurred: L

FIG. 6A

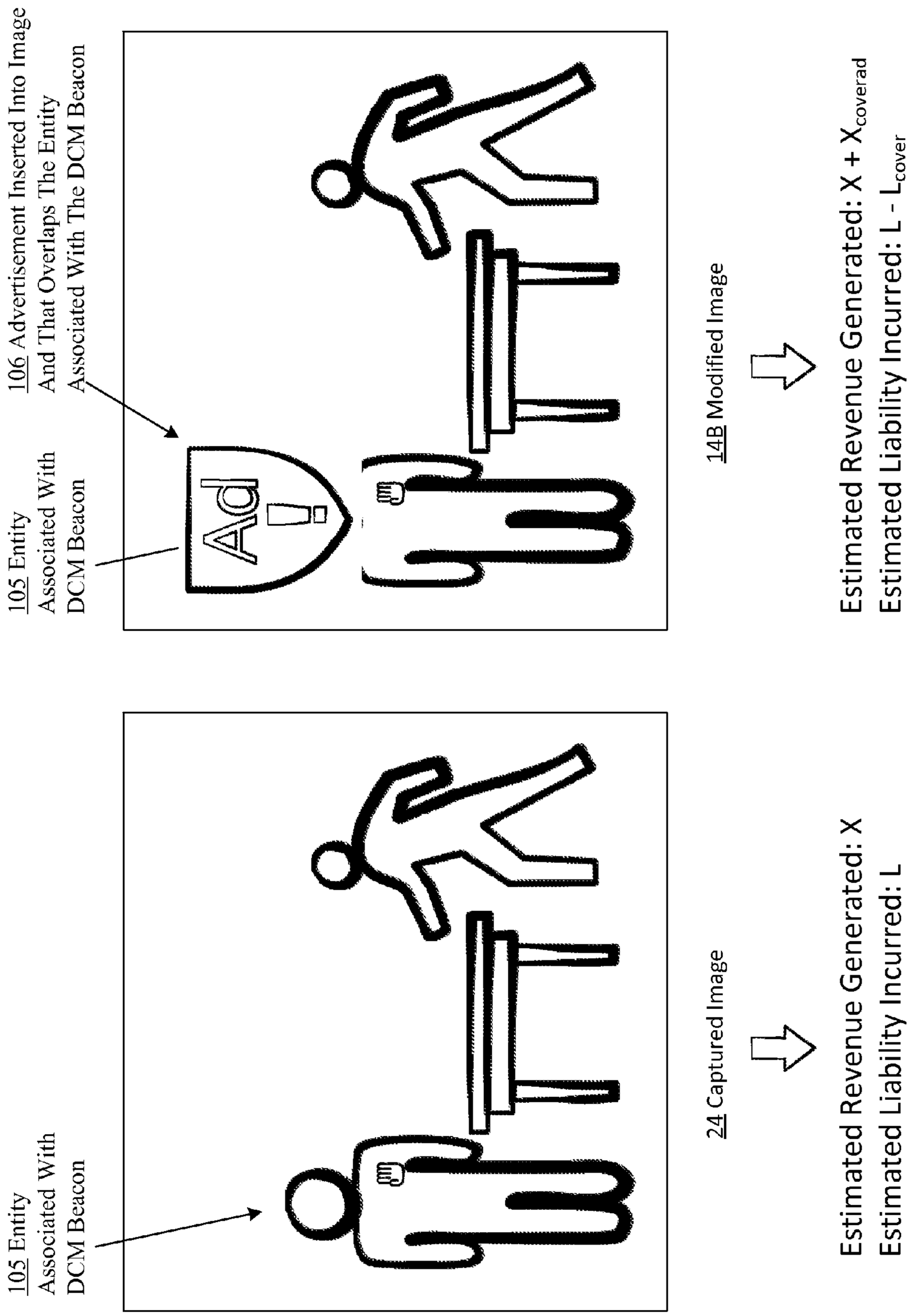
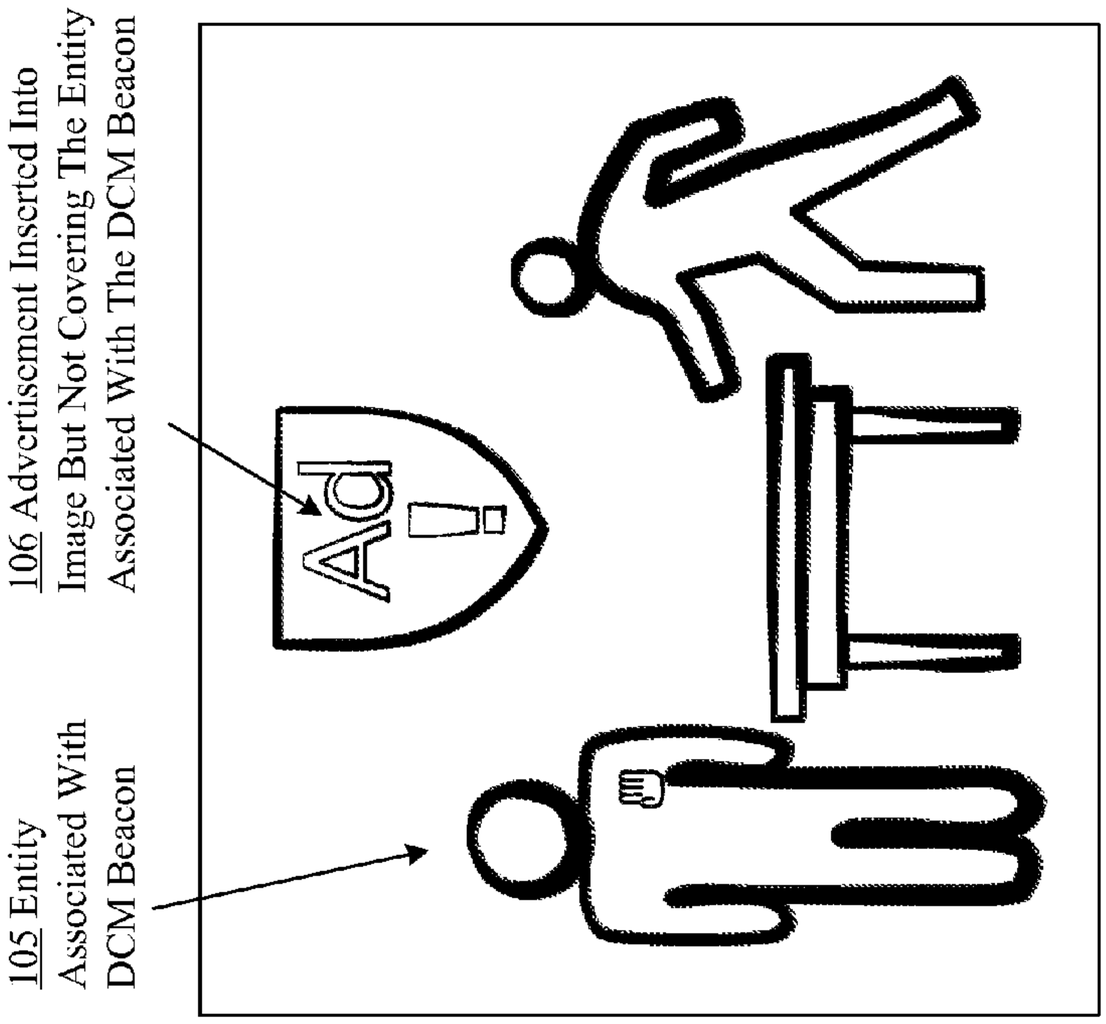
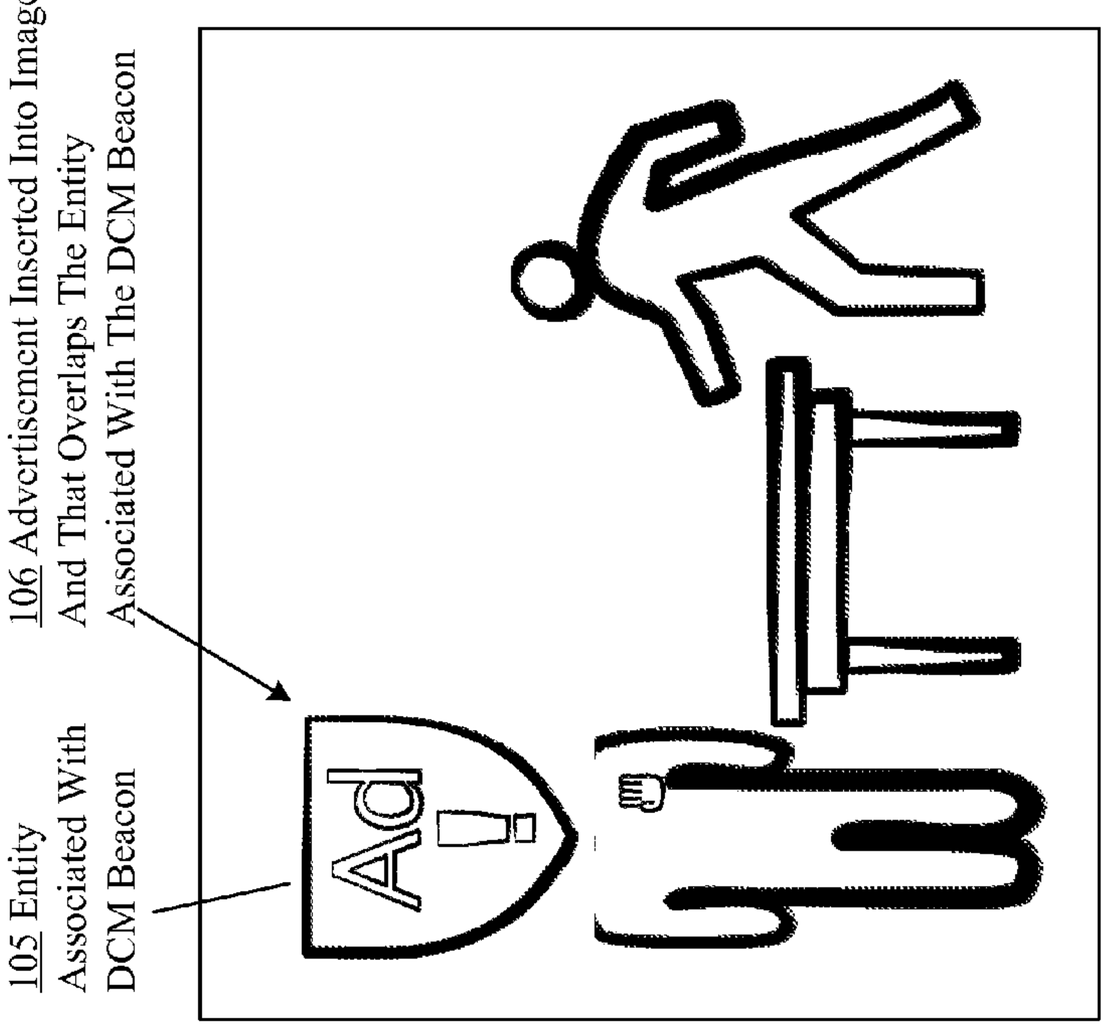

105 Entity Associated With DCM Beacon
106 Advertisement Inserted Into Image And That Overlaps The Entity Associated With The DCM Beacon
Ad
14B Modified Image
Estimated Revenue Generated: X + $X_{coverad}$
Estimated Liability Incurred: L - $L_{cover}$
105 Entity Associated With DCM Beacon
24 Captured Image
Estimated Revenue Generated: X
Estimated Liability Incurred: L

FIG. 6B




24A Image with Advertisement

Estimated Revenue Generated: $X_{ad}$
Estimated Liability Incurred: L




14C Modified Image

Estimated Revenue Generated: $X_{ad} + X_{coverad}$
Estimated Liability Incurred: $L - L_{cover}$

FIG. 6C

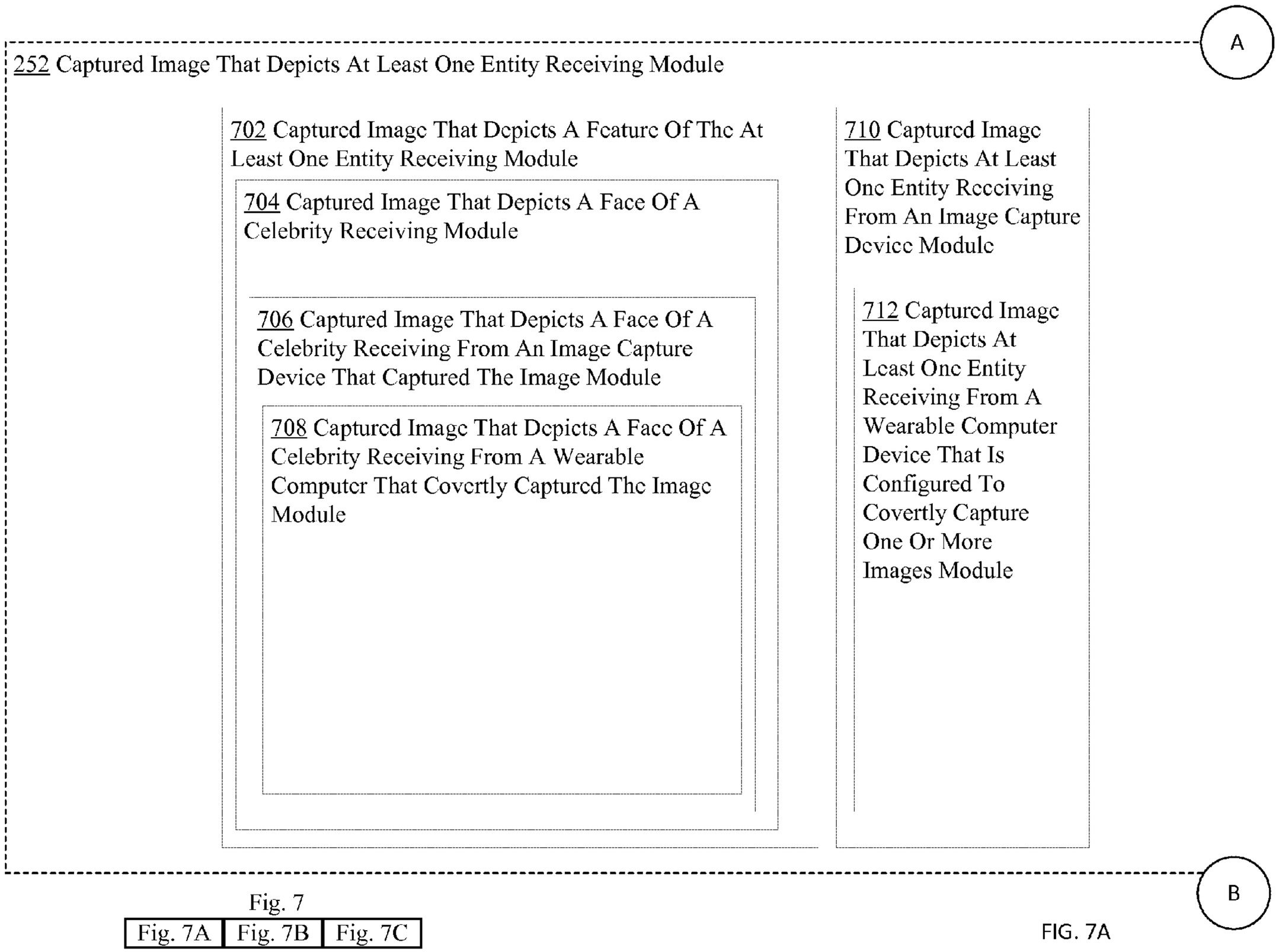



Fig. 7

| Fig. 7A | Fig. 7B | Fig. 7C |
|---|---|---|

FIG. 7A

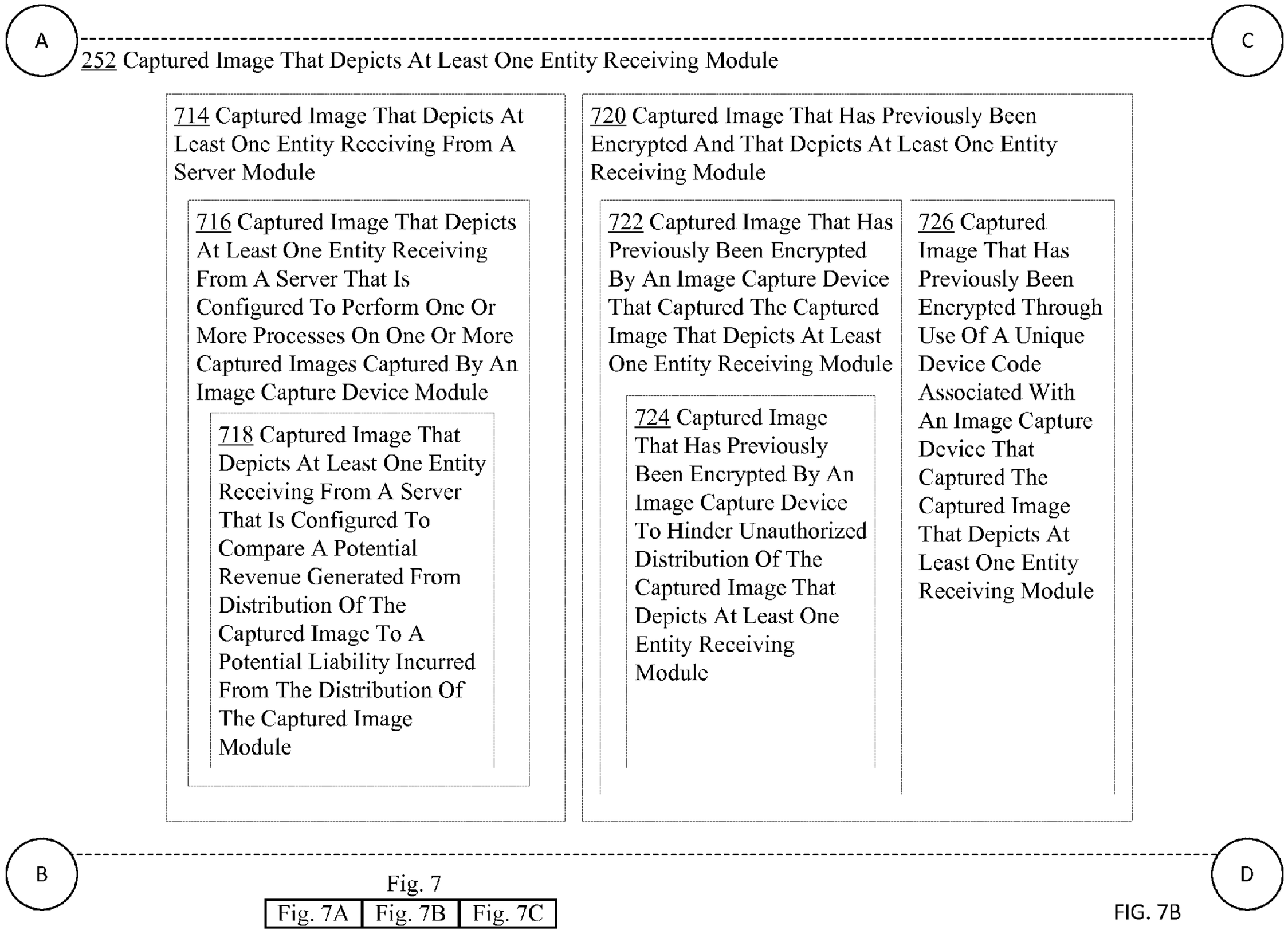



Fig. 7

| Fig. 7A | Fig. 7B | Fig. 7C |
|---|---|---|

FIG. 7B

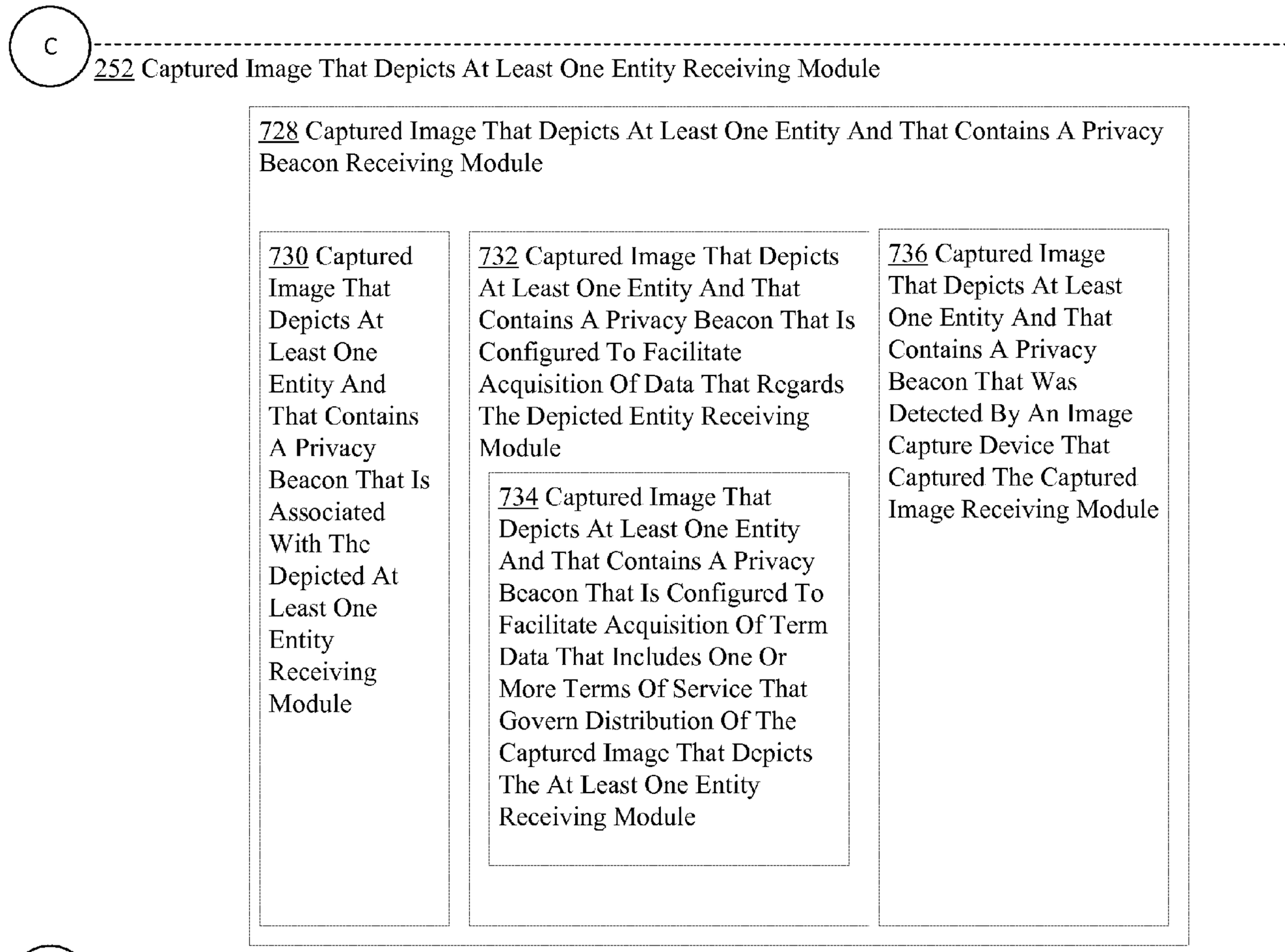



Fig. 7

| Fig. 7A | Fig. 7B | Fig. 7C |
|---|---|---|

FIG. 7C

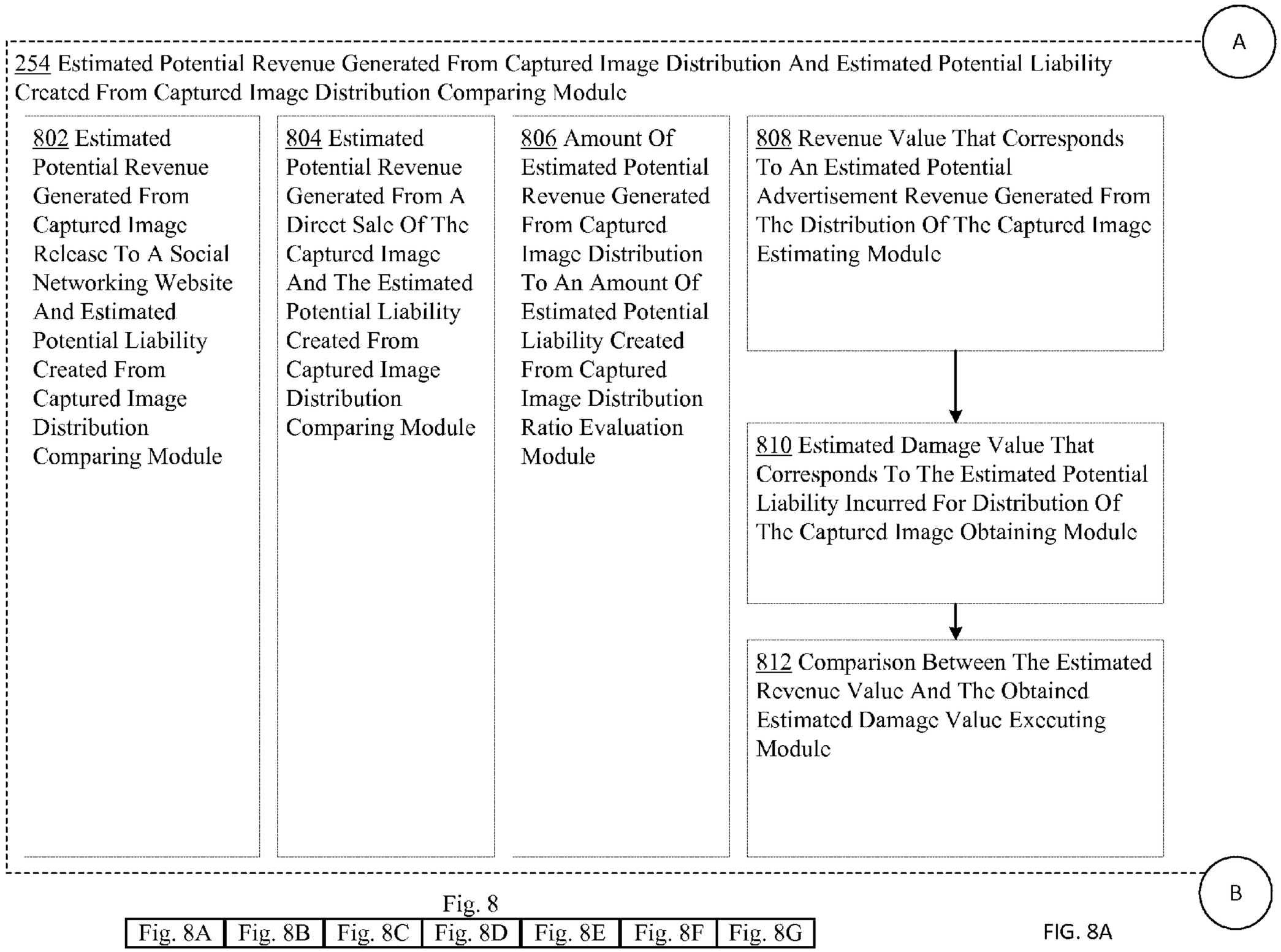



Fig. 8

| Fig. 8A | Fig. 8B | Fig. 8C | Fig. 8D | Fig. 8E | Fig. 8F | Fig. 8G |
|---|---|---|---|---|---|---|

FIG. 8A

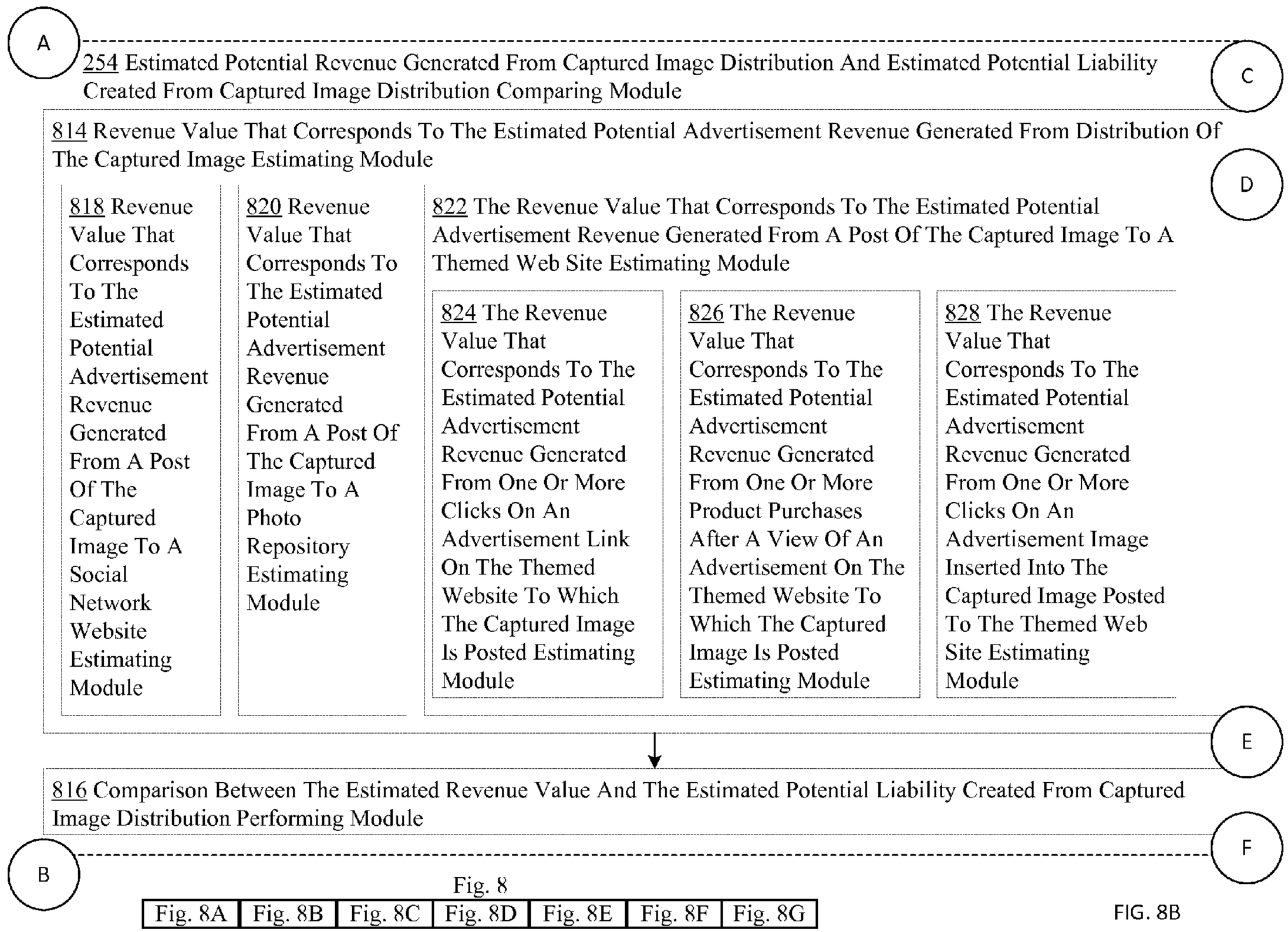



Fig. 8

| Fig. 8A | Fig. 8B | Fig. 8C | Fig. 8D | Fig. 8E | Fig. 8F | Fig. 8G |
|---|---|---|---|---|---|---|

FIG. 8B

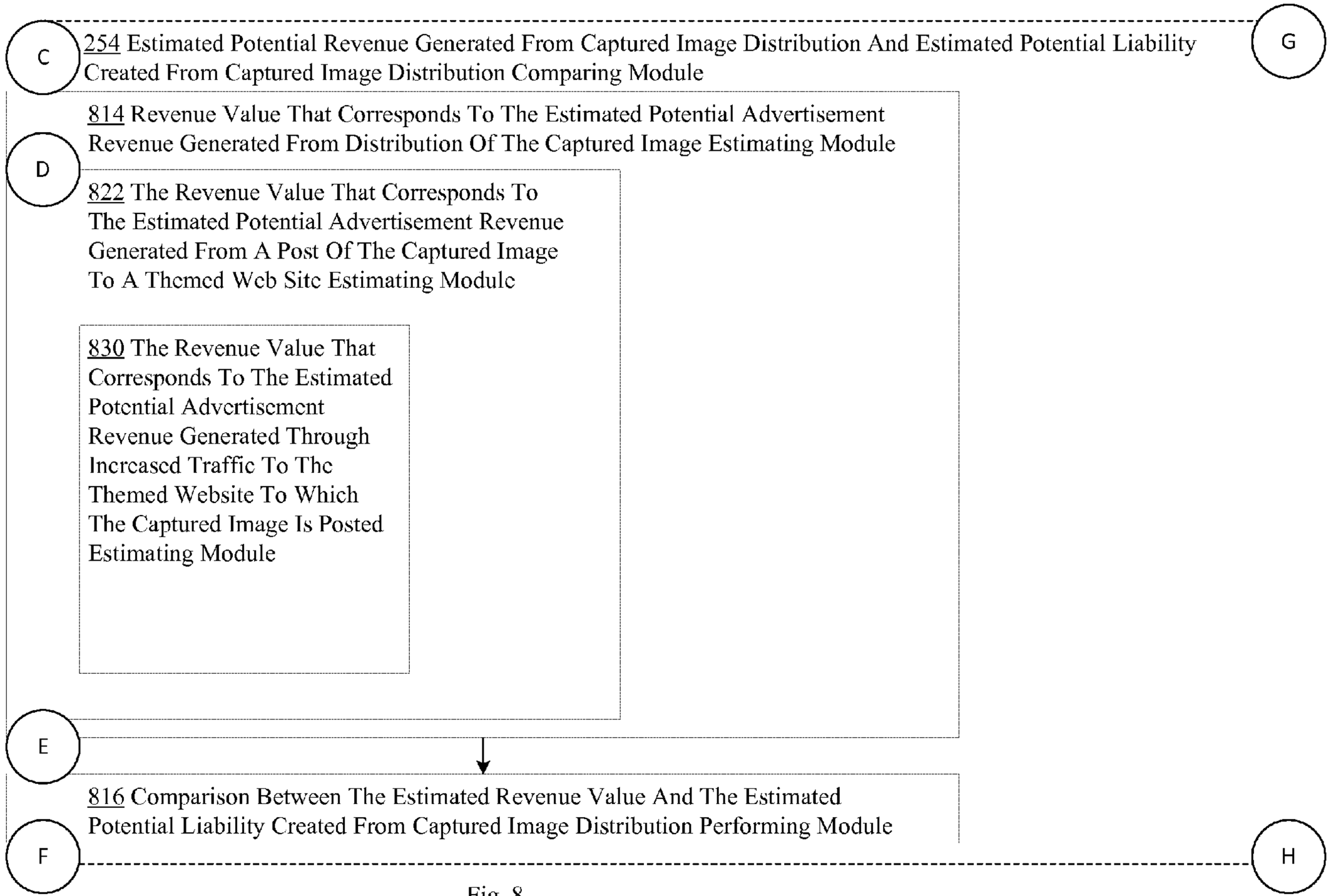



Fig. 8

| Fig. 8A | Fig. 8B | Fig. 8C | Fig. 8D | Fig. 8E | Fig. 8F | Fig. 8G |
|---|---|---|---|---|---|---|

FIG. 8C

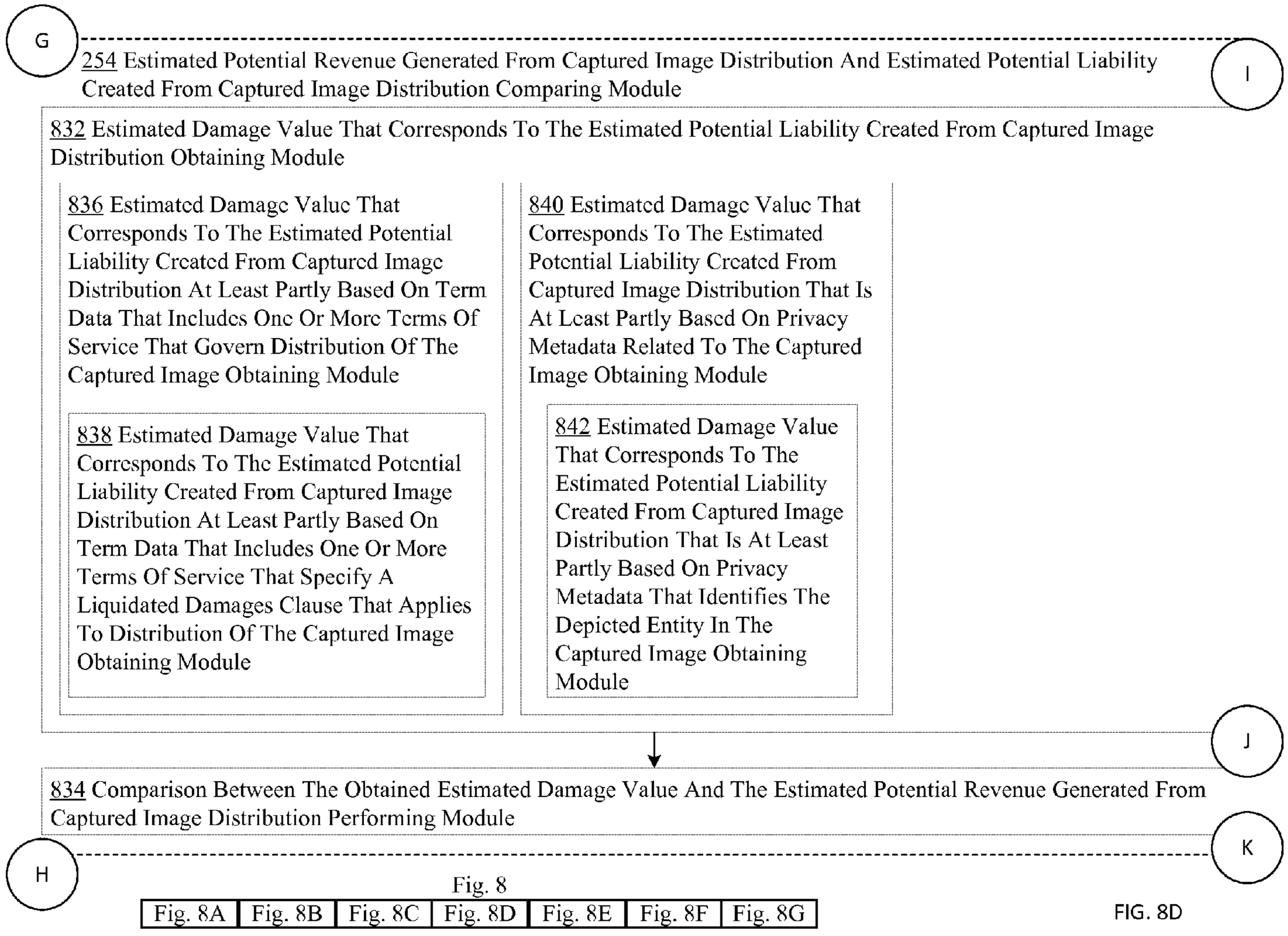



Fig. 8

| Fig. 8A | Fig. 8B | Fig. 8C | Fig. 8D | Fig. 8E | Fig. 8F | Fig. 8G |
|---|---|---|---|---|---|---|

FIG. 8D

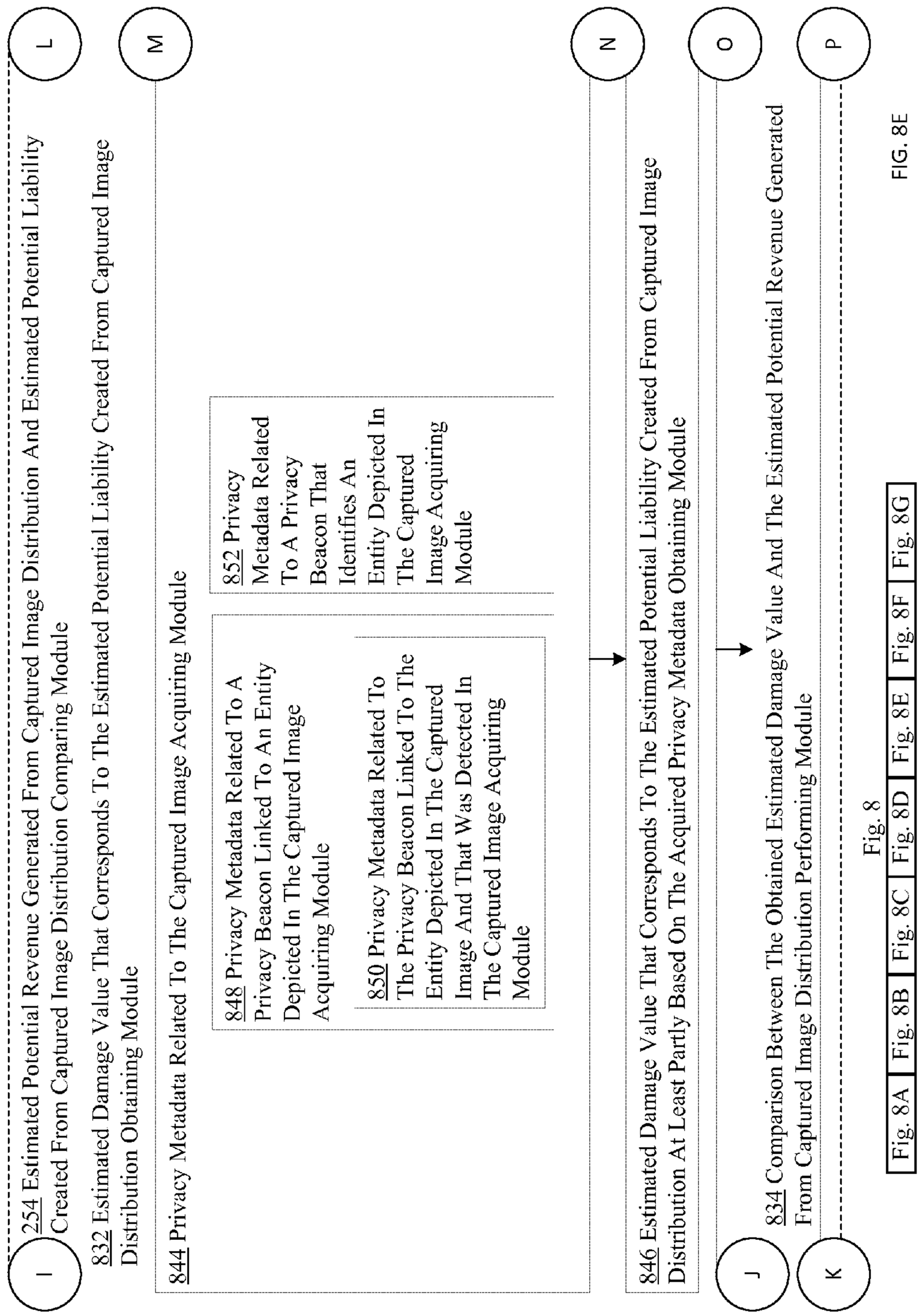



FIG. 8E

Fig. 8

| Fig. 8A | Fig. 8B | Fig. 8C | Fig. 8D | Fig. 8E | Fig. 8F | Fig. 8G |
|---|---|---|---|---|---|---|

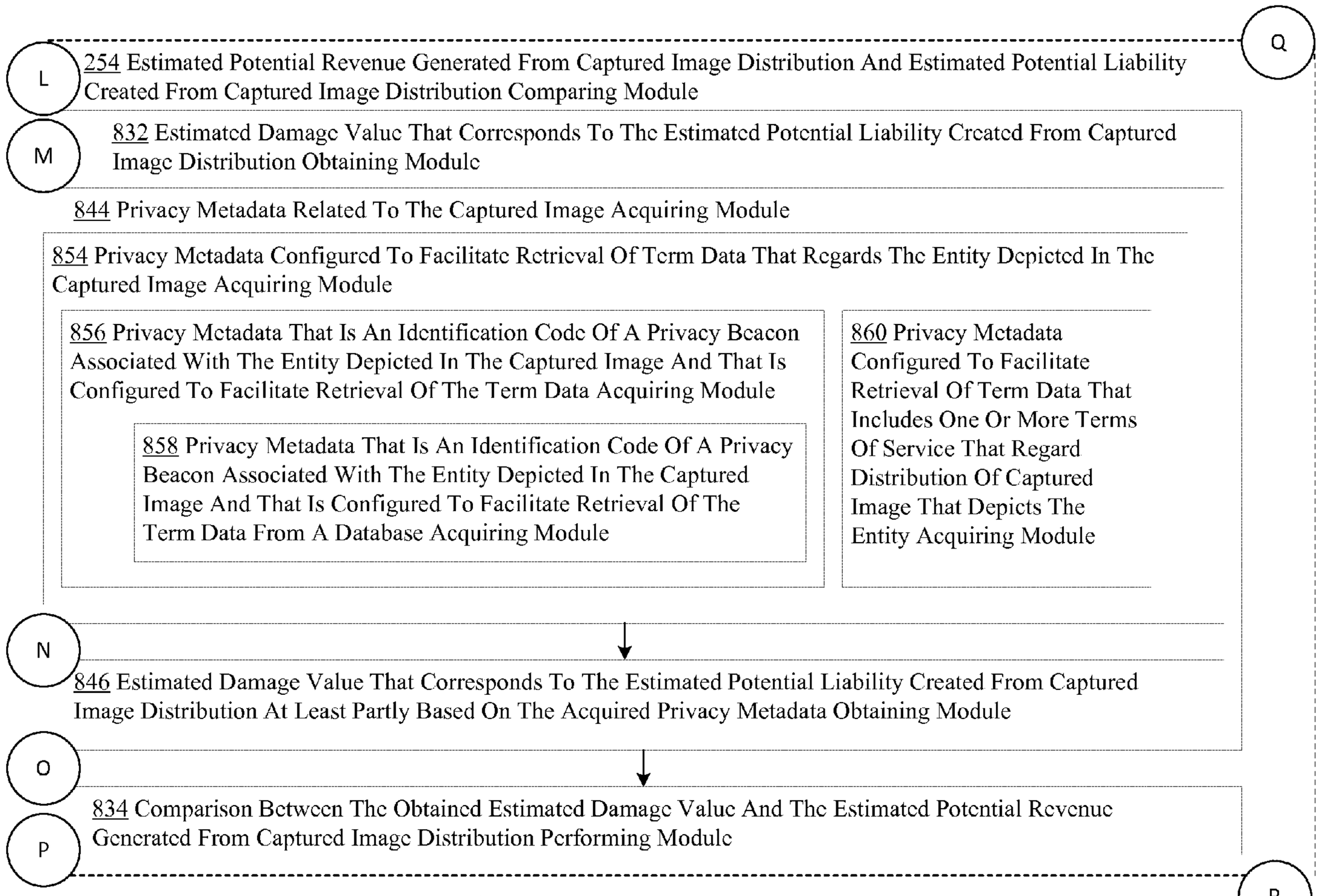



Fig. 8

| Fig. 8A | Fig. 8B | Fig. 8C | Fig. 8D | Fig. 8E | Fig. 8F | Fig. 8G |
|---|---|---|---|---|---|---|

FIG. 8F

FIG. 8G

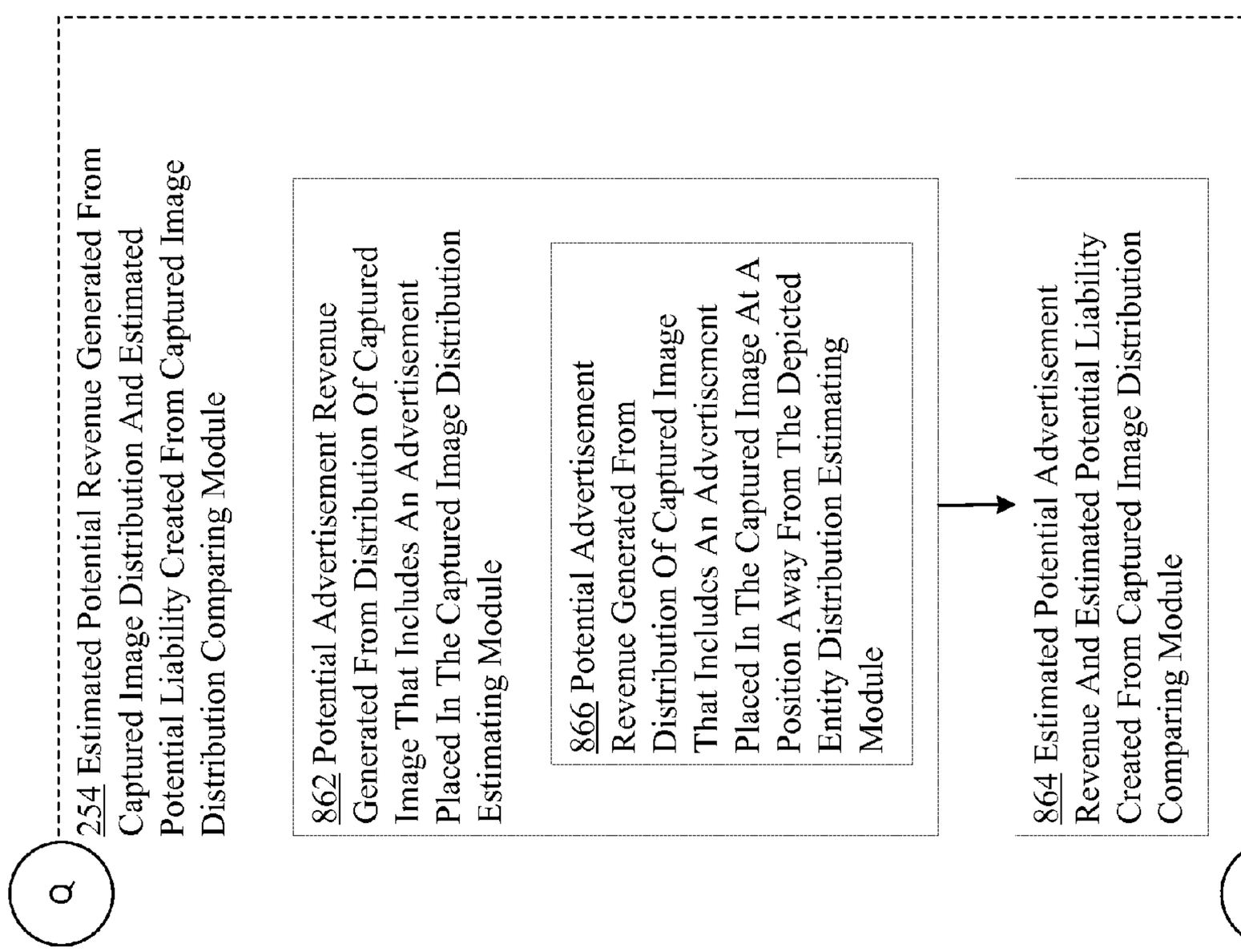



Fig. 8

| Fig. 8A | Fig. 8B | Fig. 8C | Fig. 8D | Fig. 8E | Fig. 8F | Fig. 8G |
|---|---|---|---|---|---|---|

A

256 At Least One Advertisement Image Inserting Into The Captured Image At A Particular Location Module

902 Captured Image Modification Through Placement Of The At Least One Advertisement Image Into The Captured Image At The Particular Location Facilitating Module

904 Captured Image Modification Through Placement Of The At Least One Advertisement Image Into The Captured Image At The Particular Location That Is At Least Partially Determined By One Or More Of The Estimated Potential Revenue And The Estimated Potential Liability Facilitating Module

906 Captured Image Modification Through Placement Of The At Least One Advertisement Image Into The Captured Image At The Particular Location That Has A Distance From A Center Of The Captured Image That Is Proportional To A Difference Between The Estimated Potential Revenue And The Estimated Potential Liability Facilitating Module

908 Captured Image Modification Through Placement Of The At Least One Advertisement Image Into The Captured Image At The Particular Location That Has A Distance From A Center Of The Captured Image That Is Decreased As A Difference Between The Estimated Potential Revenue And The Estimated Potential Liability Is Decreased Facilitating Module

910 Captured Image Modification Through Placement Of The At Least One Advertisement Image Into The Captured Image At The Particular Location That Overlaps The Depicted Entity When The Estimated Potential Revenue Is Less Than The Estimated Potential Liability Facilitating Module

912 Captured Image Modification Through Placement Of The At Least One Advertisement Image Into The Captured Image At The Particular Location That Overlaps A Percentage Of The Depicted Entity That Is Proportional To An Amount By Which The Estimated Potential Revenue Is Less Than The Estimated Potential Liability Facilitating Module

B

Fig. 9

| Fig. 9A | Fig. 9B | Fig. 9C | Fig. 9D |
|---|---|---|---|

FIG. 9A

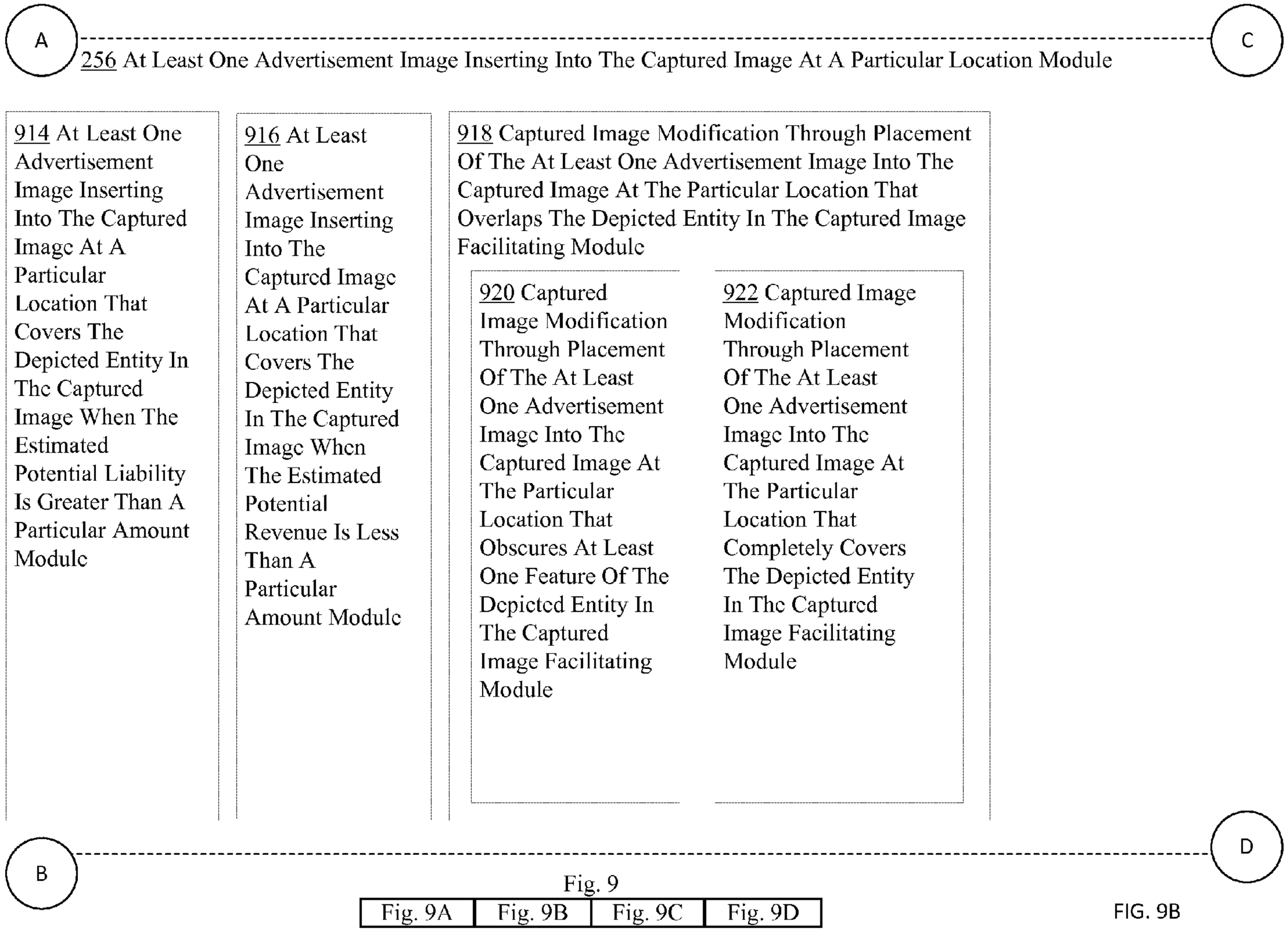



Fig. 9

| Fig. 9A | Fig. 9B | Fig. 9C | Fig. 9D |
|---|---|---|---|

FIG. 9B

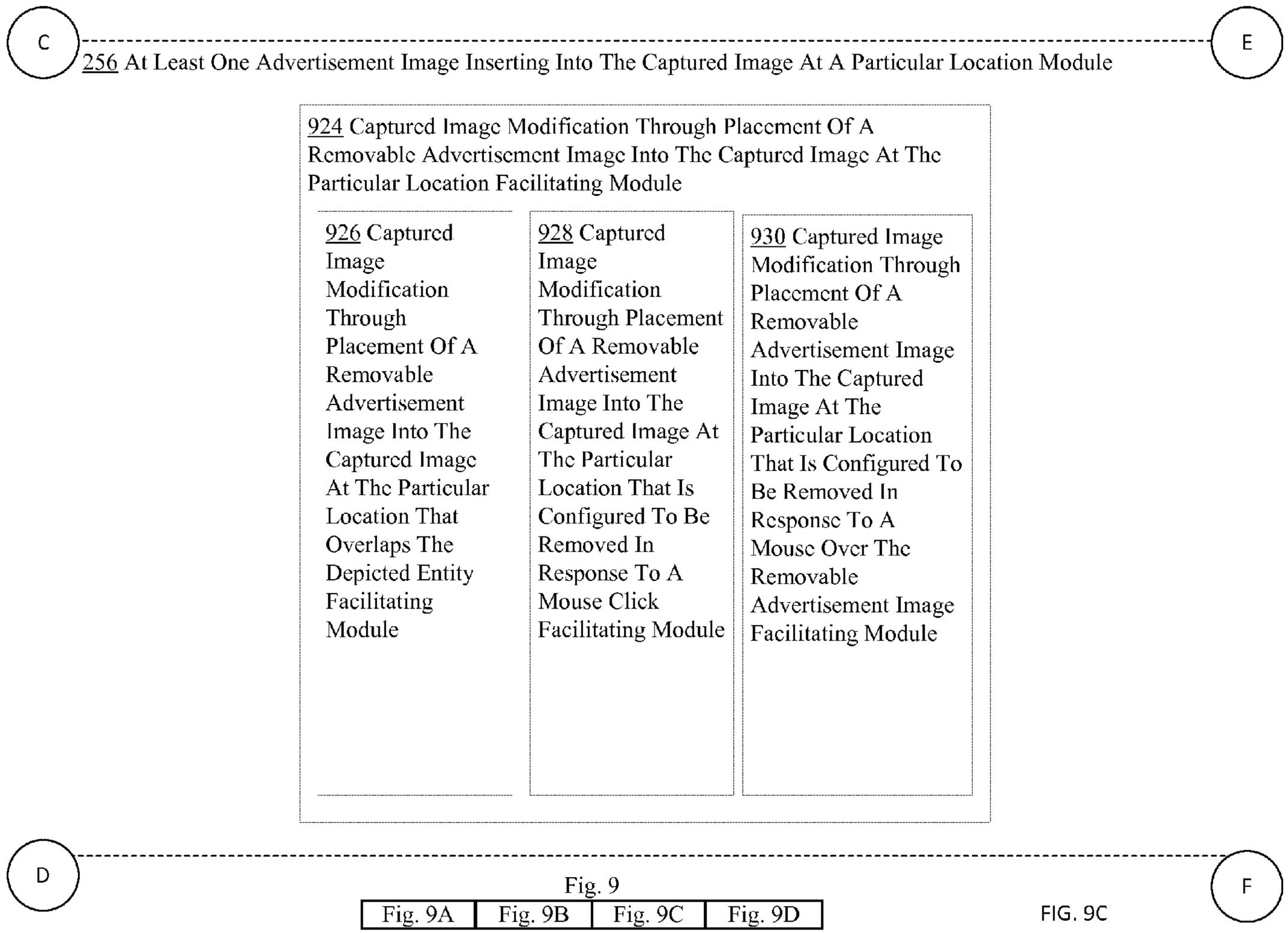



Fig. 9

| Fig. 9A | Fig. 9B | Fig. 9C | Fig. 9D |
|---|---|---|---|

FIG. 9C

FIG. 9D

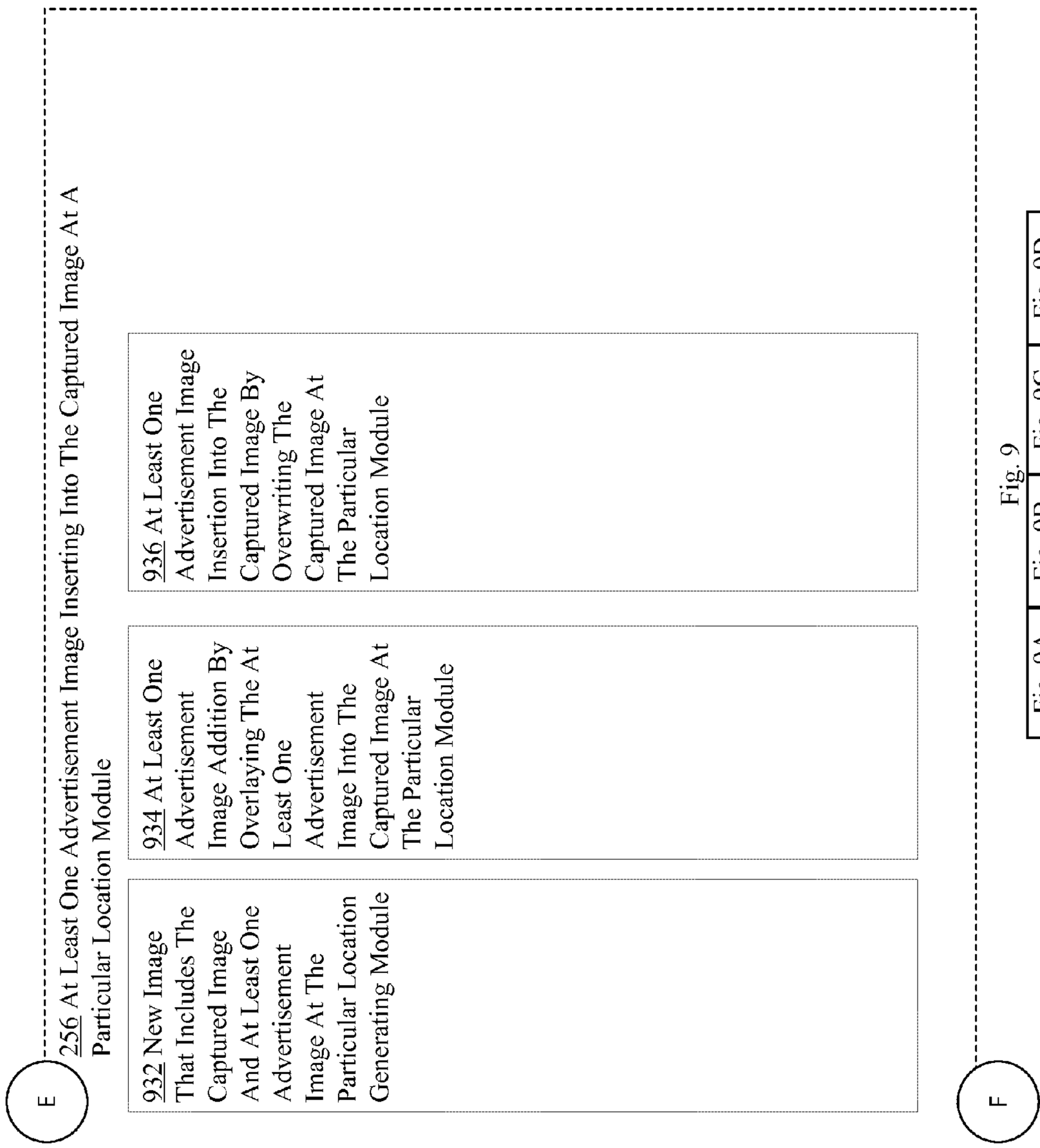



Fig. 9

| Fig. 9A | Fig. 9B | Fig. 9C | Fig. 9D |
|---|---|---|---|

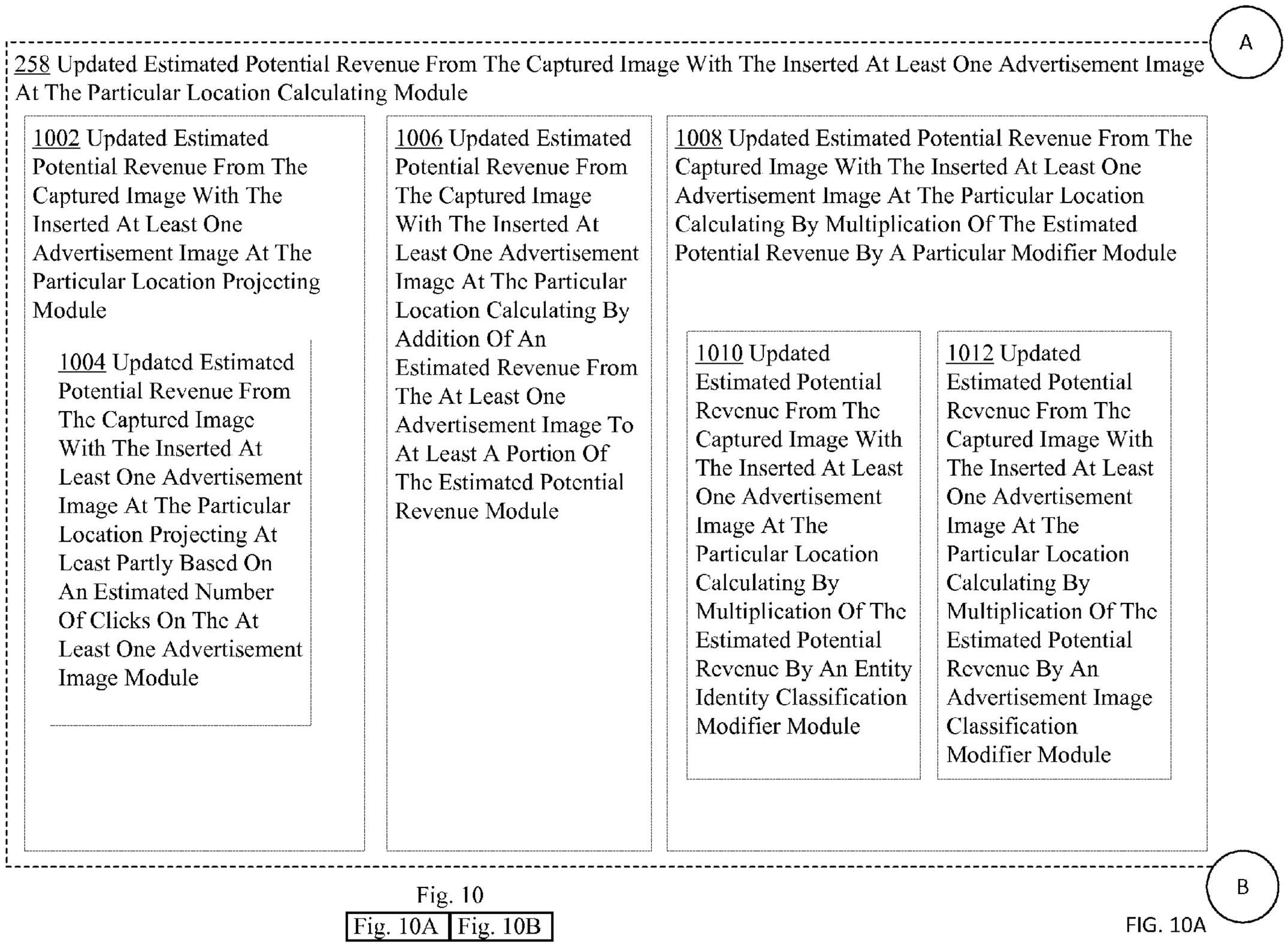



Fig. 10

| Fig. 10A | Fig. 10B |
|---|---|

FIG. 10A

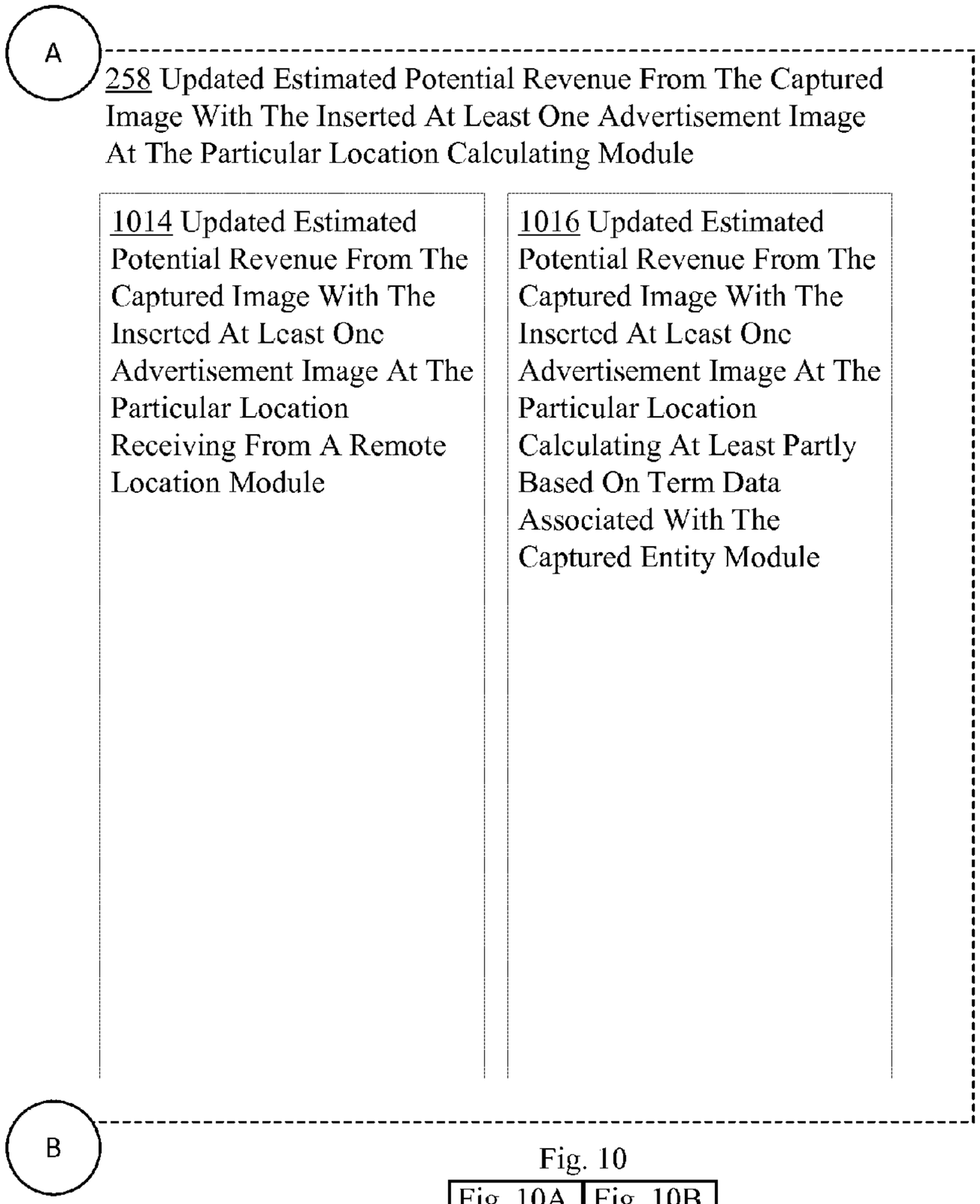



Fig. 10

| Fig. 10A | Fig. 10B |
|---|---|

FIG. 10B

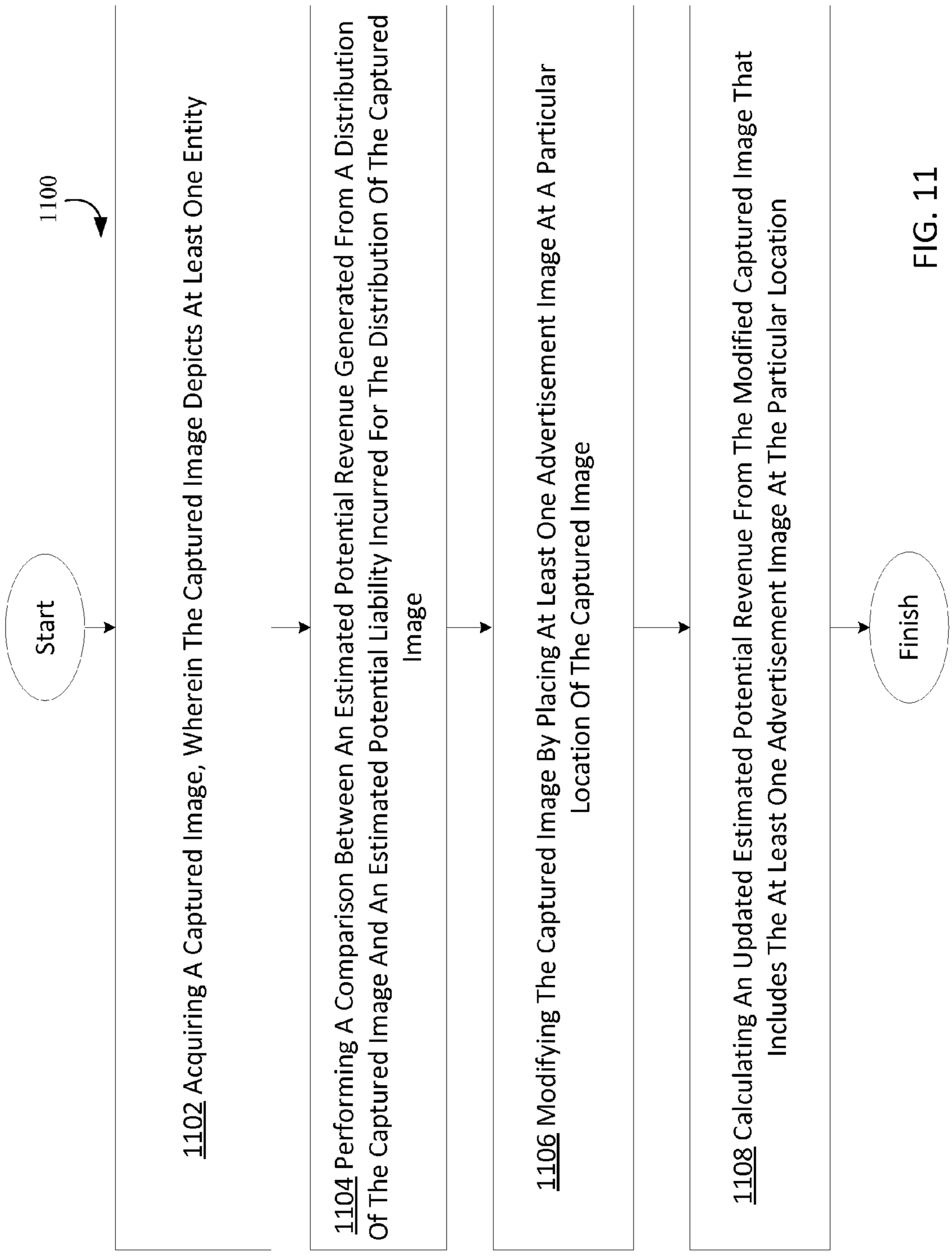

1100
Start
1102 Acquiring A Captured Image, Wherein The Captured Image Depicts At Least One Entity
1104 Performing A Comparison Between An Estimated Potential Revenue Generated From A Distribution Of The Captured Image And An Estimated Potential Liability Incurred For The Distribution Of The Captured Image
1106 Modifying The Captured Image By Placing At Least One Advertisement Image At A Particular Location Of The Captured Image
1108 Calculating An Updated Estimated Potential Revenue From The Modified Captured Image That Includes The At Least One Advertisement Image At The Particular Location
Finish

FIG. 11

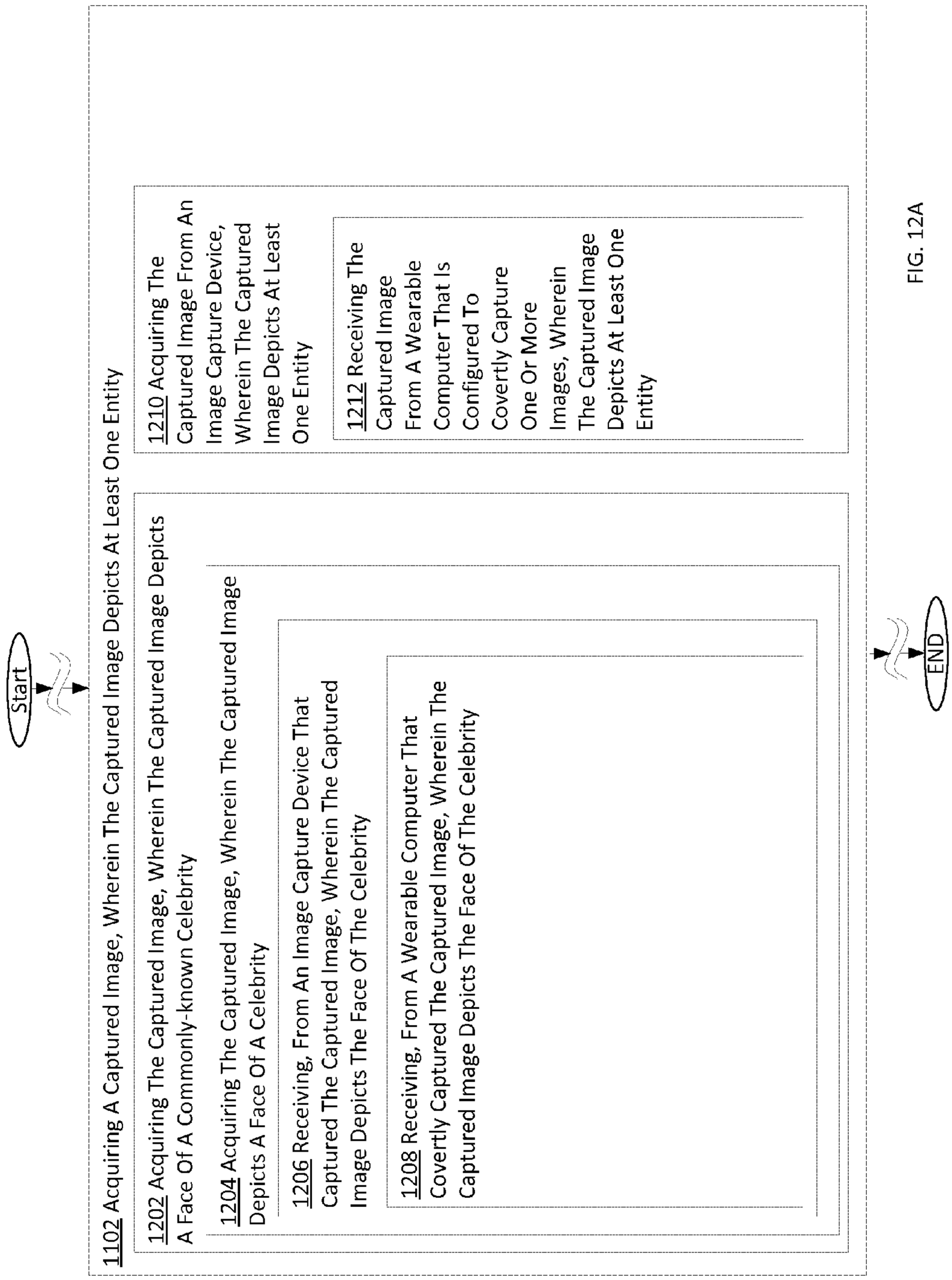

Start
1102 Acquiring A Captured Image, Wherein The Captured Image Depicts At Least One Entity
1202 Acquiring The Captured Image, Wherein The Captured Image Depicts A Face Of A Commonly-known Celebrity
1204 Acquiring The Captured Image, Wherein The Captured Image Depicts A Face Of A Celebrity
1206 Receiving, From An Image Capture Device That Captured The Captured Image, Wherein The Captured Image Depicts The Face Of The Celebrity
1208 Receiving, From A Wearable Computer That Covertly Captured The Captured Image, Wherein The Captured Image Depicts The Face Of The Celebrity
1210 Acquiring The Captured Image From An Image Capture Device, Wherein The Captured Image Depicts At Least One Entity
1212 Receiving The Captured Image From A Wearable Computer That Is Configured To Covertly Capture One Or More Images, Wherein The Captured Image Depicts At Least One Entity
END

FIG. 12A

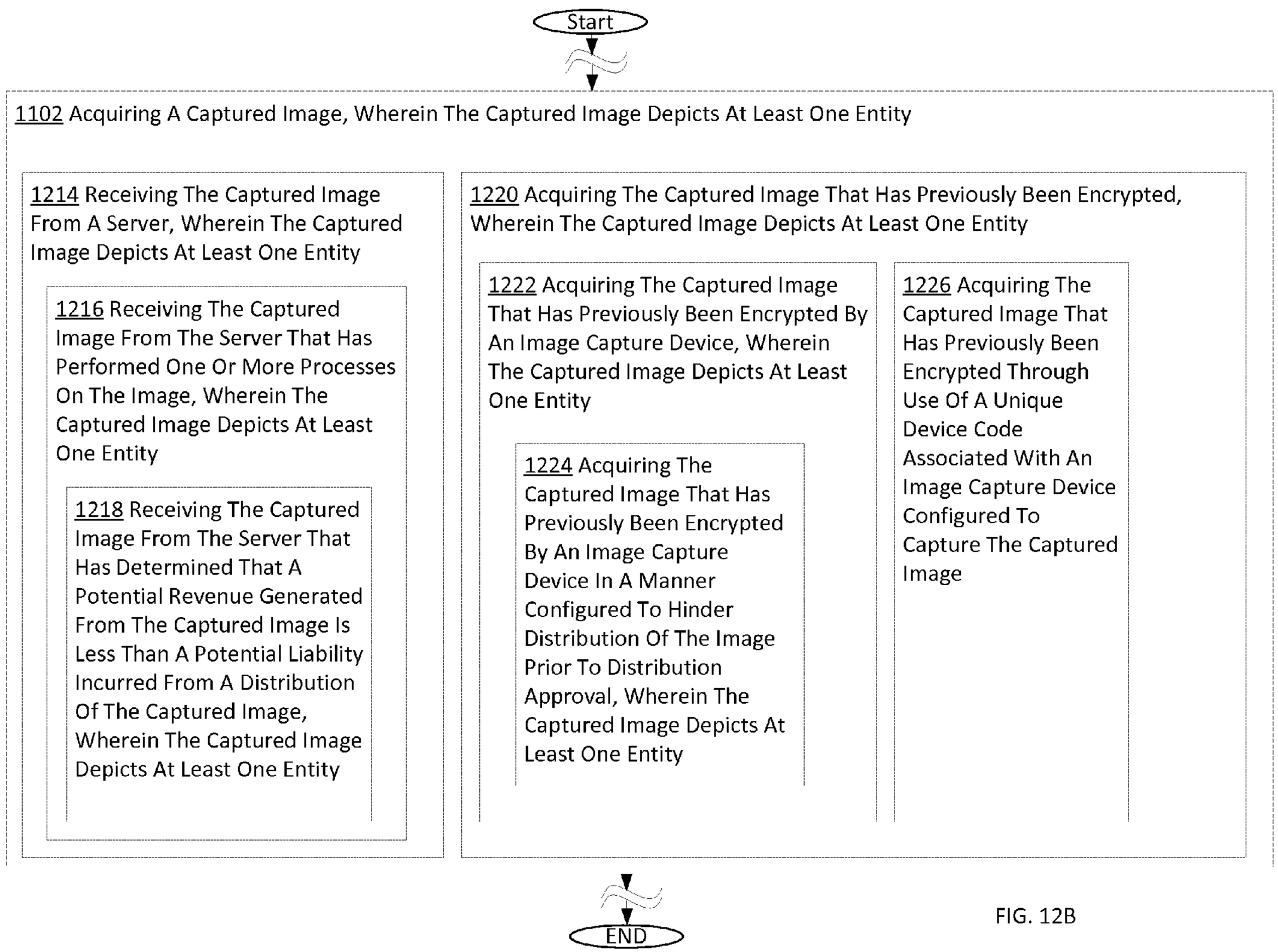

Start
1102 Acquiring A Captured Image, Wherein The Captured Image Depicts At Least One Entity
1214 Receiving The Captured Image From A Server, Wherein The Captured Image Depicts At Least One Entity
1216 Receiving The Captured Image From The Server That Has Performed One Or More Processes On The Image, Wherein The Captured Image Depicts At Least One Entity
1218 Receiving The Captured Image From The Server That Has Determined That A Potential Revenue Generated From The Captured Image Is Less Than A Potential Liability Incurred From A Distribution Of The Captured Image, Wherein The Captured Image Depicts At Least One Entity
1220 Acquiring The Captured Image That Has Previously Been Encrypted, Wherein The Captured Image Depicts At Least One Entity
1222 Acquiring The Captured Image That Has Previously Been Encrypted By An Image Capture Device, Wherein The Captured Image Depicts At Least One Entity
1224 Acquiring The Captured Image That Has Previously Been Encrypted By An Image Capture Device In A Manner Configured To Hinder Distribution Of The Image Prior To Distribution Approval, Wherein The Captured Image Depicts At Least One Entity
1226 Acquiring The Captured Image That Has Previously Been Encrypted Through Use Of A Unique Device Code Associated With An Image Capture Device Configured To Capture The Captured Image
END

FIG. 12B

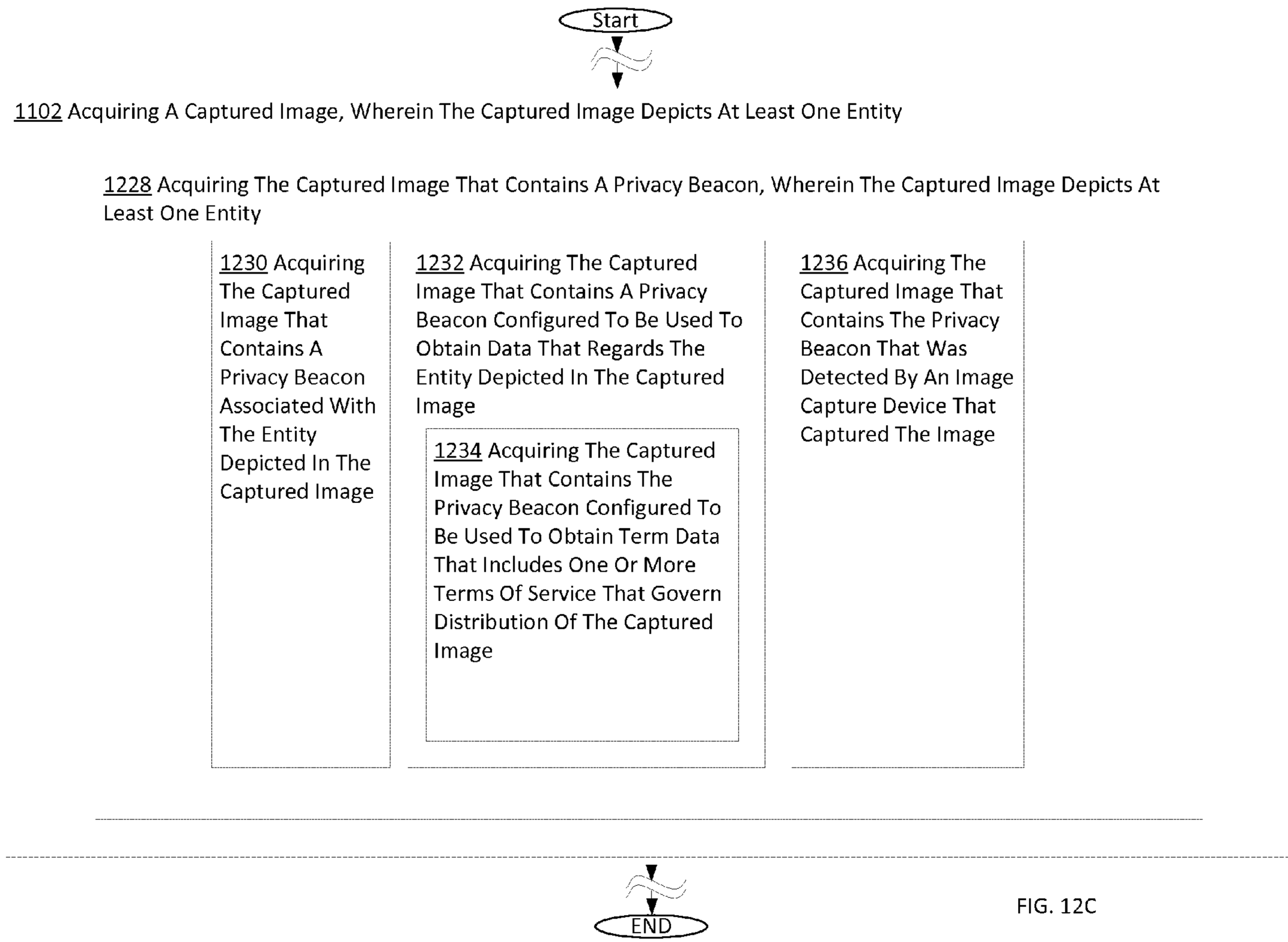

Start
1102 Acquiring A Captured Image, Wherein The Captured Image Depicts At Least One Entity
1228 Acquiring The Captured Image That Contains A Privacy Beacon, Wherein The Captured Image Depicts At Least One Entity
1230 Acquiring The Captured Image That Contains A Privacy Beacon Associated With The Entity Depicted In The Captured Image
1232 Acquiring The Captured Image That Contains A Privacy Beacon Configured To Be Used To Obtain Data That Regards The Entity Depicted In The Captured Image
1234 Acquiring The Captured Image That Contains The Privacy Beacon Configured To Be Used To Obtain Term Data That Includes One Or More Terms Of Service That Govern Distribution Of The Captured Image
1236 Acquiring The Captured Image That Contains The Privacy Beacon That Was Detected By An Image Capture Device That Captured The Image
END

FIG. 12C

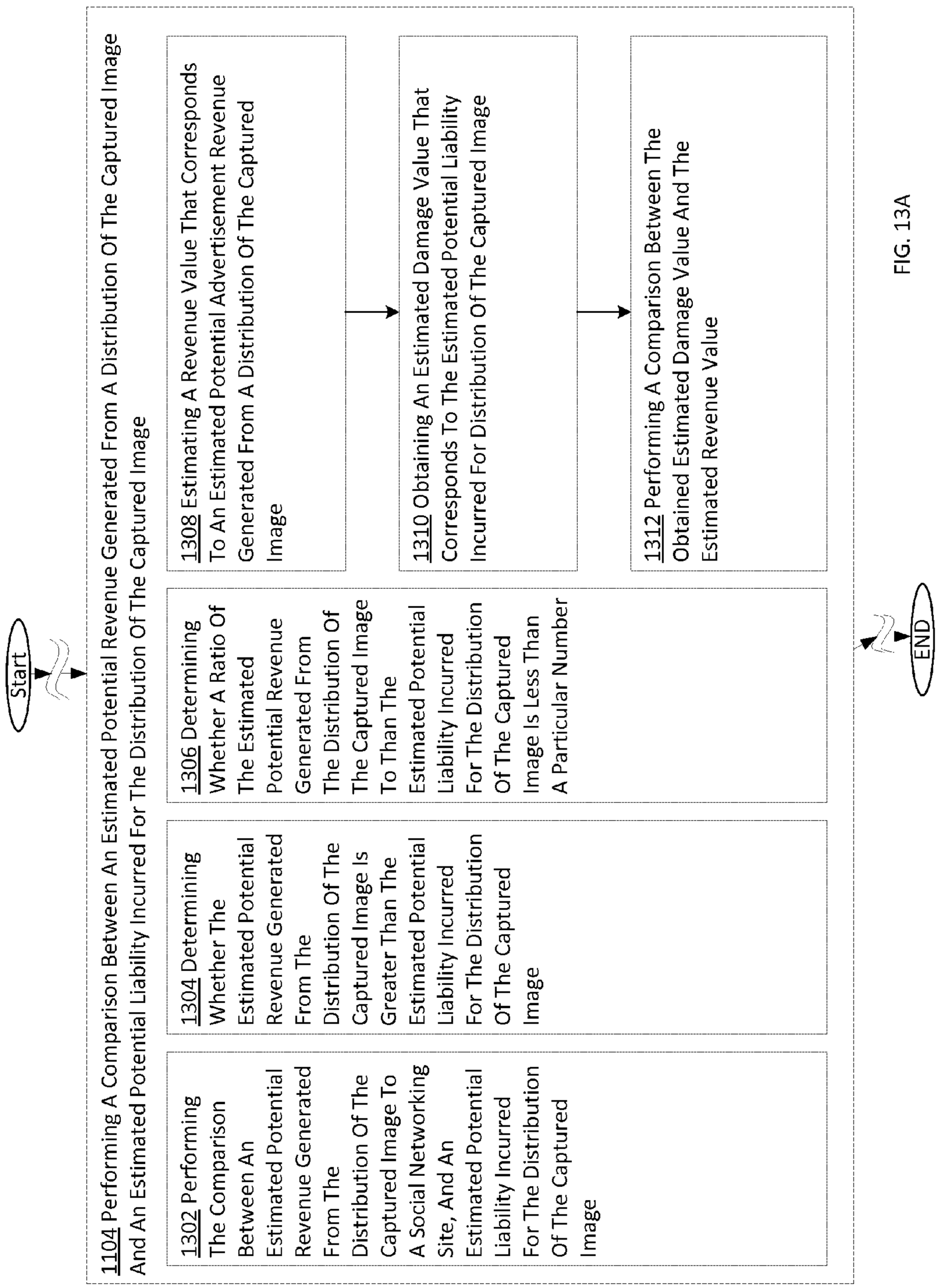

Start
1104 Performing A Comparison Between An Estimated Potential Revenue Generated From A Distribution Of The Captured Image And An Estimated Potential Liability Incurred For The Distribution Of The Captured Image
1302 Performing The Comparison Between An Estimated Potential Revenue Generated From The Distribution Of The Captured Image To A Social Networking Site, And An Estimated Potential Liability Incurred For The Distribution Of The Captured Image
1304 Determining Whether The Estimated Potential Revenue Generated From The Distribution Of The Captured Image Greater Than The Estimated Potential Liability Incurred For The Distribution Of The Captured Image
1306 Determining Whether A Ratio Of The Estimated Potential Revenue Generated From The Distribution Of The Captured Image To Than The Estimated Potential Liability Incurred For The Distribution Of The Captured Image Is Less Than A Particular Number
1308 Estimating A Revenue Value That Corresponds To An Estimated Potential Advertisement Revenue Generated From A Distribution Of The Captured Image
1310 Obtaining An Estimated Damage Value That Corresponds To The Estimated Potential Liability Incurred For Distribution Of The Captured Image
1312 Performing A Comparison Between The Obtained Estimated Damage Value And The Estimated Revenue Value
END

FIG. 13A

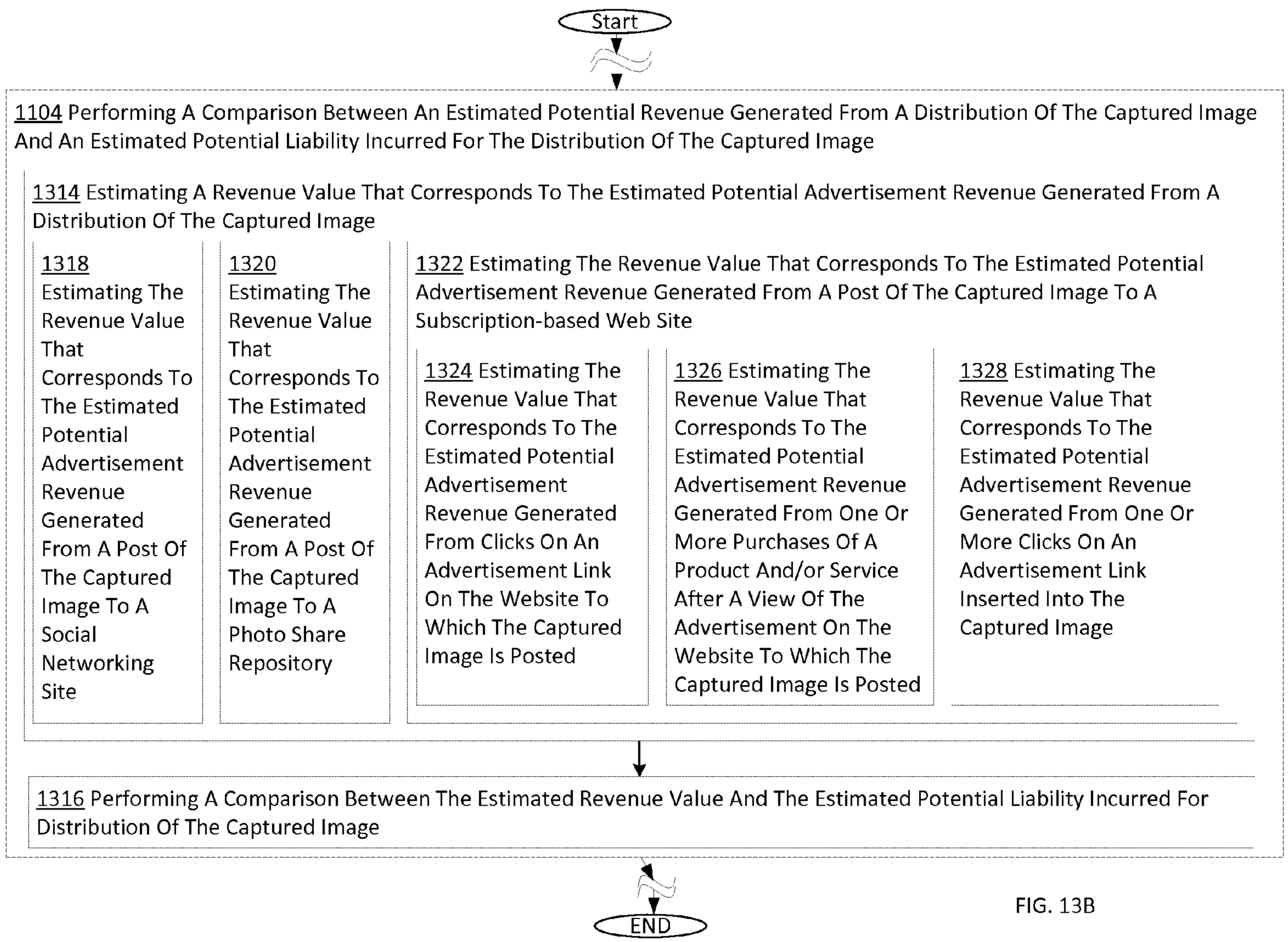

Start
1104 Performing A Comparison Between An Estimated Potential Revenue Generated From A Distribution Of The Captured Image And An Estimated Potential Liability Incurred For The Distribution Of The Captured Image
1314 Estimating A Revenue Value That Corresponds To The Estimated Potential Advertisement Revenue Generated From A Distribution Of The Captured Image
1318 Estimating The Revenue Value That Corresponds To The Estimated Potential Advertisement Revenue Generated From A Post Of The Captured Image To A Social Networking Site
1320 Estimating The Revenue Value That Corresponds To The Estimated Potential Advertisement Revenue Generated From A Post Of The Captured Image To A Photo Share Repository
1322 Estimating The Revenue Value That Corresponds To The Estimated Potential Advertisement Revenue Generated From A Post Of The Captured Image To A Subscription-based Web Site
1324 Estimating The Revenue Value That Corresponds To The Estimated Potential Advertisement Revenue Generated From Clicks On An Advertisement Link On The Website To Which The Captured Image Is Posted
1326 Estimating The Revenue Value That Corresponds To The Estimated Potential Advertisement Revenue Generated From One Or More Purchases Of A Product And/or Service After A View Of The Advertisement On The Website To Which The Captured Image Is Posted
1328 Estimating The Revenue Value That Corresponds To The Estimated Potential Advertisement Revenue Generated From One Or More Clicks On An Advertisement Link Inserted Into The Captured Image
1316 Performing A Comparison Between The Estimated Revenue Value And The Estimated Potential Liability Incurred For Distribution Of The Captured Image
END

FIG. 13B

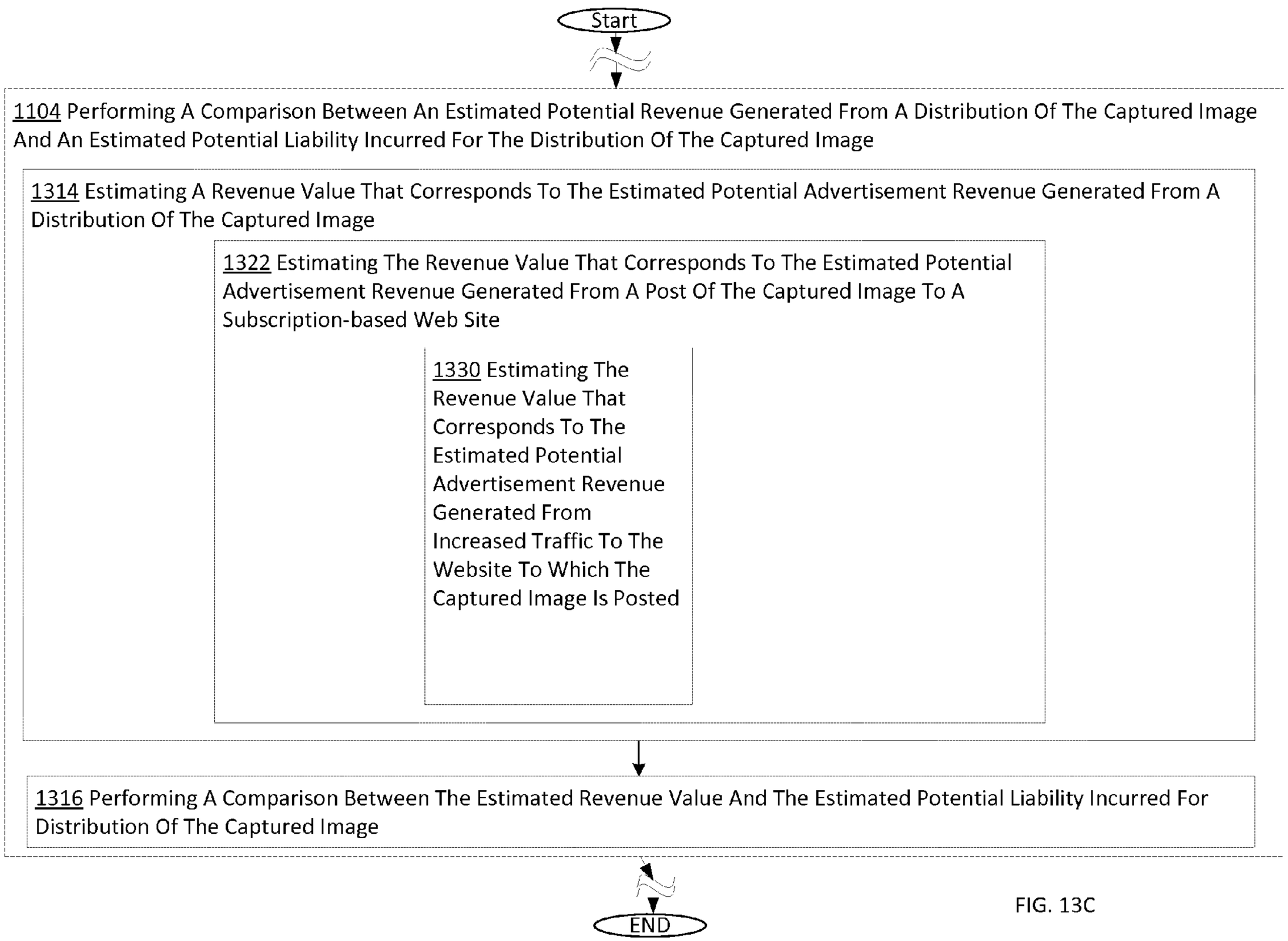

Start
1104 Performing A Comparison Between An Estimated Potential Revenue Generated From A Distribution Of The Captured Image And An Estimated Potential Liability Incurred For The Distribution Of The Captured Image
1314 Estimating A Revenue Value That Corresponds To The Estimated Potential Advertisement Revenue Generated From A Distribution Of The Captured Image
1322 Estimating The Revenue Value That Corresponds To The Estimated Potential Advertisement Revenue Generated From A Post Of The Captured Image To A Subscription-based Web Site
1330 Estimating The Revenue Value That Corresponds To The Estimated Potential Advertisement Revenue Generated From Increased Traffic To The Website To Which The Captured Image Is Posted
1316 Performing A Comparison Between The Estimated Revenue Value And The Estimated Potential Liability Incurred For Distribution Of The Captured Image
END

FIG. 13C

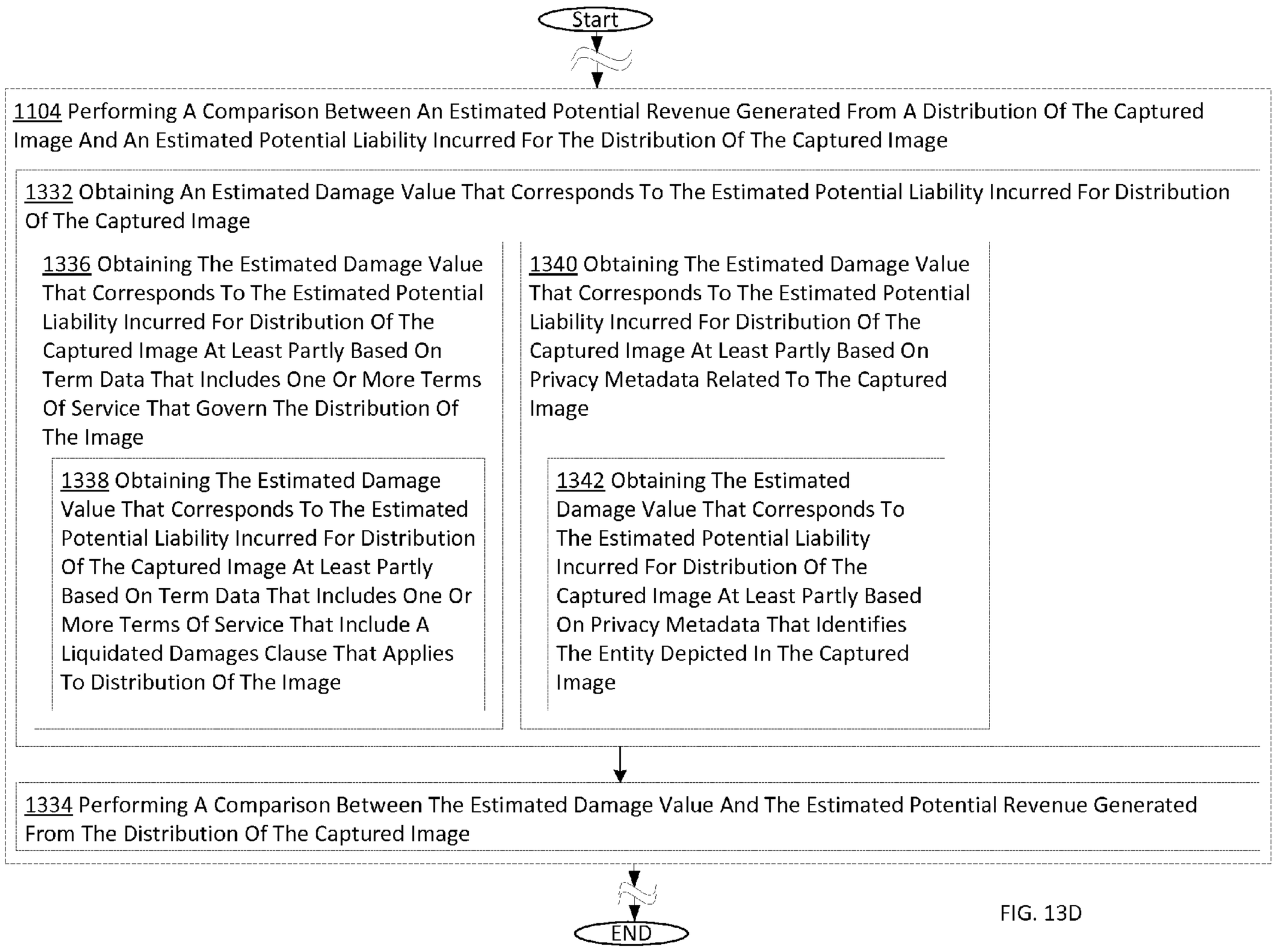

Start
1104 Performing A Comparison Between An Estimated Potential Revenue Generated From A Distribution Of The Captured Image And An Estimated Potential Liability Incurred For The Distribution Of The Captured Image
1332 Obtaining An Estimated Damage Value That Corresponds To The Estimated Potential Liability Incurred For Distribution Of The Captured Image
1336 Obtaining The Estimated Damage Value That Corresponds To The Estimated Potential Liability Incurred For Distribution Of The Captured Image At Least Partly Based On Term Data That Includes One Or More Terms Of Service That Govern The Distribution Of The Image
1338 Obtaining The Estimated Damage Value That Corresponds To The Estimated Potential Liability Incurred For Distribution Of The Captured Image At Least Partly Based On Term Data That Includes One Or More Terms Of Service That Include A Liquidated Damages Clause That Applies To Distribution Of The Image
1340 Obtaining The Estimated Damage Value That Corresponds To The Estimated Potential Liability Incurred For Distribution Of The Captured Image At Least Partly Based On Privacy Metadata Related To The Captured Image
1342 Obtaining The Estimated Damage Value That Corresponds To The Estimated Potential Liability Incurred For Distribution Of The Captured Image At Least Partly Based On Privacy Metadata That Identifies The Entity Depicted In The Captured Image
1334 Performing A Comparison Between The Estimated Damage Value And The Estimated Potential Revenue Generated From The Distribution Of The Captured Image
END

FIG. 13D

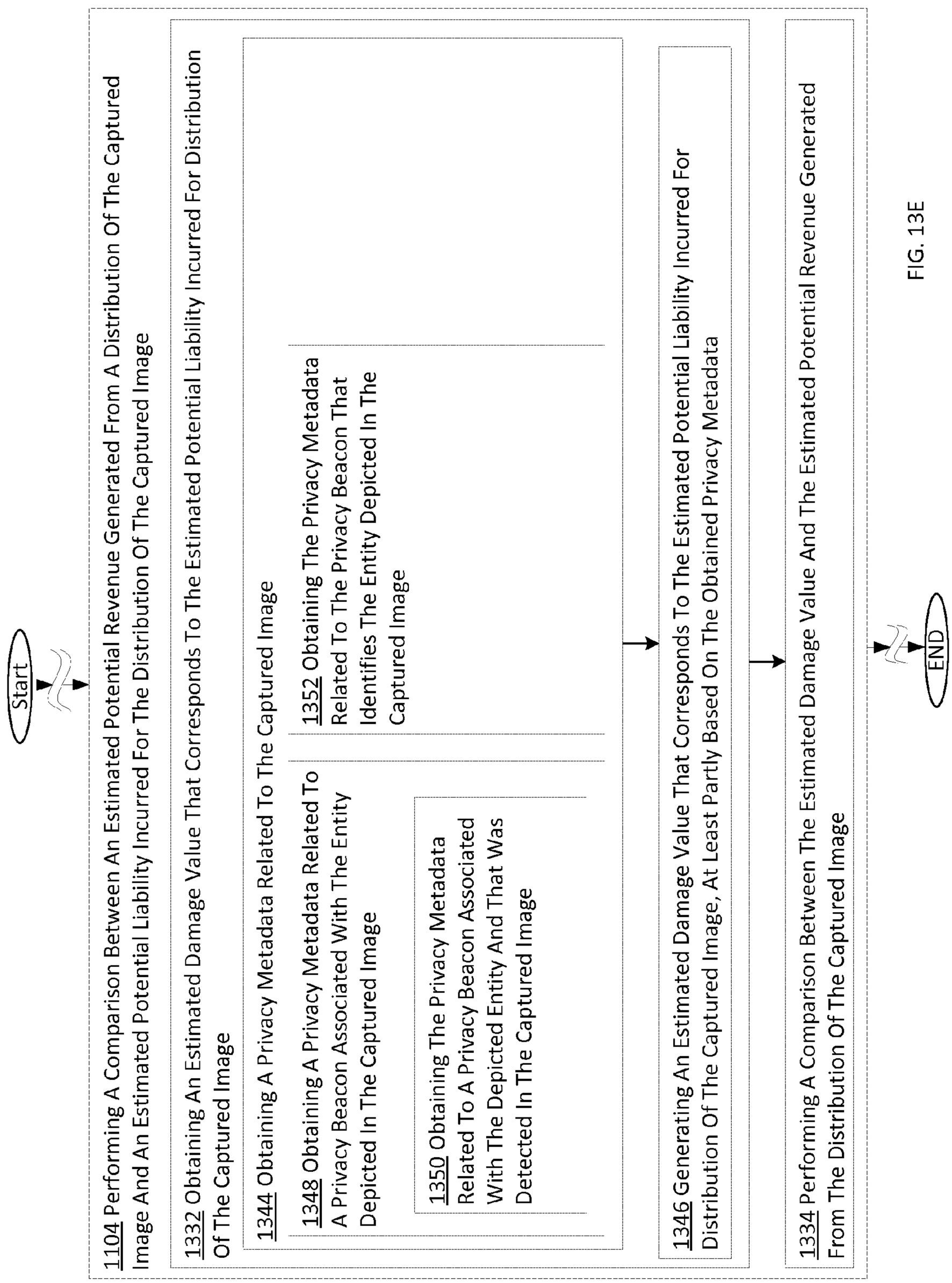

Start
1104 Performing A Comparison Between An Estimated Potential Revenue Generated From A Distribution Of The Captured Image And An Estimated Potential Liability Incurred For The Distribution Of The Captured Image
1332 Obtaining An Estimated Damage Value That Corresponds To The Estimated Potential Liability Incurred For Distribution Of The Captured Image
1344 Obtaining A Privacy Metadata Related To The Captured Image
1348 Obtaining A Privacy Metadata Related To A Privacy Beacon Associated With The Entity Depicted In The Captured Image
1350 Obtaining The Privacy Metadata Related To A Privacy Beacon Associated With The Depicted Entity And That Was Detected In The Captured Image
1352 Obtaining The Privacy Metadata Related To The Privacy Beacon That Identifies The Entity Depicted In The Captured Image
1346 Generating An Estimated Damage Value That Corresponds To The Estimated Potential Liability Incurred For Distribution Of The Captured Image, At Least Partly Based On The Obtained Privacy Metadata
1334 Performing A Comparison Between The Estimated Damage Value And The Estimated Potential Revenue Generated From The Distribution Of The Captured Image
END

FIG. 13E

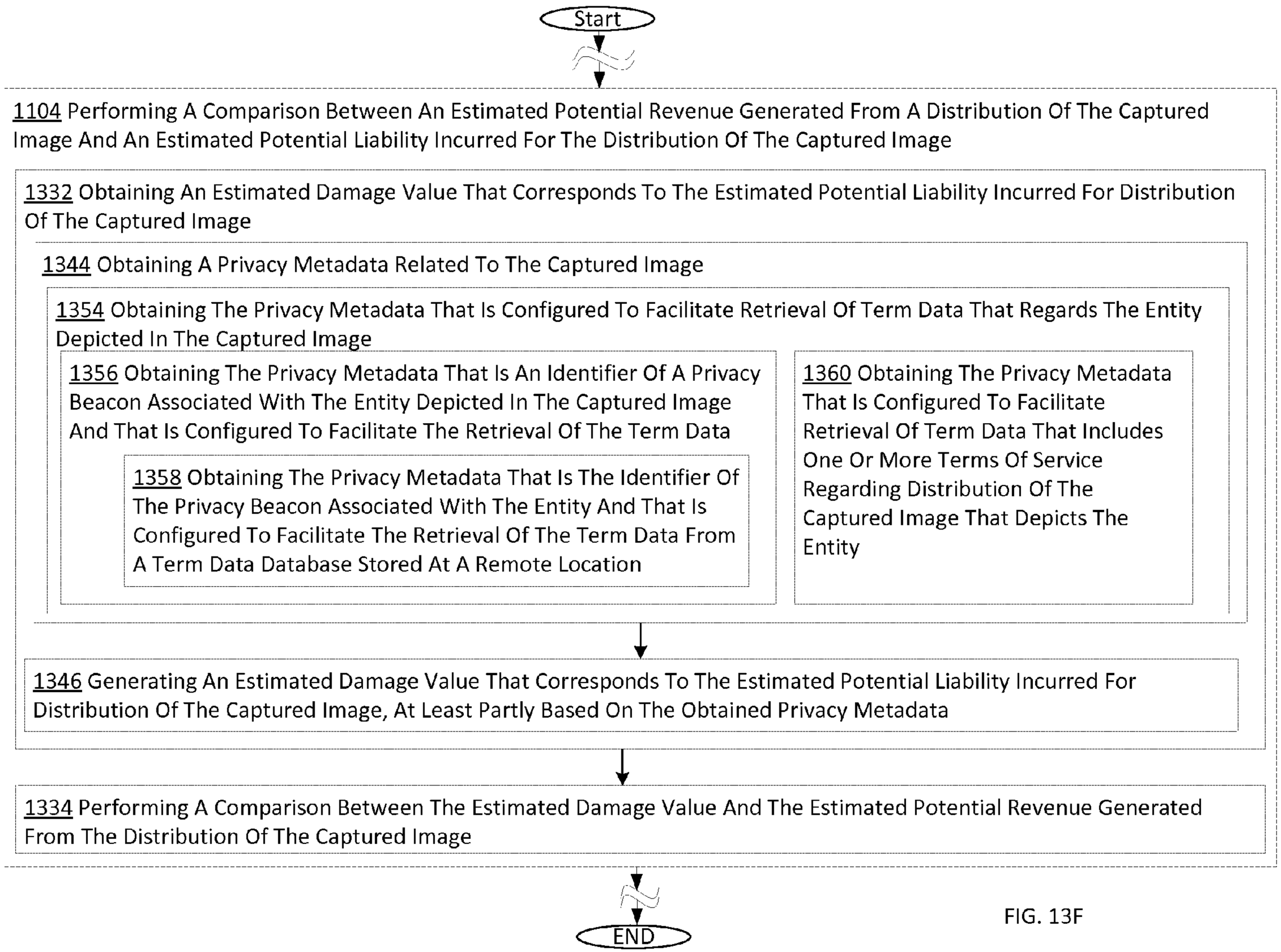

Start
1104 Performing A Comparison Between An Estimated Potential Revenue Generated From A Distribution Of The Captured Image And An Estimated Potential Liability Incurred For The Distribution Of The Captured Image
1332 Obtaining An Estimated Damage Value That Corresponds To The Estimated Potential Liability Incurred For Distribution Of The Captured Image
1344 Obtaining A Privacy Metadata Related To The Captured Image
1354 Obtaining The Privacy Metadata That Is Configured To Facilitate Retrieval Of Term Data That Regards The Entity Depicted In The Captured Image
1356 Obtaining The Privacy Metadata That Is An Identifier Of A Privacy Beacon Associated With The Entity Depicted In The Captured Image And That Is Configured To Facilitate The Retrieval Of The Term Data
1358 Obtaining The Privacy Metadata That Is The Identifier Of The Privacy Beacon Associated With The Entity And That Is Configured To Facilitate The Retrieval Of The Term Data From A Term Data Database Stored At A Remote Location
1360 Obtaining The Privacy Metadata That Is Configured To Facilitate Retrieval Of Term Data That Includes One Or More Terms Of Service Regarding Distribution Of The Captured Image That Depicts The Entity
1346 Generating An Estimated Damage Value That Corresponds To The Estimated Potential Liability Incurred For Distribution Of The Captured Image, At Least Partly Based On The Obtained Privacy Metadata
1334 Performing A Comparison Between The Estimated Damage Value And The Estimated Potential Revenue Generated From The Distribution Of The Captured Image
END

FIG. 13F

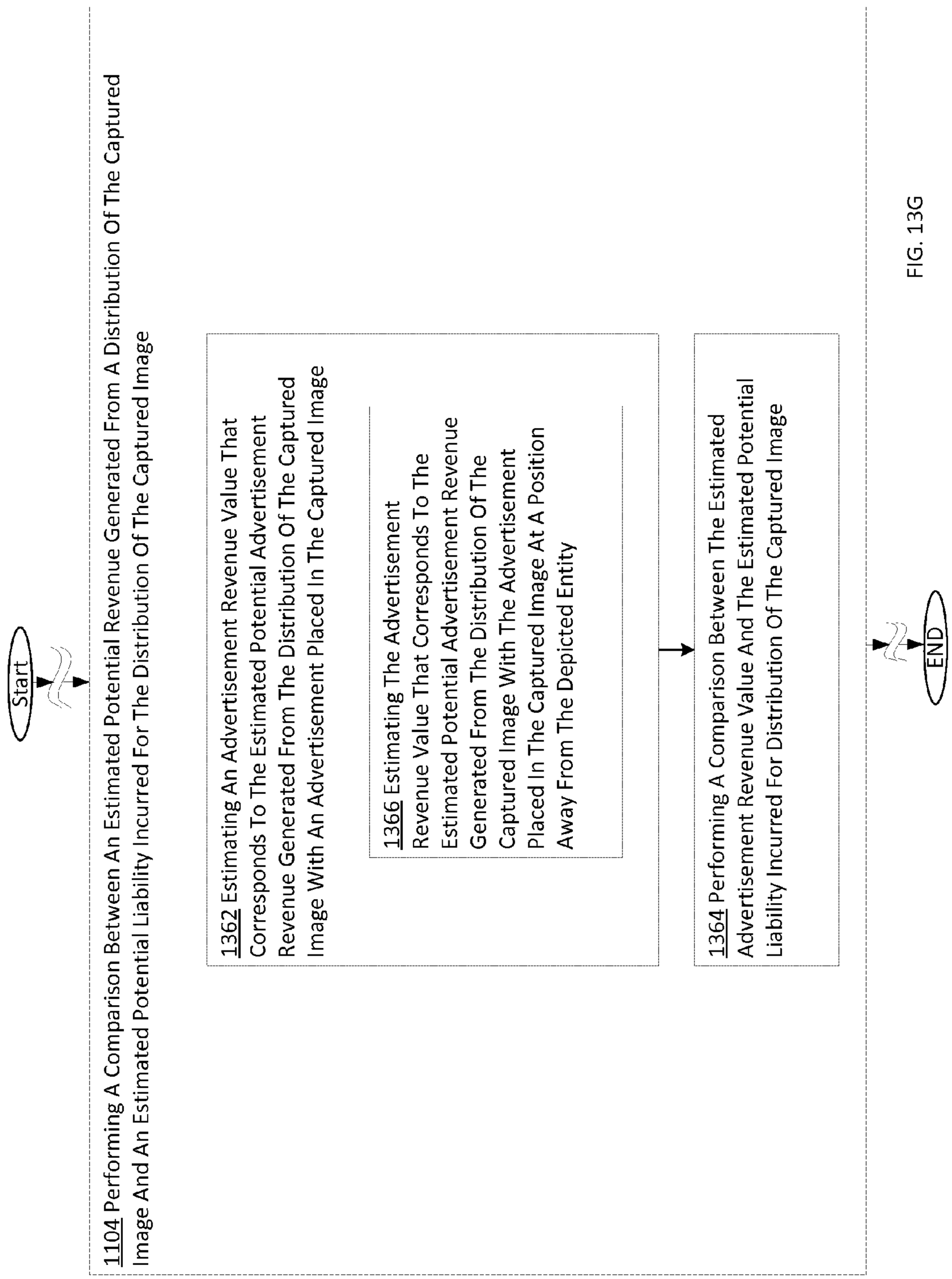

Start
1104 Performing A Comparison Between An Estimated Potential Revenue Generated From A Distribution Of The Captured Image And An Estimated Potential Liability Incurred For The Distribution Of The Captured Image
1362 Estimating An Advertisement Revenue Value That Corresponds To The Estimated Potential Advertisement Revenue Generated From The Distribution Of The Captured Image With An Advertisement Placed In The Captured Image
1366 Estimating The Advertisement Revenue Value That Corresponds To The Estimated Potential Advertisement Revenue Generated From The Distribution Of The Captured Image With The Advertisement Placed In The Captured Image At A Position Away From The Depicted Entity
1364 Performing A Comparison Between The Estimated Advertisement Revenue Value And The Estimated Potential Liability Incurred For Distribution Of The Captured Image
END

FIG. 13G

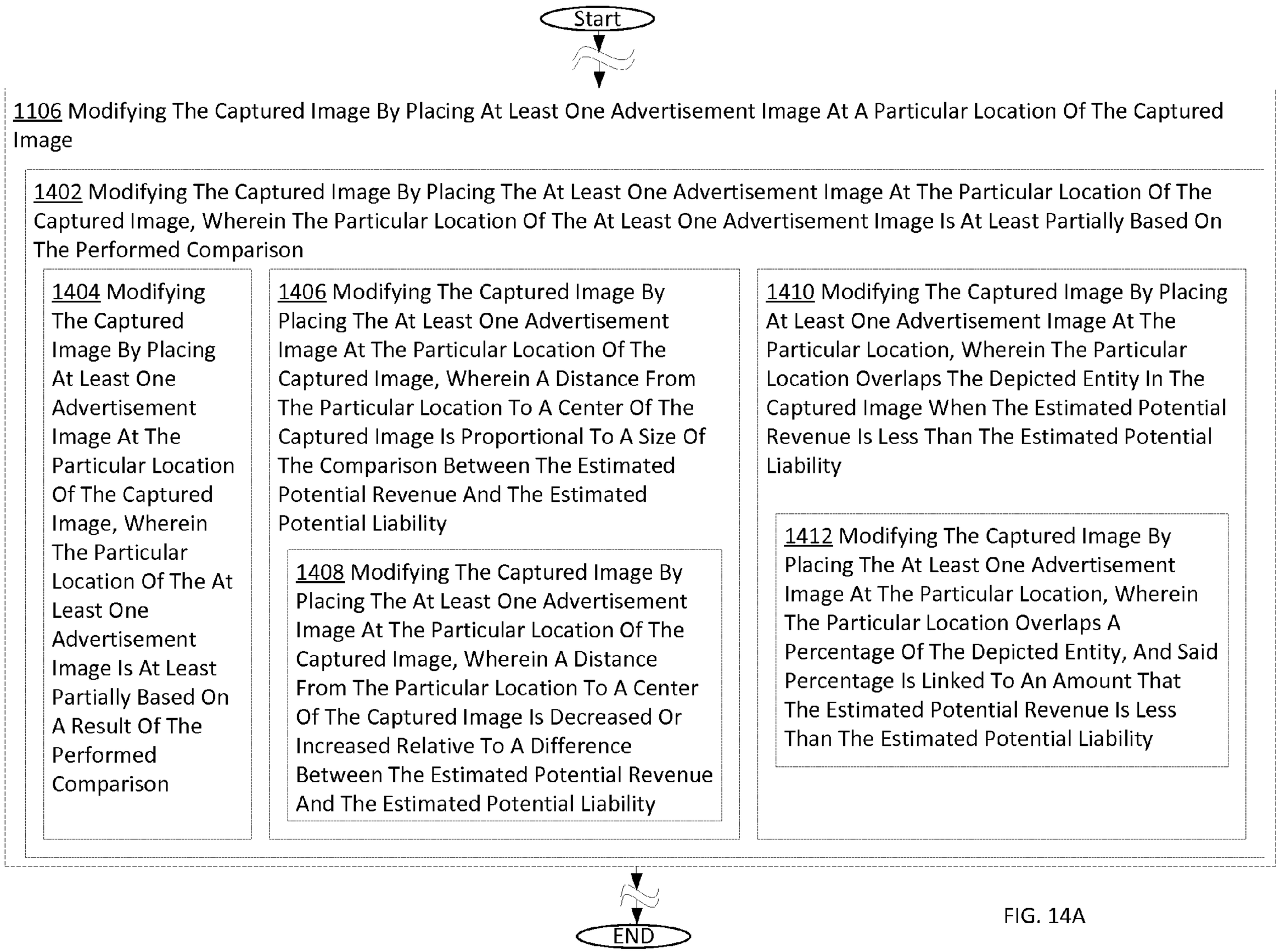

Start
1106 Modifying The Captured Image By Placing At Least One Advertisement Image At A Particular Location Of The Captured Image
1402 Modifying The Captured Image By Placing The At Least One Advertisement Image At The Particular Location Of The Captured Image, Wherein The Particular Location Of The At Least One Advertisement Image Is At Least Partially Based On The Performed Comparison
1404 Modifying The Captured Image By Placing At Least One Advertisement Image At The Particular Location Of The Captured Image, Wherein The Particular Location Of The At Least One Advertisement Image Is At Least Partially Based On A Result Of The Performed Comparison
1406 Modifying The Captured Image By Placing The At Least One Advertisement Image At The Particular Location Of The Captured Image, Wherein A Distance From The Particular Location To A Center Of The Captured Image Is Proportional To A Size Of The Comparison Between The Estimated Potential Revenue And The Estimated Potential Liability
1408 Modifying The Captured Image By Placing The At Least One Advertisement Image At The Particular Location Of The Captured Image, Wherein A Distance From The Particular Location To A Center Of The Captured Image Is Decreased Or Increased Relative To A Difference Between The Estimated Potential Revenue And The Estimated Potential Liability
1410 Modifying The Captured Image By Placing At Least One Advertisement Image At The Particular Location, Wherein The Particular Location Overlaps The Depicted Entity In The Captured Image When The Estimated Potential Revenue Is Less Than The Estimated Potential Liability
1412 Modifying The Captured Image By Placing The At Least One Advertisement Image At The Particular Location, Wherein The Particular Location Overlaps A Percentage Of The Depicted Entity, And Said Percentage Is Linked To An Amount That The Estimated Potential Revenue Is Less Than The Estimated Potential Liability
END

FIG. 14A

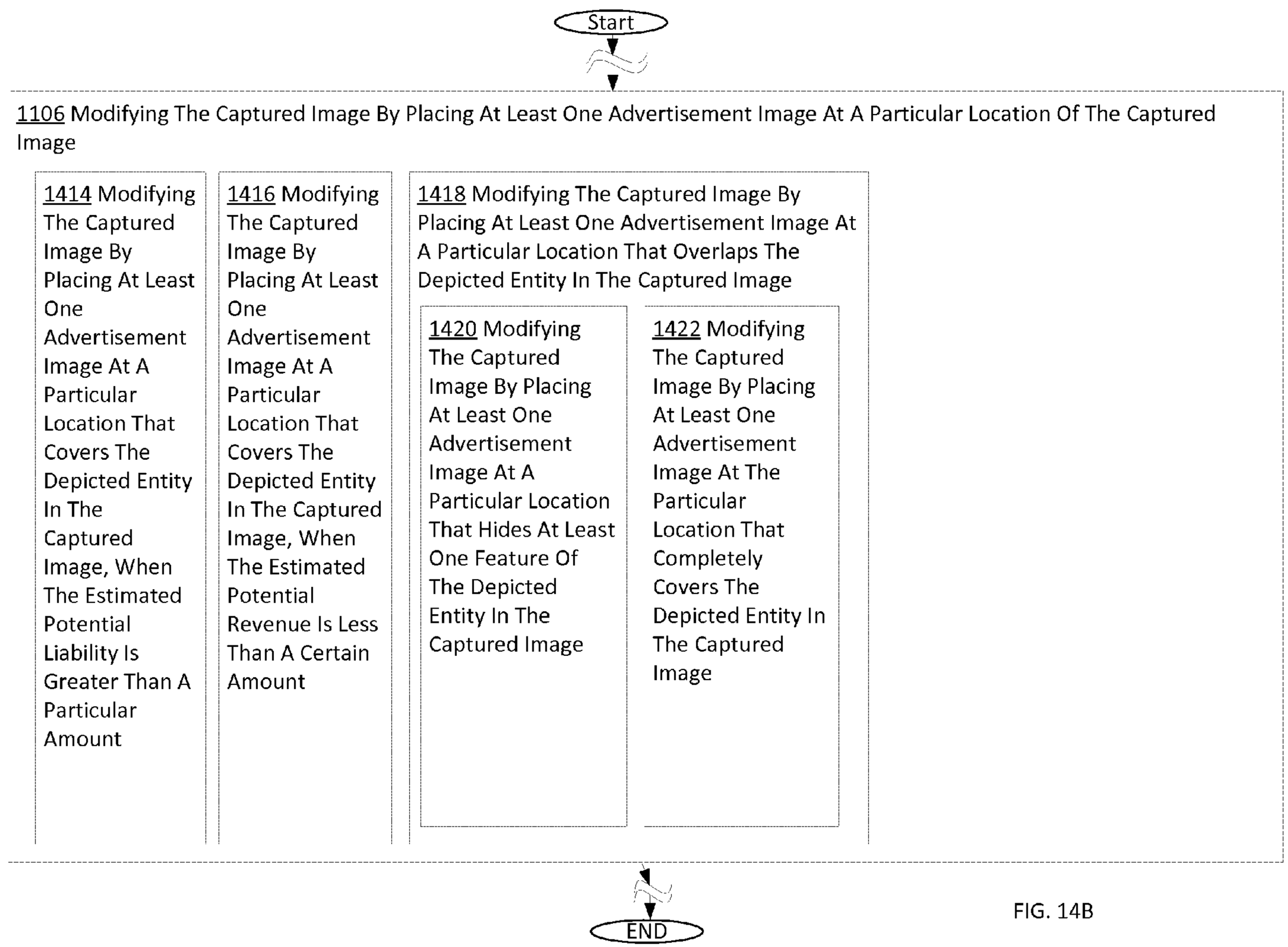

Start
1106 Modifying The Captured Image By Placing At Least One Advertisement Image At A Particular Location Of The Captured Image
1414 Modifying The Captured Image By Placing At Least One Advertisement Image At A Particular Location That Covers The Depicted Entity In The Captured Image, When The Estimated Potential Liability Is Greater Than A Particular Amount
1416 Modifying The Captured Image By Placing At Least One Advertisement Image At A Particular Location That Covers The Depicted Entity In The Captured Image, When The Estimated Potential Revenue Is Less Than A Certain Amount
1418 Modifying The Captured Image By Placing At Least One Advertisement Image At A Particular Location That Overlaps The Depicted Entity In The Captured Image
1420 Modifying The Captured Image By Placing At Least One Advertisement Image At A Particular Location That Hides At Least One Feature Of The Depicted Entity In The Captured Image
1422 Modifying The Captured Image By Placing At Least One Advertisement Image At The Particular Location That Completely Covers The Depicted Entity In The Captured Image
END

FIG. 14B

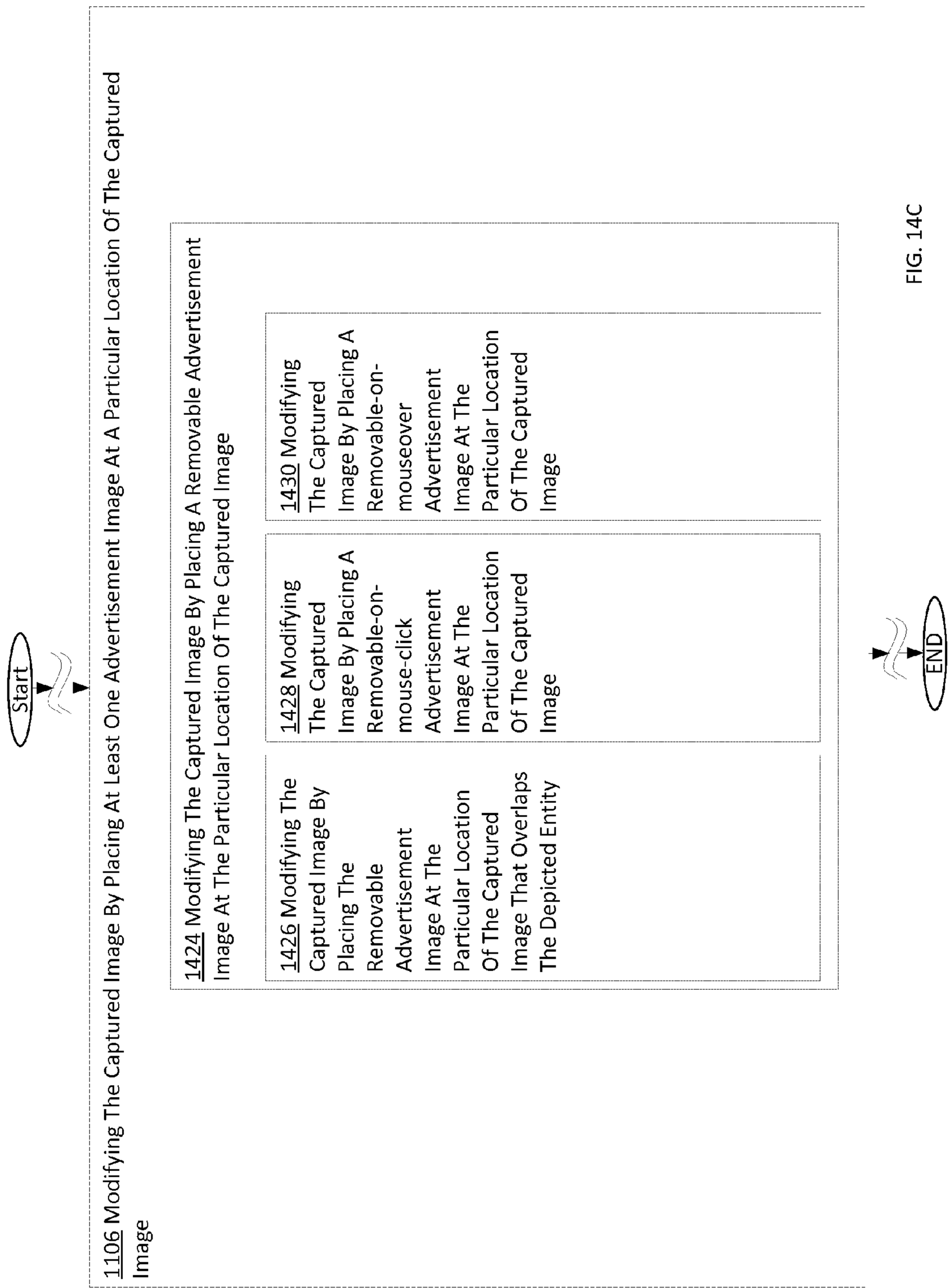

Start
1106 Modifying The Captured Image By Placing At Least One Advertisement Image At A Particular Location Of The Captured Image
1424 Modifying The Captured Image By Placing A Removable Advertisement Image At The Particular Location Of The Captured Image
1426 Modifying The Captured Image By Placing The Removable Advertisement Image At The Particular Location Of The Captured Image That Overlaps The Depicted Entity
1428 Modifying The Captured Image By Placing A Removable-on-mouse-click Advertisement Image At The Particular Location Of The Captured Image
1430 Modifying The Captured Image By Placing A Removable-on-mouseover Advertisement Image At The Particular Location Of The Captured Image
END

FIG. 14C

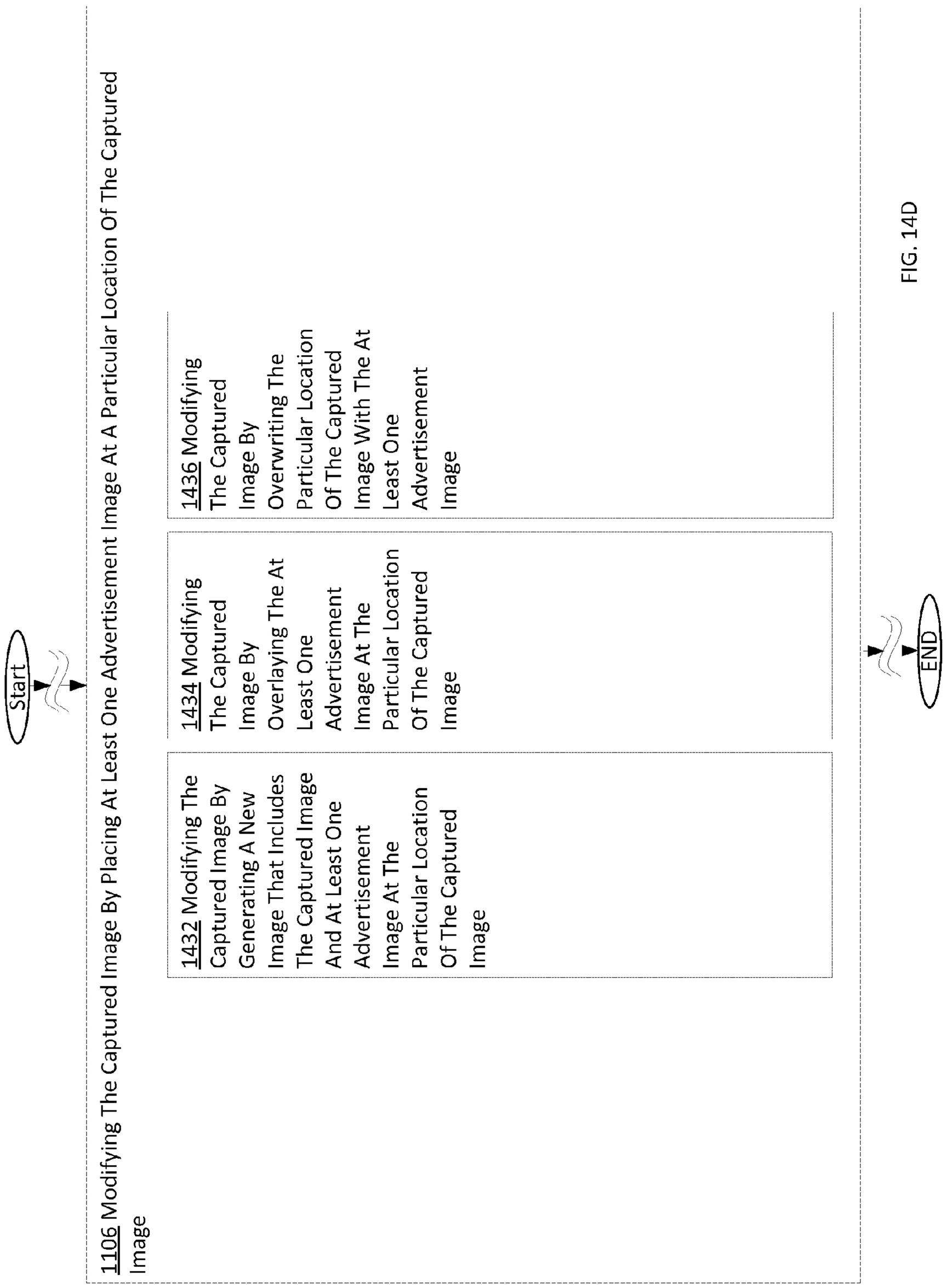

Start
1106 Modifying The Captured Image By Placing At Least One Advertisement Image At A Particular Location Of The Captured Image
1432 Modifying The Captured Image By Generating A New Image That Includes The Captured Image And At Least One Advertisement Image At The Particular Location Of The Captured Image
1434 Modifying The Captured Image By Overlaying The At Least One Advertisement Image At The Particular Location Of The Captured Image
1436 Modifying The Captured Image By Overwriting The Particular Location Of The Captured Image With The At Least One Advertisement Image
END

FIG. 14D

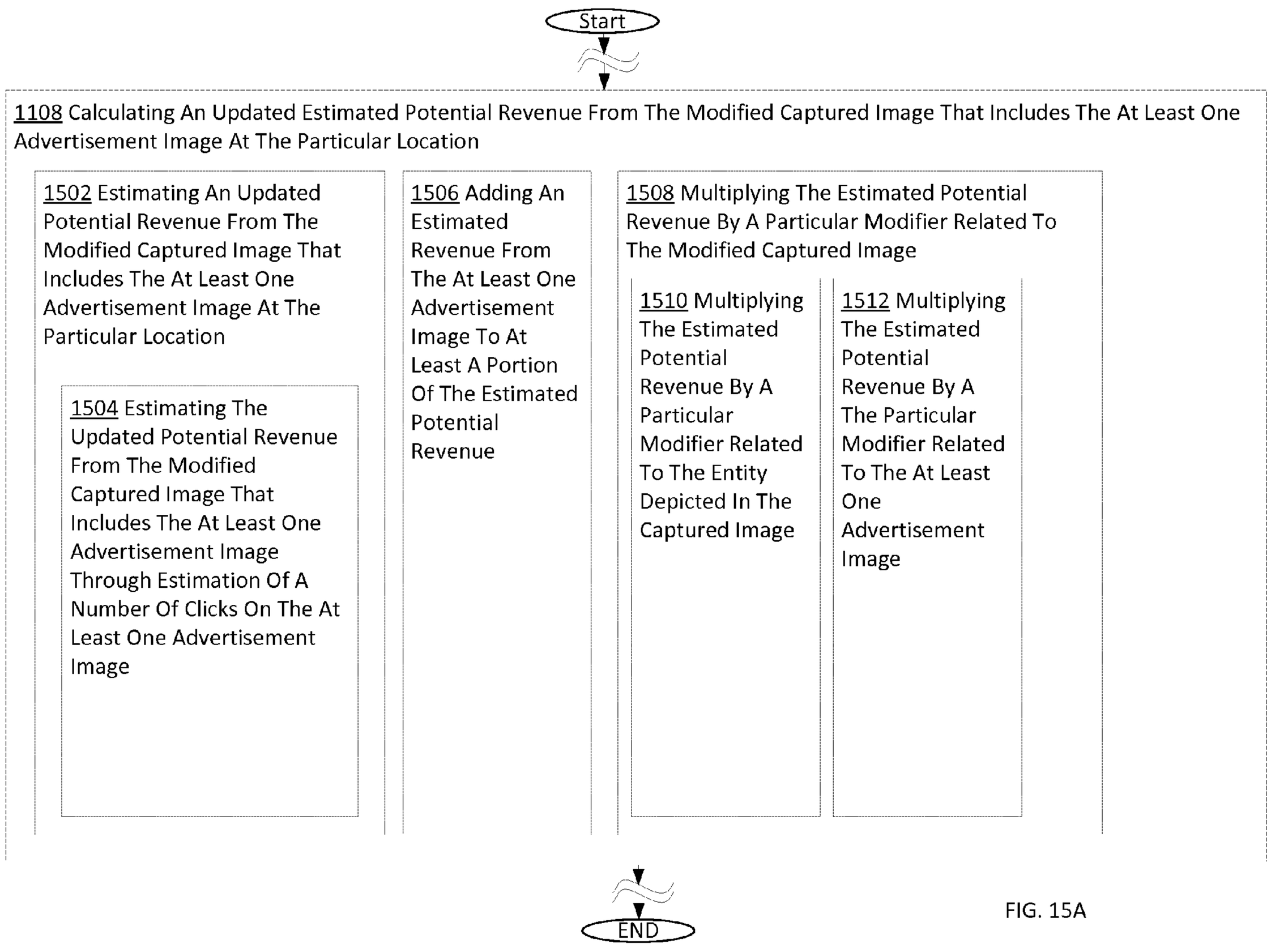

Start
1108 Calculating An Updated Estimated Potential Revenue From The Modified Captured Image That Includes The At Least One Advertisement Image At The Particular Location
1502 Estimating An Updated Potential Revenue From The Modified Captured Image That Includes The At Least One Advertisement Image At The Particular Location
1504 Estimating The Updated Potential Revenue From The Modified Captured Image That Includes The At Least One Advertisement Image Through Estimation Of A Number Of Clicks On The At Least One Advertisement Image
1506 Adding An Estimated Revenue From The At Least One Advertisement Image To At Least A Portion Of The Estimated Potential Revenue
1508 Multiplying The Estimated Potential Revenue By A Particular Modifier Related To The Modified Captured Image
1510 Multiplying The Estimated Potential Revenue By A Particular Modifier Related To The Entity Depicted In The Captured Image
1512 Multiplying The Estimated Potential Revenue By A The Particular Modifier Related To The At Least One Advertisement Image
END

FIG. 15A

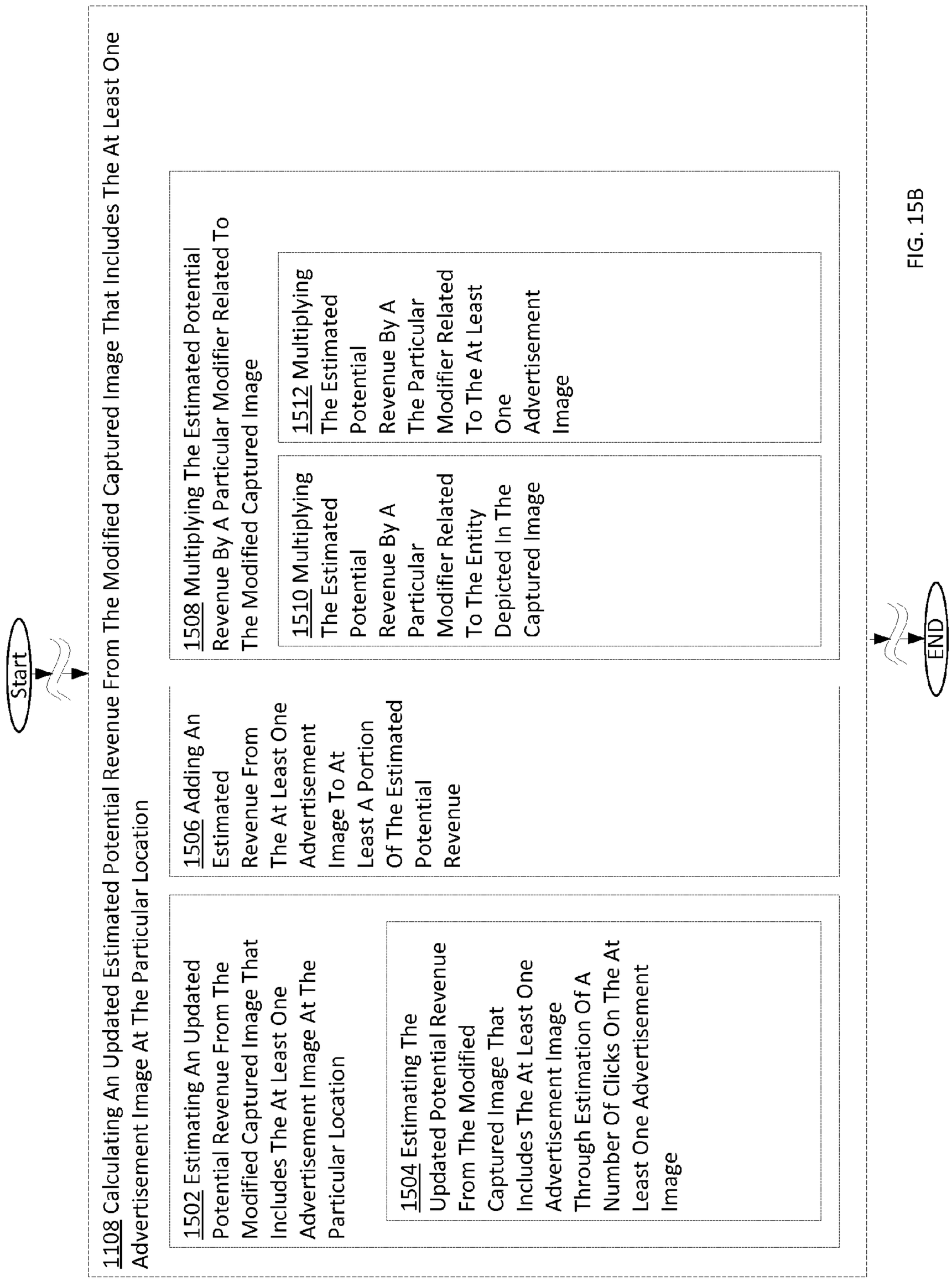

Start
1108 Calculating An Updated Estimated Potential Revenue From The Modified Captured Image That Includes The At Least One Advertisement Image At The Particular Location
1502 Estimating An Updated Potential Revenue From The Modified Captured Image That Includes The At Least One Advertisement Image At The Particular Location
1504 Estimating The Updated Potential Revenue From The Modified Captured Image That Includes The At Least One Advertisement Image Through Estimation Of A Number Of Clicks On The At Least One Advertisement Image
1506 Adding An Estimated Revenue From The At Least One Advertisement Image To At Least A Portion Of The Estimated Potential Revenue
1508 Multiplying The Estimated Potential Revenue By A Particular Modifier Related To The Modified Captured Image
1510 Multiplying The Estimated Potential Revenue By A Particular Modifier Related To The Entity Depicted In The Captured Image
1512 Multiplying The Estimated Potential Revenue By A The Particular Modifier Related To The At Least One Advertisement Image
END

FIG. 15B

# METHODS, SYSTEMS, AND DEVICES FOR HANDLING INSERTED DATA INTO CAPTURED IMAGES

## CROSS-REFERENCE TO RELATED APPLICATIONS

**[0001]** If an Application Data Sheet (ADS) has been filed on the filing date of this application, it is incorporated by reference herein. Any applications claimed on the ADS for priority under 35 U.S.C. §§119, 120, 121, or 365(c), and any and all parent, grandparent, great-grandparent, etc. applications of such applications, are also incorporated by reference, including any priority claims made in those applications and any material incorporated by reference, to the extent such subject matter is not inconsistent herewith.

**[0002]** The present application is related to and/or claims the benefit of the earliest available effective filing date(s) from the following listed application(s) (the "Priority Applications"), if any, listed below (e.g., claims earliest available priority dates for other than provisional patent applications or claims benefits under 35 USC §119(e) for provisional patent applications, for any and all parent, grandparent, great-grandparent, etc. applications of the Priority Application(s)). In addition, the present application is related to the "Related Applications," if any, listed below.

## PRIORITY APPLICATIONS

**[0003]** For purposes of the USPTO extra-statutory requirements, the present application constitutes a continuation-in-part of U.S. patent application Ser. No. 14/051,213, entitled METHODS, SYSTEMS, AND DEVICES FOR FACILITATING VIABLE DISTRIBUTION OF DATA COLLECTED BY WEARABLE COMPUTATION, naming Pablos Holman, Roderick A. Hyde, Royce A. Levien, Richard T. Lord, Robert W. Lord, and Mark A. Malamud as inventors, filed 10 Oct. 2013 with attorney docket no. 0213-003-060-000000, which is currently co-pending or is an application of which a currently co-pending application is entitled to the benefit of the filing date.

**[0004]** For purposes of the USPTO extra-statutory requirements, the present application constitutes a continuation-in-part of U.S. patent application Ser. No. 14/055,471, entitled METHODS, SYSTEMS, AND DEVICES FOR HANDLING IMAGE DATA FROM CAPTURED IMAGES, naming Pablos Holman, Roderick A. Hyde, Royce A. Levien, Richard T. Lord, Robert W. Lord, and Mark A. Malamud as inventors, filed 16 Oct. 2013 with attorney docket no. 0213-003-061-000000, which is currently co-pending or is an application of which a currently co-pending application is entitled to the benefit of the filing date.

**[0005]** For purposes of the USPTO extra-statutory requirements, the present application constitutes a continuation-in-part of U.S. patent application Ser. No. 14/055,543, entitled METHODS, SYSTEMS, AND DEVICES FOR HANDLING IMAGE DATA FROM CAPTURED IMAGES, naming Pablos Holman, Roderick A. Hyde, Royce A. Levien, Richard T. Lord, Robert W. Lord, and Mark A. Malamud as inventors, filed 16 Oct. 2013 with attorney docket no. 0213-003-072-000000, which is currently co-pending or is an application of which a currently co-pending application is entitled to the benefit of the filing date.

**[0006]** For purposes of the USPTO extra-statutory requirements, the present application constitutes a continuation-in-part of U.S. patent application Ser. No. 14/084,254, entitled DEVICES, METHODS, AND SYSTEMS FOR ANALYZING CAPTURED IMAGE DATA AND PRIVACY DATA, naming Pablos Holman, Roderick A. Hyde, Royce A. Levien, Richard T. Lord, Robert W. Lord, and Mark A. Malamud as inventors, filed 19 Nov. 2013 with attorney docket no. 0213-003-062-000000, which is currently co-pending or is an application of which a currently co-pending application is entitled to the benefit of the filing date.

**[0007]** For purposes of the USPTO extra-statutory requirements, the present application constitutes a continuation-in-part of U.S. patent application Ser. No. 14/084,579 entitled DEVICES, METHODS, AND SYSTEMS FOR ANALYZING CAPTURED IMAGE DATA AND PRIVACY DATA, naming Pablos Holman, Roderick A. Hyde, Royce A. Levien, Richard T. Lord, Robert W. Lord, and Mark A. Malamud as inventors, filed 19 Nov. 2013 with attorney docket no. 0213-003-073-000000, which is currently co-pending or is an application of which a currently co-pending application is entitled to the benefit of the filing date.

**[0008]** For purposes of the USPTO extra-statutory requirements, the present application constitutes a continuation-in-part of U.S. patent application Ser. No. 14/084,581, entitled METHODS, SYSTEMS, AND DEVICES FOR HANDLING IMAGE DATA FROM CAPTURED IMAGES, naming Pablos Holman, Roderick A. Hyde, Royce A. Levien, Richard T. Lord, Robert W. Lord, and Mark A. Malamud as inventors, filed 19 Nov. 2013 with attorney docket no. 0213-003-063-000000, which is currently co-pending or is an application of which a currently co-pending application is entitled to the benefit of the filing date.

**[0009]** For purposes of the USPTO extra-statutory requirements, the present application constitutes a continuation-in-part of U.S. patent application Ser. No. 14/084,591, entitled METHODS, SYSTEMS, AND DEVICES FOR HANDLING IMAGE DATA FROM CAPTURED IMAGES, naming Pablos Holman, Roderick A. Hyde, Royce A. Levien, Richard T. Lord, Robert W. Lord, and Mark A. Malamud as inventors, filed 19 Nov. 2013 with attorney docket no. 0213-003-074-000000, which is currently co-pending or is an application of which a currently co-pending application is entitled to the benefit of the filing date.

## RELATED APPLICATIONS

**[0010]** U.S. patent application Ser. No. 14/108,077, entitled METHODS, SYSTEMS, AND DEVICES FOR DELIVERING IMAGE DATA FROM CAPTURED IMAGES TO DEVICES, naming Pablos Holman, Roderick A. Hyde, Royce A. Levien, Richard T. Lord, Robert W. Lord, and Mark A. Malamud as inventors, filed 16 Dec. 2013 with attorney docket no. 0213-003-064-000000, is related to the present application.

**[0011]** U.S. patent application Ser. No. 14/108,107, entitled METHODS, SYSTEMS, AND DEVICES FOR DELIVERING IMAGE DATA FROM CAPTURED IMAGES TO DEVICES, naming Pablos Holman, Roderick A. Hyde, Royce A. Levien, Richard T. Lord, Robert W. Lord, and Mark A. Malamud as inventors, filed 16 Dec. 2013 with attorney docket no. 0213-003-075-000000, is related to the present application.

**[0012]** The United States Patent Office (USPTO) has published a notice to the effect that the USPTO's computer programs require that patent applicants reference both a serial number and indicate whether an application is a continuation,

continuation-in-part, or divisional of a parent application. Stephen G. Kunin, Benefit of Prior-Filed Application, USPTO Official Gazette Mar. 18, 2003. The USPTO further has provided forms for the Application Data Sheet which allow automatic loading of bibliographic data but which require identification of each application as a continuation, continuation-in-part, or divisional of a parent application. The present Applicant Entity (hereinafter "Applicant") has provided above a specific reference to the application(s) from which priority is being claimed as recited by statute. Applicant understands that the statute is unambiguous in its specific reference language and does not require either a serial number or any characterization, such as "continuation" or "continuation-in-part," for claiming priority to U.S. patent applications. Notwithstanding the foregoing, Applicant understands that the USPTO's computer programs have certain data entry requirements, and hence Applicant has provided designation (s) of a relationship between the present application and its parent application(s) as set forth above and in any ADS filed in this application, but expressly points out that such designation(s) are not to be construed in any way as any type of commentary and/or admission as to whether or not the present application contains any new matter in addition to the matter of its parent application(s).

**[0013]** If the listings of applications provided above are inconsistent with the listings provided via an ADS, it is the intent of the Applicant to claim priority to each application that appears in the Priority Applications section of the ADS and to each application that appears in the Priority Applications section of this application.

**[0014]** All subject matter of the Priority Applications and the Related Applications and of any and all parent, grandparent, great-grandparent, etc. applications of the Priority Applications and the Related Applications, including any priority claims, is incorporated herein by reference to the extent such subject matter is not inconsistent herewith.

## BACKGROUND

**[0015]** This application is related to the capture of images that may include personality rights.

## SUMMARY

**[0016]** Recently, there has been an increased popularity in wearable computers, e.g., computers that are placed in articles of clothing or clothing accessories, e.g., watches, eyeglasses, shoes, jewelry, accessories, shirts, pants, headbands, and the like. As technology allows electronic devices to become smaller and smaller, more and more items may be "smart" items, e.g., may contain a computer.

**[0017]** In addition, image capturing technology has also improved, allowing for high quality digital cameras that can capture pictures, audio, video, or a combination thereof. These digital cameras may be small enough to fit onto wearable computers, e.g., inside of eyeglasses. In some instances, the digital camera may blend into the eyeglasses mold, and may not be immediately recognizable as a camera. Such eyeglasses may be indistinguishable or somewhat distinguishable from standard eyeglasses that do not contain a camera and/or a computer.

**[0018]** Further, the cost of data storage has decreased dramatically, and it is not uncommon for an average person in a developed nation to have access to enough digital storage to store months' and/or years' worth of video and pictures. As the cost of data storage has decreased dramatically, so too has the cost of processors to process that data, meaning that automation may be able to take an entire day's worth of surreptitious recording, and isolate those portions of the recording that captured persons, either specific persons or persons in general.

**[0019]** Accordingly, with technology, it is possible for a person to "wear" a computer, in the form of eyeglasses, watches, shirts, hats, or through a pocket-sized device carried by a person, e.g., a cellular telephone device. This wearable computer may be used to record people, e.g., to capture pictures, audio, video, or a combination thereof a person, without their knowledge. Thus, conversations that a person may assume to be private, may be recorded and widely distributed. Moreover, a person may be surreptitiously recorded while they are in a locker room, in a bathroom, or in a telephone booth. It may be difficult or impossible to tell when a person is being recorded. Further, once proliferation of these wearable computers with digital cameras becomes widespread, people must assume that they are under surveillance 100% of the time that they are not in their house.

**[0020]** Therefore, a need has arisen to provide systems that attempt to limit the capture and distribution of a person's personality rights. The present invention is directed to devices, methods, and systems that attempt to limit the capture and distribution of captured images of persons. Specifically, the present invention is directed to devices, methods, and systems that attempt to limit the capture and distribution of captured images of persons, implemented at a device that carries out the capturing of the image. In some embodiments, this device may be a wearable computer, but in other embodiments, any image capturing device or any device that has an image capturing device incorporated into its functionality may implement the devices, methods, and systems described herein.

**[0021]** The instant application is directed to devices, methods, and systems that have a capability to capture images, and in which the capture of those images may include capturing images of a person, persons, or portion(s) of a person for which a privacy beacon may be associated. The privacy beacon may be optical, digital, or other form (e.g., radio, electromagnetic, biomechanic, quantum-state, and the like), and may be detected through digital or optical operations, as discussed herein. The instant application describes devices, methods and systems that may interface with other parts of a larger system, which may be described in detail in this or other applications.

**[0022]** In one or more various aspects, a method includes but is not limited to acquiring a captured image, wherein the captured image depicts at least one entity, performing a comparison between an estimated potential revenue generated from a distribution of the captured image and an estimated potential liability incurred for the distribution of the captured image, modifying the captured image by placing at least one advertisement image at a particular location of the captured image, and calculating an updated estimated potential revenue from the modified captured image that includes the at least one advertisement image at the particular location. In addition to the foregoing, other method aspects are described in the claims, drawings, and text forming a part of the disclosure set forth herein.

**[0023]** In one or more various aspects, one or more related systems may be implemented in machines, compositions of matter, or manufactures of systems, limited to patentable

subject matter under 35 U.S.C. 101. The one or more related systems may include, but are not limited to, circuitry and/or programming for carrying out the herein-referenced method aspects. The circuitry and/or programming may be virtually any combination of hardware, software, and/or firmware configured to effect the herein-referenced method aspects depending upon the design choices of the system designer, and limited to patentable subject matter under 35 USC 101.

**[0024]** In one or more various aspects, a system includes, but is not limited to, means for acquiring a captured image, wherein the captured image depicts at least one entity, means for performing a comparison between an estimated potential revenue generated from a distribution of the captured image and an estimated potential liability incurred for the distribution of the captured image, means for modifying the captured image by placing at least one advertisement image at a particular location of the captured image, and means for calculating an updated estimated potential revenue from the modified captured image that includes the at least one advertisement image at the particular location. In addition to the foregoing, other system aspects are described in the claims, drawings, and text forming a part of the disclosure set forth herein.

**[0025]** In one or more various aspects, a system includes, but is not limited to, circuitry for acquiring a captured image, wherein the captured image depicts at least one entity, circuitry for performing a comparison between an estimated potential revenue generated from a distribution of the captured image and an estimated potential liability incurred for the distribution of the captured image, circuitry for modifying the captured image by placing at least one advertisement image at a particular location of the captured image, and calculating an updated estimated potential revenue from the modified captured image that includes the at least one advertisement image at the particular location. In addition to the foregoing, other system aspects are described in the claims, drawings, and text forming a part of the disclosure set forth herein.

**[0026]** In one or more various aspects, a computer program product, comprising a signal bearing medium, bearing one or more instructions including, but not limited to, one or more instructions for acquiring a captured image, wherein the captured image depicts at least one entity, one or more instructions for performing a comparison between an estimated potential revenue generated from a distribution of the captured image and an estimated potential liability incurred for the distribution of the captured image, one or more instructions for modifying the captured image by placing at least one advertisement image at a particular location of the captured image, and one or more instructions for calculating an updated estimated potential revenue from the modified captured image that includes the at least one advertisement image at the particular location. In addition to the foregoing, other computer program product aspects are described in the claims, drawings, and text forming a part of the disclosure set forth herein.

**[0027]** In one or more various aspects, a device is defined by a computational language, such that the device comprises one or more interchained physical machines ordered for acquiring a captured image, wherein the captured image depicts at least one entity, one or more interchained physical machines ordered for performing a comparison between an estimated potential revenue generated from a distribution of the captured image and an estimated potential liability incurred for the distribution of the captured image, one or more interchained physical machines ordered for modifying the captured image by placing at least one advertisement image at a particular location of the captured image, and one or more interchained physical machines ordered for calculating an updated estimated potential revenue from the modified captured image that includes the at least one advertisement image at the particular location.

**[0028]** In addition to the foregoing, various other method and/or system and/or program product aspects are set forth and described in the teachings such as text (e.g., claims and/or detailed description) and/or drawings of the present disclosure.

**[0029]** The foregoing is a summary and thus may contain simplifications, generalizations, inclusions, and/or omissions of detail; consequently, those skilled in the art will appreciate that the summary is illustrative only and is NOT intended to be in any way limiting. Other aspects, features, and advantages of the devices and/or processes and/or other subject matter described herein will become apparent by reference to the detailed description, the corresponding drawings, and/or in the teachings set forth herein.

## BRIEF DESCRIPTION OF THE FIGURES

**[0030]** For a more complete understanding of embodiments, reference now is made to the following descriptions taken in connection with the accompanying drawings. The use of the same symbols in different drawings typically indicates similar or identical items, unless context dictates otherwise. The illustrative embodiments described in the detailed description, drawings, and claims are not meant to be limiting. Other embodiments may be utilized, and other changes may be made, without departing from the spirit or scope of the subject matter presented here.

**[0031]** FIG. **1**, including FIGS. **1**-A through **1**-T, shows a high-level system diagram of one or more exemplary environments in which transactions and potential transactions may be carried out, according to one or more embodiments. FIG. **1** forms a partially schematic diagram of an environment (s) and/or an implementation(s) of technologies described herein when FIGS. **1**-A through **1**-T are stitched together in the manner shown in FIG. **1**-P, which is reproduced below in table format.

**[0032]** In accordance with 37 C.F.R. §1.84(h)(2), FIG. **1** shows "a view of a large machine or device in its entirety . . . broken into partial views . . . extended over several sheets" labeled FIG. **1**-A through FIG. **1**-T (Sheets **1**-**20**). The "views on two or more sheets form, in effect, a single complete view, [and] the views on the several sheets . . . [are] so arranged that the complete figure can be assembled" from "partial views drawn on separate sheets . . . linked edge to edge. Thus, in FIG. **1**, the partial view FIGS. **1**-A through **1**-T are ordered alphabetically, by increasing in columns from left to right, and increasing in rows top to bottom, as shown in the following table:

| | | | | |
|---|---|---|---|---|
| (1,1) - FIG. 1-A | (1,2) - FIG. 1-B | (1,3) - FIG. 1-C | (1,4) - FIG. 1-D | (1,5) - FIG. 1-E |
| (2,1) - FIG. 1-F | (2,2) - FIG. 1-G | (2,3) - FIG. 1-H | (2,4) - FIG. 1-I | (2,5) - FIG. 1-J |
| (3,1) - FIG. 1-K | (3,2) - FIG. 1-L | (3,3) - FIG. 1-M | (3,4) - FIG. 1-N | (3,5) - FIG. 1-O |

-continued

| (4,1) - FIG. 1-P | (4,2) - FIG. 1-Q | (4,3) - FIG. 1-R | (4,4) - FIG. 1-S | (4,5) - FIG. 1-T |
|---|---|---|---|---|

Table 1. Table showing alignment of enclosed drawings to form partial schematic of one or more environments.

**[0033]** In accordance with 37 C.F.R. §1.84(h)(2), FIG. **1** is " . . . a view of a large machine or device in its entirety . . . broken into partial views . . . extended over several sheets . . . [with] no loss in facility of understanding the view." The partial views drawn on the several sheets indicated in the above table are capable of being linked edge to edge, so that no partial view contains parts of another partial view. As here, "where views on two or more sheets form, in effect, a single complete view, the views on the several sheets are so arranged that the complete figure can be assembled without concealing any part of any of the views appearing on the various sheets." 37 C.F.R. §1.84(h)(2).

**[0034]** It is noted that one or more of the partial views of the drawings may be blank, or may not contain substantive elements (e.g., may show only lines, connectors, and the like). These drawings are included in order to assist readers of the application in assembling the single complete view from the partial sheet format required for submission by the USPTO, and, while their inclusion is not required and may be omitted in this or other applications, their inclusion is proper, and should be considered intentional.

**[0035]** FIG. **1**-A, when placed at position (**1**,**1**), forms at least a portion of a partially schematic diagram of an environment(s) and/or an implementation(s) of technologies described herein.

**[0036]** FIG. **1**-B, when placed at position (**1**,**2**), forms at least a portion of a partially schematic diagram of an environment(s) and/or an implementation(s) of technologies described herein.

**[0037]** FIG. **1**-C, when placed at position (**1**,**3**), forms at least a portion of a partially schematic diagram of an environment(s) and/or an implementation(s) of technologies described herein.

**[0038]** FIG. **1**-D, when placed at position (**1**,**4**), forms at least a portion of a partially schematic diagram of an environment(s) and/or an implementation(s) of technologies described herein.

**[0039]** FIG. **1**-E, when placed at position (**1**,**5**), forms at least a portion of a partially schematic diagram of an environment(s) and/or an implementation(s) of technologies described herein.

**[0040]** FIG. **1**-F, when placed at position (**2**,**1**), forms at least a portion of a partially schematic diagram of an environment(s) and/or an implementation(s) of technologies described herein.

**[0041]** FIG. **1**-G, when placed at position (**2**,**2**), forms at least a portion of a partially schematic diagram of an environment(s) and/or an implementation(s) of technologies described herein.

**[0042]** FIG. **1**-H, when placed at position (**2**,**3**), forms at least a portion of a partially schematic diagram of an environment(s) and/or an implementation(s) of technologies described herein.

**[0043]** FIG. **1**-I, when placed at position (**2**,**4**), forms at least a portion of a partially schematic diagram of an environment(s) and/or an implementation(s) of technologies described herein.

**[0044]** FIG. **1**-J, when placed at position (**2**,**5**), forms at least a portion of a partially schematic diagram of an environment(s) and/or an implementation(s) of technologies described herein.

**[0045]** FIG. **1**-K, when placed at position (**3**,**1**), forms at least a portion of a partially schematic diagram of an environment(s) and/or an implementation(s) of technologies described herein.

**[0046]** FIG. **1**-L, when placed at position (**3**,**2**), forms at least a portion of a partially schematic diagram of an environment(s) and/or an implementation(s) of technologies described herein.

**[0047]** FIG. **1**-M, when placed at position (**3**,**3**), forms at least a portion of a partially schematic diagram of an environment(s) and/or an implementation(s) of technologies described herein.

**[0048]** FIG. **1**-N, when placed at position (**3**,**4**), forms at least a portion of a partially schematic diagram of an environment(s) and/or an implementation(s) of technologies described herein.

**[0049]** FIG. **1**-O, when placed at position (**3**,**5**), forms at least a portion of a partially schematic diagram of an environment(s) and/or an implementation(s) of technologies described herein.

**[0050]** FIG. **1**-P, when placed at position (**4**,**1**), forms at least a portion of a partially schematic diagram of an environment(s) and/or an implementation(s) of technologies described herein.

**[0051]** FIG. **1**-Q, when placed at position (**4**,**2**), forms at least a portion of a partially schematic diagram of an environment(s) and/or an implementation(s) of technologies described herein.

**[0052]** FIG. **1**-R, when placed at position (**4**,**3**), forms at least a portion of a partially schematic diagram of an environment(s) and/or an implementation(s) of technologies described herein.

**[0053]** FIG. **1**-S, when placed at position (**4**,**4**), forms at least a portion of a partially schematic diagram of an environment(s) and/or an implementation(s) of technologies described herein.

**[0054]** FIG. **1**-T, when placed at position (**4**,**5**), forms at least a portion of a partially schematic diagram of an environment(s) and/or an implementation(s) of technologies described herein.

**[0055]** FIG. **2**A shows a high-level block diagram of an exemplary environment **200**, according to one or more embodiments.

**[0056]** FIG. **2**B shows a high-level block diagram of a server device, e.g., an advertisement server device **237** operating in an exemplary environment **200**, according to one or more embodiments.

**[0057]** FIG. **3**A shows a high-level block diagram of an exemplary image capturing device **302**, according to one or more embodiments.

**[0058]** FIG. **3**B shows a high-level block diagram of an exemplary image capturing device **304**, according to one or more embodiments.

**[0059]** FIG. **3**C shows a high-level block diagram of an exemplary image capturing device **306**, according to one or more embodiments.

**[0060]** FIG. **3**D shows a high-level block diagram of an exemplary image capturing device **308**, according to one or more embodiments.

**[0061]** FIG. **3**E shows a high-level block diagram of an exemplary image capturing device **309**, according to one or more embodiments.

**[0062]** FIG. **4**A shows a high-level block diagram of an exemplary environment **400**A including a computing device **420**A and a server device **430**A.

**[0063]** FIG. **4**B shows a high-level block diagram of an exemplary environment **400**B including a computing device **420**B and a server device **430**B.

**[0064]** FIG. **4**C shows a high-level block diagram of an exemplary environment **400**C including a computing device **420**C and a server device **430**C.

**[0065]** FIG. **4**D shows a high-level block diagram of an exemplary environment **400**D including a computing device **420**D and a server device **430**D.

**[0066]** FIG. **4**E shows a high-level block diagram of an exemplary environment **400**E including a computing device **420**E and a server device **430**E.

**[0067]** FIG. **5**A shows a high-level block diagram of an exemplary environment **500**A including a computing device **520**A and a server device **530**A.

**[0068]** FIG. **5**B shows a high-level block diagram of an exemplary environment **500**B including a computing device **520**B and a server device **530**B.

**[0069]** FIG. **5**C shows a high-level block diagram of an exemplary environment **500**C including a computing device **520**C and a server device **530**C.

**[0070]** FIG. **5**D shows a high-level block diagram of an exemplary environment **500**D including a computing device **520**D and a server device **530**D.

**[0071]** FIG. **6**A shows an exemplary captured image **24** that features the entity **105** and a modified image **14**A that includes the advertisement **106**, according to one or more embodiments.

**[0072]** FIG. **6**B shows an exemplary captured image **24** that features the entity **105** and a modified image **14**B that includes the advertisement **106**, according to one or more embodiments.

**[0073]** FIG. **6**C shows an exemplary captured image **24**A that features the entity **105** and the advertisement **106**, and a modified image **14**C that includes the advertisement **106**, according to one or more embodiments.

**[0074]** FIG. **7**, including FIGS. **7**A-**7**C, shows a particular perspective of a captured image that depicts at least one entity receiving module **252** of processing module **250** of advertisement server device **237** of FIG. **2**B, according to an embodiment.

**[0075]** FIG. **8**, including FIGS. **8**A-**8**G, shows a particular perspective of an estimated potential revenue generated from captured image distribution and estimated potential liability created from captured image distribution comparing module **254** of processing module **250** of advertisement server device **237** of FIG. **2**B, according to an embodiment.

**[0076]** FIG. **9**, including FIGS. **9**A-**9**D, shows a particular perspective of an at least one advertisement image inserting into the captured image at a particular location module **256** of processing module **250** of advertisement server device **237** of FIG. **2**B, according to an embodiment.

**[0077]** FIG. **10**, including FIGS. **10**A-**10**B, shows a particular perspective of a updated estimated potential revenue from the captured image with the inserted at least one advertisement image at the particular location calculating module **258** of processing module **250** of advertisement server device **237** of FIG. **2**B, according to an embodiment.

**[0078]** FIG. **11** is a high-level logic flowchart of a process, e.g., operational flow **1100**, according to an embodiment.

**[0079]** FIG. **12**A is a high-level logic flow chart of a process depicting alternate implementations of an acquiring a captured image operation **1102**, according to one or more embodiments.

**[0080]** FIG. **12**B is a high-level logic flow chart of a process depicting alternate implementations of an acquiring a captured image operation **1102**, according to one or more embodiments.

**[0081]** FIG. **12**C is a high-level logic flow chart of a process depicting alternate implementations of an acquiring a captured image operation **1102**, according to one or more embodiments.

**[0082]** FIG. **13**A is a high-level logic flow chart of a process depicting alternate implementations of a performing a comparison operation **1104**, according to one or more embodiments.

**[0083]** FIG. **13**B is a high-level logic flow chart of a process depicting alternate implementations of a performing a comparison operation **1104**, according to one or more embodiments.

**[0084]** FIG. **13**C is a high-level logic flow chart of a process depicting alternate implementations of a performing a comparison operation **1104**, according to one or more embodiments.

**[0085]** FIG. **13**D is a high-level logic flow chart of a process depicting alternate implementations of a performing a comparison operation **1104**, according to one or more embodiments.

**[0086]** FIG. **13**E is a high-level logic flow chart of a process depicting alternate implementations of a performing a comparison operation **1104**, according to one or more embodiments.

**[0087]** FIG. **13**F is a high-level logic flow chart of a process depicting alternate implementations of a performing a comparison operation **1104**, according to one or more embodiments.

**[0088]** FIG. **13**G is a high-level logic flow chart of a process depicting alternate implementations of a performing a comparison operation **1104**, according to one or more embodiments.

**[0089]** FIG. **14**A is a high-level logic flow chart of a process depicting alternate implementations of a modifying the captured image operation **1106**, according to one or more embodiments.

**[0090]** FIG. **14**B is a high-level logic flow chart of a process depicting alternate implementations of a modifying the captured image operation **1106**, according to one or more embodiments.

**[0091]** FIG. **14**C is a high-level logic flow chart of a process depicting alternate implementations of a modifying the captured image operation **1106**, according to one or more embodiments.

**[0092]** FIG. **14**D is a high-level logic flow chart of a process depicting alternate implementations of a modifying the captured image operation **1106**, according to one or more embodiments.

**[0093]** FIG. **15**A is a high-level logic flow chart of a process depicting alternate implementations of a calculating an updated estimated potential revenue operation **1108**, according to one or more embodiments.

**[0094]** FIG. **15**B is a high-level logic flow chart of a process depicting alternate implementations of a calculating an

updated estimated potential revenue operation **1108**, according to one or more embodiments.

## DETAILED DESCRIPTION

**[0095]** In the following detailed description, reference is made to the accompanying drawings, which form a part hereof. In the drawings, similar symbols typically identify similar or identical components or items, unless context dictates otherwise. The illustrative embodiments described in the detailed description, drawings, and claims are not meant to be limiting. Other embodiments may be utilized, and other changes may be made, without departing from the spirit or scope of the subject matter presented here.

**[0096]** Thus, in accordance with various embodiments, computationally implemented methods, systems, circuitry, articles of manufacture, ordered chains of matter, and computer program products are designed to, among other things, provide an interface for acquiring a captured image, wherein the captured image depicts at least one entity, performing a comparison between an estimated potential revenue generated from a distribution of the captured image and an estimated potential liability incurred for the distribution of the captured image, modifying the captured image by placing at least one advertisement image at a particular location of the captured image, and calculating an updated estimated potential revenue from the modified captured image that includes the at least one advertisement image at the particular location.

**[0097]** The claims, description, and drawings of this application may describe one or more of the instant technologies in operational/functional language, for example as a set of operations to be performed by a computer. Such operational/functional description in most instances would be understood by one skilled the art as specifically-configured hardware (e.g., because a general purpose computer in effect becomes a special purpose computer once it is programmed to perform particular functions pursuant to instructions from program software (e.g., a high-level computer program serving as a hardware specification)).

**[0098]** Importantly, although the operational/functional descriptions described herein are understandable by the human mind, they are not abstract ideas of the operations/functions divorced from computational implementation of those operations/functions. Rather, the operations/functions represent a specification for massively complex computational machines or other means. As discussed in detail below, the operational/functional language must be read in its proper technological context, i.e., as concrete specifications for physical implementations.

**[0099]** The logical operations/functions described herein are a distillation of machine specifications or other physical mechanisms specified by the operations/functions such that the otherwise inscrutable machine specifications may be comprehensible to a human reader. The distillation also allows one of skill in the art to adapt the operational/functional description of the technology across many different specific vendors' hardware configurations or platforms, without being limited to specific vendors' hardware configurations or platforms.

**[0100]** Some of the present technical description (e.g., detailed description, drawings, claims, etc.) may be set forth in terms of logical operations/functions. As described in more detail herein, these logical operations/functions are not representations of abstract ideas, but rather are representative of static or sequenced specifications of various hardware elements. Differently stated, unless context dictates otherwise, the logical operations/functions will be understood by those of skill in the art to be representative of static or sequenced specifications of various hardware elements. This is true because tools available to one of skill in the art to implement technical disclosures set forth in operational/functional formats—tools in the form of a high-level programming language (e.g., C, java, visual basic), etc.), or tools in the form of Very high speed Hardware Description Language ("VHDL," which is a language that uses text to describe logic circuits)—are generators of static or sequenced specifications of various hardware configurations. This fact is sometimes obscured by the broad term "software," but, as shown by the following explanation, those skilled in the art understand that what is termed "software" is a shorthand for a massively complex interchaining/specification of ordered-matter elements. The term "ordered-matter elements" may refer to physical components of computation, such as assemblies of electronic logic gates, molecular computing logic constituents, quantum computing mechanisms, etc.

**[0101]** For example, a high-level programming language is a programming language with strong abstraction, e.g., multiple levels of abstraction, from the details of the sequential organizations, states, inputs, outputs, etc., of the machines that a high-level programming language actually specifies. See, e.g., Wikipedia, High-level programming language, http://en.wikipedia.org/wiki/High-level_programming_language (as of Jun. 5, 2012, 21:00 GMT). In order to facilitate human comprehension, in many instances, high-level programming languages resemble or even share symbols with natural languages. See, e.g., Wikipedia, Natural language, http://en.wikipedia.org/wiki/Natural_language (as of Jun. 5, 2012, 21:00 GMT).

**[0102]** It has been argued that because high-level programming languages use strong abstraction (e.g., that they may resemble or share symbols with natural languages), they are therefore a "purely mental construct" (e.g., that "software"—a computer program or computer programming—is somehow an ineffable mental construct, because at a high level of abstraction, it can be conceived and understood by a human reader). This argument has been used to characterize technical description in the form of functions/operations as somehow "abstract ideas." In fact, in technological arts (e.g., the information and communication technologies) this is not true.

**[0103]** The fact that high-level programming languages use strong abstraction to facilitate human understanding should not be taken as an indication that what is expressed is an abstract idea. In fact, those skilled in the art understand that just the opposite is true. If a high-level programming language is the tool used to implement a technical disclosure in the form of functions/operations, those skilled in the art will recognize that, far from being abstract, imprecise, "fuzzy," or "mental" in any significant semantic sense, such a tool is instead a near incomprehensibly precise sequential specification of specific computational machines—the parts of which are built up by activating/selecting such parts from typically more general computational machines over time (e.g., clocked time). This fact is sometimes obscured by the superficial similarities between high-level programming languages and natural languages. These superficial similarities also may cause a glossing over of the fact that high-level programming

language implementations ultimately perform valuable work by creating/controlling many different computational machines.

**[0104]** The many different computational machines that a high-level programming language specifies are almost unimaginably complex. At base, the hardware used in the computational machines typically consists of some type of ordered matter (e.g., traditional electronic devices (e.g., transistors), deoxyribonucleic acid (DNA), quantum devices, mechanical switches, optics, fluidics, pneumatics, optical devices (e.g., optical interference devices), molecules, etc.) that are arranged to form logic gates. Logic gates are typically physical devices that may be electrically, mechanically, chemically, or otherwise driven to change physical state in order to create a physical reality of logic, such as Boolean logic.

**[0105]** Logic gates may be arranged to form logic circuits, which are typically physical devices that may be electrically, mechanically, chemically, or otherwise driven to create a physical reality of certain logical functions. Types of logic circuits include such devices as multiplexers, registers, arithmetic logic units (ALUs), computer memory, etc., each type of which may be combined to form yet other types of physical devices, such as a central processing unit (CPU)—the best known of which is the microprocessor. A modern microprocessor will often contain more than one hundred million logic gates in its many logic circuits (and often more than a billion transistors). See, e.g., Wikipedia, Logic gates, http://en.wikipedia.org/wiki/Logic_gates (as of Jun. 5, 2012, 21:03 GMT).

**[0106]** The logic circuits forming the microprocessor are arranged to provide a microarchitecture that will carry out the instructions defined by that microprocessor's defined Instruction Set Architecture. The Instruction Set Architecture is the part of the microprocessor architecture related to programming, including the native data types, instructions, registers, addressing modes, memory architecture, interrupt and exception handling, and external Input/Output. See, e.g., Wikipedia, Computer architecture, http://en.wikipedia.org/wiki/Computer_architecture (as of Jun. 5, 2012, 21:03 GMT).

**[0107]** The Instruction Set Architecture includes a specification of the machine language that can be used by programmers to use/control the microprocessor. Since the machine language instructions are such that they may be executed directly by the microprocessor, typically they consist of strings of binary digits, or bits. For example, a typical machine language instruction might be many bits long (e.g., 32, 64, or 128 bit strings are currently common). A typical machine language instruction might take the form "11110000101011110000111100111111" (a 32 bit instruction).

**[0108]** It is significant here that, although the machine language instructions are written as sequences of binary digits, in actuality those binary digits specify physical reality. For example, if certain semiconductors are used to make the operations of Boolean logic a physical reality, the apparently mathematical bits "1" and "0" in a machine language instruction actually constitute a shorthand that specifies the application of specific voltages to specific wires. For example, in some semiconductor technologies, the binary number "1" (e.g., logical "1") in a machine language instruction specifies around +5 volts applied to a specific "wire" (e.g., metallic traces on a printed circuit board) and the binary number "0" (e.g., logical "0") in a machine language instruction specifies around −5 volts applied to a specific "wire." In addition to specifying voltages of the machines' configurations, such machine language instructions also select out and activate specific groupings of logic gates from the millions of logic gates of the more general machine. Thus, far from abstract mathematical expressions, machine language instruction programs, even though written as a string of zeros and ones, specify many, many constructed physical machines or physical machine states.

**[0109]** Machine language is typically incomprehensible by most humans (e.g., the above example was just ONE instruction, and some personal computers execute more than two billion instructions every second). See, e.g., Wikipedia, Instructions per second, http://en.wikipedia.org/wiki/Instructions_per_second (as of Jun. 5, 2012, 21:04 GMT). Thus, programs written in machine language—which may be tens of millions of machine language instructions long—are incomprehensible to most humans. In view of this, early assembly languages were developed that used mnemonic codes to refer to machine language instructions, rather than using the machine language instructions' numeric values directly (e.g., for performing a multiplication operation, programmers coded the abbreviation "mult," which represents the binary number "011000" in MIPS machine code). While assembly languages were initially a great aid to humans controlling the microprocessors to perform work, in time the complexity of the work that needed to be done by the humans outstripped the ability of humans to control the microprocessors using merely assembly languages.

**[0110]** At this point, it was noted that the same tasks needed to be done over and over, and the machine language necessary to do those repetitive tasks was the same. In view of this, compilers were created. A compiler is a device that takes a statement that is more comprehensible to a human than either machine or assembly language, such as "add 2+2 and output the result," and translates that human understandable statement into a complicated, tedious, and immense machine language code (e.g., millions of 32, 64, or 128 bit length strings). Compilers thus translate high-level programming language into machine language.

**[0111]** This compiled machine language, as described above, is then used as the technical specification which sequentially constructs and causes the interoperation of many different computational machines such that useful, tangible, and concrete work is done. For example, as indicated above, such machine language—the compiled version of the higher-level language—functions as a technical specification which selects out hardware logic gates, specifies voltage levels, voltage transition timings, etc., such that the useful work is accomplished by the hardware.

**[0112]** Thus, a functional/operational technical description, when viewed by one of skill in the art, is far from an abstract idea. Rather, such a functional/operational technical description, when understood through the tools available in the art such as those just described, is instead understood to be a humanly understandable representation of a hardware specification, the complexity and specificity of which far exceeds the comprehension of most any one human. With this in mind, those skilled in the art will understand that any such operational/functional technical descriptions—in view of the disclosures herein and the knowledge of those skilled in the art—may be understood as operations made into physical reality by (a) one or more interchained physical machines, (b) interchained logic gates configured to create one or more physical machine(s) representative of sequential/combinato-

rial logic(s), (c) interchained ordered matter making up logic gates (e.g., interchained electronic devices (e.g., transistors), DNA, quantum devices, mechanical switches, optics, fluidics, pneumatics, molecules, etc.) that create physical reality of logic(s), or (d) virtually any combination of the foregoing. Indeed, any physical object which has a stable, measurable, and changeable state may be used to construct a machine based on the above technical description. Charles Babbage, for example, constructed the first mechanized computational apparatus out of wood, with the apparatus powered by cranking a handle.

**[0113]** Thus, far from being understood as an abstract idea, those skilled in the art will recognize a functional/operational technical description as a humanly-understandable representation of one or more almost unimaginably complex and time sequenced hardware instantiations. The fact that functional/operational technical descriptions might lend themselves readily to high-level computing languages (or high-level block diagrams for that matter) that share some words, structures, phrases, etc. with natural language should not be taken as an indication that such functional/operational technical descriptions are abstract ideas, or mere expressions of abstract ideas. In fact, as outlined herein, in the technological arts this is simply not true. When viewed through the tools available to those of skill in the art, such functional/operational technical descriptions are seen as specifying hardware configurations of almost unimaginable complexity.

**[0114]** As outlined above, the reason for the use of functional/operational technical descriptions is at least twofold. First, the use of functional/operational technical descriptions allows near-infinitely complex machines and machine operations arising from interchained hardware elements to be described in a manner that the human mind can process (e.g., by mimicking natural language and logical narrative flow). Second, the use of functional/operational technical descriptions assists the person of skill in the art in understanding the described subject matter by providing a description that is more or less independent of any specific vendor's piece(s) of hardware.

**[0115]** The use of functional/operational technical descriptions assists the person of skill in the art in understanding the described subject matter since, as is evident from the above discussion, one could easily, although not quickly, transcribe the technical descriptions set forth in this document as trillions of ones and zeroes, billions of single lines of assembly-level machine code, millions of logic gates, thousands of gate arrays, or any number of intermediate levels of abstractions. However, if any such low-level technical descriptions were to replace the present technical description, a person of skill in the art could encounter undue difficulty in implementing the disclosure, because such a low-level technical description would likely add complexity without a corresponding benefit (e.g., by describing the subject matter utilizing the conventions of one or more vendor-specific pieces of hardware). Thus, the use of functional/operational technical descriptions assists those of skill in the art by separating the technical descriptions from the conventions of any vendor-specific piece of hardware.

**[0116]** In view of the foregoing, the logical operations/functions set forth in the present technical description are representative of static or sequenced specifications of various ordered-matter elements, in order that such specifications may be comprehensible to the human mind and adaptable to create many various hardware configurations. The logical operations/functions disclosed herein should be treated as such, and should not be disparagingly characterized as abstract ideas merely because the specifications they represent are presented in a manner that one of skill in the art can readily understand and apply in a manner independent of a specific vendor's hardware implementation.

**[0117]** Those having skill in the art will recognize that the state of the art has progressed to the point where there is little distinction left between hardware, software (e.g., a high-level computer program serving as a hardware specification), and/or firmware implementations of aspects of systems; the use of hardware, software, and/or firmware is generally (but not always, in that in certain contexts the choice between hardware and software can become significant) a design choice representing cost vs. efficiency tradeoffs. Those having skill in the art will appreciate that there are various vehicles by which processes and/or systems and/or other technologies described herein can be effected (e.g., hardware, software (e.g., a high-level computer program serving as a hardware specification), and/or firmware), and that the preferred vehicle will vary with the context in which the processes and/or systems and/or other technologies are deployed. For example, if an implementer determines that speed and accuracy are paramount, the implementer may opt for a mainly hardware and/or firmware vehicle; alternatively, if flexibility is paramount, the implementer may opt for a mainly software (e.g., a high-level computer program serving as a hardware specification) implementation; or, yet again alternatively, the implementer may opt for some combination of hardware, software (e.g., a high-level computer program serving as a hardware specification), and/or firmware in one or more machines, compositions of matter, and articles of manufacture, limited to patentable subject matter under 35 USC 101. Hence, there are several possible vehicles by which the processes and/or devices and/or other technologies described herein may be effected, none of which is inherently superior to the other in that any vehicle to be utilized is a choice dependent upon the context in which the vehicle will be deployed and the specific concerns (e.g., speed, flexibility, or predictability) of the implementer, any of which may vary. Those skilled in the art will recognize that optical aspects of implementations will typically employ optically-oriented hardware, software (e.g., a high-level computer program serving as a hardware specification), and or firmware.

**[0118]** In some implementations described herein, logic and similar implementations may include computer programs or other control structures. Electronic circuitry, for example, may have one or more paths of electrical current constructed and arranged to implement various functions as described herein. In some implementations, one or more media may be configured to bear a device-detectable implementation when such media hold or transmit device detectable instructions operable to perform as described herein. In some variants, for example, implementations may include an update or modification of existing software (e.g., a high-level computer program serving as a hardware specification) or firmware, or of gate arrays or programmable hardware, such as by performing a reception of or a transmission of one or more instructions in relation to one or more operations described herein. Alternatively or additionally, in some variants, an implementation may include special-purpose hardware, software (e.g., a high-level computer program serving as a hardware specification), firmware components, and/or general-purpose components executing or otherwise invok-

ing special-purpose components. Specifications or other implementations may be transmitted by one or more instances of tangible transmission media as described herein, optionally by packet transmission or otherwise by passing through distributed media at various times.

**[0119]** Alternatively or additionally, implementations may include executing a special-purpose instruction sequence or invoking circuitry for enabling, triggering, coordinating, requesting, or otherwise causing one or more occurrences of virtually any functional operation described herein. In some variants, operational or other logical descriptions herein may be expressed as source code and compiled or otherwise invoked as an executable instruction sequence. In some contexts, for example, implementations may be provided, in whole or in part, by source code, such as C++, or other code sequences. In other implementations, source or other code implementation, using commercially available and/or techniques in the art, may be compiled//implemented/translated/converted into a high-level descriptor language (e.g., initially implementing described technologies in C or C++ programming language and thereafter converting the programming language implementation into a logic-synthesizable language implementation, a hardware description language implementation, a hardware design simulation implementation, and/or other such similar mode(s) of expression). For example, some or all of a logical expression (e.g., computer programming language implementation) may be manifested as a Verilog-type hardware description (e.g., via Hardware Description Language (HDL) and/or Very High Speed Integrated Circuit Hardware Descriptor Language (VHDL)) or other circuitry model which may then be used to create a physical implementation having hardware (e.g., an Application Specific Integrated Circuit). Those skilled in the art will recognize how to obtain, configure, and optimize suitable transmission or computational elements, material supplies, actuators, or other structures in light of these teachings.

**[0120]** The term module, as used in the foregoing/following disclosure, may refer to a collection of one or more components that are arranged in a particular manner, or a collection of one or more general-purpose components that may be configured to operate in a particular manner at one or more particular points in time, and/or also configured to operate in one or more further manners at one or more further times. For example, the same hardware, or same portions of hardware, may be configured/reconfigured in sequential/parallel time(s) as a first type of module (e.g., at a first time), as a second type of module (e.g., at a second time, which may in some instances coincide with, overlap, or follow a first time), and/or as a third type of module (e.g., at a third time which may, in some instances, coincide with, overlap, or follow a first time and/or a second time), etc. Reconfigurable and/or controllable components (e.g., general purpose processors, digital signal processors, field programmable gate arrays, etc.) are capable of being configured as a first module that has a first purpose, then a second module that has a second purpose and then, a third module that has a third purpose, and so on. The transition of a reconfigurable and/or controllable component may occur in as little as a few nanoseconds, or may occur over a period of minutes, hours, or days.

**[0121]** In some such examples, at the time the component is configured to carry out the second purpose, the component may no longer be capable of carrying out that first purpose until it is reconfigured. A component may switch between configurations as different modules in as little as a few nanoseconds. A component may reconfigure on-the-fly, e.g., the reconfiguration of a component from a first module into a second module may occur just as the second module is needed. A component may reconfigure in stages, e.g., portions of a first module that are no longer needed may reconfigure into the second module even before the first module has finished its operation. Such reconfigurations may occur automatically, or may occur through prompting by an external source, whether that source is another component, an instruction, a signal, a condition, an external stimulus, or similar.

**[0122]** For example, a central processing unit of a personal computer may, at various times, operate as a module for displaying graphics on a screen, a module for writing data to a storage medium, a module for receiving user input, and a module for multiplying two large prime numbers, by configuring its logical gates in accordance with its instructions. Such reconfiguration may be invisible to the naked eye, and in some embodiments may include activation, deactivation, and/or re-routing of various portions of the component, e.g., switches, logic gates, inputs, and/or outputs. Thus, in the examples found in the foregoing/following disclosure, if an example includes or recites multiple modules, the example includes the possibility that the same hardware may implement more than one of the recited modules, either contemporaneously or at discrete times or timings. The implementation of multiple modules, whether using more components, fewer components, or the same number of components as the number of modules, is merely an implementation choice and does not generally affect the operation of the modules themselves. Accordingly, it should be understood that any recitation of multiple discrete modules in this disclosure includes implementations of those modules as any number of underlying components, including, but not limited to, a single component that reconfigures itself over time to carry out the functions of multiple modules, and/or multiple components that similarly reconfigure, and/or special purpose reconfigurable components.

**[0123]** Those skilled in the art will recognize that it is common within the art to implement devices and/or processes and/or systems, and thereafter use engineering and/or other practices to integrate such implemented devices and/or processes and/or systems into more comprehensive devices and/or processes and/or systems. That is, at least a portion of the devices and/or processes and/or systems described herein can be integrated into other devices and/or processes and/or systems via a reasonable amount of experimentation. Those having skill in the art will recognize that examples of such other devices and/or processes and/or systems might include—as appropriate to context and application—all or part of devices and/or processes and/or systems of (a) an air conveyance (e.g., an airplane, rocket, helicopter, etc.), (b) a ground conveyance (e.g., a car, truck, locomotive, tank, armored personnel carrier, etc.), (c) a building (e.g., a home, warehouse, office, etc.), (d) an appliance (e.g., a refrigerator, a washing machine, a dryer, etc.), (e) a communications system (e.g., a networked system, a telephone system, a Voice over IP system, etc.), (f) a business entity (e.g., an Internet Service Provider (ISP) entity such as Comcast Cable, Qwest, Southwestern Bell, etc.), or (g) a wired/wireless services entity (e.g., Sprint, Cingular, Nextel, etc.), etc.

**[0124]** In certain cases, use of a system or method may occur in a territory even if components are located outside the territory. For example, in a distributed computing context, use of a distributed computing system may occur in a territory

even though parts of the system may be located outside of the territory (e.g., relay, server, processor, signal-bearing medium, transmitting computer, receiving computer, etc. located outside the territory).

**[0125]** A sale of a system or method may likewise occur in a territory even if components of the system or method are located and/or used outside the territory. Further, implementation of at least part of a system for performing a method in one territory does not preclude use of the system in another territory

**[0126]** In a general sense, those skilled in the art will recognize that the various embodiments described herein can be implemented, individually and/or collectively, by various types of electro-mechanical systems having a wide range of electrical components such as hardware, software, firmware, and/or virtually any combination thereof, limited to patentable subject matter under 35 U.S.C. 101; and a wide range of components that may impart mechanical force or motion such as rigid bodies, spring or torsional bodies, hydraulics, electromagnetically actuated devices, and/or virtually any combination thereof. Consequently, as used herein "electro-mechanical system" includes, but is not limited to, electrical circuitry operably coupled with a transducer (e.g., an actuator, a motor, a piezoelectric crystal, a Micro Electro Mechanical System (MEMS), etc.), electrical circuitry having at least one discrete electrical circuit, electrical circuitry having at least one integrated circuit, electrical circuitry having at least one application specific integrated circuit, electrical circuitry forming a general purpose computing device configured by a computer program (e.g., a general purpose computer configured by a computer program which at least partially carries out processes and/or devices described herein, or a microprocessor configured by a computer program which at least partially carries out processes and/or devices described herein), electrical circuitry forming a memory device (e.g., forms of memory (e.g., random access, flash, read only, etc.)), electrical circuitry forming a communications device (e.g., a modem, communications switch, optical-electrical equipment, etc.), and/or any non-electrical analog thereto, such as optical or other analogs (e.g., graphene based circuitry). Those skilled in the art will also appreciate that examples of electro-mechanical systems include but are not limited to a variety of consumer electronics systems, medical devices, as well as other systems such as motorized transport systems, factory automation systems, security systems, and/or communication/computing systems. Those skilled in the art will recognize that electro-mechanical as used herein is not necessarily limited to a system that has both electrical and mechanical actuation except as context may dictate otherwise.

**[0127]** In a general sense, those skilled in the art will recognize that the various aspects described herein which can be implemented, individually and/or collectively, by a wide range of hardware, software, firmware, and/or any combination thereof can be viewed as being composed of various types of "electrical circuitry." Consequently, as used herein "electrical circuitry" includes, but is not limited to, electrical circuitry having at least one discrete electrical circuit, electrical circuitry having at least one integrated circuit, electrical circuitry having at least one application specific integrated circuit, electrical circuitry forming a general purpose computing device configured by a computer program (e.g., a general purpose computer configured by a computer program which at least partially carries out processes and/or devices described herein, or a microprocessor configured by a computer program which at least partially carries out processes and/or devices described herein), electrical circuitry forming a memory device (e.g., forms of memory (e.g., random access, flash, read only, etc.)), and/or electrical circuitry forming a communications device (e.g., a modem, communications switch, optical-electrical equipment, etc.). Those having skill in the art will recognize that the subject matter described herein may be implemented in an analog or digital fashion or some combination thereof.

**[0128]** Those skilled in the art will recognize that at least a portion of the devices and/or processes described herein can be integrated into an image processing system. Those having skill in the art will recognize that a typical image processing system generally includes one or more of a system unit housing, a video display device, memory such as volatile or non-volatile memory, processors such as microprocessors or digital signal processors, computational entities such as operating systems, drivers, applications programs, one or more interaction devices (e.g., a touch pad, a touch screen, an antenna, etc.), control systems including feedback loops and control motors (e.g., feedback for sensing lens position and/or velocity; control motors for moving/distorting lenses to give desired focuses). An image processing system may be implemented utilizing suitable commercially available components, such as those typically found in digital still systems and/or digital motion systems.

**[0129]** Those skilled in the art will recognize that at least a portion of the devices and/or processes described herein can be integrated into a data processing system. Those having skill in the art will recognize that a data processing system generally includes one or more of a system unit housing, a video display device, memory such as volatile or non-volatile memory, processors such as microprocessors or digital signal processors, computational entities such as operating systems, drivers, graphical user interfaces, and applications programs, one or more interaction devices (e.g., a touch pad, a touch screen, an antenna, etc.), and/or control systems including feedback loops and control motors (e.g., feedback for sensing position and/or velocity; control motors for moving and/or adjusting components and/or quantities). A data processing system may be implemented utilizing suitable commercially available components, such as those typically found in data computing/communication and/or network computing/communication systems.

**[0130]** Those skilled in the art will recognize that at least a portion of the devices and/or processes described herein can be integrated into a mote system. Those having skill in the art will recognize that a typical mote system generally includes one or more memories such as volatile or non-volatile memories, processors such as microprocessors or digital signal processors, computational entities such as operating systems, user interfaces, drivers, sensors, actuators, applications programs, one or more interaction devices (e.g., an antenna USB ports, acoustic ports, etc.), control systems including feedback loops and control motors (e.g., feedback for sensing or estimating position and/or velocity; control motors for moving and/or adjusting components and/or quantities). A mote system may be implemented utilizing suitable components, such as those found in mote computing/communication systems. Specific examples of such components entail such as Intel Corporation's and/or Crossbow Corporation's mote components and supporting hardware, software, and/or firmware.

**[0131]** For the purposes of this application, "cloud" computing may be understood as described in the cloud computing literature. For example, cloud computing may be methods and/or systems for the delivery of computational capacity and/or storage capacity as a service. The "cloud" may refer to one or more hardware and/or software components that deliver or assist in the delivery of computational and/or storage capacity, including, but not limited to, one or more of a client, an application, a platform, an infrastructure, and/or a server The cloud may refer to any of the hardware and/or software associated with a client, an application, a platform, an infrastructure, and/or a server. For example, cloud and cloud computing may refer to one or more of a computer, a processor, a storage medium, a router, a switch, a modem, a virtual machine (e.g., a virtual server), a data center, an operating system, a middleware, a firmware, a hardware back-end, a software back-end, and/or a software application. A cloud may refer to a private cloud, a public cloud, a hybrid cloud, and/or a community cloud. A cloud may be a shared pool of configurable computing resources, which may be public, private, semi-private, distributable, scaleable, flexible, temporary, virtual, and/or physical. A cloud or cloud service may be delivered over one or more types of network, e.g., a mobile communication network, and the Internet.

**[0132]** As used in this application, a cloud or a cloud service may include one or more of infrastructure-as-a-service ("IaaS"), platform-as-a-service ("PaaS"), software-as-a-service ("SaaS"), and/or desktop-as-a-service ("DaaS"). As a non-exclusive example, IaaS may include, e.g., one or more virtual server instantiations that may start, stop, access, and/or configure virtual servers and/or storage centers (e.g., providing one or more processors, storage space, and/or network resources on-demand, e.g., EMC and Rackspace). PaaS may include, e.g., one or more software and/or development tools hosted on an infrastructure (e.g., a computing platform and/or a solution stack from which the client can create software interfaces and applications, e.g., Microsoft Azure). SaaS may include, e.g., software hosted by a service provider and accessible over a network (e.g., the software for the application and/or the data associated with that software application may be kept on the network, e.g., Google Apps, SalesForce). DaaS may include, e.g., providing desktop, applications, data, and/or services for the user over a network (e.g., providing a multi-application framework, the applications in the framework, the data associated with the applications, and/or services related to the applications and/or the data over the network, e.g., Citrix). The foregoing is intended to be exemplary of the types of systems and/or methods referred to in this application as "cloud" or "cloud computing" and should not be considered complete or exhaustive.

**[0133]** One skilled in the art will recognize that the herein described components (e.g., operations), devices, objects, and the discussion accompanying them are used as examples for the sake of conceptual clarity and that various configuration modifications are contemplated. Consequently, as used herein, the specific exemplars set forth and the accompanying discussion are intended to be representative of their more general classes. In general, use of any specific exemplar is intended to be representative of its class, and the non-inclusion of specific components (e.g., operations), devices, and objects should not be taken limiting.

**[0134]** The herein described subject matter sometimes illustrates different components contained within, or connected with, different other components. It is to be understood that such depicted architectures are merely exemplary, and that in fact many other architectures may be implemented which achieve the same functionality. In a conceptual sense, any arrangement of components to achieve the same functionality is effectively "associated" such that the desired functionality is achieved. Hence, any two components herein combined to achieve a particular functionality can be seen as "associated with" each other such that the desired functionality is achieved, irrespective of architectures or intermedial components. Likewise, any two components so associated can also be viewed as being "operably connected", or "operably coupled," to each other to achieve the desired functionality, and any two components capable of being so associated can also be viewed as being "operably couplable," to each other to achieve the desired functionality. Specific examples of operably couplable include but are not limited to physically mateable and/or physically interacting components, and/or wirelessly interactable, and/or wirelessly interacting components, and/or logically interacting, and/or logically interactable components.

**[0135]** To the extent that formal outline headings are present in this application, it is to be understood that the outline headings are for presentation purposes, and that different types of subject matter may be discussed throughout the application (e.g., device(s)/structure(s) may be described under process(es)/operations heading(s) and/or process(es)/operations may be discussed under structure(s)/process(es) headings; and/or descriptions of single topics may span two or more topic headings). Hence, any use of formal outline headings in this application is for presentation purposes, and is not intended to be in any way limiting.

**[0136]** Throughout this application, examples and lists are given, with parentheses, the abbreviation "e.g.," or both. Unless explicitly otherwise stated, these examples and lists are merely exemplary and are non-exhaustive. In most cases, it would be prohibitive to list every example and every combination. Thus, smaller, illustrative lists and examples are used, with focus on imparting understanding of the claim terms rather than limiting the scope of such terms.

**[0137]** With respect to the use of substantially any plural and/or singular terms herein, those having skill in the art can translate from the plural to the singular and/or from the singular to the plural as is appropriate to the context and/or application. The various singular/plural permutations are not expressly set forth herein for sake of clarity.

**[0138]** One skilled in the art will recognize that the herein described components (e.g., operations), devices, objects, and the discussion accompanying them are used as examples for the sake of conceptual clarity and that various configuration modifications are contemplated. Consequently, as used herein, the specific exemplars set forth and the accompanying discussion are intended to be representative of their more general classes. In general, use of any specific exemplar is intended to be representative of its class, and the non-inclusion of specific components (e.g., operations), devices, and objects should not be taken limiting.

**[0139]** Although one or more users maybe shown and/or described herein, e.g., in FIG. **1**, and other places, as a single illustrated figure, those skilled in the art will appreciate that one or more users may be representative of one or more human users, robotic users (e.g., computational entity), and/or substantially any combination thereof (e.g., a user may be assisted by one or more robotic agents) unless context dictates otherwise. Those skilled in the art will appreciate that, in

general, the same may be said of "sender" and/or other entity-oriented terms as such terms are used herein unless context dictates otherwise.

**[0140]** In some instances, one or more components may be referred to herein as "configured to," "configured by," "configurable to," "operable/operative to," "adapted/adaptable," "able to," "conformable/conformed to," etc. Those skilled in the art will recognize that such terms (e.g. "configured to") generally encompass active-state components and/or inactive-state components and/or standby-state components, unless context requires otherwise.

**[0141]** It is noted that "wearable computer" is used throughout this specification, and in the examples given, it is generally a wearable computer that captures images. However, this is merely for exemplary purposes. The same systems may apply to conventional digital cameras, and any other camera, including security cameras, surveillance cameras, motor vehicle mounted cameras, road/traffic cameras, cameras at automated teller machines, and the like.

**[0142]** Referring now to FIG. **1**, in an embodiment, an entity, e.g., a user of a privacy beacon, e.g., user **2105**, e.g., a person, e.g., "Jules Caesar," may be associated with a "Don't Capture Me" (hereinafter "DCM") privacy beacon, e.g., DCM Beacon **2110**. In an embodiment, a DCM beacon may be active, e.g., may contain circuitry and be an active unit, e.g., something wearable, e.g., on a piece of clothing, or on a ring, or on a drone associated with the user. In an embodiment, the DCM beacon may be passive, e.g., it may be something that can be detected in the electromagnetic spectrum, or can be otherwise detected but does not contain any circuitry or advanced logic gates of its own. In an embodiment, the DCM beacon may be a combination of the two.

**[0143]** In an embodiment, a DCM beacon may be detectable by a machine or a human being (e.g., a stop sign painted on a user's forehead may be a DCM beacon). In an embodiment, a DCM beacon may be detectable by a particular type of machine, structure, or filter, and may be otherwise undetectable or difficult to detect through human senses. For example, in an embodiment, a DCM beacon may be seen using ultraviolet or infrared light, or a DCM beacon may emit light outside the visible spectrum. In an embodiment, a DCM beacon may be visible or detectable after a filter is applied, e.g., a DCM beacon may be visible after a red filter is applied, or after a transformation is applied to a captured image, e.g., a Fourier transformation.

**[0144]** In an embodiment, a DCM beacon may be detected optically. In another embodiment, a DCM beacon may be detected by sensing a different kind of wave emitted by a DCM beacon, e.g., a wave in the nonvisible electromagnetic spectrum, a sound wave, an electromagnetic wave, and the like. In an embodiment, a DCM beacon may use quantum entanglement (e.g., through use of an entanglement-based protocol, among others).

**[0145]** In an embodiment, a DCM beacon may transmit data, e.g., a terms of service for the user (e.g., user **2105**) for which the DCM beacon (e.g., DCM beacon **2110**) is associated or linked. In an embodiment, a DCM beacon may be encoded with a location of data, e.g., a web address of a server where terms of service for the user (e.g., user **2105**) for which the DCM beacon (e.g., DCM beacon **2110**) is associated.

**[0146]** In an embodiment, a DCM beacon may be provided by a drone, of any size, e.g., nanometers to full-sized aircraft, that is associated with the user.

**[0147]** In an embodiment, a DCM beacon may be provided by a piece of electronics that a user carries, e.g., a cellular telephone, tablet, watch, wearable computer, or otherwise.

**[0148]** In an embodiment, a DCM beacon may be embedded in the user, ingested by the user, implanted in the user, taped to the skin of the user, or may be engineered to grow organically in the user's body.

**[0149]** In an embodiment, a DCM beacon may be controlled by a magnetic field or other field emitted by a user, either through a user's regular electromagnetic field or through a field generated by a device, local or remote, associated with the user.

**[0150]** Referring again to FIG. **1**, in an embodiment, a different user, e.g., a wearable computer user **3105**, may have a wearable computer **3100**. A wearable computer may be a pair of eyeglasses, a watch, jewelry, clothing, shoes, a piece of tape placed on the user's skin, it may be ingested by the user or otherwise embedded into the user's body. Wearable computer **3100** may be a piece of electronics carried by a user **3105**. Wearable computer **3100** may not be a "wearable" computer in a traditional sense, but may be a laptop computer, tablet device, or smartphone carried by a user. In an embodiment, wearable computer **3100** may not be associated with a user at all, but may simply be a part of a surveillance system, e.g., a security camera, or a camera at an Automated Teller Machine ("ATM").

**[0151]** Wearable Computer that Captures the Image (FIGS. **1**-I; **1**-J, **1**-N, **1**-O).

**[0152]** Referring now to FIG. **1**, e.g., FIG. **1**-J, wearable computer **3100** may include a wearable computer image capturing device **3110**, e.g., a lens. Wearable computer image capturing device **3110** may include functionality to capture images, e.g., an image sensor, e.g., a charge-coupled device ("CCM") or a complementary metal-oxide semiconductor ("CMOS"), an analog-to digital converter, and/or any other equipment used to convert light into electrons. Wearable computer image capturing device **3110** may capture the optical data, which may remain as light data, or may be converted into electrons through an image sensor, as raw data. This raw data, e.g., raw data **2200** may be captured by the optical image data acquiring module **3120** of wearable computer **3100**. Optical image data acquiring module **3120** may be configured to acquire an image, e.g., an image of user **2105**. As described above, a DCM beacon **2110** may be associated with user **2105**. In an embodiment, at this point in the operation of wearable computer **3100**, no processing has been performed on the raw image data **2200**.

**[0153]** Although not pictured here, wearable computer image capturing device **3110** may also include circuitry to detect audio (e.g., a microphone) and/or video (e.g., the ability to capture frames above a certain rate of frames per second). This circuitry and its related explanation have been omitted to maintain simplicity of the drawing, however, through this application, "raw image data **2200**" should be considered to also possibly include still pictures, video, and audio, in some embodiments.

**[0154]** Referring now to FIG. **1**-I, in an embodiment, wearable computer **3100** then may transfer the raw/optical image data **2200** to an image path splitting module **3130**. This splitting path may be optical, e.g., a set of mirrors/lenses, for the case in which raw image data **2200** is still in optical form, or digital, e.g., through use of known electrical signal splitters. Image path splitting module **3130** may be implemented as hardware, software, or a combination thereof.

**[0155]** Referring again to FIG. **1**, e.g., FIG. **1**-I, in an embodiment, the north (upper) branch, as illustrated in FIG. **1**, transmits the raw image data **2200** to an image prior-to-processing encryption module **3150**. Image prior-to-processing encryption module **3150** may receive the raw image data **2200**. From there, image prior-to-processing encryption module **3150** may acquire an encryption key that is device-specific, e.g., wearable computer device specific encryption key **3182**. In an embodiment, wearable computer device-specific encryption key **3182** may be stored in wearable computer device memory **3180**, which also may include encrypted image storage **3184**, and a wearable computer user-specific encryption key **3186**. In another embodiment, device-specific encryption key **3182** may be retrieved from elsewhere, e.g., cloud storage. In another embodiment, device-specific encryption key **3182** may be generated in real time by the device. In another embodiment, device-specific encryption key **3182** may be generated in real time by the device based on random user input (e.g., the last five words spoken by the device and recorded).

**[0156]** In an embodiment, image prior-to-processing encryption module **3150** may generate encrypted image data **2210**. Encrypted image data **2210** may be stored in encrypted image storage **3184** of wearable computer device memory **3180**. In an embodiment, encrypted image data **2210** also may be transmitted to central server encrypted data and beacon metadata transmission module **3170**.

**[0157]** Referring again to FIG. **1**-I and FIG. **1**-N, in an embodiment, the south (lower) branch, as illustrated in FIG. **1**, may transmit the raw image data **2200** to a DCM beacon detecting module **3140**. In an embodiment, DCM beacon detecting module **3140** may include one or more of optics-based DCM beacon detecting module **3142**, which may be configured to detect the DCM beacon in an optical signal (e.g., light). In an embodiment, DCM beacon detecting module **3140** may include digital image processing-based DCM beacon detecting module **3144**, which may be configured to detect the DCM beacon in a converted electron signal (e.g., data signal). In an embodiment, DCM beacon detecting module **3140** is configured to detect a presence or an absence of a DCM beacon, e.g., DCM beacon **2110**, associated with the entity (e.g., user **2105**, e.g., "Jules Caesar"), without performing any additional processing on the image, or releasing the image for other portions of wearable computer **3100** to use. In an embodiment, for example, raw image data **2200** is not stored in device memory of wearable computer **3100** in a form that is accessible to other applications and/or programs available to wearable computer **3100** or other computing devices that may communicate with wearable computer **3100**. For example, a user **3105** of wearable computer **3100** may not, at this stage in processing, capture the raw data **2200** and upload it to a social networking site, e.g., Facebook. In an embodiment, DCM beacon detecting module **3140** may be implemented in hardware, which may prevent users or third parties from bypassing the DCM beacon detecting module **3140**, without disassembling the device and physically altering the circuit/logic.

**[0158]** Referring now to FIG. **1**-N, in an embodiment, the DCM beacon detecting module **3140** may detect the DCM beacon **2110**. For example, in the exemplary embodiment shown in FIG. **1**, DCM beacon detecting module **3140** may detect the DCM beacon **2110** that is associated with user **2105**, e.g., Jules Caesar. Thus, DCM beacon detecting module **3140** now knows to lock the image data and prevent unencrypted image data from being accessed on the device. Although not shown in this example, if the DCM beacon had not been found, then in an embodiment, the image data **2200** would have been released for use by the device, e.g., for uploading to social network or cloud storage, for example.

**[0159]** In an embodiment, the detected DCM beacon **2110** associated with Jules Caesar may be transmitted to DCM beacon metadata generating module **3160**. DCM beacon metadata generating module **3160** may generate metadata based on the detection of the beacon. The metadata may be as simple as "the image data contains a privacy beacon," e.g., Boolean data. In an embodiment, the metadata may be more complex, and may identify the user associated with the privacy beacon, e.g., the metadata may describe "A privacy beacon associated with Jules Caesar has been found in the image data." In another embodiment, the metadata may include the terms of service associated with the personality rights of Jules Caesar, an example of which terms of service will be provided in more detail herein.

**[0160]** In an embodiment, the detected DCM beacon **2110** may be very simple (e.g., optically detectable), and to obtain/generate metadata associated with the detected DCM beacon **2110**, DCM beacon metadata generating module **3160** may include a DCM server contacting module **3162**, which may contact one or more entities to obtain more information regarding the DCM beacon **2110**. The DCM beacon metadata generating module **3160** may, in some embodiments, transmit the DCM beacon, or the image in which the DCM beacon was captured, to the external entity, in order to obtain more accurate data. For example, the DCM server contacting module **3162** may contact service term management server **5000**, which may have DCM beacon registry **5010**, which will be discussed in more detail further herein.

**[0161]** In an embodiment, DCM beacon metadata generating module **3160** may generate the DCM beacon metadata **2230**, and transfer DCM beacon metadata **2230** to central server encrypted data and beacon metadata transmission module **3170**.

**[0162]** Referring again to FIG. **1**, e.g., FIG. **1**-I, central server encrypted data and beacon metadata transmission module **3170** may receive the encrypted image data **2210** and the DCM beacon metadata **2230** (e.g., see FIG. **1**-N). In an embodiment, central server encrypted data and beacon metadata transmission module **3170** may facilitate the transmission of encrypted image data **2210** and DCM beacon metadata **2230** to a server, e.g., wearable computer encrypted data receipt and determination server **4000**, which will be discussed in more detail herein. In an embodiment, central server encrypted data and beacon metadata transmission module **3170** may include one or more of DCM beacon metadata transmission module **3172**, which may be configured to transmit the DCM beacon metadata **2230**, and encrypted data transmission module **3174**, which may be configured to transmit the encrypted image data **2210**.

**[0163]** Wearable Computer Server (FIGS. **1**-H, **1**-G)

**[0164]** Referring again to FIG. **1**, e.g., FIG. **1**-H, in an embodiment, a system may include a wearable computer server, e.g., wearable computer encrypted data receipt and determination server **4000**. In an embodiment, a wearable computer server may be provided by a manufacturer of the wearable device **3100**. In an embodiment, a wearable computer server may be provided by a developer of one or more software applications for the wearable device **3100**. In an embodiment, wearable computer server **4000** may not have a

direct relationship with wearable device **3100** prior to receiving the encrypted image data and the DCM beacon metadata **2230**, as will be discussed in more detail herein. In an embodiment, a wearable computer server **4000** may be implemented at a home computer of a user, for example, and may communicate only with wearable devices that are associated with that user. In another embodiment, a wearable computer server **4000** may communicate with many wearable devices **3100**, which may or may not have some relationship. In an embodiment, wearable computer server **4000** may communicate with one or more wearable devices **3100** through use of a communication network, which may use any known form of device communication. In an embodiment, wearable computer server **4000** may be chosen by wearable device **3100**, either due to proximity or due to one or more properties or characteristics of wearable computer server **4000**. In an embodiment, wearable computer server **4000** may be free to agree or disagree to process DCM beacon and image data received from various wearable devices **3100**. In an embodiment, wearable computer server **4000** may be distributed across many computers and/or servers.

**[0165]** In an embodiment, wearable computer encrypted data receipt and determination server **4000** may include an encrypted data and beacon metadata reception module **4100**. Encrypted data and beacon metadata reception module **4100** may receive encrypted image data **2210** and DCM beacon metadata **2230** from wearable computer **3100**, e.g., central server encrypted data and beacon metadata transmission module **3170**. In an embodiment, encrypted data and beacon metadata reception module **4100** may include a DCM beacon metadata reception module **4104**. DCM beacon metadata reception module **4104** may be configured to acquire a privacy metadata, e.g., DCM beacon metadata **2230**, corresponding to a detection of a DCM beacon, e.g., DCM beacon **2110**, in the one or more images captured by the image capture device, e.g., wearable computer **3100**. In an embodiment, encrypted data and beacon metadata reception module **4100** may include encrypted data reception module **4102**. In an embodiment, encrypted data reception module **4102** may be configured to acquire one or more of a block of encrypted data corresponding to one or more images that previously have been encrypted, e.g., encrypted image data **2210**. In an embodiment, encrypted data module **4102** may transmit, or facilitate the transmission of, encrypted image data **2210** to an entity that will perform a secondary detection of the privacy beacon, e.g., DCM beacon detection test duplicating server **4800**, which will be discussed in more detail further herein.

**[0166]** Referring again to FIG. **1**-H, in an embodiment, encrypted data and beacon metadata reception module **4100** may transmit the received DCM beacon metadata to DCM beacon metadata reading module **4120**. If the DCM beacon metadata **2230** indicates that a DCM beacon was not found, then, in an embodiment, processing may transfer to module **4220**, which will be discussed in more detail further herein. In the example shown in FIG. **1**, the DCM beacon **2110** associated with Jules Caesar was found, and the DCM beacon metadata **2230** indicates this state to DCM beacon metadata reading module **4120**.

**[0167]** Referring now to FIG. **1**-G, in an embodiment, when the presence of the DCM beacon **2110** is determined through the DCM beacon metadata, e.g., DCM beacon metadata **2230**, then a DCM beacon TOS retrieval module **4122** may retrieve term data from a location, which may be a remote location, e.g., a DCM beacon management server **5100**, which will be discussed in more detail further herein. In an embodiment, DCM beacon TOS retrieval module **4122** may retrieve term data that includes a terms of service that specifies one or more conditions in which the image containing the DCM beacon **2110** may be used. In an embodiment, the TOS may also specify one or more penalties for using the personality rights that may be associated with the image, without acquiring permission or paying a licensing fee prior to releasing or utilizing the image. In an embodiment, the TOS also may include language forcing the entity that viewed the privacy beacon to accept the TOS upon viewing of the beacon. The TOS will be described in more detail with respect to modules **5000** and **5100**.

**[0168]** Referring again to FIG. **1**-G, in an embodiment, wearable computer encrypted data receipt and determination server **4000** also may include an encrypted data value calculation module **4130**. Encrypted data value calculation module **4130** may use one or more algorithms or other methods of inducing or deducing an estimate regarding how much advertising or other revenue may be garnered by using the images containing the entity associated with the privacy beacon. For example, in an embodiment, encrypted data value calculation module **4130** may include a facial recognition program to recognize the person or persons associated with the beacon. In another embodiment, however, this may not be necessary, because the DCM beacon metadata and/or the ToS may identify the person. In an embodiment, encrypted data value calculation module **4130** may use various heuristics to calculate ad revenue, e.g., based on models used by popular advertising methods, or based on prior releases of images of the person associated with the DCM beacon **2110**. In an embodiment, module **4130** may use social networking to acquire a focus group and test the image on the focus group, in order to assist in revenue determination. For example, in the example shown in FIG. **1**, the image in question is of Jules Caesar, who is the reclusive leader of the Roman Empire, and so the ad revenue generated from having an actual picture of Jules Caesar, or a video of Jules Caesar drinking a mead-and-tonic, may have high net value.

**[0169]** Referring again to FIG. **1**-G, in an embodiment, the ToS acquired from DCM beacon TOS retrieval module **4122**, and the encrypted data valuation calculated from encrypted data value calculation module **4130** may be sent to release of encrypted data determination module **4140**. Release of encrypted data determination module **4140** may make a determination, at least partly based on the acquired metadata, and at least partly based on a value calculation based on the representation of the feature of the person associated with the DCM beacon **2110** (e.g., Jules Caesar drinking a mead-and-tonic). That determination may be regarding whether to allow an action, e.g., processing, decryption, distribution, editing, releasing, sharing, saving, posting to a social network, and the like, of the image. In an embodiment, the decision may be based on whether the potential advertising revenue outweighs the potential damages retrieved from the terms of service. In an embodiment, this calculation may be a strict number comparison (e.g., is "revenue" greater than "damages"). In an embodiment, the calculation may include more complex factors, e.g., likelihood of success on a damages claim, likelihood that revenues will increase, secondary revenue factors from increased traffic and/or brand awareness, and the like. In addition, in an embodiment, the comparison may not be strictly less than/greater than, e.g., in a risk adverse algorithm, if the numbers are close, then the determination may be to not

release the encrypted data, even if the potential ad revenue is calculated as larger than the potential damages by a small amount.

**[0170]** Referring again to FIG. **1**-G, if the determination made by release of encrypted data determination module **4140** is "NO," e.g., the potential revenue is less than the potential damages, then the encrypted data **2210** is moved to an encrypted data holding and/or quarantine module **4150**. In an embodiment, the data from encrypted data holding and/or quarantine module **4150** is deleted after a predetermined time period, e.g., seven days. In an embodiment, the data is simply stored, encrypted and locked away. In an embodiment, the encrypted image data **2210** may be transmitted to an ad replacement value determination server **4400**, shown in FIG. **1**-F, which will be discussed in more detail herein.

**[0171]** Referring again to FIG. **1**-G, if the determination made by release of encrypted data determination module **4140** is "YES," e.g., the potential revenue is more than the potential damages, then the encrypted data **2210** is transferred to encrypted data decryption enabling module **4152**, shown in FIG. **1**-H. In an embodiment, encrypted data decryption enabling module **4152** may be configured to determine whether to perform decryption of at least a portion of the encrypted data **2210** based on the result from module **4140** by transmitting the encrypted image data **2210** to wearable computer acquired encrypted data decryption and re-encryption server **4200**, which will be discussed in more detail.

**[0172]** Wearable Computer Acquired Encrypted Data Decryption and Re-Encryption Server **4200** (FIGS. **1**-L and **1**-M)

**[0173]** Referring now to FIG. **1**-M, in an embodiment, the system may include wearable computer acquired encrypted data decryption and re-encryption server **4200**. In an embodiment, wearable computer acquired encrypted data decryption and re-encryption server **4200** may be a portion of wearable computer server **4000**. In an embodiment, however, wearable computer acquired encrypted data decryption and re-encryption server **4200** may be a different server than wearable computer server **4000**, and may be controlled by a different entity. For example, in an embodiment, the owner of the wearable computer **3100** hardware may control wearable computer server **4000**. After the decision is made to decrypt the data at the wearable computer server **4000**, control may be handed off to a different server in control of software on the wearable computer, e.g., software that handles pictures taken by the wearable computer **3100**. In another embodiment, wearable computer acquired encrypted data decryption and re-encryption server **4200** may be controlled by a social networking/media site, e.g., Facebook, who may have an agreement to acquire the image data at the same time as the device.

**[0174]** Referring again to FIG. **1**-M, in an embodiment, wearable computer acquired encrypted data decryption and re-encryption server **4200** may include encrypted data acquiring module **4210**, which may acquire the encrypted image data **2210** from the wearable computer server **4000**. In an embodiment, wearable computer acquired encrypted data decryption and re-encryption server **4200** may include a privacy metadata acquiring module **4220**, which may acquire privacy metadata from module **4120**, if the DCM beacon was never detected and the image is free to be used. For example, in an embodiment, image data with no DCM beacon may be treated similarly to image data with a DCM beacon, but that has been determined to have an advertising value greater than a potential damages value. For example, in an embodiment, image data with no DCM beacon may be treated as image data with potential damages value of zero.

**[0175]** Referring again to FIG. **1**-M, in an embodiment, wearable computer acquired encrypted data decryption and re-encryption server **4200** may include data indicating profitability of image with DCM beacon acquiring module **4230**, which may receive data from module **4150** of wearable computer server **4000** indicating that the image should be decrypted regardless of the DCM beacon because of its potential profitability.

**[0176]** Referring again to FIG. **1**-M, in an embodiment, wearable computer acquired encrypted data decryption and re-encryption server **4200** may include image data decryption preparation module **4240**, which may receive data from one or more of data indicating profitability of image with DCM beacon acquiring module **4230**, encrypted data acquiring module **4210**, and privacy metadata acquiring module **4220**. In an embodiment, module **4240** may prepare the image or images for decryption, e.g., perform pre-processing, check image integrity, reconfirm the privacy beacon calculations, and the like.

**[0177]** Referring now to FIG. **1**-L, wearable computer acquired encrypted data decryption and re-encryption server **4200** may include device-specific key retrieving module **4250** which may retrieve the device-specific key used to encrypt/decrypt the encrypted image data **2210**. In an embodiment, device-specific key retrieving module **4250** may include a device-specific key retrieving from device module **4252**, which may be configured to retrieve the device-specific key directly from the device that encrypted the image, e.g., wearable computing device **3100**. In an embodiment, device-specific key retrieving module **4250** may include a device-specific key retrieving from server module **4254**, which may be configured to retrieve the device-specific key from a server, e.g., from wearable computer encrypted data receipt and determination server **400**, or from DCM beacon detection test duplicating server **4800**, or from another server not depicted in FIG. **1**.

**[0178]** Referring again to FIG. **1**-L, in an embodiment, image data decryption with device-specific key module **4260** may take the device-specific key retrieved from module **4250**, and apply it to the encrypted image data **2210** to generate decrypted image data **2280**, as shown by the icon with the unlocked lock in FIG. **1**-L.

**[0179]** Referring again to FIG. **1**-L, the image data has been decrypted. However, to protect security, in some embodiments, the data may be re-encrypted with a key that is not tied to a specific device, but may be tied to a specific user of the device, e.g., the key may be related to user **3105**, rather than wearable device **3100**. This embodiment will be described in more detail herein. This embodiment allows the re-encrypted data to be securely sent to a different device belonging to the user, e.g., a smart TV, a home computer, a video game system, or another portable electronic device, e.g., a cellular smartphone. In an embodiment, the re-encryption with a user specific key may be omitted.

**[0180]** In an embodiment, wearable computer acquired encrypted data decryption and re-encryption server **4200** may include a user-specific key retrieving module **4270**, that may be configured to obtain, through generation, acquisition, reception, or retrieval, of a user-specific encryption key. The user-specific encryption key may be delivered to image data

encrypting with user-specific key module **4280**, which, in an embodiment, also may receive the decrypted image data **2280**.

**[0181]** Referring again to FIG. **1**-L, in an embodiment, image data encrypting with user-specific key module **4280** may be configured to encrypt the block of decrypted data through use of a unique user code that is related to the user **3105** of the wearable device **3100**. The again-encrypted image data then may be transferred to encrypted image data transmitting module **4290**. In an embodiment, encrypted image data transmitting module **4290** may transmit the image data that has been encrypted with a user-specific key to one or more other devices, which will be discussed in more detail herein.

**[0182]** Computing Device that Receives the Image Data (FIGS. **1**-S and **1**-T).

**[0183]** Referring now to FIG. **1**-S, in an embodiment, the system may include a computing device **3200**, which may be a wearable computer or other device. In an embodiment, computing device **3200** may be the same as wearable computer **3100**, but it does not necessarily have to be the same. In an embodiment, computing device **3200** receives the image data. In an embodiment, as described above, the received image data has been encrypted with a user-specific code. Thus, in such an embodiment, computing device **3200** may be associated with user **3105** of the wearable computing device **3100**. For example, a user **3105** may have a wearable computing device **3100** that captures images of people. After processing those images at the server **4000**, for example, the images, which, in some embodiments, now may be encrypted with a user-specific code, may be transmitted to computing device **3200**, which may be the user **3105**'s home media center back at her house. In another embodiment, computing device **3200** may be user **3105**'s laptop device, or user **3105**'s smartphone or tablet device. And, as previously mentioned, in another embodiment, computing device **3200** may simply be the user **3105**'s wearable computing device **3100** that captured the images originally.

**[0184]** In an embodiment, the computing device **3200** and the wearable computing device **3100** pictured in FIG. **1** are the same device. In an embodiment, the encryption, transmission to a server, decryption, and transmission back, may occur invisibly to the user **3105**, e.g., to the user **3105** of the wearable computing device **3100**, the images are available to her after they are recorded and saved, with a delay that is not specified. In some embodiments, the user **3105** may not be informed of the path taken by the captured image data.

**[0185]** In an embodiment, wearable computing device **3100** may include an encrypted image data receiving module **3210** configured to acquire the data encrypted by the user-specific key code from encrypted image data transmitting module **4290** of wearable computer **4200**. In an embodiment, computing device **3200** may include image data release verification acquiring module **3220**, which may be configured to determine that the images received from the encrypted image data transmitting module **4290** of wearable computer **4200** have been approved for release and/or use. In an embodiment, the determination may be made based on the ground that the images are encrypted with a user-specific key rather than a device specific key, if it is possible to tell from the encrypted information (e.g., in some embodiments, different types of encryption that may leave a different "signature" may be used). In an embodiment, the determination may be made by again analyzing the image data. In an embodiment, image data release verification acquiring module **3220** may include encrypted image data analysis module **3222** which may perform analysis on the encrypted image data, including, but not limited to, reading metadata attached to the encrypted image data, to verify that the received encrypted image data is approved for release and/or processing. In an embodiment, image data release verification acquiring module **3220** may include release verification data retrieving module **3224**, which may be configured to obtain release verification data from the device that performed the verification, e.g., server **4000**, or from a different device.

**[0186]** Referring now to FIG. **1**-T, in an embodiment, computing device **3200** may include device memory **3280**. Device memory **3280** may store the wearable computer user-specific encryption/decryption key **3286**, which may be used to decrypt the received encrypted image data. In an embodiment, device memory **3280** also may include encrypted image storage **3284**, which may include one or more image data, which may be encrypted.

**[0187]** Referring again to FIG. **1**-S, in an embodiment, computing device **3200** may include user-specific decryption key obtaining module **3230**, which may obtain the user-specific encryption/decryption key. In an embodiment, user-specific decryption key obtaining module **3230** may include encryption/decryption key external source obtaining module **3232**, which may be configured to obtain the encryption/decryption key from an external source, e.g., server **4000**. In an embodiment, user-specific decryption key obtaining module may include encryption/decryption key memory retrieving module **3234**, which may be configured to retrieve the encryption/decryption key from device memory **3280** of computing device **3200**.

**[0188]** Referring again to FIG. **1**-S, in an embodiment, computing device **3200** may include image decryption module **3240**, which may use the user-specific encryption/decryption key to decrypt the image data. In an embodiment, the decrypted image data then may be sent to decrypted image release module **3250**, where the clear image data may be accessed by the device, and transmitted to other locations, posted to social networking or cloud storage, be shared, manipulated, saved, edited, and otherwise have open access to the decrypted image data.

**[0189]** Ad Replacement Value Determination Server (FIG. **1**-F).

**[0190]** Referring back to FIG. **1**-G, as discussed briefly above, release of encrypted data determination module **4140** may determine not to release the encrypted data, which may be stored in an encrypted data holding and/or quarantine module **4150**. In an embodiment, the encrypted data and the DCM beacon may be transmitted to an ad replacement value determination server, as shown in FIG. **1**-F.

**[0191]** Referring now to FIG. **1**-F, in an embodiment, the system may include an ad replacement value determination server **4400**. Ad replacement value determination server **4400** may take the encrypted image data and determine if there is a way to monetize the images such that the monetization may outweigh the potential damages. For example, ad replacement value determination server **4400** may calculate potential earnings and limited damages liability, if, for example, an entity with the DCM beacon, e.g., Jules Caesar, is instead shown with an advertisement where his head would normally be. In an embodiment, ad replacement value server may be controlled by a different entity than server **4000**, and there may be an agreement in place for the ad replacement value

determination server **4400** to receive encrypted data for which the server **4000** decides it does not want to allow distribution. For example, ad replacement value server **4400** may be run by a smaller social networking site that cares less about potential damages because they have fewer assets, or are less risk-averse. In another embodiment, ad replacement value determination server **4400** may be part of server **4000**, and it may be a practice of server **4000** to send an encrypted image for further analysis after the server **4000** determines that the image is not likely to be profitable without modification.

**[0192]** Referring again to FIG. **1**-F, in an embodiment, ad replacement value determination server **4400** may include a DCM beacon metadata reception module **4410** configured to receive the DCM beacon metadata from the wearable computer encrypted data receipt and determination server **4000**. In an embodiment, ad replacement value determination server **4400** may include an encrypted data reception module **4420** that may be configured to receive the encrypted data from the wearable computer encrypted data receipt and determination server **4000**, e.g., from the encrypted data holding module **4150**.

**[0193]** Referring again to FIG. **1**-F, in an embodiment, ad replacement value determination server **4400** may include a DCM beacon term acquiring module **4430**, which may acquire one or more terms of service from service term management server **5000** and/or DCM beacon management server **5100**, similarly to DCM beacon terms-of-service retrieval module **4122** of wearable computer encrypted data receipt and determination server **4000**. In an embodiment, DCM beacon term acquiring module may include DCM beacon remote retrieval module **4432**. In an embodiment, DCM beacon term acquiring module may be configured to retrieve term data from a remote location, e.g., service term management server **5000**, which term data may correspond to a term of service associated with a release of image data that includes the person with which the DCM beacon is associated, e.g., Jules Caesar.

**[0194]** Referring again to FIG. **1**-F, in an embodiment, ad replacement value determination server **4400** may include an encrypted data value calculation with standard ad placement module **4440**. In an embodiment, standard ad placement module **4440** may perform a similar calculation as encrypted data value calculation module **4130** of wearable computer encrypted data receipt and determination server **4000**. In an embodiment, for example, encrypted data value calculation with standard ad placement module **4440** may calculate whether an estimated advertising revenue from one or more advertisement images placed in the encrypted image data will be greater than an estimated potential liability for distribution of the images. In an embodiment, the estimated potential liability is based at least in part on the terms of service which may be retrieved by the DCM beacon term acquiring module **4430**.

**[0195]** Referring again to FIG. **1**-F, in an embodiment, ad replacement value determination server **4400** may include encrypted image data modification with intentionally obscuring ad placement module **4450**. In an embodiment, encrypted image data modification with intentionally obscuring ad placement module **4450** may be configured to modify the encrypted image data (e.g., which, in some embodiments, may require limited decryption and then re-encryption) by replacing one or more areas associated with the entity related to the DCM beacon, e.g., Jules Caesar's face (e.g., or in another embodiment, Jules Caesar's genitalia, if, e.g., it was a naked picture of Jules Caesar), with one or more advertisement images.

**[0196]** Referring again to FIG. **1**-F, in an embodiment, ad replacement value determination server **4400** may include modified encrypted data value calculation with intentionally obscuring ad placement module **4460**. In an embodiment, modified encrypted data value calculation with intentionally obscuring ad placement module **4460** may be configured to calculate an estimated advertising revenue from the modified image data. In an embodiment, the modified image data then may be distributed through modified encrypted data distributing module **4470**.

**[0197]** Tracking Server (FIG. **1**-E).

**[0198]** Referring now to FIG. **1**-E, in an embodiment, a system may include tracking server **9000**. Tracking server **9000** may be configured to log use of a "Don't Capture Me" (hereinafter "DCM") beacon by one or multiple users. In an embodiment, tracking server **9000** may track active DCM beacons, e.g., beacon **2110**, through communication with said one or more beacons. In an embodiment, tracking server may track DCM beacons through other means, e.g., social networking and the like. The DCM beacon does not need to be an active DCM beacon in order to be tracked by tracking server **9000**.

**[0199]** In an embodiment, tracking server **9000** may include deployment of one or more active and/or passive DCM beacons monitoring module **9010**. Deployment of one or more active and/or passive DCM beacons monitoring module **9010** may include one or more of active DCM beacon monitoring module **9012** and passive DCM beacon monitoring/data gathering module **9020**. In an embodiment, passive DCM beacon monitoring/data gathering module **9020** may gather data about the passive DCM beacon by observing it, e.g., through satellite video capture, through other image capturing devices, e.g., phone cameras, security cameras, laptop webcams, and the like, or through other means. In an embodiment, passive DCM beacon monitoring/data gathering module **9020** may include user input module **9022**, which may receive an indication from a user, e.g., a switch flipped on a user's cell phone, indicating that the user is using the DCM beacon. In an embodiment, passive DCM beacon monitoring/data gathering module **9020** may include a device status module which tracks a device with which the passive DCM beacon is associated, e.g., a wearable computer that is a shirt, or a cellular phone device in the pocket. In an embodiment, passive DCM beacon monitoring/data gathering module **9020** may include a social media monitoring module that monitors posts on social networking sites to determine if the DCM beacon is being used, and a location of the user.

**[0200]** Referring again to FIG. **1**-E, in an embodiment, tracking server **9000** may include a record of the deployment of the one or more active and/or passive DCM beacons storing module **9030**, which may be configured to store a record of usage and/or detection logs of the DCM beacons that are monitored. In an embodiment, record of the deployment of the one or more active and/or passive DCM beacons storing module **9030** may store a record of the deployment in deployment record storage **9032**. In an embodiment, record of the deployment of the one or more active and/or passive DCM beacons storing module **9030** may transmit all or portions of the recorded record through record of the deployment of one or more active and/or passive DCM beacons transmitting module **9040**.

**[0201]** Service Term Management Server **5000** (FIG. **1**-A)

**[0202]** Referring now to FIG. **1**-A, in an embodiment, the system may include service term management server **5000**, which may manage terms of service that are associated with a DCM beacon and/or a person. In an embodiment, service term management server **5000** may include a DCM beacon registry **5010**. In an embodiment, the DCM beacon registry **5010** may include one or more of a user's name, e.g., Jules Caesar, a terms of service associated with Jules Caesar, which may be custom to Jules Caesar, or may be a generic terms of service that is used for many persons, and various representations of portions of Jules Caesar, e.g., likeness, handprint, footprint, voiceprint, pictures of private areas, and the like.

**[0203]** Referring again to FIG. **1**-A, in an embodiment, the system may include a terms of service generating module **5020**. Terms of service generating module **5020** may create a terms of service for the user Jules Caesar. A sample Terms of Service is shown in FIG. **1**-A and is reproduced here. It is noted that this is a condensed Terms of Service meant to illustrate an exemplary operation of the system in the environment, and accordingly, several necessary legal portions may be omitted. Accordingly, the example Terms of Service should not be considered as a binding, legal document, but rather a representation of what the binding, legal document would look like, that would enable one skilled in the art to create a full Terms of Service.

**[0204]** Exemplary Terms of Service for User **2105** (Jules Caesar)

**[0205]** 1. By capturing an image of any part of the user Jules Caesar (hereinafter "Image"), or providing any automation, design, resource, assistance, or other facilitation in the capturing of the Image, you agree that you have captured these Terms of Service and that you acknowledge and agree to them. If you cannot agree to these Terms of Service, you should immediately delete the captured Image. Failure to do so will constitute acceptance of these Terms of Service.

**[0206]** 2. The User Jules Caesar owns all of the rights associated with the Image and any representation of any part of Jules Caesar thereof;

**[0207]** 3. By capturing the Image, you agree to provide the User Jules Caesar just compensation for any commercialization of the User's personality rights that may be captured in the Image.

**[0208]** 4. By capturing the Image, you agree to take all reasonable actions to track the Image and to provide an accounting of all commercialization attempts related to the Image, whether successful or not.

**[0209]** 5. By capturing the Image, you accept a Liquidated Damages agreement in which unauthorized use of the Image will result in mandatory damages of at least, but not limited to, $1,000,000.

**[0210]** In an embodiment, terms of service generating module may include one or more of a default terms of service storage module **5022**, a potential damage calculator **5024**, and an entity interviewing for terms of service generation module. In an embodiment, default terms of service storage module **5022** may store the default terms of service that are used as a template for a new user, e.g., when Jules Caesar signs up for the service, this is the terms of service that is available to him. In an embodiment, potential damage calculator **5024** may determine an estimate of how much in damages that Jules Caesar could collect for a breach of his personality rights. In an embodiment, for example, potential damage calculator may search the internet to determine how much Jules Caesar appears on social media, blogs, and microblog (e.g., Twitter) accounts. In an embodiment, entity interviewing for terms of service generation module **5026** may create an online questionnaire/interview for Jules Caesar to fill out, which will be used to calculate potential damages to Jules Caesar, e.g., through determining Jules Caesar's net worth, for example.

**[0211]** In an embodiment, service term management server **5000** may include terms of service maintenance module **5030**, which may maintain the terms of service and modify them if, for example, the user becomes more popular, or gains a larger online or other presence. In an embodiment, terms of service maintenance module **5030** may include one or more of a social media monitoring module **5042**, that may search social networking sites, and an entity net worth tracking module **5034** that may have access to the entity's online bank accounts, brokerage accounts, property indexes, etc., and monitor the entity's wealth.

**[0212]** In an embodiment, serviced term management server **5000** may include a use of representations of an entity detecting module **5040**. In an embodiment, use of representations of an entity detecting module **5040** may include one or more of a social media monitoring module **5042**, a public photo repository monitoring module **5044**, and a public blog monitoring module **5046**. In an embodiment, use of representations of an entity detecting module **5040** may track uses of representations, e.g., images, of the user Jules Caesar, to try to detect violations of the terms of service, in various forums.

**[0213]** DCM Beacon Management Server **5100** (FIG. **1**-C)

**[0214]** Referring now to FIG. **1**-C, in an embodiment, the system may include a DCM beacon management server **5100**, which may be configured to manage the DCM beacon associated with a user, e.g., DCM beacon **2110** for user **2105**, e.g., Jules Caesar. In an embodiment, DCM beacon management server **5100** and service term management server **5000** may be the same server. In another embodiment, DCM beacon management server **5100** and service term management server **5000** may be hosted by different entities. For example, a specialized entity may handle the terms of service generation, e.g., a valuation company that may be able to determine a net "social network" worth of a user, e.g., Jules Caesar, and use that to fashion the terms of service.

**[0215]** Referring again to FIG. **1**-C, in an embodiment, DCM beacon management server **5100** may include DCM beacon communication with entity wanting to avoid having their image captured module **5110**. DCM beacon communication with entity wanting to avoid having their image captured module **5110** may be configured to communicate with a user, e.g., user **2105**, e.g., Jules Caesar, and may handle the creation, generation, maintenance, and providing of the DCM beacon **2110** to Jules Caesar, whether through electronic delivery or through conventional delivery systems (e.g., mail, pickup at a store, etc.). In an embodiment, DCM beacon communication with entity wanting to avoid having their image captured module **5110** may include one or more of DCM beacon transmission module **5112**, DCM beacon receiving module **5114**, and DCM beacon generating module **5116**.

**[0216]** In an embodiment, DCM beacon management server **5100** may include entity representation acquiring module **5120**. Entity representation acquiring module **5100** may be configured to receive data regarding one or more features of the user that will be associated with the DCM beacon. For example, the user might upload pictures of his body, face,

private parts, footprint, handprint, voice recording, hairstyle, silhouette, or any other representation that may be captured and/or may be deemed relevant.

**[0217]** In an embodiment, DCM beacon management server **5100** may include DCM beacon association with one or more terms of service and one or more entity representations module **5130**. In an embodiment, DCM beacon association with one or more terms of service and one or more entity representations module **5130** may be configured to, after generation of a DCM beacon, obtain a terms of service to be associated with that DCM beacon. In an embodiment, the terms of service may be received from service term management server **5000**.

**[0218]** In an embodiment, DCM beacon management server **5100** may include a DCM beacon capture detecting module **5140**. DCM beacon capture detection module **5140** may detect when a DCM beacon is captured, e.g., if it is an active beacon, or it may receive a notification from various servers (e.g., server **4000**) and/or wearable devices (e.g., wearable device **3100**) that a beacon has been detected, if it is a passive DCM beacon.

**[0219]** In an embodiment, when a DCM beacon is detected, DCM beacon management server **5100** may include terms of service associated with DCM beacon distributing module, which may be configured to provide the terms of service associated with the DCM beacon to an entity that captured the image including the DCM beacon, e.g., to module **4122** of wearable computer encrypted data receipt and determination server **4000**, or DCM beacon remote retrieval module **4430** of ad replacement value determination server **4400**, for example.

**[0220]** Wearable Computer with Optional Paired Personal Device **3300** (FIGS. **1**-Q and **1**-R)

**[0221]** Referring now to FIG. **1**-R, in an embodiment, the system may include a wearable computer **3300**. Wearable computer **3300** may have additional functionality beyond capturing images, e.g., it may also store a user's contact list for emails, phone calls, and the like. In another embodiment, wearable computer **3300** may be paired with another device carried by a user, e.g., the user's smartphone device, which stores the user's contact list. As will be described in more detail herein, wearable computer **3300** operates similarly to wearable computer **3100**, except that entities with DCM beacons are obscured, unless they have a preexisting relationship with the user. It is noted that DCM beacon detection and encryption may operate similarly in wearable computer **3300** as in wearable computer **3100**, and so substantially duplicated parts have been omitted.

**[0222]** Referring again to FIG. **1**-R, in an embodiment, wearable computer **3300** may include an image capturing module **3310**, which may capture an image of Jules Caesar, who has DCM beacon "A", Beth Caesar, who has DCM beacon "B", and Auggie Caesar, who has no DCM beacon. In an embodiment, wearable computer **3300** may include an image acquiring module **3320**, which may be part of image capturing module **3310**, to acquire one or more images captured by an image capture device, e.g., the image of Jules Caesar, Beth Caesar, and Auggie Caesar.

**[0223]** In an embodiment, wearable computer **3300** may include an entity identification module **3330**, which may perform one or more recognition algorithms on the image in order to identify persons in the image. Entity identification module may use known facial recognition algorithms, for example, or may ask the user for input, or may search the internet for similar images that have been identified, for example.

**[0224]** Referring again to FIG. **1**-R, in an embodiment, wearable computer **3300** may include preexisting relationship data retrieval module **3340**, which may retrieve names of known persons, e.g., from a device contact list, e.g., device contact list **3350**. In the example shown in FIG. **1**, Jules Caesar is in the contact list of the device **3300**. It is noted that the device contact list **3350** may be stored on a different device, e.g., the user's cellular telephone.

**[0225]** Referring now to FIG. **1**-Q, in an embodiment, wearable computer **3300** may include data indicating an identified entity from the image data has a preexisting relationship obtaining module **3360**, which, in an embodiment, may obtain data indicating that one of the entities recorded in the image data (e.g., Jules Caesar) is in the user's contact list.

**[0226]** Referring again to FIG. **1**-Q, in an embodiment, wearable computer **3300** may include entities with preexisting relationship marking to prevent obfuscation module **3370**. In an embodiment, entities with preexisting relationship marking to prevent obfuscation module **3370** may attach a marker to the image, e.g., a real marker on the image or a metadata attachment to the image, or another type of marker, that prevents obfuscation of that person, regardless of DCM beacon status, because they are in the user's contact list.

**[0227]** Referring again to FIG. **1**-Q, in an embodiment, wearable computer **3300** may include unknown entities with DCM beacon obscuring module **3380**, which may obfuscate any of the entities in the image data that have a DCM beacon and are not in the contact list. For example, in the example shown in FIG. **1**, Beth Caesar's image is obscured, e.g., blurred, blacked out, covered with advertisements, or the like, because she has a DCM beacon associated with her image, and because she is not in the user's contact list. Jules Caesar, on the other hand, is not obscured because a known entity marker was attached to his image at module **3370**, because Jules Caesar is in the contact list of an associated device of the user. Auggie Caesar is not obscured regardless of contact list status, because there is no DCM beacon associated with Auggie Caesar.

**[0228]** Referring again to FIG. **1**-Q, after the image is obscured, obscured image **3390** of wearable computer **3300** may release the image to the rest of the device for processing, or to another device, the Internet, or cloud storage, for further operations on the image data.

**[0229]** Active DCM Beacon **6000** (FIGS. **1**-P and **1**-K).

**[0230]** Referring now to FIG. **1**-P, in an embodiment, a user **2107** may be associated with an active DCM beacon **2610**, which will be discussed in more detail herein. The word "Active" in this context merely means that the DCM beacon has some form of circuitry or emitter.

**[0231]** Referring now to FIG. **1**-K, in an embodiment, the system may include an active DCM beacon **6000**, which may show an active DCM beacon, e.g., active DCM beacon **2610**, in more detail. In an embodiment, beacon **6000** may include DCM beacon broadcasting module **6010**. In an embodiment, DCM beacon broadcasting module **6010** may broadcast a privacy beacon associated with at least one user, e.g., user **2107**, from at or near the location of user **2107**. The beacon may be detected by an image capturing device when the user is captured in an image.

**[0232]** Referring again to FIG. **1**-K, in an embodiment, the beacon **6000** may include an indication of DCM beacon

detection module **6020**, which may detect, be informed of, or otherwise acquire an indication that the active DCM beacon has been captured by an image capturing device. In an embodiment, indication of DCM beacon detection module **6020** may include one or more of DCM beacon scanning module **6022**, which may scan nearby devices to see if they have detected the beacon, and DCM beacon communications handshake module **6024**, which may establish communication with one or more nearby devices to determine if they have captured the beacon.

**[0233]** Referring again to FIG. **1**-K, in an embodiment, beacon **6000** may include term data broadcasting module **6030**, which may broadcast, or which may order to be broadcasted, term data, which may include the terms of service. In an embodiment, term data broadcasting module **6030** may include one or more of a substantive term data broadcasting module **6032**, which may broadcast the actual terms of service, and pointer to term data broadcasting module **6034**, which may broadcast a pointer to the terms of service data that a capturing device may use to retrieve the terms of service from a particular location.

**[0234]** DCM Beacon Test Duplicating Sever **4800** (FIGS. **1**-C and **1**-D)

**[0235]** Referring now to FIG. **1**-C, in an embodiment, the system may include a DCM beacon test duplicating server **4800**. In an embodiment, the DCM beacon test duplicating server **4800** may take the image data, and perform the test for capturing the beacon again, as a redundancy, as a verification, or as a protection for wearable computer server **4000**. In an embodiment, DCM beacon test duplicating server **4800** may be a part of wearable computer server **4000**. In another embodiment, DCM beacon test duplicating server **4800** may be separate from wearable computer server **4000**, and may be controlled by a different entity, e.g., a watchdog entity, or an independent auditing agency.

**[0236]** Referring again to FIG. **1**-C, in an embodiment, DCM beacon test duplicating server **4800** may include encrypted data reception for secondary DCM beacon detection module **4810**, which may acquire the encrypted image data containing the user, e.g., user **2105**, e.g., Jules Caesar, and the associated DCM beacon, e.g., DCM beacon **2110**.

**[0237]** Referring again to FIG. **1**-C, in an embodiment, DCM beacon test duplicating server **4800** may include a device-specific key retrieving module **4820**, which may retrieve the device-specific key, e.g., from wearable computer device **3100**, or from wearable computer server **4000**. In an embodiment, DCM beacon test duplicating server **4800** may include image data decryption with device-specific key module **4830**, which may apply the device-specific key obtained by device-specific key retrieving module **4820**, and apply it to the encrypted image data, to generate decrypted image data.

**[0238]** Referring again to FIG. **1**-C, in an embodiment, the unencrypted image data may be sent to DCM beacon detecting module **4840** of DCM beacon test duplicating server **4800**. If the raw image data was optical in its original form, then it may be reconverted to optical (e.g., light) data. In an embodiment, DCM beacon detecting module **4840** may perform a detection for the DCM beacon, as previously described. In an embodiment, DCM beacon detecting module **4840** may include one or more of an optics-based DCM beacon detecting module **4842** and a digital image processing-based DCM beacon detecting module **4844**.

**[0239]** Referring now to FIG. **1**-D, after the test for detecting the DCM beacon **2220** (which may be the same as the DCM beacon **2210**, but is detected at a different place, so a different number has been assigned), DCM beacon detection at duplicating sever result obtaining module **4850** may obtain the result of the detection performed at DCM beacon test duplicating server **4800**. Similarly, DCM beacon detection at device result obtaining module **4860** may obtain the result from the DCM beacon detection performed at wearable computer device **3100**. The results from module **4850** and **4860** may be stored at DCM beacon test result storage and logging module **4870** of DCM beacon test duplicating server **4800**.

**[0240]** Referring again to FIG. **1**-D, the test results from DCM beacon test duplicating server **4800** and from wearable computer **3100** may be stored at DCM beacon test result storage and logging module **4870**, and such results may be kept for a predetermined length of time. In an embodiment, the results may be transmitted to a requesting party using DCM beacon test result transmitting module **4880**.

**[0241]** Referring again to the system, in an embodiment, a computationally-implemented method may include acquiring an image, said image including at least one representation of a feature of at least one entity, detecting a presence of a privacy beacon associated with the at least one entity from the acquired image, without performance of a further process on the acquired image, encrypting the image using a unique device code prior to performance of one or more image processes other than privacy beacon detection, said unique device code unique to an image capture device and not transmitted from the image capture device, and facilitating transmission of the encrypted image and privacy beacon data associated with the privacy beacon to a location configured to perform processing on one or more of the encrypted image and the privacy beacon data.

**[0242]** Referring again to the system, in an embodiment, a computationally-implemented method may include acquiring a block of encrypted data corresponding to one or more images that have previously been encrypted through use of a unique device code associated with an image capture device configured to capture the one or more images, wherein at least one of the one or more images includes at least one representation of a feature of at least one entity, acquiring a privacy metadata, said privacy metadata corresponding to a detection of a privacy beacon in the one or more images captured by the image capture device, said privacy beacon associated with the at least one entity, and determining, at least partly based on the acquired privacy metadata, and partly based on a value calculation based on the representation of the feature of the at least one entity for which the privacy beacon is associated, whether to allow processing, which may include distribution, decryption, etc., of the encrypted data block.

**[0243]** Referring again to the system, in an embodiment, a computationally-implemented method may include acquiring a block of encrypted data corresponding to one or more images that have previously been encrypted through use of a unique device code associated with an image capture device configured to capture the one or more images, wherein at least one of the one or more images includes at least one representation of a feature of at least one entity, acquiring a privacy metadata indicating detection of a privacy beacon in the one or more images captured by the image capture device, said privacy beacon associated with the at least one entity, retrieving term data from a remote location, said term data corresponding to a term of service associated with a potential release of the block of encrypted data corresponding to the one or more images that have previously been encrypted

through use of the unique device code associated with the image capture device configured to capture the one or more images, calculating an expected valuation corresponding to potential revenue associated with the release of at least a portion of the block of encrypted data corresponding to the one or more images that have previously been encrypted through use of the unique device code associated with the image capture device configured to capture the one or more images, and determining whether to perform decryption of at least a portion of the block of encrypted data at least partially based on the calculation of the expected valuation corresponding to the potential revenue associated with the release of the at least the portion of the block of encrypted data, and at least partially based on the retrieved term data corresponding to the term of service.

**[0244]** Referring again to the system, in an embodiment, a computationally-implemented method may include acquiring a block of encrypted data corresponding to one or more images that have previously been encrypted through use of a unique device code associated with an image capture device configured to capture the one or more images, wherein at least one of the one or more images includes at least one representation of a feature of at least one entity, acquiring a privacy metadata indicating a lack of detection of a privacy beacon in the one or more images captured by the image capture device, decrypting the block of encrypted data corresponding to the one or more images that have previously been encrypted through use of a unique device code associated with the image capture device, and encrypting the block of decrypted data through use of a unique entity code that is related to an entity associated with the image capture device configured to capture the one or more images. Referring again to the system, in an embodiment, a computationally-implemented method may include acquiring a block of encrypted data from a remote location, said block of encrypted data corresponding to one or more images captured by an image capture device, said block of encrypted data previously encrypted through use of a unique entity code that is related to an entity associated with the image capture device, receiving an indication that the one or more images captured by the image capture device were approved for decryption through a verification related to privacy metadata associated with the one or more images, obtaining the unique entity code related to the entity associated with the image capture device, and releasing the one or more images through decryption of the block of encrypted data acquired from the remote location using the obtained unique entity code related to the entity associated with the image capture device.

**[0245]** Referring again to the system, in an embodiment, a computationally-implemented method may include acquiring a block of encrypted data corresponding to one or more images that have previously been encrypted through use of a unique device code associated with an image capture device configured to capture the one or more images, wherein at least one of the one or more images includes at least one representation of a feature of at least one entity, retrieving term data from a remote location, said term data corresponding to a term of service associated with a potential release of the one or more images that have previously been encrypted through use of the unique device code associated with the image capture device configured to capture the one or more images, calculating whether an estimated advertising revenue from one or more advertisement images placed in the one or more images of the block of encrypted data will be greater than an estimated potential liability for distribution of the one or more images of the block of encrypted data, said estimated potential liability at least partly based on the retrieved term data, modifying the one or more images of the block of encrypted data by replacing one or more areas associated with one or more entities at least partially depicted in the one or more images with the one or more advertisement images, and calculating a modified estimated advertising revenue from the modified one or more images of the block of encrypted data.

**[0246]** Referring again to the system, in an embodiment, a computationally-implemented method may include monitoring a deployment of a privacy beacon associated with a user, said privacy beacon configured to alert a wearable computer of one or more terms of service associated with said user in response to recordation of image data that includes said privacy beacon by said wearable computer, and said privacy beacon configured to instruct said wearable computer to execute one or more processes to impede transmission of the one or more images that include the user associated with said privacy beacon, and storing a record of the deployment of the privacy beacon associated with the user, said record configured to be retrieved upon request to confirm whether the privacy beacon associated with the user was active at a particular time.

**[0247]** Referring again to the system, in an embodiment, a computationally-implemented method may include receiving data regarding one or more features of one or more entities that are designated for protection by one or more terms of service, associating the one or more terms of service with a privacy beacon configured to be captured in an image when the one or more features of the one or more entities are captured in the image, and providing the terms of service to one or more media service providers associated with a device that captured an image that includes the privacy beacon, in response to receipt of an indication that an image that includes the privacy beacon has been captured.

**[0248]** Referring again to the system, in an embodiment, a computationally-implemented method may include acquiring one or more images that have previously been captured by an image capture device, wherein at least one of the one or more images includes at least one representation of a feature of one or more entities, identifying a first entity for which at least one representation of a first entity feature is present in the one or more images, and a second entity for which at least one representation of a second entity feature is present in the one or more images, obtaining data indicating that the first entity has a preexisting relationship with an entity associated with the image capture device, e.g., in a contact list, preventing an obfuscation of the representation of the first entity for which the preexisting relationship with the entity associated with the image capture device has been indicated, and obfuscating the representation of the second entity for which at least one representation of the second entity feature is present in the one or more images.

**[0249]** Referring again to the system, in an embodiment, a computationally-implemented method may include broadcasting a privacy beacon associated with at least one entity from a location of the at least one entity, said privacy beacon configured to be detected by an image capturing device upon capture of an image of the at least one entity, acquiring an indication that the privacy beacon associated with the at least one entity has been captured by the image capturing device, and broadcasting term data including one or more conditions

and/or consequences of distribution of one or more images that depict at least a portion of the at least one entity.

**[0250]** Referring again to the system, in an embodiment, a computationally-implemented method may include acquiring a block of encrypted data corresponding to one or more images that have previously been encrypted through use of a unique device code associated with an image capture device configured to capture the one or more images, wherein at least one of the one or more images includes at least one representation of a feature of at least one entity, decrypting the block of encrypted data corresponding to the one or more images that have previously been encrypted through use of the unique device code associated with the image capture device configured to capture the one or more images, performing an operation to detect a presence of a privacy beacon associated with the at least one entity from the one or more images, wherein the privacy beacon previously had been detected by the image capture device, and storing outcome data corresponding an outcome of the operation to detect the presence of the privacy beacon associated with the at least one entity of the one or more images, wherein said outcome data includes an indication of whether a result of the performed operation to detect the presence of the privacy beacon associated with the at least one entity from the one or more images matches the previous detection of the privacy beacon by the image capture device.

**[0251]** Referring now to FIG. **2**, e.g., FIG. **2**A, FIG. **2**A illustrates an example environment **200** in which the methods, systems, circuitry, articles of manufacture, and computer program products and architecture, in accordance with various embodiments, may be implemented by one or more advertisement server devices **237**. As shown in FIG. **2**A, one or more computing devices **220** may capture images. For example, computing device **220** may capture an image of an entity **105** associated with a privacy beacon, e.g., a DCM ("Don't Capture Me") beacon **110**. In this and some other examples, the captured entity is named "Jules Caesar."

**[0252]** Referring again to FIG. **2**A, computing device **220** may capture the image data as image data **22**, which may be optical data, e.g., light data, digital data, e.g., a digital signal, or data in another form. In a process that will be discussed in more detail herein according to various embodiments, image data **22** may be encrypted using a device-specific code, shown here as encrypted image data **24**. Encrypted image data **24** may be transmitted to a server device **230**, which may be an example of wearable computer server **3000** shown in FIG. **1**. In an embodiment, computing device **220** may generate beacon metadata **114** from the detected DCM beacon **110**. In an embodiment, beacon metadata **114** may be binary beacon metadata that indicates whether a beacon has been detected, e.g., yes or no. In an embodiment, beacon metadata **114** may include a data string that identifies the beacon, the entity, the type of beacon, data about the beacon, or a combination of the foregoing. In an embodiment, such a beacon metadata **114** may be used by server device **230** to obtain additional information about the entity, e.g., terms of service data, which will be described in more detail herein. In an embodiment, beacon metadata **114** may include terms of service data associated with the entity, e.g., Jules Caesar. The types of beacon metadata **114** are not limited to those listed in this paragraph, and the foregoing types of beacon metadata **114** will be described in more detail further herein with respect to FIGS. **4**A-**4**E, and with respect to the specific examples listed herein.

**[0253]** Referring again to FIG. **2**A, in an embodiment, server device **230** may include an encrypted image data block acquisition module (not pictured) that receives encrypted image data **24** from the computing device **220**. In an embodiment, server device **230** may include a beacon metadata handling module (not pictured) that receives beacon metadata **114**. In an embodiment, beacon metadata handling module may receive the beacon metadata **114** and determine what, if any, actions should be taken to obtain more information regarding the entity **105** and/or the DCM beacon **110**.

**[0254]** Referring again to FIG. **2**A, in an embodiment, valuation assessment module **236** of server device **230** may determine a potential value of the captured image data **22**, e.g., through advertisements, e.g., context-sensitive advertisements, or other advertisements, that may be shown and viewers drawn to the advertisements through use of the image data **22**. In an embodiment, the image data may be decrypted and may be transmitted back to computing device **220**, where, in an embodiment, it may then be accessed by other modules of the device, e.g., image processing module **205**, and/or a user **115** of the computing device **220**.

**[0255]** In an embodiment, valuation assessment module **236** may determine not to decrypt and distribute the image, or valuation assessment module may determine to distribute the image, but also send the image for further processing. In an embodiment, server device **230** may then transmit the image to advertisement server device **237**. In an embodiment, advertisement server device **237** may be a part of server device **230**. In another embodiment, advertisement server device **237** may be a separate server, and may be owned by a separate entity. For example, in an embodiment, advertisement server device **237** may be operated by an entity that is willing to take more risk for potential liability of using the captured image than an entity that controls server **230**. In an embodiment, as will be described herein, advertisement server device **237** may add advertisements, which may or may not obscure an entity that appears in the picture, in order to change a potential liability for using the image and/or to change a potential revenue collectable from using the image. As will be shown in FIG. **2**B, advertisement server device **237** is shown separately from server **230**, for ease of illustration.

**[0256]** Referring again to FIG. **2**A, for example, in an embodiment, advertisement server device **237** may include a valuation assessment module **242**. Valuation assessment module **242** of advertisement server device **237** may be similar to valuation assessment module **236** of server device **230**, but may have a different valuation calculation and/or estimation procedure in embodiments in which advertisement server device **237** is different than server device **230** or controlled by a different entity than server device **230**. In another embodiment, valuation assessment module **242** may perform the same valuation as valuation assessment module **236**, e.g., for check or verification purposes. In an embodiment, when advertisement server device **237** and server device **230** are the same, valuation assessment module **242** may be omitted. In another embodiment, however, in which advertisement server device **237** and server device **230** are the same, valuation assessment module **242** also may be present, and may perform a same valuation to check the valuation of valuation assessment module **236**.

**[0257]** Referring again to FIG. **2**A, in an embodiment, advertisement server device **237** may include advertisement addition module **244**. In an embodiment, advertisement addition module **244** may add a new advertisement to image **24**, which may already have one or more advertisements added to it, or which may be the same as the image captured by the

image capture device. In an embodiment, advertisement addition module **244** may move an existing advertisement in image **24** to a different location, e.g., to cover more or less of the entity for which the DCM beacon **110** is associated. In an embodiment, the new advertisement may be obtained from advertisement image obtaining module **249** from a source of advertisements, e.g., either external or internal. In an embodiment, the advertisement image may be selected at least partly based on one or more features of the image **24**.

**[0258]** Referring again to FIG. **2**A, in an embodiment, after the advertisement image is added to the image **24**, updated valuation assessment module **246** may perform a valuation of one or more of a potential revenue and a potential liability, in a process that will be described in more detail with respect to the following figures, and the foregoing applications which were incorporated by reference.

**[0259]** Referring again to FIG. **2**A, in some embodiments, one or more of the encrypted image data and the DCM beacon metadata are transmitted over one or more communication network(s) **240**. In various embodiments, the communication network **240** may include one or more of a local area network (LAN), a wide area network (WAN), a metropolitan area network (MAN), a wireless local area network (WLAN), a personal area network (PAN), a Worldwide Interoperability for Microwave Access (WiMAX), public switched telephone network (PTSN), a general packet radio service (GPRS) network, a cellular network, and so forth. The communication networks **240** may be wired, wireless, or a combination of wired and wireless networks. It is noted that "communication network" as it is used in this application refers to one or more communication networks, which may or may not interact with each other.

**[0260]** Referring again to FIG. **2**A, It is noted that, in an embodiment, one or more of valuation assessment module **242**, advertisement addition module **244**, advertisement image obtaining module **249**, and updated valuation assessment module **246** may be part of processor **222** shown in FIG. **2**B, or may be combined, separated, distributed, and/or omitted in other combinations not specifically enumerated here.

**[0261]** Referring again to FIG. **2**A, computing device **220** may be any electronic device, portable or not, that may be operated by or associated with one or more users. Computing device **220** is shown as interacting with a user **115**. As set forth above, user **115** may be a person, or a group of people, or another entity that mimics the operations of a user. In an embodiment, user **115** may be a computer or a computer-controlled device. Computing device **220** may be, but is not limited to, a wearable computer. Computing device **220** may be any device that is equipped with an image capturing component, including, but not limited to, a cellular phone, a network phone, a smartphone, a tablet, a music player, a walkie-talkie, a radio, an augmented reality device (e.g., augmented reality glasses and/or headphones), wearable electronics, e.g., watches, belts, earphones, or "smart" clothing, earphones, headphones, audio/visual equipment, media player, television, projection screen, flat screen, monitor, clock, appliance (e.g., microwave, convection oven, stove, refrigerator, freezer), a navigation system (e.g., a Global Positioning System ("GPS") system), a medical alert device, a remote control, a peripheral, an electronic safe, an electronic lock, an electronic security system, a video camera, a personal video recorder, a personal audio recorder, and the like.

**[0262]** Referring now to FIG. **2**B, FIG. **2**B shows a detailed description of an advertisement server device **237** operating in environment **200**, in an embodiment. It is noted that the components shown in FIG. **2**B represent merely one embodiment of advertisement server device **237**, and any or all components other than processor **222** may be omitted, substituted, or modified, in various embodiments. It is further noted that although advertisement server device **237** is shown as separate from server device **230**, this is merely for clarity in describing the invention. In one or more embodiments, advertisement server device **237** may be part of server device **230**, and redundant modules or components may be omitted.

**[0263]** Referring again to FIG. **2**B, advertisement server device **237** may include a server device memory **245**. In an embodiment, device memory **245** may include memory, random access memory ("RAM"), read only memory ("ROM"), flash memory, hard drives, disk-based media, disc-based media, magnetic storage, optical storage, volatile memory, nonvolatile memory, and any combination thereof. In an embodiment, device memory **245** may be separated from the device, e.g., available on a different device on a network, or over the air. For example, in a networked system, there may be many advertisement server devices **237** whose device memory **245** is located at a central server that may be a few feet away or located across an ocean. In an embodiment, advertisement server device **237** may include a device memory **245**. In an embodiment, memory **245** may comprise of one or more of one or more mass storage devices, read-only memory (ROM), programmable read-only memory (PROM), erasable programmable read-only memory (EPROM), cache memory such as random access memory (RAM), flash memory, synchronous random access memory (SRAM), dynamic random access memory (DRAM), and/or other types of memory devices. In an embodiment, memory **245** may be located at a single network site. In an embodiment, memory **245** may be located at multiple network sites, including sites that are distant from each other.

**[0264]** Referring again to FIG. **2**B, in an embodiment, advertisement server device **237** may include valuation assessment module **242**, advertisement addition module **244**, advertisement image obtaining module **249**, and updated valuation assessment module **246**, as previously described with respect to FIG. **2**A. In an embodiment, for example, advertisement server device **237** may include an image encryption/decryption module **262** that handles the device-based and client-based encryption and decryption of the images, as described in this and other applications. In an embodiment, advertisement server device **237** may include an image transmitting module **266** for transmitting the image to a destination after addition of the advertisement image or images and the updated valuation.

**[0265]** Referring again to FIG. **2**B, FIG. **2**B shows a more detailed description of advertisement server device **237**. In an embodiment, advertisement server device **237** may include a processor **222**. Processor **222** may include one or more microprocessors, Central Processing Units ("CPU"), a Graphics Processing Units ("GPU"), Physics Processing Units, Digital Signal Processors, Network Processors, Floating Point Processors, and the like. In an embodiment, processor **222** may be a server. In an embodiment, processor **222** may be a distributed-core processor. Although processor **222** is as a single processor that is part of a single advertisement server device **237**, processor **222** may be multiple processors distributed over one or many advertisement server devices **237**, which may or may not be configured to operate together.

**[0266]** Processor **222** is illustrated as being configured to execute computer readable instructions in order to execute one or more operations described above, and as illustrated in FIGS. **11**, **12**A-**12**C, **13**A-**13**G, **14**A-**14**D, and **15**A-**15**B. In an embodiment, processor **222** is designed to be configured to operate as processing module **250**, which may include one or more of captured image that depicts at least one entity receiving module **252**, estimated potential revenue generated from captured image distribution and estimated potential liability created from captured image distribution comparing module **254**, at least one advertisement image inserting into the captured image at a particular location module **256**, and updated estimated potential revenue from the captured image with the inserted at least one advertisement image at the particular location calculating module **258**.

**[0267]** FIGS. **3**A-**3**E refer to an "image capture device," which is defined as any device that is equipped with the ability to capture images, and not necessarily a wearable computer or a device designed specifically to capture images.

**[0268]** Referring now to FIG. **3**A, FIG. **3**A shows an exemplary embodiment of a computing device **220** as image capture device **302**. In an embodiment, image capture device **302** may include an image capture component, e.g., a lens **306**A. Image capture component **306**A may capture an image including the user **105** and the DCM beacon **110**, and capture that image as raw (optical or digital) data **120**. In an embodiment, image capture device **302** may include beacon detection module **310**A that is configured to detect DCM beacon **110**, either optically, digitally, or other, depending on the embodiment. After detection of the beacon, the image data may be sent to an image data encryption module **320**A to encrypt the image. In an embodiment, if the beacon is not detected, the image data **120** is released past barrier **340**A and the other image capture device modules **350**A may operate on the image data **120**. In an embodiment, the encrypted data, and data associated with the DCM beacon **110** (although not necessarily the beacon itself) may be transmitted to encrypted data and beacon transmitting module **330**A, which may transmit the encrypted data and beacon data to an external source, e.g., server **3000** as described in FIG. **1**. It is noted that beacon detection module **310**A, image data encryption module **320**A, and encrypted data and beacon transmitting module **330**A may be separated from other image capture device modules **350**A by barrier **340**A.

**[0269]** In an embodiment, barrier **340**A may be a physical barrier, e.g., beacon detection module **310**A, lens **306**A, image data encryption module **320**A, and encrypted data and beacon transmitting module **330**A may be hard-wired to each other and electrically excluded from other image capture device modules **350**A. In another embodiment, barrier **340**A may be implemented as a programmed barrier, e.g., the image data **120** is not transmitted to modules other than beacon detection module **310**A, lens **306**A, image data encryption module **320**A, and encrypted data and beacon transmitting module **330**A. In another embodiment, barrier **340**A may be implemented as a data access barrier, e.g., the captured image data **120** may be protected, e.g., with an access or clearance level, so that only beacon detection module **310**A, lens **306**A, image data encryption module **320**A, and encrypted data and beacon transmitting module **330**A may read or operate on the image data **120**. In another embodiment, barrier **340**A may not be a complete barrier, e.g., barrier **340**A may allow "read" access to the image data, but not "copy" or "write" access. In another embodiment, barrier **340**A may be a barrier to transmission, e.g., the image may be viewed locally at the device, but may be barred from being saved to a removable memory, or uploaded to a cloud storage or social networking site/social media site.

**[0270]** Referring now to FIG. **3**B, FIG. **3**B shows an embodiment of a computing device **220** as image capture device **304**. In an embodiment, image capture device **304** may include an image capture component, e.g., a lens and sensor **306**B. Image capture component **306**B may capture an image including the user **105** and the DCM beacon **110**, and capture that image as raw (optical or digital) data **120**. In an embodiment, image capture device **304** may include image path splitting module **305**B that may receive the raw data **120** as a signal, e.g., optical or digital, and split the signal into two branches. As shown in FIG. **3**B, one branch, e.g., the north branch, sends the raw signal to image data encryption module **320**B, which may encrypt the image. In an embodiment, the other branch, e.g., the south branch, may send the signal to a beacon detection module **310**B, which may detect the DCM beacon **110**. In an embodiment, if the DCM beacon **110** is detected, then the unencrypted image data that arrived at beacon detection module **310**B is destroyed. In an embodiment, if the DCM beacon **110** is not detected, then the encrypted image data from image data encryption module **320**B is destroyed, and the unencrypted image data at beacon detection module **310**B is allowed to pass to other image capture device modules **350**B. In an embodiment, the beacon detection result and the encrypted image data are transmitted to the encrypted data and beacon transmitting module **330**B. In an embodiment, barrier **340**B may separate image path splitting module **305**B, beacon detection module **310**B, image data encryption module **320**B, and encrypted data and beacon transmitting module **330**B from other image capture device modules **350**B.

**[0271]** In an embodiment, barrier **340**B may be a physical barrier, e.g., beacon detection module **310**B, lens **306**B, image data encryption module **320**B, and encrypted data and beacon transmitting module **330**B may be hard-wired to each other and electrically excluded from other image capture device modules **350**B. In another embodiment, barrier **340**B may be implemented as a programmed barrier, e.g., the image data **120** is not transmitted to modules other than image path splitting module **305**B, beacon detection module **310**B, lens **306**B, image data encryption module **320**B, and encrypted data and beacon transmitting module **330**B. In another embodiment, barrier **340**B may be implemented as a data access barrier, e.g., the captured image data may be protected, e.g., with an access or clearance level, so that only beacon detection module **310**B, lens **306**B, image data encryption module **320**B, and encrypted data and beacon transmitting module **330**B may read or operate on the image data **120**. In another embodiment, barrier **340**B may not be a complete barrier, e.g., barrier **340**B may allow "read" access to the image data, but not "copy" or "write" access. In another embodiment, barrier **340**B may be a barrier to transmission, e.g., the image may be viewed locally at the device, but may be barred from being saved to a removable memory, or uploaded to a cloud storage or social networking site/social media site.

**[0272]** Referring now to FIG. **3**C, FIG. **3**C shows an embodiment of a computing device **220** implemented as image capture device **306**. In an embodiment, image capture device **306** may include an image capture component **306**C that captures optical data **120**A. In an embodiment, optical

data **120**A may be sent to optical splitting module **305**C, which may split the optical signal, e.g., the light, into two paths. Referring to FIG. **3**C, the "south" path may transmit the light to an optical filter **312**, which may filter the light for a specific characteristic, e.g., a wavelength or an object, according to known optical filtration techniques. In an embodiment, the filtered optical signal may then be transmitted to a filtered optical signal beacon detection module **310**C, which may detect the beacon **110** in the optical data **120**A.

**[0273]** Referring again to FIG. **3**C, the "north" path from optical splitting module **305**C may transmit the optical image data to an optical-to-digital converter **314**, e.g., a CMOS or CCD sensor. In an embodiment, the digital signal then may be transmitted to image data encryption module **320**C, and the encrypted data transmitted to encrypted data and beacon transmitting module **330**C, along with the beacon detection result, for transmission to an external source, e.g., server **3000** as shown in FIG. **1**. In an embodiment, barrier **340**C may prevent access to the unencrypted image data by other image capture device modules **350**C. In an embodiment, barrier **340**C may function similarly to barriers **340**A and **340**B, and the descriptions of those barriers and their possible implementations also may apply to barrier **340**C. In an embodiment, image data encryption module **320**C, encrypted data beacon and transmitting module **330**C, and optical-to-digital converter **314** may be controlled by beacon detection control module **325**, which may be part of the processor of image capture device **306**, or may be a separate processor. In an embodiment, beacon detection control module **325** may form part or all of processor **222** of computing device **220** of FIG. **2**B.

**[0274]** Referring now to FIG. **3**D, FIG. **3**D shows an exemplary implementation of a computing device **220** implemented as image capture device **308**, according to an embodiment. Image capture device **308** may include an optical image collector **306**D that may capture an image including the user **105** and the DCM beacon **110**, and capture that image as optical data **120**A. Optical data **120**A may then be sent to optical splitting module **305**D, which may split the optical signal, e.g., the light, into two paths. Referring to FIG. **3**D, the "south" path may transmit the light to an optical transformation module **332**, which may apply a transformation, e.g., a Fourier transformation, to the optical image data. The transformed optical data from module **332**, as well as a reference image from optical beacon reference signal providing module **334** may be transmitted to optical beacon detection module **310**D. Optical beacon detection module **310**D may optically detect the beacon using Fourier transformation and an optical correlator. The basic operation of performing optical image object detection is described in the publically-available (at the University of Michigan Online Library) paper "Report of Project MICHIGAN, SIGNAL DETECTION BY COMPLEX SPATIAL FILTERING," by A. B. Vander Lugt, printed in July 1963 at the Radar Laboratory at the Institute of Science and Technology, the University of Michigan, which is hereby incorporated by reference in its entirety. Applicant's representative is including a copy of this paper with the filing of this application, for the convenience of the Examiner.

**[0275]** Referring again to FIG. **3**D, the "north" path from optical splitting module **305**D may transmit the optical image data to an optical-to-digital converter **324**, e.g., a CMOS or CCD sensor. In an embodiment, the digital signal then may be transmitted to image data encryption module **320**D, and the encrypted data transmitted to encrypted data and beacon transmitting module **330**D, along with the beacon detection result, for transmission to an external source, e.g., server **3000** as shown in FIG. **1**. In an embodiment, barrier **340**D may prevent access to the unencrypted image data by other image capture device modules **350**D. In an embodiment, barrier **340**D may function similarly to barriers **340**A and **340**B, and the descriptions of those barriers and their possible implementations also may apply to barrier **340**D. In an embodiment, image data encryption module **320**D, encrypted data and beacon transmitting module **330**D, and optical-to-digital converter **324** may be controlled by beacon detection control module **335**, which may be part of the processor of image capture device **308**, or may be a separate processor. In an embodiment, beacon detection control module **335** may form part or all of processor **222** of computing device **220** of FIG. **2**B.

**[0276]** Referring now to FIG. **3**E, FIG. **3**E shows an exemplary embodiment of an implementation of computing device **220** as image capture device **309**. In an embodiment, image capture device **309** may include an optical image collector **306**E, e.g., a lens, which may collect the optical data **120**A. Optical data **120**A may be emitted to an optical beacon detection module **310**E, which may detect the DCM beacon **110** using one of the above-described optical detection methods. After detection of the beacon using optical techniques, the optical signal may be captured by an optical-to-digital conversion module **344**, and converted to digital image data, which is transferred to image data encryption module **320**E for encryption. In an embodiment, modules **306**E, **310**E, **344**, and **320**E, are hard-wired to each other, and separated from encrypted data and beacon transmitting module **330**E and other image capture device modules **350**E by barrier **340**E (which, in this embodiment, is shown for exemplary purposes only, because the physical construction of modules **306**E, **310**E, **344**, and **320**E removes the need for a barrier **340**E, whether implemented as hardware, programming, security, or access. In this embodiment, the image data is encrypted prior to interaction with the "main" portions of image capture device **309**, and after the beacon data has been optically detected.

**[0277]** FIGS. **4**A-**4**E show one or more embodiments of a server device **230**, according to one or more embodiments. Unless otherwise stated or contradictory to FIGS. **4**A-**4**E, the server devices **430**A, **430**B, **430**C, **430**D, and **430**E may include the elements of server device **230**, as previously described. Similarly, unless otherwise stated or contradictory to FIGS. **4**A-**4**E, the computing devices **420**A, **420**B, **420**C, **420**D, and **420**E may include the elements of computing device **220**, as previously described.

**[0278]** Referring now to FIG. **4**A, FIG. **4**A shows an exemplary implementation of server device **230** as server device **430**A operating in exemplary environment **400**A. In an embodiment, computing device **420**A further includes a location and time log and transmission module **422**. In an embodiment, location and time log and transmission module **422** may record a location, e.g., through global positioning sensors, triangulation using radio signals, or other methods, of the computing device **420**A, and a time that the image is captured, at the time the image is captured. This data of location and time of the image capture, e.g., location and time of detection data **162**, may be transmitted to server device **430**A, as shown in FIG. **4**A.

**[0279]** Referring again to FIG. **4**A, server device **430**A may include a beacon metadata acquisition module **433**. Beacon

metadata acquisition module **433** may include location and time of beacon detection data acquisition module **433**A. Location and time of beacon detection data acquisition module **433**A may receive the location and time of detection data **162**. In an embodiment in which the beacon metadata **150** is binary beacon metadata **150**A, additional data regarding the image may be obtained. For example, server device **430**A may transmit the location and time of detection data **162** to a remote location, e.g., to beacon support server **490**. Beacon support server may include, for example, a geotagged and timestamped list of detected beacons **436**, which may track a location and time when a beacon is detected. Beacon support server **490** may be associated with DCM beacon **110**, and may be configured to log each time DCM beacon **110** is detected, e.g., in an embodiment in which DCM beacon **110** is an active beacon that can determine when it is detected. In an embodiment, beacon support server **490** may use the location and time of detection data **162** to determine which DCM beacon **110** is detected, and transmit the beacon identification information back to server device **430**A, e.g., to beacon identification data acquisition module **433**B. In an embodiment, this beacon identification information may be used by server device **430**A. In an embodiment, the beacon identification information may be used to identify the entity in the image, without decrypting the image, for example.

**[0280]** Referring now to FIG. **4**B, FIG. **4**B shows an exemplary implementation of server device **230** as server device **430**B operating in exemplary environment **400**B. In an embodiment, the computing device **420**B may generate beacon metadata **150**, which may be binary beacon metadata **150**A, and transmit the binary beacon metadata **150**A to server device **430**B. In an embodiment, server device **430**B receives the binary beacon metadata **150**A, e.g., through use of beacon metadata acquisition module **443**, which may describe whether a beacon was detected in the encrypted image data block **160**, but which may, in an embodiment, not provide additional data regarding the beacon. In an embodiment, server device **430**B may include encrypted image analysis and data extraction module **442**, which may perform analysis on the encrypted image **24**, if possible. Such analysis may include, for example, that the encrypted image data block **160** may have metadata that is not encrypted or that may be read through the encryption. In an embodiment, for example, the image **22** may be encrypted in such a manner that certain characteristics of the encrypted image **24** may be obtained without decrypting the image. In an embodiment, server device **430**B may use encrypted image analysis and data extraction module **442** to determine more information about the image, e.g., which may be used to perform valuation of the image and/or to retrieve term data regarding one or more terms of service associated with the DCM beacon **110** and the entity Jules Caesar **105**.

**[0281]** Referring now to FIG. **4**C, FIG. **4**C shows an exemplary implementation of server device **230** as server device **430**C operating in exemplary environment **400**C. In an embodiment, computing device **420**C may transmit the beacon metadata **150**, which may be binary beacon metadata **150**A, to server device **430**C. Beacon metadata **150** may be obtained by beacon metadata acquisition module **456**. In an embodiment, beacon metadata acquisition module **456** may relay data regarding the received metadata to a decision-making portion of server device **430**C, e.g., a central processor. In an embodiment, server device **430**C may determine that it wants more data regarding the image **22**, in order to retrieve term data, or perform a valuation of the image data. Accordingly, in an embodiment, server device **430**C may include encrypted image analysis and data extraction module **436**, which may operate similarly to encrypted image analysis and data extraction module **442**, and also, in an embodiment, encrypted image analysis and data extraction module **436** may transmit the encrypted image data block to a "sandbox," e.g., image decryption sandbox **492**. Image decryption sandbox **492** may place the image in a virtual or physical "sandbox" where other processes may be unable to access the data. Image decryption sandbox **492** may be part of server device **430**C, or may be a separate entity. In an embodiment, image decryption sandbox **492** may decrypt the encrypted image. Encrypted image decryption and beacon identification module **493** may perform analysis on the decrypted image, including identifying the beacon, or identifying the entity, or a combination thereof. The identification data then may be given to beacon identification data reception module **438**. In an embodiment, the decrypted image data is then trapped in the sandbox and/or destroyed.

**[0282]** Referring now to FIG. **4**D, FIG. **4**D shows an exemplary implementation of server device **230** as server device **430**D operating in exemplary environment **400**D. In an embodiment, computing device **420**D may transmit beacon metadata **150**, e.g., beacon identifier metadata **150**B, to server device **430**D. In an embodiment, beacon identifier metadata **150**B may identify the beacon, e.g., the DCM beacon **110**. The identification may be a unique identification, e.g. "this beacon is associated with user #13606116, Jules Caesar," or, in an embodiment, the identification may be a class of beacon, e.g., "this is a beacon with a $100,000 dollar liquidated damages clause associated with using a likeness of the entity associated with the beacon," or "this is a beacon of a television celebrity," or "this is a beacon provided by Image Protect Corporation."

**[0283]** Referring again to FIG. **4**D, server device **430**D receives the beacon identifier metadata **150**B, e.g., through use of beacon metadata acquisition module **447**. In an embodiment, server device **430**D may transmit the identifier to an external location, e.g., a terms of service transmission server **485**. Terms of service transmission server **485** may store terms of service associated with various beacons in its terms of service repository **489**. In an embodiment, each unique beacon may be associated with its own unique terms of service. In another embodiment, there may be common terms of service for various users. In another embodiment, there may be common terms of service for various classes of users. In an embodiment, the terms of service may vary depending on how much the entity, e.g., Jules Caesar, is paying to use the beacon service.

**[0284]** In an embodiment, terms of service transmission server **485** may include beacon identifier lookup table **487**. Beacon identifier lookup table **487** may receive the beacon identifier metadata **150**B, and use the beacon identifier metadata **150**B to obtain the terms of service associated with that beacon, e.g., terms of service data **151**. In an embodiment, terms of service data **151** then may be transmitted to server device **430**D.

**[0285]** Referring now to FIG. **4**E, FIG. **4**E shows an exemplary implementation of server device **230** as server device **430**E operating in exemplary environment **400**E. In an embodiment, computing device **420**E may detect the DCM beacon **110**, and may obtain the terms of service from the detected beacon (e.g., the terms of service may be read from

the beacon, e.g., in compressed binary). In an embodiment, the computing device **420**E may use the detected beacon data to obtain the terms of service data from another location, e.g., a terms of service data server (not pictured).

**[0286]** Referring again to FIG. **4**E, in an embodiment, computing device **420**E may transmit beacon metadata **150**, e.g., beacon identifier and terms of service metadata **150**C, to server device **430**E. Beacon metadata acquisition module **444** may receive the beacon identifier and terms of service metadata **150**C, and detect that the terms of service are present in the beacon metadata **150**. In an embodiment, beacon metadata terms of service reading module **454** may read the terms of service from the beacon metadata **150**.

**[0287]** The foregoing examples are merely provided as examples of how beacon data may operate, and how identifying data and/or term of service data may be obtained by the various server devices, and should not be interpreted as limiting the scope of the invention, which is defined solely by the claims. Any and all components of FIGS. **4**A-**4**E may be combined with each other, modified, or eliminated.

**[0288]** FIGS. **5**A-**5**D show one or more embodiments of a computing device **230**, among other components, operating in an environment **500** (e.g., **500**A-**500**D), according to one or more embodiments. Unless otherwise stated or contradictory to FIGS. **5**A-**5**D, the server devices **530**A, **530**B, **530**C, and **530**D may include the elements of server device **230**, as previously described. Similarly, unless otherwise stated or contradictory to FIGS. **5**A-**5**D, the computing devices **520**A, **520**B, **520**C, and **520**D may include the elements of computing device **220**, as previously described.

**[0289]** Referring now to FIG. **5**A, FIG. **5**A shows an exemplary implementation of server device **230** as server device **530**A operating in exemplary environment **500**A. In an embodiment, as shown in FIG. **5**A, computing device **520**A may capture an image that includes an entity **105** that may be associated with a privacy beacon, e.g., DCM beacon **110**. In an embodiment, the captured image, e.g., image **22**, may be encrypted into encrypted image **24** using a device-based encryption key. In an embodiment, encrypted image **24** may be combined with beacon metadata, e.g., beacon metadata **150**, in an encrypted image data block **160**. In another embodiment, beacon metadata **150** may be separate from encrypted image data block **160**. In an embodiment, the encrypted image **24** may be transmitted to a server device **530**A by encrypted image data transmitting module **180**. In an embodiment, a decryption determination module **532**A may determine to decrypt the image, e.g., in a process described in one or more of this and/or previous applications incorporated by reference. In an embodiment, server device **530**A may include decryption module **534**A, which may apply a device-based decryption key to the encrypted image **24** to generate decrypted image data. In an embodiment, client-based encryption module **536**A may apply a client-based encryption key to the decrypted image data, to generate a client-based encrypted image. In an embodiment, the client-based encrypted image then may be transmitted back to the computing device **520**A, which may be a wearable computer, e.g., to client-based encrypted data receiving module **190**. In an embodiment, upon receipt of the client-based encrypted image the client-based encrypted image decryption module **195** may decrypt the client-based encrypted image.

**[0290]** In an embodiment, one or more of the originally-captured image **22**, the decrypted image data in the decryption module **534**A of server device **530**A, and the decrypted image data in the client-based encryption module **536**A may be identical. In another embodiment, the substantive portion of the data (e.g., the color data) may be identical, and other data, e.g., header data or compression data, may be different. In another embodiment, the decrypted image data in the decryption module **534**A of server device **530**A, and the decrypted image data in the client-based encryption module **536**A may be slightly different.

**[0291]** Referring now to FIG. **5**B, FIG. **5**B shows an exemplary implementation of server device **230** as server device **530**B operating in exemplary environment **500**B. In an embodiment, as shown in FIG. **5**B, computing device **520**B may capture an image that includes an entity **105** that may be associated with a privacy beacon, e.g., DCM beacon **110**. In an embodiment, the captured image, e.g., image **22**, may be encrypted into encrypted image **24** using a device-based encryption key. In an embodiment, encrypted image **24** may be combined with beacon metadata, e.g., beacon metadata **150**, in an encrypted image data block **160**. In another embodiment, beacon metadata **150** may be separate from encrypted image data block **160**. In an embodiment, the encrypted image **24** may be transmitted to a server device **530**B by encrypted image data transmitting module **180**. In an embodiment, a decryption determination module **532**B may determine to decrypt the image, e.g., in a process described in one or more of this and/or previous applications incorporated by reference. In an embodiment, server device **530**B may include decryption module **534**B, which may apply a device-based decryption key to the encrypted image **24** to generate decrypted image data. In an embodiment, client-based encryption module **536**B may apply a client-based encryption key to the decrypted image data, to generate a client-based encrypted image.

**[0292]** Referring again to FIG. **5**B, in an embodiment, the client-based encrypted image then may be transmitted to a device that is not the computing device **520**B, e.g., rather to other client-associated computer device **550**. Other client-associated computer device **550** may include client-based encrypted data receiving module **191** and/or client-based encrypted image decryption module **194** which may decrypt the client-based encrypted image, similarly to modules **190** and **195** of FIG. **5**A, but not part of computing device **520**B. In an embodiment, computer device **550** may also be worn or carried by the client, e.g., a smartphone carried by the client that was wearing the wearable computer **520**B. In an embodiment, computer device **550** may be remote from the client, e.g., the client's home computer. In another embodiment, computer device **550** may be a shared server, e.g., where the client stores images on the cloud. In an embodiment similar to the one described above, the computing device **520**B may not possess the decrypted image at any point during the process.

**[0293]** Referring again to FIG. **5**B, similarly to FIG. **5**A, in an embodiment, one or more of the originally-captured image **22**, the decrypted image data in the decryption module **534**B of server device **530**B, and the decrypted image data in the client-based encryption module **536**B may be identical. In another embodiment, the substantive portion of the data (e.g., the color data) may be identical, and other data, e.g., header data or compression data, may be different. In another embodiment, the decrypted image data in the decryption module **534**B of server device **530**B, and the decrypted image data in the client-based encryption module **536**B may be slightly different.

**[0294]** Referring now to FIG. **5**C, FIG. **5**C shows an exemplary implementation of server device **230** as server device **530**C operating in exemplary environment **500**C. In an embodiment, as shown in FIG. **5**C, computing device **520**C may capture an image that includes an entity **105** that may be associated with a privacy beacon, e.g., DCM beacon **110**. In an embodiment, the captured image, e.g., image **22**, may be encrypted into encrypted image **24** using a device-based encryption key. In an embodiment, encrypted image **24** may be combined with beacon metadata, e.g., beacon metadata **150**, in an encrypted image data block **160**. In another embodiment, beacon metadata **150** may be separate from encrypted image data block **160**. In an embodiment, the encrypted image **24** may be transmitted to a server device **530**C by encrypted image data transmitting module **180**. In an embodiment, a decryption determination module **532**C may determine to decrypt the image, e.g., in a process described in one or more of this and/or previous applications incorporated by reference.

**[0295]** Referring again to FIG. **5**C, in an embodiment, one or more of the decision to decrypt the encrypted image **24**, and the encrypted image **24** may be transmitted to a client-based encryption handling device **560**. In an embodiment, client-based encryption handling device **560** may include decryption module **562**, which may apply a device-based decryption key to the encrypted image **24** to generate decrypted image data. In an embodiment, client-based encryption module **564** may apply a client-based encryption key to the decrypted image data, to generate a client-based encrypted image. In an embodiment, the client-based encrypted image, then may be transmitted back to the computing device **520**A, which may be a wearable computer, e.g., to client-based encrypted data receiving module **190**. In an embodiment, upon receipt of the client-based encrypted image the client-based encrypted image decryption module **195** may decrypt the client-based encrypted image.

**[0296]** Referring again to FIG. **5**C, similarly to FIG. **5**A, in an embodiment, one or more of the originally-captured image **22**, the decrypted image data in the decryption module **562** of client-based encryption handling device **560**, and the decrypted image data in the client-based encryption module **564** may be identical. In another embodiment, the substantive portion of the data (e.g., the color data) may be identical, and other data, e.g., header data or compression data, may be different. In another embodiment, the decrypted image data in the decryption module **562** of client-based encryption handling device **560**, and the decrypted image data in the client-based encryption module **564** may be slightly different.

**[0297]** Referring now to FIG. **5**D, FIG. **5**D shows an exemplary implementation of server device **230** as server device **530**D operating in exemplary environment **500**D. In an embodiment, as shown in FIG. **5**D, computing device **520**D may capture an image that includes an entity **105** that may be associated with a privacy beacon, e.g., DCM beacon **110**. In an embodiment, the captured image, e.g., image **22**, may be encrypted into encrypted image **24** using a device-based encryption key. In an embodiment, encrypted image **24** may be combined with beacon metadata, e.g., beacon metadata **150**, in an encrypted image data block **160**. In another embodiment, beacon metadata **150** may be separate from encrypted image data block **160**. In an embodiment, the encrypted image **24** may be transmitted to a server device **530**D by encrypted image data transmitting module **180**. In an embodiment, a decryption determination module **532**D may determine to decrypt the image, e.g., in a process described in one or more of this and/or previous applications incorporated by reference. In an embodiment, server device **530**D may include decryption module **534**D, which may apply a device-based decryption key to the encrypted image **24** to generate decrypted image data. In an embodiment, client-based encryption module **536**D may apply a client-based encryption key to the decrypted image data, to generate a client-based encrypted image.

**[0298]** Referring again to FIG. **5**D, in an embodiment, the client-based encrypted image then may be transmitted to a device that is not the computing device **520**D, e.g., rather to a social networking server **570** or file repository **570**. In an embodiment, social networking server **570** may include client-based encrypted data receiving module **192**, similarly to client-based encrypted data receiving module **190** of FIG. **5**A. In an embodiment, social networking server **570** may include the client-based encrypted image decryption module **197**, which may be similar to the client-based encrypted image decryption module **195** of FIG. **5**A, and which may decrypt the client-based encrypted image. In an embodiment, social networking server may automatically decrypt the image, and/or take one or more actions, e.g., posting the image to a user's account, e.g., their "wall" on Facebook, or a similar structure. In another embodiment, the social networking server **570** may wait to decrypt the image, and/or to take one or more actions with the image, until the client that captured the image logs into the social networking service associated with the social networking server.

**[0299]** Referring again to FIG. **5**D, similarly to FIG. **5**A, in an embodiment, one or more of the originally-captured image **22**, the decrypted image data in the decryption module **534**D of server device **530**D, and the decrypted image data in the client-based encryption module **536**D may be identical. In another embodiment, the substantive portion of the data (e.g., the color data) may be identical, and other data, e.g., header data or compression data, may be different. In another embodiment, the decrypted image data in the decryption module **534**D of server device **530**D, and the decrypted image data in the client-based encryption module **536**D may be slightly different.

**[0300]** FIG. **6**A shows an insertion of an advertisement into an image, according to one or more embodiments. Specifically, as shown in FIG. **6**A, an image **24** may have been taken by an image capture device, and may include an entity **105** associated with a DCM beacon (represented as an extended palm in FIG. **6**A). When this image is valued, an estimated revenue generated may be represented as "X," and an estimated liability incurred may be represented as "L." After addition of advertisement **106**, the image may be modified image **14**A. In this embodiment, the ad may not cover the entity associated with the DCM beacon. In an embodiment, the new estimated revenue generated may be represented as $X+X_{ad}$, which represents one of numerous ways of calculating updated estimated revenue.

**[0301]** FIG. **6**B shows an insertion of an advertisement into an image, according to one or more embodiments. Specifically, as shown in FIG. **6**B, an image **24** may have been taken by an image capture device, and may include an entity **105** associated with a DCM beacon (represented as an extended palm in FIG. **6**B). When this image is valued, an estimated revenue generated may be represented as "X," and an estimated liability incurred may be represented as "L." After addition of advertisement **106**, the image may be modified

image **14**B. In this embodiment, the ad may cover the entity associated with the DCM beacon. In an embodiment, the new estimated revenue generated may be represented as $X+X_{ad}$, which represents one of numerous ways of calculating updated estimated revenue. The new estimated liability incurred may be represented by $L-L_{cover}$, since, in some versions of the calculations, the potential liability may be lowered because the advertisement **106** covers some or all of the entity **105** associated with the DCM beacon. Although FIG. **6**B shows the advertisement completely covering the face of entity **105**, in an embodiment, the advertisement **106** may cover other parts of entity **105**, or may cover portions of parts of entity **105**.

**[0302]** FIG. **6**C shows an insertion of an advertisement into an image, according to one or more embodiments. Specifically, as shown in FIG. **6**C, an image **24**A may have been taken by an image capture device, and may include an entity **105** associated with a DCM beacon (represented as an extended palm in FIG. **6**C), and may have an advertisement present that is in an inconspicuous place, e.g., may not cover the entity associated with the DCM beacon. When image **24**A is valued, an estimated revenue generated may be represented as "$X_{ad}$," and an estimated liability incurred may be represented as "L." In this embodiment, the advertisement **106** may not cover the entity **105**, but after the modification, the advertisement **106** may overlap the entity **105** associated with the DCM beacon. In an embodiment, the updated estimated revenue generated may be $X_{ad}+X_{coverad}$ and the estimated liability incurred may be represented by $L-L_{cover}$, since, in some versions of the calculations, the potential liability may be lowered because the advertisement **106** covers some or all of the entity **105** associated with the DCM beacon.

**[0303]** Referring now to FIG. **7**, FIG. **7** illustrates an exemplary implementation of the captured image that depicts at least one entity receiving module **252**. As illustrated in FIG. **7**, the captured image that depicts at least one entity receiving module may include one or more sub-logic modules in various alternative implementations and embodiments. For example, as shown in FIG. **7**, e.g., FIG. **7**A, in an embodiment, module **252** may include one or more of captured image that depicts a feature of the at least one entity receiving module **702** and captured image that depicts at least one entity receiving from an image capture device module **710**. In an embodiment, module **702** may include captured image that depicts a face of a celebrity receiving module **704**. In an embodiment, module **704** may include captured image that depicts a face of a celebrity receiving from an image capture device that captured the image module **706**. In an embodiment, module **706** may include captured image that depicts a face of a celebrity receiving from a wearable computer that covertly captured the image module **708**. In an embodiment, module **710** may include captured image that depicts at least one entity receiving from a wearable computer device that is configured to covertly capture one or more images module **712**.

**[0304]** Referring again to FIG. **7**, e.g., FIG. **7**B, in an embodiment, module **252** may include one or more of captured image that depicts at least one entity receiving from a server module **714** and captured image that has previously been encrypted and that depicts at least one entity receiving module **720**. In an embodiment, module **714** may include captured image that depicts at least one entity receiving from a server that is configured to perform one or more processes on one or more captured images captured by an image capture device module **716**. In an embodiment, module **716** may include captured image that depicts at least one entity receiving from a server that is configured to compare a potential revenue generated from distribution of the captured image to a potential liability incurred from the distribution of the captured image module **718**. In an embodiment, module **720** may include one or more of captured image that has previously been encrypted by an image capture device that captured the captured image that depicts at least one entity receiving module **722** and captured image that has previously been encrypted through use of a unique device code associated with an image capture device that captured the captured image that depicts at least one entity receiving module **726**. In an embodiment, module **722** may include captured image that has previously been encrypted by an image capture device to hinder unauthorized distribution of the captured image that depicts at least one entity receiving module **724**.

**[0305]** Referring again to FIG. **7**, e.g., FIG. **7**C, in an embodiment, module **252** may include captured image that depicts at least one entity and that contains a privacy beacon receiving module **728**. In an embodiment, module **728** may include one or more of captured image that depicts at least one entity and that contains a privacy beacon that is associated with the depicted at least one entity receiving module **730**, captured image that depicts at least one entity and that contains a privacy beacon that is configured to facilitate acquisition of data that regards the depicted entity receiving module **732**, and captured image that depicts at least one entity and that contains a privacy beacon that was detected by an image capture device that captured the captured image receiving module **736**. In an embodiment, module **732** may include captured image that depicts at least one entity and that contains a privacy beacon that is configured to facilitate acquisition of term data that includes one or more terms of service that govern distribution of the captured image that depicts the at least one entity receiving module **734**.

**[0306]** Referring now to FIG. **8**, FIG. **8** illustrates an exemplary implementation of estimated potential revenue generated from captured image distribution and estimated potential liability created from captured image distribution comparing module **254**. As illustrated in FIG. **8**, the estimated potential revenue generated from captured image distribution and estimated potential liability created from captured image distribution comparing module **254** may include one or more sub-logic modules in various alternative implementations and embodiments. For example, as shown in FIG. **8**, e.g., FIG. **8**A, in an embodiment, module **254** may include one or more of estimated potential revenue generated from captured image release to a social networking website and estimated potential liability created from captured image distribution comparing module **802**, estimated potential revenue generated from a direct sale of the captured image and the estimated potential liability created from captured image distribution comparing module **804**, amount of estimated potential revenue generated from captured image distribution to an amount of estimated potential liability created from captured image distribution ratio evaluation module **806**, revenue value that corresponds to an estimated potential advertisement revenue generated from the distribution of the captured image estimating module **808**, estimated damage value that corresponds to the estimated potential liability incurred for distribution of the captured image obtaining module **810**, and comparison between the estimated revenue value and the obtained estimated damage value executing module **812**.

**[0307]** Referring again to FIG. **8**, e.g., FIG. **8**B, in an embodiment, module **254** may include one or more of revenue value that corresponds to the estimated potential advertisement revenue generated from distribution of the captured image estimating module **814** and comparison between the estimated revenue value and the estimated potential liability created from captured image distribution performing module **816**. In an embodiment, module **814** may include one or more of revenue value that corresponds to the estimated potential advertisement revenue generated from a post of the captured image to a social network website estimating module **818**, revenue value that corresponds to the estimated potential advertisement revenue generated from a post of the captured image to a photo repository estimating module **820**, and the revenue value that corresponds to the estimated potential advertisement revenue generated from a post of the captured image to a themed web site estimating module **822**. In an embodiment, module **822** may include one or more of the revenue value that corresponds to the estimated potential advertisement revenue generated from one or more clicks on an advertisement link on the themed website to which the captured image is posted estimating module **824**, the revenue value that corresponds to the estimated potential advertisement revenue generated from one or more product purchases after a view of an advertisement on the themed website to which the captured image is posted estimating module **826**, and the revenue value that corresponds to the estimated potential advertisement revenue generated from one or more clicks on an advertisement image inserted into the captured image posted to the themed web site estimating module **828**.

**[0308]** Referring again to FIG. **8**, e.g., FIG. **8**C, in an embodiment, module **254** may include module **814**, module **816**, and module **822**, as previously described. In an embodiment, module **822** may include the revenue value that corresponds to the estimated potential advertisement revenue generated through increased traffic to the themed website to which the captured image is posted estimating module **830**.

**[0309]** Referring again to FIG. **8**, e.g., FIG. **8**D, in an embodiment, module **254** may include one or more of estimated damage value that corresponds to the estimated potential liability created from captured image distribution obtaining module **832** and comparison between the obtained estimated damage value and the estimated potential revenue generated from captured image distribution performing module **834**. In an embodiment, module **832** may include one or more of estimated damage value that corresponds to the estimated potential liability created from captured image distribution at least partly based on term data that includes one or more terms of service that govern distribution of the captured image obtaining module **836** and estimated damage value that corresponds to the estimated potential liability created from captured image distribution that is at least partly based on privacy metadata related to the captured image obtaining module **840**. In an embodiment, module **836** may include estimated damage value that corresponds to the estimated potential liability created from captured image distribution at least partly based on term data that includes one or more terms of service that specify a liquidated damages clause that applies to distribution of the captured image obtaining module **838**. In an embodiment, module **840** may include estimated damage value that corresponds to the estimated potential liability created from captured image distribution that is at least partly based on privacy metadata that identifies the depicted entity in the captured image obtaining module **842**.

**[0310]** Referring again to FIG. **8**, e.g., FIG. **8**E, in an embodiment, module **254** may include one or more of module **832** and module **834**, as previously described. In an embodiment, module **832** may include one or more of privacy metadata related to the captured image acquiring module **844** and estimated damage value that corresponds to the estimated potential liability created from captured image distribution at least partly based on the acquired privacy metadata obtaining module **846**. In an embodiment, module **844** may include one or more of privacy metadata related to a privacy beacon linked to an entity depicted in the captured image acquiring module **848** and privacy metadata related to a privacy beacon that identifies an entity depicted in the captured image acquiring module **852**. In an embodiment, module **848** may include privacy metadata related to the privacy beacon linked to the entity depicted in the captured image and that was detected in the captured image acquiring module **850**.

**[0311]** Referring again to FIG. **8**, e.g., FIG. **8**F, in an embodiment, module **254** may include one or more of module **832**, module **834**, module **844**, and module **846**, as previously described. In an embodiment, module **844** may include privacy metadata configured to facilitate retrieval of term data that regards the entity depicted in the captured image acquiring module **854**. In an embodiment, module **854** may include one or more of privacy metadata that is an identification code of a privacy beacon associated with the entity depicted in the captured image and that is configured to facilitate retrieval of the term data acquiring module **856** and privacy metadata configured to facilitate retrieval of term data that includes one or more terms of service that regard distribution of captured image that depicts the entity acquiring module **860**. In an embodiment, module **856** may include privacy metadata that is an identification code of a privacy beacon associated with the entity depicted in the captured image and that is configured to facilitate retrieval of the term data from a database acquiring module **858**.

**[0312]** Referring again to FIG. **8**, e.g., FIG. **8**G, in an embodiment, module **254** may include one or more of potential advertisement revenue generated from distribution of captured image that includes an advertisement placed in the captured image distribution estimating module **862** and estimated potential advertisement revenue and estimated potential liability created from captured image distribution comparing module **864**. In an embodiment, module **862** may include potential advertisement revenue generated from distribution of captured image that includes an advertisement placed in the captured image at a position away from the depicted entity distribution estimating module **866**.

**[0313]** Referring now to FIG. **9**, FIG. **9** illustrates an exemplary implementation of at least one advertisement image inserting into the captured image at a particular location module **256**. As illustrated in FIG. **9**, the at least one advertisement image inserting into the captured image at a particular location module **256** may include one or more sub-logic modules in various alternative implementations and embodiments. For example, as shown in FIG. **9**, e.g., FIG. **9**A, in an embodiment, module **256** may include one or more of captured image modification through placement of the at least one advertisement image into the captured image at the particular location facilitating module **902**. In an embodiment, module **902** may include one or more of captured image modification through placement of the at least one advertisement image into the captured image at the particular location that is at least partially determined by one or more of the estimated potential

revenue and the estimated potential liability facilitating module **904**, captured image modification through placement of the at least one advertisement image into the captured image at the particular location that has a distance from a center of the captured image that is proportional to a difference between the estimated potential revenue and the estimated potential liability facilitating module **906**, and captured image modification through placement of the at least one advertisement image into the captured image at the particular location that overlaps the depicted entity when the estimated potential revenue is less than the estimated potential liability facilitating module **910**. In an embodiment, module **906** may include captured image modification through placement of the at least one advertisement image into the captured image at the particular location that has a distance from a center of the captured image that is decreased as a difference between the estimated potential revenue and the estimated potential liability is decreased facilitating module **908**. In an embodiment, module **910** may include captured image modification through placement of the at least one advertisement image into the captured image at the particular location that overlaps a percentage of the depicted entity that is proportional to an amount by which the estimated potential revenue is less than the estimated potential liability facilitating module **912**.

**[0314]** Referring again to FIG. **9**, e.g., FIG. **9**B, in an embodiment, module **256** may include one or more of at least one advertisement image inserting into the captured image at a particular location that covers the depicted entity in the captured image when the estimated potential liability is greater than a particular amount module **914**, at least one advertisement image inserting into the captured image at a particular location that covers the depicted entity in the captured image when the estimated potential revenue is less than a particular amount module **916**, and captured image modification through placement of the at least one advertisement image into the captured image at the particular location that overlaps the depicted entity in the captured image facilitating module **918**. In an embodiment, module **918** may include one or more of captured image modification through placement of the at least one advertisement image into the captured image at the particular location that obscures at least one feature of the depicted entity in the captured image facilitating module **920** and captured image modification through placement of the at least one advertisement image into the captured image at the particular location that completely covers the depicted entity in the captured image facilitating module **922**.

**[0315]** Referring again to FIG. **9**, e.g., FIG. **9**C, in an embodiment, module **256** may include captured image modification through placement of a removable advertisement image into the captured image at the particular location facilitating module **924**. In an embodiment, module **924** may include one or more of captured image modification through placement of a removable advertisement image into the captured image at the particular location that overlaps the depicted entity facilitating module **926**, captured image modification through placement of a removable advertisement image into the captured image at the particular location that is configured to be removed in response to a mouse click facilitating module **928**, and captured image modification through placement of a removable advertisement image into the captured image at the particular location that is configured to be removed in response to a mouse over the removable advertisement image facilitating module **930**.

**[0316]** Referring again to FIG. **9**, e.g., FIG. **9**D, in an embodiment, module **256** may include one or more of new image that includes the captured image and at least one advertisement image at the particular location generating module **932**, at least one advertisement image addition by overlaying the at least one advertisement image into the captured image at the particular location module **934**, and at least one advertisement image insertion into the captured image by overwriting the captured image at the particular location module **936**.

**[0317]** Referring now to FIG. **10**, FIG. **10** illustrates an exemplary implementation of updated estimated potential revenue from the captured image with the inserted at least one advertisement image at the particular location calculating module **258**. As illustrated in FIG. **10**, the updated estimated potential revenue from the captured image with the inserted at least one advertisement image at the particular location calculating module **258** may include one or more sub-logic modules in various alternative implementations and embodiments. For example, as shown in FIG. **10**, e.g., FIG. **10**A, in an embodiment, module **258** may include one or more of updated estimated potential revenue from the captured image with the inserted at least one advertisement image at the particular location projecting module **1002**, updated estimated potential revenue from the captured image with the inserted at least one advertisement image at the particular location calculating by addition of an estimated revenue from the at least one advertisement image to at least a portion of the estimated potential revenue module **1006**, and updated estimated potential revenue from the captured image with the inserted at least one advertisement image at the particular location calculating by multiplication of the estimated potential revenue by a particular modifier module **1008**. In an embodiment, module **1002** may include updated estimated potential revenue from the captured image with the inserted at least one advertisement image at the particular location projecting at least partly based on an estimated number of clicks on the at least one advertisement image module **1004**. In an embodiment, module **1008** may include one or more of updated estimated potential revenue from the captured image with the inserted at least one advertisement image at the particular location calculating by multiplication of the estimated potential revenue by an entity identity classification modifier module **1010** and updated estimated potential revenue from the captured image with the inserted at least one advertisement image at the particular location calculating by multiplication of the estimated potential revenue by an advertisement image classification modifier module **1012**.

**[0318]** Referring again to FIG. **10**, e.g., FIG. **10**B, in an embodiment, module **258** may include one or more of updated estimated potential revenue from the captured image with the inserted at least one advertisement image at the particular location receiving from a remote location module **1014** and updated estimated potential revenue from the captured image with the inserted at least one advertisement image at the particular location calculating at least partly based on term data associated with the captured entity module **1016**.

**[0319]** Referring now to FIG. **11**, FIG. **11** shows operation **1100**, e.g., an example operation of advertisement server device **237** operating in an environment **200**. In an embodiment, operation **1100** may include operation **1102** depicting acquiring a captured image, wherein the captured image depicts at least one entity. For example, FIG. **2**, e.g., FIG. **2**B, shows captured image that depicts at least one entity receiv-

ing module **252** acquiring (e.g., obtaining, receiving, calculating, selecting from a list or other data structure, receiving, retrieving, or receiving information regarding, performing calculations to find out, retrieving data that indicates, receiving notification, receiving information that leads to an inference, whether by human or automated process, or being party to any action or transaction that results in informing, inferring, or deducting, including but not limited to circumstances without absolute certainty, including more-likely-than-not and/or other thresholds) a captured image (e.g., a description of a graphic picture that is a visual representation of something, regardless of whether that something is coherent, nonsensical, abstract, or otherwise), wherein the captured image (e.g., the description of a graphic picture that is a visual representation of something, regardless of whether that something is coherent, nonsensical, abstract, or otherwise) depicts (e.g., shows, represents, suggests, causes someone to think of or conceptualize, is a representation of) at least one entity (e.g., a thing, e.g., a person, a rock, a deer, a thought, a beam of light, e.g., anything that has separate and distinct existence or imagined existence and objective or conceptual reality).

**[0320]** Referring again to FIG. **11**, operation **1100** may include operation **1104** depicting performing a comparison between an estimated potential revenue generated from a distribution of the captured image and an estimated potential liability incurred for the distribution of the captured image. For example, FIG. **2**, e.g., FIG. **2**B, shows estimated potential revenue generated from captured image distribution and estimated potential liability created from captured image distribution comparing module **254** performing (e.g., carrying out, executing, taking one or more steps in support of, taking one or more steps in furtherance of, facilitating, attempting, instructing to execute, assisting in execution, configuring a series of logical gates in a manner that allows performance of, delivering instructions to) a comparison (e.g., a relative weighing, which may be of numerical values or other representations, e.g., conceptual sizes or abstract values) between an estimated (e.g., it is not required that the number be exact or be based on events that have already happened, e.g., it may be a projection, an estimation, a guess, an educated guess, it may or may not be based on recent events, it may be part or all of a calculation, a result of a simulation, an inputted estimate, a valuation, an assessment) potential (e.g., the revenue may not have been realized yet, and may not be in real dollars) revenue (e.g., any form of measurable compensation, whether monetary or not, and including intangible value, e.g., goodwill, brand value, word-of-mouth, and the like, in addition to monetary value, whether electronic or real, and whether realized or not) generated (e.g., was at least partly a result of, whether direct or indirect, whether intentional or accidental) from a distribution (e.g., a release that facilitates one or more people to view, e.g., copying to a drive, e-mailing, posting to a web site, whether viewed or not, viewing on the device that captured the image, transmitting to one or more devices, copying to a cloud location, making available to a web crawler, e.g., Google Image Search, making available to a social network, e.g., Facebook or Twitter, posting on a blog) of the captured image (e.g., the description of a graphic picture that is a visual representation of something, regardless of whether that something is coherent, nonsensical, abstract, or otherwise), and an estimated (e.g., it is not required that the number be exact or be based on events that have already happened, e.g., it may be a projection, an estimation, a guess, an educated guess, it may or may not be based on recent events, it may be part or all of a calculation, a result of a simulation, an inputted estimate, a valuation, an assessment) potential (e.g., the revenue may not have been realized yet, and may not be in real dollars) liability (e.g., legal or other damages that may be recovered by the entity in the captured image against any party to the distribution of the image, including one or more component manufacturers, service providers, application developers, and the like that may be involved in one or more hardware or software components that aided in the capture of the image, whether remote or local, and regardless of the size of their role, which damages may include direct damages paid to the aggrieved entity, or to another entity, and may include other damages including the cost of defending claims or dealing with complaints, whether officially or unofficially, and whether in a legal forum or other form) incurred (e.g., that came about as a proximate cause of) for the distribution (e.g., a release that facilitates one or more people to view, e.g., copying to a drive, e-mailing, posting to a web site, whether viewed or not, viewing on the device that captured the image, transmitting to one or more devices, copying to a cloud location, making available to a web crawler, e.g., Google Image Search, making available to a social network, e.g., Facebook or Twitter, posting on a blog) of the captured image (e.g., the description of a graphic picture that is a visual representation of something, regardless of whether that something is coherent, nonsensical, abstract, or otherwise).

**[0321]** Referring again to FIG. **11**, operation **1100** may include operation **1106** depicting modifying the captured image by placing at least one advertisement image at a particular location of the captured image. For example, FIG. **2**, e.g., FIG. **2**B, shows at least one advertisement image inserting into the captured image at a particular location module **256** modifying (e.g., to make a change to, regardless of size or scope of the change, and whether temporary or permanent, whether reversible or irreversible, and including preserving the original or not preserving the original, adding to, subtracting from, making visible changes, making invisible changes, changing, mutating, adapting, modulating, adjusting, converting, encrypting, decrypting, encoding, sharpening, manipulating, compressing) the captured image (e.g., the description of a graphic picture that is a visual representation of something, regardless of whether that something is coherent, nonsensical, abstract, or otherwise) by placing (e.g., overlaying, replacing, combining, blending, copying and making new, adding a layer to, modifying) at least one advertisement image (e.g., any graphical representation of a product or service that is capable of being obtained by at least one entity) at a particular location (e.g., any part of, whether visible or invisible, e.g., in the corner, in the center, above, below, over all pixels of a particular color value, over a face of a person, over a person's private parts, over a corporate logo, etc.) of the captured image (e.g., the description of a graphic picture that is a visual representation of something, regardless of whether that something is coherent, nonsensical, abstract, or otherwise).

**[0322]** Referring again to FIG. **11**, operation **1100** may include operation **1108** depicting calculating an updated estimated potential revenue from the modified captured image that includes the at least one advertisement image at the particular location. For example, FIG. **2**, e.g., FIG. **2**B, shows updated estimated potential revenue from the captured image with the inserted at least one advertisement image at the particular location calculating module **258** calculating (e.g.,

taking one or more steps in the furtherance of finding a number, answer, estimate, valuation, etc.) an updated (e.g., something that has had information, data, an algorithm, function, operation, or the like applied to it, whether changed or unchanged, from a previous version) estimated (e.g., it is not required that the number be exact or be based on events that have already happened, e.g., it may be a projection, an estimation, a guess, an educated guess, it may or may not be based on recent events, it may be part or all of a calculation, a result of a simulation, an inputted estimate, a valuation, an assessment) potential (e.g., the revenue may not have been realized yet, and may not be in real dollars) revenue (e.g., any form of measurable compensation, whether monetary or not, and including intangible value, e.g., goodwill, brand value, word-of-mouth, and the like, in addition to monetary value, whether electronic or real, and whether realized or not) from the modified (e.g., changed, including, but not limited to, make a change to, regardless of size or scope of the change, and whether temporary or permanent, whether reversible or irreversible, and including preserving the original or not preserving the original, adding to, subtracting from, making visible changes, making invisible changes, changing, mutating, adapting, modulating, adjusting, converting, encrypting, decrypting, encoding, sharpening, manipulating, compressing) captured image (e.g., the description of a graphic picture that is a visual representation of something, regardless of whether that something is coherent, nonsensical, abstract, or otherwise) that includes the at least one advertisement image (e.g., any graphical representation of a product or service that is capable of being obtained by at least one entity) at the particular location (e.g., any part of, whether visible or invisible, e.g., in the corner, in the center, above, below, over all pixels of a particular color value, over a face of a person, over a person's private parts, over a corporate logo, etc.).

**[0323]** An example terms of service is listed below with the numbered paragraphs 1-5. Many other variations of terms of service are known and used in click-through agreements that are common at the time of filing, and the herein example is intended to be exemplary only and not limiting in any way.

**[0324]** 1. By capturing an image of any part of the user Jules Caesar (hereinafter "Image"), or providing any automation, design, resource, assistance, or other facilitation in the capturing of the Image, you agree that you have captured these Terms of Service and that you acknowledge and agree to them. If you cannot agree to these Terms of Service, you should immediately delete the captured Image. Failure to do so will constitute acceptance of these Terms of Service.

**[0325]** 2. The User Jules Caesar owns all of the rights associated with the Image and any representation of any part of Jules Caesar thereof;

**[0326]** 3. By capturing the Image, you agree to provide the User Jules Caesar just compensation for any commercialization of the User's personality rights that may be captured in the Image.

**[0327]** 4. By capturing the Image, you agree to take all reasonable actions to track the Image and to provide an accounting of all commercialization attempts related to the Image, whether successful or not.

**[0328]** 5. By capturing the Image, you accept a Liquidated Damages agreement in which unauthorized use of the Image will result in mandatory damages of at least, but not limited to, $1,000,000.

**[0329]** A privacy beacon may include, but is not limited to, one or more of a marker that reflects light in a visible spectrum, a marker that reflects light in a nonvisible spectrum, a marker that emits light in a visible spectrum, a marker that emits light in a nonvisible spectrum, a marker that emits a radio wave, a marker that, when a particular type of electromagnetic wave hits it, emits a particular electromagnetic wave, an RFID tag, a marker that uses near-field communication, a marker that is in the form of a bar code, a marker that is in the form of a bar code and painted on a user's head and that reflects light in a nonvisible spectrum, a marker that uses high frequency low penetration radio waves (e.g., 60 GHz radio waves), a marker that emits a particular thermal signature, a marker that is worn underneath clothing and is detectable by an x-ray-type detector, a marker that creates a magnetic field, a marker that emits a sonic wave, a marker that emits a sonic wave at a frequency that cannot be heard by humans, a marker that is tattooed to a person's bicep and is detectable through clothing, a marker that is a part of a user's cellular telephone device, a marker that is broadcast by a part of a user's cellular telephone device, a marker that is broadcast by a keychain carried by a person, a marker mounted on a drone that maintains a particular proximity to the person, a marker mounted in eyeglasses, a marker mounted in a hat. a marker mounted in an article of clothing, the shape of the person's face is registered as the beacon, a feature of a person registered as the beacon, a marker displayed on a screen, a marker in the form of an LED, a marker embedded on a page, or a book, a string of text or data that serves as a marker, a marker embedded or embossed onto a device, and the like.

**[0330]** FIGS. **12**A-**12**C depict various implementations of operation **1102**, depicting acquiring a captured image, wherein the captured image depicts at least one entity according to embodiments. Referring now to FIG. **12**A, operation **1102** may include operation **1202** depicting acquiring the captured image, wherein the captured image depicts at least one feature of at least one entity. For example, FIG. **7**, e.g., FIG. **7**A shows captured image that depicts a feature of the at least one entity receiving module **702** acquiring the captured image (e.g., a picture of three friends at a birthday party), wherein the captured image (e.g., the picture of three friends at the birthday party) depicts at least one feature (e.g., a face) of at least one entity (e.g., one of the people in the picture of the three friends at the birthday party, e.g., who may be associated with a privacy beacon configured to indicate to anyone that captures her image that there is a terms of service associated with the use of her image).

**[0331]** Referring again to FIG. **12**A, operation **1202** may include operation **1204** depicting acquiring the captured image, wherein the captured image depicts a face of a celebrity. For example, FIG. **7**, e.g., FIG. **7**A, shows captured image that depicts a face of a celebrity receiving module **704** acquiring the captured image (e.g., an image of five people at a home poker game), wherein the captured image (e.g., the image of the five people at the home poker game) depicts a face of a celebrity (e.g., a person that is known by more than some percentage of the population, e.g., an actress, a football quarterback, a movie star, a famous politician).

**[0332]** Referring again to FIG. **12**A, operation **1204** may include operation **1206** depicting receiving, from an image capture device that captured the captured image, wherein the captured image depicts the face of the celebrity. For example, FIG. **7**, e.g., FIG. **7**A, shows captured image that depicts a face of a celebrity receiving from an image capture device that captured the image module **706** receiving, from an image capture device (e.g., a wearable computer, e.g., a hypothetical

Microsoft "KinectVision") that captured the image (e.g., an image of two people on a first date at a bar), wherein the captured image (e.g., the image of two people on a first date at a bar) depicts the face of the celebrity (e.g., one of the people).

**[0333]** Referring again to FIG. **12**A, operation **1206** may include operation **1208** depicting receiving, from a wearable computer that covertly captured the image, the captured image, wherein the captured image depicts the face of the celebrity. For example, FIG. **7**, e.g., FIG. **7**A, shows captured image that depicts a face of a celebrity receiving from a wearable computer that covertly captured the image module **708** receiving, from a wearable computer (e.g., an EyeTap device) that covertly captured the captured image (e.g., another patron at the bar took the picture without the couple knowing about it), wherein the captured image (e.g., a picture of two people on a date at a restaurant) depicts the face of the celebrity (e.g., one of the two people on the date is a famous Broadway actress).

**[0334]** Referring again to FIG. **12**A, operation **1102** may include operation **1210** depicting acquiring the captured image from an image capture device, wherein the captured image depicts at least one entity. For example, FIG. **7**, e.g., FIG. **7**A, shows captured image that depicts at least one entity receiving from an image capture device module **710** acquiring the captured image (e.g., an image of three people at a baseball game) from an image capture device (e.g., a stationary camera, e.g., a camera embedded in the ATM machine next to the popcorn vendor), wherein the captured image depicts at least one entity (e.g., one of the three people at the baseball game).

**[0335]** Referring again to FIG. **12**A, operation **1210** may include operation **1212** depicting receiving the captured image from a wearable computer that is configured to covertly capture one or more images, wherein the captured image depicts at least one entity. For example, FIG. **7**, e.g., FIG. **7**A, shows captured image that depicts at least one entity receiving from a wearable computer device that is configured to covertly capture one or more images module **712** receiving the captured image (e.g., an image of a youth soccer team playing out on the field) from a wearable computer (e.g., a Google Glass device being worn by the goalie of one of the teams) that is configured to covertly capture one or more images (e.g., the image of the youth soccer team), wherein the captured image (e.g., the image of a youth soccer team playing out on the field) depicts at least one entity (e.g., one of the persons on the soccer field).

**[0336]** Referring now to FIG. **12**B, operation **1102** may include operation **1214** depicting receiving the captured image from a server, wherein the captured image depicts at least one entity. For example, FIG. **7**, e.g., FIG. **7**B, shows captured image that depicts at least one entity receiving from a server module **714** receiving the captured image (e.g., an image of two people having dinner) from a server (e.g., a server that handles captured images from one or more image capture devices, or a server that has decided that the captured image is not valuable enough to risk decryption and release), wherein the captured image (e.g., the image of two people having dinner) depicts at least one entity (e.g., one of the people having dinner).

**[0337]** Referring again to FIG. **12**B, operation **1214** may include operation **1216** depicting receiving the captured image from the server that has performed one or more processes on the image, wherein the captured image depicts at least one entity. For example, FIG. **7**, e.g., FIG. **7**B, shows captured image that depicts at least one entity receiving from a server that is configured to perform one or more processes on one or more captured images captured by an image capture device module **716** receiving the captured image (e.g., an image of three friends doing shots at a bar) from the server that has performed one or more processes (e.g., a retrieval process that retrieves terms of service that govern release of images that contain one of the people in the picture) on the image, wherein the captured image (e.g., the image of three friends doing shots at a bar) depicts at least one entity (e.g., one of the people).

**[0338]** Referring again to FIG. **12**B, operation **1216** may include operation **1218** depicting receiving the captured image from the server that has determined that a potential revenue generated from the captured image is less than a potential liability incurred from a distribution of the captured image, wherein the captured image depicts at least one entity. For example, FIG. **7**, e.g., FIG. **7**B, shows captured image that depicts at least one entity receiving from a server that is configured to compare a potential revenue generated from distribution of the captured image to a potential liability incurred from the distribution of the captured image module **718** receiving the captured image (e.g., an image of two people at a bus stop) from the server that has determined that a potential revenue generated (e.g., from added web traffic to a site that posted the image, from added advertisement clicks generated, from a sale of the image to a celebrity following website, etc.) from the captured image (e.g., the image of two people at a bus stop) is less than a potential liability (e.g., damages from the person depicted in the picture, in a form of legal recovery, or expenses derived from dealing with legal action or threatened legal action) incurred from a distribution of the captured image (e.g., the image of two people at a bus stop), wherein the captured image (e.g., the image of two people at a bus stop) depicts at least one entity (e.g., one of the people in the image).

**[0339]** Referring again to FIG. **12**B, operation **1102** may include operation **1220** depicting acquiring the captured image that has previously been encrypted, wherein the captured image depicts at least one entity. For example, FIG. **7**, e.g., FIG. **7**B, shows captured image that has previously been encrypted and that depicts at least one entity receiving module **720** acquiring the captured image (e.g., five people around a blackjack table at a casino) that has previously been encrypted, wherein the captured image (e.g., the five people around a blackjack table at the casino) depicts at least one entity (e.g., at least one person).

**[0340]** Referring again to FIG. **12**B, operation **1220** may include operation **1222** depicting acquiring the captured image that has previously been encrypted by an image capture device, wherein the captured image depicts at least one entity. For example, FIG. **7**, e.g., FIG. **7**B, shows captured image that has previously been encrypted by an image capture device that captured the image and that depicts at least one entity receiving module **722** acquiring the captured image (e.g., an image of two women at the beach) that has previously been encrypted by an image capture device (e.g., a wearable computer, e.g., a Google Glass device), wherein the captured image (e.g., the image of two women at the beach) depicts at least one entity (e.g., one of the persons in the picture).

**[0341]** Referring again to FIG. **12**B, operation **1222** may include operation **1224** depicting acquiring the captured image that has previously been encrypted by an image capture device in a manner configured to hinder distribution of the

image prior to distribution approval, wherein the captured image depicts at least one entity. For example, FIG. **7**, e.g., FIG. **7**B, shows captured image that has previously been encrypted by an image capture device to hinder unauthorized distribution of the captured image that depicts at least one entity receiving module **724** acquiring the captured image (e.g., an image of a Little League baseball team playing a game) that has previously been encrypted by an image capture device (e.g., a wearable computer, e.g., a hypothetical Apple "iGlasses") in a manner configured to hinder distribution of the image prior to distribution approval (e.g., encrypted so that the image can't be emailed, posted, distributed, modified, until a remote location analyzes and approves the image), wherein the captured image depicts at least one entity (e.g., one person).

**[0342]** Referring again to FIG. **12**B, operation **1220** may include operation **1226** depicting acquiring the captured image that has previously been encrypted through use of a unique device code associated with an image capture device configured to capture the captured image. For example, FIG. **7**, e.g., FIG. **7**B, shows captured image that has previously been encrypted through use of a unique device code associated with an image capture device that captured the captured image that depicts at least one entity receiving module **726** acquiring the captured image (e.g., three friends at a bowling alley) that has previously been encrypted through use of a unique device code (e.g., a sixteen digit code) associated with an image capture device (e.g., a wearable computer, e.g., a hypothetical Samsung "Spectacles") configured to capture the captured image (e.g., the image of three friends at a bowling alley).

**[0343]** Referring now to FIG. **12**C, operation **1102** may include operation **1228** depicting acquiring the captured image that contains a privacy beacon, wherein the captured image depicts at least one entity. For example, FIG. **7**, e.g., FIG. **7**C, shows captured image that depicts at least one entity and that contains a privacy beacon receiving module **728** acquiring the captured image that contains a privacy beacon (e.g., a marker that emits light in a visible spectrum), wherein the captured image (e.g., a person eating at a restaurant) depicts at least one entity (e.g., a person associated with the privacy beacon, e.g., a celebrity).

**[0344]** Referring again to FIG. **12**C, operation **1228** may include operation **1230** depicting acquiring the captured image that contains a privacy beacon associated with the entity depicted in the captured image. For example, FIG. **7**, e.g., FIG. **7**C, shows captured image that depicts at least one entity and that contains a privacy beacon that is associated with the depicted at least one entity receiving module **730** acquiring the captured image (e.g., a picture of three friends sitting courtside at a professional basketball game) that contains a privacy beacon (e.g., a marker that is tattooed to a person's bicep and is detectable through clothing) associated with the entity (e.g., one of the basketball players in the background) depicted in the captured image (e.g., the picture of three friends sitting courtside at a professional basketball game).

**[0345]** Referring again to FIG. **12**C, operation **1228** may include operation **1232** depicting acquiring the captured image that contains a privacy beacon configured to be used to obtain data that regards the entity depicted in the captured image. For example, FIG. **7**, e.g., FIG. **7**C, shows captured image that depicts at least one entity and that contains a privacy beacon that is configured to facilitate acquisition of data that regards the depicted entity receiving module **732** acquiring the captured image (e.g., a surreptitious picture of a person doing work at a coffee shop) that contains a privacy beacon (e.g., a marker that reflects light in a visible spectrum) configured to be used to obtain data (e.g., terms of service data that govern use of the person's likeness) that regards the entity (e.g., the person in the coffee shop) depicted in the captured image (e.g., the surreptitious picture of the person doing work in a coffee shop).

**[0346]** Referring again to FIG. **12**C, operation **1232** may include operation **1234** depicting acquiring the captured image that contains the privacy beacon configured to be used to obtain term data that includes one or more terms of service that govern distribution of the captured image. For example, FIG. **7**, e.g., FIG. **7**C, shows captured image that depicts at least one entity and that contains a privacy beacon that is configured to facilitate acquisition of term data that includes one or more terms of service that govern distribution of the captured image that depicts the at least one entity receiving module **734** acquiring the captured image (e.g., a picture of two people conducting a job interview in a public place) that contains the privacy beacon (e.g., a marker that, when a particular type of electromagnetic wave hits it, emits a particular electromagnetic wave) configured to be used to obtain term data that includes one or more terms of service (e.g., a liquidated damages clause) that govern distribution of the captured image (e.g., the picture of two people conducting the job interview).

**[0347]** Referring again to FIG. **12**C, operation **1228** may include operation **1236** depicting acquiring the captured image that contains the privacy beacon that was detected by an image capture device that captured the image. For example, FIG. **7**, e.g., FIG. **7**C, shows captured image that depicts at least one entity and that contains a privacy beacon that was detected by an image capture device that captured the captured image receiving module **736** acquiring the captured image (e.g., a picture of a man and a woman on a date at a restaurant) that contains the privacy beacon (e.g., marker that is broadcast by a part of a user's cellular telephone device) that was detected by an image capture device (e.g., a hypothetical wearable computer, e.g., an Apple "iGlasses) that captured the image (e.g., the picture of a man and a woman on a date at a restaurant).

**[0348]** FIGS. **13**A-**13**D depict various implementations of operation **1104**, depicting performing a comparison between an estimated potential revenue generated from a distribution of the captured image and an estimated potential liability incurred for the distribution of the captured image, according to embodiments. Referring now to FIG. **12**A, operation **1004** may include operation **1302** depicting performing the comparison between an estimated potential revenue generated from the distribution of the captured image to a social networking site, and an estimated potential liability incurred for the distribution of the captured image. For example, FIG. **8**, e.g., FIG. **8**A, shows estimated potential revenue generated from captured image release to a social networking website and estimated potential liability created from captured image distribution comparing module **802** performing the comparison between an estimated potential revenue (e.g., in terms of increased web traffic, and "reputation" to the user, which may be nonmonetary revenue) generated from the distribution of the captured image (e.g., a picture of a celebrity eating at a fast food restaurant) to a social networking site (e.g., Twitter, Facebook, Myspace, Instagram, etc.), and an estimated

potential liability (e.g., a risk that the celebrity will attempt to recover damages from the parties that allowed the distribution of the image, as specified in a terms of service that was downloaded when a privacy beacon associated with the celebrity was also detected in the picture that was taken) incurred for the distribution (e.g., the "posting" to Facebook) of the captured image (e.g., the picture of a celebrity eating at a fast food restaurant).

**[0349]** Referring again to FIG. **13**A, operation **1104** may include operation **1304** depicting determining whether the estimated potential revenue generated from a direct sale of the captured image is greater than the estimated potential liability incurred for the distribution of the captured image. For example, FIG. **8**, e.g., FIG. **8**A, shows estimated potential revenue generated from a direct sale of the captured image and the estimated potential liability created from captured image distribution comparing module **804** determining whether the estimated potential revenue generated from a direct sale (e.g., to a sports gossip website, e.g., "Deadspin") of the captured image (e.g., a picture of a superstar athlete drunk at a bar and picking a fight with a fan) is greater than the estimated potential liability (e.g., from legal action taken by the superstar athlete or her representatives) incurred for the distribution of the image (e.g., the picture of a superstar athlete drunk at a bar and picking a fight with a fan).

**[0350]** Referring again to FIG. **13**A, operation **1104** may include operation **1306** depicting determining whether a ratio of the estimated potential revenue generated from the distribution of the captured image to the estimated potential liability incurred for the distribution of the captured image is less than a particular number. For example, FIG. **8**, e.g., FIG. **8**A, shows amount of estimated potential revenue generated from captured image distribution to an amount of estimated potential liability created from captured image distribution ratio evaluation module **806** determining whether a ratio of the estimated potential revenue (e.g., $500) generated (e.g., in terms of page views, increased clicks on ads, increased traffic to a web site) from the distribution (e.g., posting to a blog) of the captured image (e.g., a surreptitious picture of a celebrity standing next to a crashed car) to the estimated potential liability (e.g., $50,000) incurred for the distribution (e.g., posting to a blog) of the captured image (e.g., a surreptitious picture of a celebrity standing next to a crashed car) is less than a particular number (e.g., 1:100).

**[0351]** Referring again to FIG. **13**A, operation **1104** may include operation **1308** depicting estimating a revenue value that corresponds to an estimated potential advertisement revenue generated from a distribution of the captured image. For example, FIG. **8**, e.g., FIG. **8**A, shows revenue value that corresponds to an estimated potential advertisement revenue generated from the distribution of the captured image estimating module **808** estimating a revenue value (e.g., $800) that corresponds to an estimated potential advertisement revenue (e.g., from advertisements, either in the image or on a same page or Internet site as the image) generated from distribution of the captured image (e.g., an image of two people at a bar).

**[0352]** Referring again to FIG. **13**A, operation **1104** may include operation **1310** depicting obtaining an estimated damage value that corresponds to the estimated potential liability incurred for distribution of the captured image. For example, FIG. **8**, e.g., FIG. **8**A, shows estimated damage value that corresponds to the estimated potential liability incurred for distribution of the captured image obtaining module **810** obtaining an estimated damage value (e.g., $1,000) that corresponds to the estimated potential liability incurred for distribution (e.g., e-mailing the picture to a friend who posts it on her blog) of the captured image (e.g., the image of two people at a bar).

**[0353]** Referring again to FIG. **13**A, operation **1104** may include operation **1312** depicting performing a comparison between the obtained estimated damage value and the estimated revenue value. For example, FIG. **8**, e.g., FIG. **8**A, shows comparison between the estimated revenue value and the obtained estimated damage value executing module **812** performing a comparison between the obtained estimated damage value (e.g., $1,000) and the estimated revenue value (e.g., $800).

**[0354]** Referring now to FIG. **13**B, operation **1104** may include operation **1314** depicting estimating a revenue value that corresponds to the estimated potential advertisement revenue generated from a distribution of the captured image. For example, FIG. **8**, e.g., FIG. **8**B, shows revenue value that corresponds to the estimated potential advertisement revenue generated from distribution of the captured image estimating module **814** estimating a revenue value (e.g., $10,000) that corresponds to the estimated potential advertisement revenue (e.g., from advertisements and web site hits) generated from a distribution of the captured image (e.g., a surreptitious image of a person waiting in line for the emergency room).

**[0355]** Referring again to FIG. **13**B, operation **1104** may include operation **1316** depicting performing a comparison between the estimated revenue value and the estimated potential liability incurred for distribution of the captured image. For example, FIG. **8**, e.g., FIG. **8**B, shows comparison between the estimated revenue value and the estimated potential liability created from captured image distribution performing module **816** performing a comparison between the estimated revenue value (e.g., $10,000) and the estimated potential liability (e.g., $25,000, from a liquidated damages clause downloaded from a terms of service) incurred for distribution of the captured image (e.g., the surreptitious image of a person waiting in line for the emergency room).

**[0356]** Referring again to FIG. **13**B, operation **1314** may include operation **1318** depicting estimating the revenue value that corresponds to the estimated potential advertisement revenue generated from a post of the captured image to a social networking site. For example, FIG. **8**, e.g., FIG. **8**B, shows revenue value that corresponds to the estimated potential advertisement revenue generated from a post of the captured image to a social network website estimating module **818** estimating the revenue value (e.g., $1,000) that corresponds to the estimated potential advertisement revenue (e.g., from increased traffic to that person's social network site, in the form of "friends," for Facebook, "follows," for Twitter, and the like) generated from a post of the captured image (e.g., a surreptitious image of a famous person being pulled over for speeding by the police) to a social networking site (e.g., Facebook, Twitter, Instagram, Pinterest, etc.).

**[0357]** Referring again to FIG. **13**B, operation **1314** may include operation **1320** depicting estimating the revenue value that corresponds to the estimated potential advertisement revenue generated from a post of the captured image to a photo share repository. For example, FIG. **8**, e.g., FIG. **8**B, shows revenue value that corresponds to the estimated potential advertisement revenue generated from a post of the captured image to a photo repository estimating module **820** estimating the revenue value (e.g., $50) that corresponds to

the estimated potential advertisement revenue (e.g., in a form of clicks on an advertisement embedded in the picture) generated from a post of the captured image to a photo share repository (e.g., a shared drive for photos, e.g., through Microsoft SkyDrive or DropBox).

**[0358]** Referring again to FIG. **13**B, operation **1314** may include operation **1322** depicting estimating the revenue value that corresponds to the estimated potential advertisement revenue generated from a post of the captured image to a themed web site. For example, FIG. **8**, e.g., FIG. **8**B, shows estimating the revenue value that corresponds to the estimated potential advertisement revenue generated from a post of the captured image to a themed web site **822** estimating the revenue value that corresponds to the estimated potential advertisement revenue generated from a post of the captured image (e.g., an image of two people riding motorcycles) to a themed website (e.g., a motorcycle enthusiast site).

**[0359]** Referring again to FIG. **13**B, operation **1322** may include operation **1324** depicting estimating the revenue value that corresponds to the estimated potential advertisement revenue generated from one or more clicks on an advertisement link on the website to which the captured image is posted. For example, FIG. **8**, e.g., FIG. **8**B, shows revenue value that corresponds to the estimated potential advertisement revenue generated from one or more clicks on an advertisement link on the themed website to which the captured image is posted estimating module **824** estimating the revenue value that corresponds to the estimated potential advertisement revenue generated from one or more clicks on an advertisement link on the website (e.g., a celebrity gossip website) to which the captured image is posted.

**[0360]** Referring again to FIG. **13**B, operation **1322** may include operation **1326** depicting estimating the revenue value that corresponds to the estimated potential advertisement revenue generated from one or more purchases of a product and/or service after a view of the advertisement on the website to which the captured image is posted. For example, FIG. **8**, e.g., FIG. **8**B, shows the revenue value that corresponds to the estimated potential advertisement revenue generated from one or more product purchases after a view of an advertisement on the themed website to which the captured image is posted estimating module **826** estimating the revenue value that corresponds to the estimated potential advertisement revenue generated from one or more purchases of a product and/or service (e.g., a particular brand of tequila) after a view of the advertisement on the website (e.g., a celebrity fan site) to which the captured image (e.g., a surreptitiously-taken picture of the celebrity drinking the particular brand of tequila) is posted.

**[0361]** Referring again to FIG. **13**B, operation **1322** may include operation **1328** depicting estimating the revenue value that corresponds to the estimated potential advertisement revenue generated from one or more clicks on an advertisement link inserted into the captured image. For example, FIG. **8**, e.g., FIG. **8**B, shows the revenue value that corresponds to the estimated potential advertisement revenue generated from one or more clicks on an advertisement image inserted into the captured image posted to the themed web site estimating module **828** estimating the revenue value that corresponds to the estimated potential advertisement revenue generated from one or more clicks on an advertisement link inserted into the captured image (e.g., an image of a man working at his computer in a semi-public place (e.g., an airport terminal)).

**[0362]** Referring now to FIG. **13**C, operation **1322** may include operation **1330** depicting estimating the revenue value that corresponds to the estimated potential advertisement revenue generated from increased traffic to the website to which the captured image is posted. For example, FIG. **8**, e.g., FIG. **8**C, shows the revenue value that corresponds to the estimated potential advertisement revenue generated through increased traffic to the themed website to which the captured image is posted estimating module **830** estimating the revenue value that corresponds to the estimated potential advertisement revenue generated from increased traffic to the website to which the captured image (e.g., an image of a person on a riding lawn mower) is posted.

**[0363]** Referring now to FIG. **13**D, operation **1104** may include operation **1332** depicting obtaining an estimated damage value that corresponds to the estimated potential liability incurred for distribution of the captured image. For example, FIG. **8**, e.g., FIG. **8**D, shows estimated damage value that corresponds to the estimated potential liability created from captured image distribution obtaining module **832** obtaining an estimated damage value (e.g., $1000) that corresponds to the estimated potential liability incurred for distribution of the captured image (e.g., an image of two people having coffee at a donut shop).

**[0364]** Referring again to FIG. **13**D, operation **1104** may include operation **1334** depicting performing a comparison between the estimated damage value and the estimated potential revenue generated from the distribution of the captured image. For example, FIG. **8**, e.g., FIG. **8**D, shows comparison between the obtained estimated damage value and the estimated potential revenue generated from captured image distribution performing module **834** performing a comparison between the estimated damage value (e.g., $1,000) and the estimated potential revenue (e.g., $1,000) generated from the distribution of the captured image (e.g., an image of a person drinking a sports drink).

**[0365]** Referring again to FIG. **13**D, operation **1332** may include operation **1336** depicting obtaining the estimated damage value that corresponds to the estimated potential liability incurred for distribution of the captured image at least partly based on term data that includes one or more terms of service that govern the distribution of the image. For example, FIG. **8**, e.g., FIG. **8**D, shows estimated damage value that corresponds to the estimated potential liability created from captured image distribution obtaining at least partly based on term data that includes one or more terms of service that govern distribution of the captured image module **836** obtaining the estimated damage value (e.g., based on a liquidated damages clause that specifies 1,000,000 dollars in damages for use of the image as a deterrent, and multiplying that by a likelihood factor, e.g., how likely it is that this clause would be enforced or enforceable) that corresponds to the estimated potential liability incurred for distribution (e.g., emailing to reporters who may post the image into one or more newspapers) of the captured image (e.g., an image of a celebrity eating at a restaurant that was taken without that celebrity's knowledge) at least partly based on term data that includes one or more terms of service (e.g., the million dollar liquidated damages clause) that govern the distribution of the image (e.g., the image of the celebrity eating at a restaurant).

**[0366]** Referring again to FIG. **13**D, operation **1336** may include operation **1338** depicting obtaining the estimated damage value that corresponds to the estimated potential liability incurred for distribution of the captured image at

least partly based on term data that includes one or more terms of service that include a liquidated damages clause that applies to distribution of the captured image. For example, FIG. **8**, e.g., FIG. **8**D, shows estimated damage value that corresponds to the estimated potential liability created from captured image distribution obtaining at least partly based on term data that includes one or more terms of service that specify a liquidated damages clause that applies to distribution of the captured image module **838** obtaining the estimated damage value (e.g., 28,000 dollars) that corresponds to the estimated potential liability incurred for distribution of the captured image (e.g., an image of three professional football players on a boat on a Minnesota lake) at least partly based on term data that includes one or more terms of service that include a liquidated damages clause that applies to distribution of the image (e.g., an image of three professional football players on a boat on a Minnesota lake).

**[0367]** Referring again to FIG. **13**D, operation **1332** may include operation **1340** depicting obtaining the estimated damage value that corresponds to the estimated potential liability incurred for distribution of the captured image at least partly based on privacy metadata related to the captured image. For example, FIG. **8**, e.g., FIG. **8**D, shows estimated damage value that corresponds to the estimated potential liability created from captured image distribution that is at least partly based on privacy metadata related to the captured image obtaining module **840** obtaining the estimated damage value (e.g., 100,000 dollars) that corresponds to the estimated potential liability incurred (e.g., indirect costs incurred for defending against the possibility of legal action, e.g., purging old data, keeping a lawyer on retainer, etc.) for distribution of the captured image (e.g., an image of a famous sub sandwich spokesperson eating a cheeseburger) at least partly based on privacy metadata (e.g., an identifier of the entity that is protected, e.g., with a privacy beacon) related to the captured image (e.g., the image of a famous sub sandwich spokesperson eating a cheeseburger).

**[0368]** Referring again to FIG. **13**D, operation **1340** may include operation **1342** depicting obtaining the estimated damage value that corresponds to the estimated potential liability incurred for distribution of the captured image at least partly based on privacy metadata that identifies the entity depicted in the captured image. For example, FIG. **8**, e.g., FIG. **8**D, shows estimated damage value that corresponds to the estimated potential liability created from captured image distribution that is at least partly based on privacy metadata that identifies the depicted entity in the captured image obtaining module **842** obtaining the estimated damage value that corresponds to the estimated potential liability incurred for distribution of the captured image (e.g., an image of three people doing shots at a bar) at least partly based on privacy metadata that identifies the entity (e.g., "this is Julius Caesar) depicted in the captured image (e.g., the image of three people doing shots at a bar).

**[0369]** Referring now to FIG. **13**E, operation **1332** may include operation **1344** depicting obtaining a privacy metadata related to the captured image. For example, FIG. **8**, e.g., FIG. **8**E, shows privacy metadata related to the captured image acquiring module **844** obtaining a privacy metadata related to the captured image (e.g., the privacy metadata identifies that one of the people depicted in the captured image has a privacy beacon associated with that person, and identifies that person and how to obtain terms of service that govern the distribution of images that contain the depiction of that person).

**[0370]** Referring again to FIG. **13**E, operation **1332** may include operation **1346** depicting generating an estimated damage value that corresponds to the estimated potential liability incurred for distribution of the captured image, at least partly based on the obtained privacy metadata. For example, FIG. **8**, e.g., FIG. **8**E, shows estimated damage value that corresponds to the estimated potential liability created from captured image distribution at least partly based on the acquired privacy metadata obtaining module **846** generating an estimated damage value (e.g., $10,000) that corresponds to the estimated potential liability (e.g., damages that a person might recover) incurred for distribution of the captured image (e.g., an image of two people with sideline passes for a Monday Night Football professional football game), at least partly based on the obtained privacy metadata (e.g., an identifier of the privacy beacon detected in the image that is associated with one of the people depicted in the image).

**[0371]** Referring again to FIG. **13**E, operation **1344** may include operation **1348** depicting obtaining a privacy metadata related to a privacy beacon associated with the entity depicted in the captured image. For example, FIG. **8**, e.g., FIG. **8**E, shows privacy metadata related to a privacy beacon linked to an entity depicted in the captured image acquiring module **848** obtaining a privacy metadata (e.g., regarding an existence of a privacy beacon) related to a privacy beacon (e.g., a marker that is in the form of a bar code) associated with the entity depicted in the captured image (e.g., an image of a person acting as a celebrity chef at a fancy restaurant).

**[0372]** Referring again to FIG. **13**E, operation **1348** may include operation **1350** depicting obtaining the privacy metadata related to a privacy beacon associated with the depicted entity and that was detected in the captured image. For example, FIG. **8**, e.g., FIG. **8**E, shows privacy metadata related to the privacy beacon linked to the entity depicted in the captured image and that was detected in the captured image acquiring module **850** obtaining the privacy metadata related to a privacy beacon associated with the depicted entity (e.g., one of the persons in the captured image) and that was detected in the captured image (e.g., an image of three people at a baseball game).

**[0373]** Referring again to FIG. **13**E, operation **1344** may include operation **1352** depicting obtaining the privacy metadata related to the privacy beacon that identifies the entity depicted in the captured image. For example, FIG. **8**, e.g., FIG. **8**E, shows privacy metadata related to a privacy beacon that identifies an entity depicted in the captured image acquiring module **852**

**[0374]** Referring now to FIG. **13**F, operation **1344** may include operation **1354** depicting obtaining the privacy metadata that is configured to facilitate retrieval of term data that regards the entity depicted in the captured image. For example, FIG. **8**, e.g., FIG. **8**F, shows privacy metadata configured to facilitate retrieval of term data that regards the entity depicted in the captured image acquiring module **854** obtaining the privacy metadata (e.g., an identifier that a privacy beacon was detected and a web address at which terms of service that govern entities associated with that privacy beacon is detected) that is configured to facilitate retrieval of term data that regards the entity depicted in the captured image (e.g., an image of four friends at an amusement park).

**[0375]** Referring again to FIG. **13**F, operation **1354** may include operation **1356** depicting obtaining the privacy metadata that is an identification code of a privacy beacon associated with the entity depicted in the captured image and that is configured to facilitate the retrieval of the term data. For example, FIG. **8**, e.g., FIG. **8**F, shows privacy metadata that is an identification code of a privacy beacon associated with the entity depicted in the captured image and that is configured to facilitate retrieval of the term data acquiring module **856** obtaining the privacy metadata that is an identification code of a privacy beacon associated with the entity (e.g., a person) depicted in the captured image (e.g., an image of two people on a first date at a café) and that is configured to facilitate the retrieval of the term data (e.g., data that governs distribution of the image that contains the entity for which the privacy beacon is associated, e.g., the woman at the café on the first date).

**[0376]** Referring again to FIG. **13**F, operation **1356** may include operation **1358** depicted obtaining the privacy metadata that is the identifier of the privacy beacon associated with the entity and that is configured to facilitate the retrieval of the term data from a term data database stored at a remote location. For example, FIG. **8**, e.g., FIG. **8**F, shows privacy metadata that is an identification code of a privacy beacon associated with the entity depicted in the captured image and that is configured to facilitate retrieval of the term data from a database acquiring module **858** obtaining the privacy metadata that is the identifier of the privacy beacon (e.g., marker that emits light in a nonvisible spectrum) associated with the entity and that is configured to facilitate the retrieval of the term data from a term data database stored at a remote location (e.g., a server that manages term data for multiple people that is owned by the same entity that provides the privacy beacons).

**[0377]** Referring again to FIG. **13**F, operation **1354** may include operation **1360** depicting obtaining the privacy metadata that is configured to facilitate retrieval of term data that includes one or more terms of service regarding distribution of the captured image that depicts the entity. For example, FIG. **8**, e.g., FIG. **8**F, shows privacy metadata configured to facilitate retrieval of term data that includes one or more terms of service that regard distribution of captured image that depicts the entity acquiring module **860** obtaining the privacy metadata (e.g., a key value that can be used to query a database to retrieve a terms of service) that is configured to facilitate retrieval of term data that includes one or more terms of service (e.g., a full-profits clause regarding any sale of the image) regarding distribution (e.g., sale, posting to a website, emailing, etc.) of the captured image (e.g., an image of a person water skiing) that depicts the entity (e.g., the water skier).

**[0378]** Referring now to FIG. **13**G, operation **1104** may include operation **1362** depicting estimating an advertisement revenue value that corresponds to the estimated potential advertisement revenue generated from the distribution of the captured image with an advertisement placed in the captured image. For example, FIG. **8**, e.g., FIG. **8**G shows estimated potential advertisement revenue generated from distribution of captured image that includes an advertisement placed in the captured image distribution comparing module **862** estimating an advertisement revenue value that corresponds to the estimated potential advertisement revenue generated from the distribution of the captured image (e.g., an image of two friends having dinner) with an advertisement (e.g., a message from the dairy lobby to drink milk) placed in the captured image (e.g., the image of two friends having dinner).

**[0379]** Referring again to FIG. **13**G, operation **1104** may include operation **1364** depicting performing a comparison between the estimated advertisement revenue value and the estimated potential liability incurred for distribution of the captured image. For example, FIG. **8**, e.g., FIG. **8**G, shows estimated potential advertisement revenue and estimated potential liability created from captured image distribution comparing module **864** performing a comparison between the estimated advertisement revenue value (e.g., $1,000) and the estimated potential liability incurred for distribution of the captured image (e.g., an image of a row of people on an airplane that was surreptitiously taken with a wearable computer).

**[0380]** Referring again to FIG. **13**G, operation **1362** may include operation **1366** depicting estimating the advertisement revenue value that corresponds to the estimated potential advertisement revenue generated from the distribution of the captured image with the advertisement placed in the captured image at a position away from the depicted entity. For example, FIG. **8**, e.g., FIG. **8**G, shows potential advertisement revenue generated from distribution of captured image that includes an advertisement placed in the captured image at a position away from the depicted entity distribution estimating module **866** estimating the advertisement revenue value that corresponds to the estimated potential advertisement revenue generated from the distribution of the captured image with the advertisement (e.g., an ad for cat food) placed in the captured image (e.g., an image of a person walking their dog taken covertly) at a position away from the depicted entity (e.g., the person who is walking their dog).

**[0381]** FIGS. **14**A-**14**E depict various implementations of operation **1106**, depicting modifying the captured image by placing at least one advertisement image at a particular location of the captured image, according to embodiments. Referring now to FIG. **14**A, operation **1106** may include operation **1402** depicting modifying the captured image by placing the at least one advertisement image at the particular location of the captured image, wherein the particular location of the at least one advertisement image is at least partially based on the performed comparison. For example, FIG. **9**, e.g., FIG. **9**A, shows captured image modification through placement of the at least one advertisement image at the particular location into the captured image facilitating module **902** modifying the captured image (e.g., an image of five people at a home poker game) by placing the at least one advertisement image (e.g., an advertisement for an online poker website that pays to be inserted into any picture that has a celebrity on a particular list) at the particular location (e.g., not over a face and/or body of any entity) of the captured image (e.g., the image of five people at a home poker game), wherein the particular location of the at least one advertisement image (e.g., an advertisement for an online poker website that pays to be inserted into any picture that has a celebrity on a particular list) is at least partially based on the performed comparison (e.g., if the revenue generated is too low, or the liability too high, or the difference between the two is too great, the particular location may be set to cover at least a portion of the protected entity).

**[0382]** Referring again to FIG. **14**A, operation **1402** may include operation **1404** depicting modifying the captured image by placing at least one advertisement image at the particular location of the captured image, wherein the par-

ticular location of the at least one advertisement image is at least partially based on a result of the performed comparison. For example, FIG. **9**, e.g., FIG. **9**A, shows captured image modification through placement of the at least one advertisement image into the captured image at the particular location that is at least partially determined by one or more of the estimated potential revenue and the estimated potential liability facilitating module **904** modifying the captured image (e.g., an image of four fighter pilots playing beach volleyball) by placing at least one advertisement image (e.g., an advertisement for deodorant) at the particular location (e.g., over one of the fighter pilots' heads) of the captured image (e.g., the image of four fighter pilots playing beach volleyball), wherein the particular location (e.g., over one of the fighter pilot's heads) is at least partially based on a result of the performed comparison (e.g., the advertisement will be positioned to cover one of the fighter pilot's heads if the revenue is too low, in order to encourage people to click on the advertisement to remove it).

**[0383]** Referring again to FIG. **14**A, operation **1402** may include operation **1406** depicting modifying the captured image by placing the at least one advertisement image at the particular location of the captured image, wherein a distance from the particular location to a center of the captured image is proportional to a size of the comparison between the estimated potential revenue and the estimated potential liability. For example, FIG. **9**, e.g., FIG. **9**A, shows captured image modification through placement of the at least one advertisement image into the captured image at the particular location that has a distance from a center of the captured image that is proportional to a difference between the estimated potential revenue and the estimated potential liability facilitating module **906** modifying the captured image (e.g., a staged shot of two people having dinner at a seaside restaurant) by placing the at least one advertisement image (e.g., an advertisement for an online dating service) at the particular location (e.g., close to the center of the picture), wherein a distance from the particular location to a center of the captured image is proportional to a size of the comparison between the estimated potential revenue and the estimated potential liability (e.g., the larger the shortfall between estimated potential revenue and estimated potential liability, the closer to the center the image will be, to try and maximize revenue).

**[0384]** Referring again to FIG. **14**A, operation **1406** may include operation **1408** depicting modifying the captured image by placing the at least one advertisement image at the particular location of the captured image, wherein a distance from the particular location to a center of the captured image is decreased or increased relative to a difference between the estimated potential revenue and the estimated potential liability. For example, FIG. **9**, e.g., FIG. **9**A, shows captured image modification through placement of the at least one advertisement image into the captured image at the particular location that has a distance from a center of the captured image that is decreased as a difference between the estimated potential revenue and the estimated potential liability is decreased facilitating module **908** modifying the captured image (e.g., an image of four friends at a baseball game) by placing the at least one advertisement image (e.g., an advertisement for a particular brand of smoked sausages) at the particular location (e.g., covering a face of one of the people in the picture) of the captured image (e.g., the image of four friends at the baseball game), wherein a distance from the particular location to a center of the captured image is decreased or increased relative to a difference between the estimated potential revenue and the estimated potential liability.

**[0385]** Referring again to FIG. **14**A, operation **1402** may include operation **1410** depicting modifying the captured image by placing at least one advertisement image at the particular location, wherein the particular location overlaps the depicted entity in the captured image when the estimated potential revenue is less than the estimated potential liability. For example, FIG. **9**, e.g., FIG. **9**A, shows captured image modification through placement of the at least one advertisement image into the captured image at the particular location that overlaps the depicted entity when the estimated potential revenue is less than the estimated potential liability facilitating module **910** modifying the captured image (e.g., an image of a person at the beach, taken surreptitiously) by placing at least one advertisement image at the particular location (e.g., covering a portion of the person's body), wherein the particular location overlaps the depicted entity (e.g., the person) in the captured image(e.g., the image of the person at the beach) when the estimated potential revenue is less than the estimated potential liability (e.g., covering a portion of the person may decrease the potential liability (depending on the terms of service), and may increase potential revenue by encouraging the viewer to click on the advertisement).

**[0386]** Referring again to FIG. **14**A, operation **1410** may include operation **1412** depicting modifying the captured image by placing the at least one advertisement image at the particular location, wherein the particular location overlaps a percentage of the depicted entity, and said percentage is linked to an amount that the estimated potential revenue is less than the estimated potential liability. For example, FIG. **9**, e.g., FIG. **9**A, shows captured image modification through placement of the at least one advertisement image into the captured image at the particular location that overlaps a percentage of the depicted entity that is proportional to an amount by which the estimated potential revenue is less than the estimated potential liability facilitating module **912** modifying the captured image (e.g., an image of three people at a college football tailgate) by placing the at least one advertisement image at the particular location (e.g., covering 70% of one of the people at the tailgate), wherein the particular location overlaps a percentage of the depicted entity (e.g., one of the people at the tailgate), and said percentage is linked to (e.g., proportional to, or is one factor in a decision regarding) an amount that the estimated potential revenue is less than the estimated potential liability).

**[0387]** Referring now to FIG. **14**B, operation **1106** may include operation **1414** depicting modifying the captured image by placing at least one advertisement image at a particular location that covers the depicted entity in the captured image, when the estimated potential liability is greater than a particular amount. For example, FIG. **9**, e.g., FIG. **9**B, shows at least one advertisement image inserting into the captured image at a particular location that covers the depicted entity in the captured image when the estimated potential liability is greater than a particular amount module **914** modifying the captured image (e.g., a covertly-taken image of a man sitting at a bar drinking scotch) by placing at least one advertisement image (e.g., an advertisement for lawn fertilizer) at a particular location that covers the depicted entity (e.g., the man) in the captured image (e.g., the image of the man sitting at the bar drinking scotch), when the estimated potential liability is greater than a particular amount (e.g., it may be necessary to

cover the man's face to avoid liability if the potential liability for using the man's face, as specified in a downloaded terms of service, is too high).

**[0388]** Referring again to FIG. **14**B, operation **1106** may include operation **1416** depicting modifying the captured image by placing at least one advertisement image at a particular location that covers the depicted entity in the captured image, when the estimated potential revenue is less than a certain amount. For example, FIG. **9**, e.g., FIG. **9**B, shows at least one advertisement image inserting into the captured image at a particular location that covers the depicted entity in the captured image when the estimated potential revenue is less than a particular amount module **916** modifying the captured image (e.g., an image of two people on a sailboat) by placing at least one advertisement image (e.g., an advertisement for macaroni & cheese) at a particular location that covers the depicted entity (e.g., one of the people on the sailboat) in the captured image (e.g., the image of two people on a sailboat), when the estimated potential revenue is less than a certain amount (e.g., the advertisement is added over top of the person's face, because otherwise the picture isn't "worth" distributing because the potential revenue is so low).

**[0389]** Referring again to FIG. **14**B, operation **1106** may include operation **1418** depicting modifying the captured image by placing at least one advertisement image at a particular location that overlaps the depicted entity in the captured image. For example, FIG. **9**, e.g., FIG. **9**B, shows captured image modification through placement of the at least one advertisement image into the captured image at the particular location that overlaps the depicted entity in the captured image facilitating module **918** modifying the captured image (e.g., an image of four people at a Broadway play) by placing at least one advertisement image (e.g., for tuxedo rental) at a particular location that overlaps the depicted entity (e.g., one of the people) in the captured image (e.g., the image of the four people at the Broadway play).

**[0390]** Referring again to FIG. **14**B, operation **1418** may include operation **1420** depicting modifying the captured image by placing at least one advertisement image at a particular location that hides at least one feature of the depicted entity in the captured image. For example, FIG. **9**, e.g., FIG. **9**B, shows captured image modification through placement of the at least one advertisement image into the captured image at the particular location that obscures at least one feature of the depicted entity in the captured image facilitating module **920** modifying the captured image (e.g., a surreptitious image of three college students studying at the library) by placing at least one advertisement image (e.g., for an energy drink) in a particular location that hides at least one feature (e.g., face, body, etc.) of the depicted entity (e.g., one of the students, who is also a moderately famous reality television star) in the captured image (e.g., the surreptitious image of three college students studying at the library).

**[0391]** Referring again to FIG. **14**B, operation **1418** may include operation **1422** depicting modifying the captured image by placing at least one advertisement image at the particular location that completely covers the depicted entity in the captured image. For example, FIG. **9**, e.g., FIG. **9**B, shows captured image modification through placement of the at least one advertisement image into the captured image at the particular location that completely covers the depicted entity in the captured image facilitating module **922** modifying the captured image (e.g., a surreptitious image of people at a wedding) by placing at least one advertisement image (e.g., a dating service advertisement) at the particular location that completely covers the depicted entity (e.g., one of the bridesmaids at the wedding, who is an actress) in the captured image (e.g., the surreptitious image of people at a wedding).

**[0392]** Referring now to FIG. **14**C, operation **1106** may include operation **1424** modifying the captured image by placing a removable advertisement image at the particular location of the captured image. For example, FIG. **9**, e.g., FIG. **9**B, shows captured image modification through placement of a removable advertisement image at the particular location into the captured image facilitating module **924** modifying the captured image (e.g., an image of a politician at a charity fundraiser) by placing a removable (e.g. an advertisement that goes away after a particular period of time, or after a user action, or after a command is issued by the device displaying the advertisement) advertisement image (e.g., an advertisement for a particular brand of light beer) at the particular location of the captured image (e.g., the image of the politician at the charity fundraiser).

**[0393]** Referring again to FIG. **14**C, operation **1424** may include operation **1426** depicting modifying the captured image by placing the removable advertisement image at the particular location of the captured image that overlaps the depicted entity. For example, FIG. **9**, e.g., FIG. **9**C, shows captured image modification through placement of a removable advertisement image into the captured image at the particular location that overlaps the depicted entity facilitating module **926** modifying the captured image (e.g., an image of five people at a home poker game) by placing the removable advertisement image (e.g., an advertisement for dog food that goes away when a pointer hovers over it) at the particular location (e.g., overlapping one of the famous people in the picture) of the captured image (e.g., the image of five people at the home poker game) that overlaps the depicted entity (e.g., one of the famous people in the picture).

**[0394]** Referring again to FIG. **14**C, operation **1424** may include operation **1428** depicting modifying the captured image by placing a removable-on-selection advertisement image at the particular location of the captured image. For example, FIG. **9**, e.g., FIG. **9**C, shows captured image modification through placement of a removable advertisement image into the captured image at the particular location that is configured to be removed in response to a mouse click facilitating module **928** modifying the captured image (e.g., an image of three women at a beach in Mexico) by placing a removable-on-selection (e.g., the ad is removed when clicked on by a mouse pointer or selected with a finger on a touch-screen, etc.) advertisement image (e.g., an advertisement for online sports betting) at the particular location (e.g., over a body of one of the women) of the captured image (e.g., the image of three women at a beach in Mexico).

**[0395]** Referring again to FIG. **14**C, operation **1424** may include operation **1430** depicting modifying the captured image by placing a removable-on-mouseover advertisement image at the particular location of the captured image. For example, FIG. **9**, e.g., FIG. **9**C, shows captured image modification through placement of a removable advertisement image into the captured image at the particular location that is configured to be removed in response to a mouse over the removable advertisement image facilitating module **930** modifying the captured image (e.g., an image of two men sitting in a Ferrari) by placing a removable-on-mouseover (e.g., which, in this context, includes any pointer or "touch"-over, e.g., with a finger) advertisement image (e.g., the image

of two men sitting in a Ferrari) at the particular location of the captured image (e.g., over one of the men's faces).

**[0396]** Referring now to FIG. **14**D, operation **1106** may include operation **1432** depicting modifying the captured image by generating a new image that includes the captured image and at least one advertisement image at the particular location of the captured image. For example, FIG. **9**, e.g., FIG. **9**D, shows new image that includes the captured image and at least one advertisement image at the particular location generating module **932** modifying the captured image (e.g., an image of four women playing hockey) by generating a new image (e.g., a copy of the captured image that adds the advertisement and leaves the original captured image intact) that includes the captured image (e.g., an image of two women canoeing) and at least one advertisement image (e.g., an advertisement for outdoor gear) at the particular location of the captured image (e.g., the image of two women canoeing).

**[0397]** Referring now to FIG. **14**D, operation **1106** may include operation **1434** depicting modifying the captured image by overlaying the at least one advertisement image at the particular location of the captured image. For example, FIG. **9**, e.g., FIG. **9**D, shows at least one advertisement image addition by overlaying the at least one advertisement image into the captured image at the particular location module **934** modifying the captured image (e.g., an image of three friends at a hockey game, one of whom is a professional athlete in a different sport in a different city) by overlaying the at least one advertisement image (e.g., an advertisement for sports jerseys) at the particular location (e.g., overlapping a portion of one of the person's faces) of the captured image (e.g., the image of three friends at a hockey game, one of whom is a professional athlete in a different sport in a different city).

**[0398]** Referring again to FIG. **14**D, operation **1106** may include operation **1436** depicting modifying the captured image by overwriting the particular location of the captured image with the at least one advertisement image. For example, FIG. **9**, e.g., FIG. **9**D, shows at least one advertisement image insertion into the captured image by overwriting the captured image at the particular location module **936** modifying the captured image by overwriting the particular location of the captured image with the at least one advertisement image (e.g., an advertisement for subscriptions to magazines).

**[0399]** FIGS. **15**A-**15**B depict various implementations of operation **1108**, depicting calculating an updated estimated potential revenue from the modified captured image that includes the at least one advertisement image at the particular location, according to embodiments. Referring now to FIG. **15**A, operation **1108** may include operation **1502** depicting estimating an updated potential revenue from the modified captured image that includes the at least one advertisement image at the particular location. For example, FIG. **10**, e.g., FIG. **10**A, shows updated estimated potential revenue from the captured image with the inserted at least one advertisement image at the particular location projecting module **1002** estimating an updated potential revenue from the modified captured image (e.g., an image of three people at a restaurant that has an advertisement for a tax return preparation service because the image was taken during tax season) that includes the at least one advertisement image (e.g., an advertisement for a tax return preparation service) at the particular location (e.g., in a center of the image). It is noted that, in some embodiments, the placed advertisement may be related to the content of the image. In other embodiments, the placed advertisement may be related to a feature of the image, e.g., as above, the advertisement is based on a date the image was taken, although other attributes of the image could be used. In another embodiment, the advertisement may be selected randomly.

**[0400]** Referring again to FIG. **15**A, operation **1502** may include operation **1504** depicting estimating the updated potential revenue from the modified captured image that includes the at least one advertisement image through estimation of a number of clicks on the at least one advertisement image. For example, FIG. **10**, e.g., FIG. **10**A, shows updated estimated potential revenue from the captured image with the inserted at least one advertisement image at the particular location projecting at least partly based on an estimated number of clicks on the at least one advertisement image module **1004** estimating the updated potential revenue from the modified captured image (e.g., an image of a youth soccer team that has been modified to include an advertisement for sporting goods equipment) that includes the at least one advertisement image (e.g., the advertisement for sporting goods equipment) through estimation of a number of clicks (e.g., 5% of the total views, e.g., 100 total clicks) on the at least one advertisement image (e.g., the advertisement for sporting goods equipment).

**[0401]** Referring again to FIG. **15**A, operation **1108** may include operation **1506** depicting adding an estimated revenue from the at least one advertisement image to at least a portion of the estimated potential revenue. For example, FIG. **10**, e.g., FIG. **10**A, shows updated estimated potential revenue from the captured image with the inserted at least one advertisement image at the particular location calculating by adding an estimated revenue from the at least one advertisement image to at least a portion of the estimated potential revenue module **1006** adding an estimated revenue (e.g., 350 dollars) from the at least one advertisement image (e.g., an advertisement for a particular brand of vodka) to at least a portion of the estimated potential revenue (e.g., 1,000 dollars for the original image of three famous people sitting at a bar drinking vodka).

**[0402]** Referring again to FIG. **15**A, operation **1108** may include operation **1508** depicting multiplying the estimated potential revenue by a particular modifier related to the modified captured image. For example, FIG. **10**, e.g., FIG. **10**A, shows updated estimated potential revenue from the captured image with the inserted at least one advertisement image at the particular location calculating by multiplication of the estimated potential revenue by a particular modifier module **1008** multiplying the estimated potential revenue (e.g., five thousand dollars) by a particular modifier (e.g., 0.85×) related to the modified captured image (e.g., if the image is modified to hide the entity associated with the privacy beacon with an advertisement, that may change the modifier for more or less revenue).

**[0403]** Referring again to FIG. **15**A, operation **1508** may include operation **1510** depicting multiplying the estimated potential revenue by a particular modifier related to the entity depicted in the captured image. For example, FIG. **10**, e.g., FIG. **10**A, shows updated estimated potential revenue from the captured image with the inserted at least one advertisement image at the particular location calculating by multiplication of the estimated potential revenue by an entity identity classification modifier module **1010** multiplying the estimated potential revenue (e.g., 2,000 dollars) by a particular modifier (e.g., a 1.5× modifier) related to the entity (e.g., related to a characteristic of the entity, e.g., how famous the

entity is, e.g., an identification data of the entity, etc.) depicted in the captured image (e.g., an image of a person sitting in a Ferrari).

**[0404]** Referring again to FIG. **15**A, operation **1508** may include operation **1512** depicting multiplying the estimated potential revenue by a particular modifier related to the at least one advertisement image. For example, FIG. **10**, e.g., FIG. **10**A, shows updated estimated potential revenue from the captured image with the inserted at least one advertisement image at the particular location calculating by multiplication of the estimated potential revenue by an advertisement image classification modifier module **1012** multiplying the estimated potential revenue (e.g., one thousand dollars) by a particular modifier (e.g., 1.15) related to the at least one advertisement image (e.g., the more popular the brand in the advertisement image, or the more closely it is related to the subject matter of the captured image, the larger the multiplier).

**[0405]** Referring now to FIG. **15**B, operation **1108** may include operation **1514** depicting receiving the updated estimated potential revenue from the modified captured image that includes the at least one advertisement image at the particular location, from a remote location. For example, FIG. **10**, e.g., FIG. **10**B, shows updated estimated potential revenue from the captured image with the inserted at least one advertisement image at the particular location receiving from a remote location module **1014** receiving the updated estimated potential revenue from the modified captured image (e.g., an image of a famous celebrity eating a fast food cheeseburger) that includes the at least one advertisement image (e.g., a fast food restaurant image) at the particular location (e.g., overlapping the body of the famous celebrity), from a remote location (e.g., a valuation server run by an advertising company).

**[0406]** Referring again to FIG. **15**B, operation **1108** may include operation **1516** depicting calculating the updated estimated potential revenue from the modified captured image that includes the at least one advertisement image, at least partly based on term data associated with the entity depicted in the captured image. For example, FIG. **10**, e.g., FIG. **10**B, shows updated estimated potential revenue from the captured image with the inserted at least one advertisement image at the particular location calculating at least partly based on term data associated with the captured entity module **1016** calculating the updated estimated potential revenue from the modified captured image (e.g., a picture of two men on a fishing boat with the advertisement) that includes the at least one advertisement image (e.g., an image related to fishing, e.g., an advertisement for fishing poles and other gear), at least partly based on term data (e.g., a term of service specifying damages for the use of one of the fisherman's images) associated with the entity (e.g., one of the fishermen) depicted in the captured image (e.g., the picture of two men on the fishing boat).

**[0407]** All of the above U.S. patents, U.S. patent application publications, U.S. patent applications, foreign patents, foreign patent applications and non-patent publications referred to in this specification and/or listed in any Application Data Sheet, are incorporated herein by reference, to the extent not inconsistent herewith.

**[0408]** The foregoing detailed description has set forth various embodiments of the devices and/or processes via the use of block diagrams, flowcharts, and/or examples. Insofar as such block diagrams, flowcharts, and/or examples contain one or more functions and/or operations, it will be understood by those within the art that each function and/or operation within such block diagrams, flowcharts, or examples can be implemented, individually and/or collectively, by a wide range of hardware, software (e.g., a high-level computer program serving as a hardware specification), firmware, or virtually any combination thereof, limited to patentable subject matter under 35 U.S.C. 101. In an embodiment, several portions of the subject matter described herein may be implemented via Application Specific Integrated Circuits (ASICs), Field Programmable Gate Arrays (FPGAs), digital signal processors (DSPs), or other integrated formats. However, those skilled in the art will recognize that some aspects of the embodiments disclosed herein, in whole or in part, can be equivalently implemented in integrated circuits, as one or more computer programs running on one or more computers (e.g., as one or more programs running on one or more computer systems), as one or more programs running on one or more processors (e.g., as one or more programs running on one or more microprocessors), as firmware, or as virtually any combination thereof, limited to patentable subject matter under 35 U.S.C. 101, and that designing the circuitry and/or writing the code for the software (e.g., a high-level computer program serving as a hardware specification) and or firmware would be well within the skill of one of skill in the art in light of this disclosure. In addition, those skilled in the art will appreciate that the mechanisms of the subject matter described herein are capable of being distributed as a program product in a variety of forms, and that an illustrative embodiment of the subject matter described herein applies regardless of the particular type of signal bearing medium used to actually carry out the distribution. Examples of a signal bearing medium include, but are not limited to, the following: a recordable type medium such as a floppy disk, a hard disk drive, a Compact Disc (CD), a Digital Video Disk (DVD), a digital tape, a computer memory, etc.; and a transmission type medium such as a digital and/or an analog communication medium (e.g., a fiber optic cable, a waveguide, a wired communications link, a wireless communication link (e.g., transmitter, receiver, transmission logic, reception logic, etc.), etc.)

**[0409]** While particular aspects of the present subject matter described herein have been shown and described, it will be apparent to those skilled in the art that, based upon the teachings herein, changes and modifications may be made without departing from the subject matter described herein and its broader aspects and, therefore, the appended claims are to encompass within their scope all such changes and modifications as are within the true spirit and scope of the subject matter described herein. It will be understood by those within the art that, in general, terms used herein, and especially in the appended claims (e.g., bodies of the appended claims) are generally intended as "open" terms (e.g., the term "including" should be interpreted as "including but not limited to," the term "having" should be interpreted as "having at least," the term "includes" should be interpreted as "includes but is not limited to," etc.).

**[0410]** It will be further understood by those within the art that if a specific number of an introduced claim recitation is intended, such an intent will be explicitly recited in the claim, and in the absence of such recitation no such intent is present. For example, as an aid to understanding, the following appended claims may contain usage of the introductory phrases "at least one" and "one or more" to introduce claim

recitations. However, the use of such phrases should not be construed to imply that the introduction of a claim recitation by the indefinite articles "a" or "an" limits any particular claim containing such introduced claim recitation to claims containing only one such recitation, even when the same claim includes the introductory phrases "one or more" or "at least one" and indefinite articles such as "a" or "an" (e.g., "a" and/or "an" should typically be interpreted to mean "at least one" or "one or more"); the same holds true for the use of definite articles used to introduce claim recitations. In addition, even if a specific number of an introduced claim recitation is explicitly recited, those skilled in the art will recognize that such recitation should typically be interpreted to mean at least the recited number (e.g., the bare recitation of "two recitations," without other modifiers, typically means at least two recitations, or two or more recitations).

**[0411]** Furthermore, in those instances where a convention analogous to "at least one of A, B, and C, etc." is used, in general such a construction is intended in the sense one having skill in the art would understand the convention (e.g., " a system having at least one of A, B, and C" would include but not be limited to systems that have A alone, B alone, C alone, A and B together, A and C together, B and C together, and/or A, B, and C together, etc.). In those instances where a convention analogous to "at least one of A, B, or C, etc." is used, in general such a construction is intended in the sense one having skill in the art would understand the convention (e.g., "a system having at least one of A, B, or C" would include but not be limited to systems that have A alone, B alone, C alone, A and B together, A and C together, B and C together, and/or A, B, and C together, etc.). It will be further understood by those within the art that typically a disjunctive word and/or phrase presenting two or more alternative terms, whether in the description, claims, or drawings, should be understood to contemplate the possibilities of including one of the terms, either of the terms, or both terms unless context dictates otherwise. For example, the phrase "A or B" will be typically understood to include the possibilities of "A" or "B" or "A and B."

**[0412]** With respect to the appended claims, those skilled in the art will appreciate that recited operations therein may generally be performed in any order. Also, although various operational flows are presented in a sequence(s), it should be understood that the various operations may be performed in other orders than those which are illustrated, or may be performed concurrently. Examples of such alternate orderings may include overlapping, interleaved, interrupted, reordered, incremental, preparatory, supplemental, simultaneous, reverse, or other variant orderings, unless context dictates otherwise. Furthermore, terms like "responsive to," "related to," or other past-tense adjectives are generally not intended to exclude such variants, unless context dictates otherwise.

**[0413]** This application may make reference to one or more trademarks, e.g., a word, letter, symbol, or device adopted by one manufacturer or merchant and used to identify and/or distinguish his or her product from those of others. Trademark names used herein are set forth in such language that makes clear their identity, that distinguishes them from common descriptive nouns, that have fixed and definite meanings, or, in many if not all cases, are accompanied by other specific identification using terms not covered by trademark. In addition, trademark names used herein have meanings that are well-known and defined in the literature, or do not refer to products or compounds for which knowledge of one or more trade secrets is required in order to divine their meaning. All trademarks referenced in this application are the property of their respective owners, and the appearance of one or more trademarks in this application does not diminish or otherwise adversely affect the validity of the one or more trademarks. All trademarks, registered or unregistered, that appear in this application are assumed to include a proper trademark symbol, e.g., the circle R or bracketed capitalization (e.g., [trademark name]), even when such trademark symbol does not explicitly appear next to the trademark. To the extent a trademark is used in a descriptive manner to refer to a product or process, that trademark should be interpreted to represent the corresponding product or process as of the date of the filing of this patent application.

**[0414]** Throughout this application, the terms "in an embodiment," 'in one embodiment," "in an embodiment," "in several embodiments," "in at least one embodiment," "in various embodiments," and the like, may be used. Each of these terms, and all such similar terms should be construed as "in at least one embodiment, and possibly but not necessarily all embodiments," unless explicitly stated otherwise. Specifically, unless explicitly stated otherwise, the intent of phrases like these is to provide non-exclusive and non-limiting examples of implementations of the invention. The mere statement that one, some, or may embodiments include one or more things or have one or more features, does not imply that all embodiments include one or more things or have one or more features, but also does not imply that such embodiments must exist. It is a mere indicator of an example and should not be interpreted otherwise, unless explicitly stated as such.

**[0415]** Those skilled in the art will appreciate that the foregoing specific exemplary processes and/or devices and/or technologies are representative of more general processes and/or devices and/or technologies taught elsewhere herein, such as in the claims filed herewith and/or elsewhere in the present application.

**1**. A computationally-implemented method, comprising:

acquiring a captured image, wherein the captured image depicts at least one entity;

performing a comparison between an estimated potential revenue generated from a distribution of the captured image and an estimated potential liability incurred for the distribution of the captured image;

modifying the captured image by placing at least one advertisement image at a particular location of the captured image; and

calculating an updated estimated potential revenue from the modified captured image that includes the at least one advertisement image at the particular location.

**2**. (canceled)

**3**. (canceled)

**4**. (canceled)

**5**. (canceled)

**6**. The computationally-implemented method of claim **1**, wherein said acquiring a captured image, wherein the captured image depicts at least one entity comprises:

acquiring the captured image from an image capture device, wherein the captured image depicts at least one entity.

**7**. The computationally-implemented method of claim **6**, wherein said acquiring the captured image from an image capture device, wherein the captured image depicts at least one entity comprises:

receiving the captured image from a wearable computer that is configured to covertly capture one or more images, wherein the captured image depicts at least one entity.

**8**. The computationally-implemented method of claim **1**, wherein said acquiring a captured image, wherein the captured image depicts at least one entity comprises:

receiving the captured image from a server, wherein the captured image depicts at least one entity.

**9**. The computationally-implemented method of claim **8**, wherein said receiving the captured image from a server, wherein the captured image depicts at least one entity comprises:

receiving the captured image from the server that has performed one or more processes on the image, wherein the captured image depicts at least one entity.

**10**. The computationally-implemented method of claim **9**, wherein said receiving the captured image from the server that has performed one or more processes on the image, wherein the captured image depicts at least one entity comprises:

receiving the captured image from the server that has determined that a potential revenue generated from the captured image is less than a potential liability incurred from a distribution of the captured image, wherein the captured image depicts at least one entity.

**11**. The computationally-implemented method of claim **1**, wherein said acquiring a captured image, wherein the captured image depicts at least one entity comprises:

acquiring the captured image that has previously been encrypted, wherein the captured image depicts at least one entity.

**12**. (canceled)

**13**. (canceled)

**14**. The computationally-implemented method of claim **11**, wherein said acquiring the captured image that has previously been encrypted, wherein the captured image depicts at least one entity comprises:

acquiring the captured image that has previously been encrypted through use of a unique device code associated with an image capture device configured to capture the captured image.

**15**. The computationally-implemented method of claim **1**, wherein said acquiring a captured image, wherein the captured image depicts at least one entity comprises:

acquiring the captured image that contains a privacy beacon, wherein the captured image depicts at least one entity.

**16**. (canceled)

**17**. The computationally-implemented method of claim **15**, wherein said acquiring the captured image that contains a privacy beacon, wherein the captured image depicts at least one entity comprises:

acquiring the captured image that contains a privacy beacon configured to be used to obtain data that regards the entity depicted in the captured image.

**18**. The computationally-implemented method of claim **17**, wherein said acquiring the captured image that contains a privacy beacon configured to be used to obtain data that regards the entity depicted in the captured image comprises:

acquiring the captured image that contains the privacy beacon configured to be used to obtain term data that includes one or more terms of service that govern distribution of the captured image.

**19**. (canceled)

**20**. The computationally-implemented method of claim **1**, wherein said performing a comparison between an estimated potential revenue generated from a distribution of the captured image and an estimated potential liability incurred for the distribution of the captured image comprises:

performing the comparison between an estimated potential revenue generated from the distribution of the captured image to a social networking site, and an estimated potential liability incurred for the distribution of the captured image.

**21**. The computationally-implemented method of claim **1**, wherein said performing a comparison between an estimated potential revenue generated from a distribution of the captured image and an estimated potential liability incurred for the distribution of the captured image comprises:

determining whether the estimated potential revenue generated from a direct sale of the captured image is greater than the estimated potential liability incurred for the distribution of the captured image.

**22**. (canceled)

**23**. The computationally-implemented method of claim **1**, wherein said performing a comparison between an estimated potential revenue generated from a distribution of the captured image and an estimated potential liability incurred for the distribution of the captured image comprises:

estimating a revenue value that corresponds to an estimated potential advertisement revenue generated from a distribution of the captured image;

obtaining an estimated damage value that corresponds to the estimated potential liability incurred for distribution of the captured image; and

performing a comparison between the obtained estimated damage value and the estimated revenue value.

**24**. The computationally-implemented method of claim **1**, wherein said performing a comparison between an estimated potential revenue generated from a distribution of the captured image and an estimated potential liability incurred for the distribution of the captured image comprises:

estimating a revenue value that corresponds to the estimated potential advertisement revenue generated from a distribution of the captured image; and

performing a comparison between the estimated revenue value and the estimated potential liability incurred for distribution of the captured image.

**25**. The computationally-implemented method of claim **24**, wherein said estimating a revenue value that corresponds to the estimated potential advertisement revenue generated from a distribution of the captured image comprises:

estimating the revenue value that corresponds to the estimated potential advertisement revenue generated from a post of the captured image to a social networking site.

**26**. (canceled)

**27**. (canceled)

**28**. (canceled)

**29**. (canceled)

**30**. (canceled)

**31**. (canceled)

**32**. The computationally-implemented method of claim **1**, wherein said performing a comparison between an estimated potential revenue generated from a distribution of the captured image and an estimated potential liability incurred for the distribution of the captured image comprises:

obtaining an estimated damage value that corresponds to the estimated potential liability incurred for distribution of the captured image; and

performing a comparison between the estimated damage value and the estimated potential revenue generated from the distribution of the captured image.

**33**. The computationally-implemented method of claim **32**, wherein said obtaining an estimated damage value that corresponds to the estimated potential liability incurred for distribution of the captured image comprises:

obtaining the estimated damage value that corresponds to the estimated potential liability incurred for distribution of the captured image at least partly based on term data that includes one or more terms of service that govern the distribution of the image.

**34**. (canceled)

**35**. The computationally-implemented method of claim **32**, wherein said obtaining an estimated damage value that corresponds to the estimated potential liability incurred for distribution of the captured image comprises:

obtaining the estimated damage value that corresponds to the estimated potential liability incurred for distribution of the captured image at least partly based on privacy metadata related to the captured image.

**36**. The computationally-implemented method of claim **35**, wherein said obtaining the estimated damage value that corresponds to the estimated potential liability incurred for distribution of the captured image at least partly based on privacy metadata related to the captured image comprises:

obtaining the estimated damage value that corresponds to the estimated potential liability incurred for distribution of the captured image at least partly based on privacy metadata that identifies the entity depicted in the captured image.

**37**. The computationally-implemented method of claim **32**, wherein said obtaining an estimated damage value that corresponds to the estimated potential liability incurred for distribution of the captured image comprises:

obtaining a privacy metadata related to the captured image; and

generating an estimated damage value that corresponds to the estimated potential liability incurred for distribution of the captured image, at least partly based on the obtained privacy metadata.

**38**. The computationally-implemented method of claim **37**, wherein said obtaining a privacy metadata related to the captured image comprises:

obtaining a privacy metadata related to a privacy beacon associated with the entity depicted in the captured image.

**39**. The computationally-implemented method of claim **38**, wherein said obtaining a privacy metadata related to a privacy beacon associated with the entity depicted in the captured image comprises:

obtaining the privacy metadata related to a privacy beacon associated with the depicted entity and that was detected in the captured image.

**40**. (canceled)

**41**. The computationally-implemented method of claim **37**, wherein said obtaining a privacy metadata related to the captured image comprises:

obtaining the privacy metadata that is configured to facilitate retrieval of term data that regards the entity depicted in the captured image.

**42**. (canceled)

**43**. (canceled)

**44**. The computationally-implemented method of claim **41**, wherein said obtaining the privacy metadata that is configured to facilitate retrieval of term data that regards the entity depicted in the captured image comprises:

obtaining the privacy metadata that is configured to facilitate retrieval of term data that includes one or more terms of service regarding distribution of the captured image that depicts the entity.

**45**. The computationally-implemented method of claim **1**, wherein said performing a comparison between an estimated potential revenue generated from a distribution of the captured image and an estimated potential liability incurred for the distribution of the captured image comprises:

estimating an advertisement revenue value that corresponds to the estimated potential advertisement revenue generated from the distribution of the captured image with an advertisement placed in the captured image; and

performing a comparison between the estimated advertisement revenue value and the estimated potential liability incurred for distribution of the captured image.

**46**. The computationally-implemented method of claim **45**, wherein said estimating an advertisement revenue value that corresponds to the estimated potential advertisement revenue generated from the distribution of the captured image with an advertisement placed in the captured image comprises:

estimating the advertisement revenue value that corresponds to the estimated potential advertisement revenue generated from the distribution of the captured image with the advertisement placed in the captured image at a position away from the depicted entity.

**47**. The computationally-implemented method of claim **1**, wherein said modifying the captured image by placing at least one advertisement image at a particular location of the captured image comprises:

modifying the captured image by placing the at least one advertisement image at the particular location of the captured image, wherein the particular location of the at least one advertisement image is at least partially based on the performed comparison.

**48**. The computationally-implemented method of claim **47**, wherein said modifying the captured image by placing the at least one advertisement image at the particular location of the captured image, wherein the particular location of the at least one advertisement image is at least partially based on the performed comparison comprises:

modifying the captured image by placing at least one advertisement image at the particular location of the captured image, wherein the particular location of the at least one advertisement image is at least partially based on a result of the performed comparison.

**49**. The computationally-implemented method of claim **47**, wherein said modifying the captured image by placing the at least one advertisement image at the particular location of the captured image, wherein the particular location of the at least one advertisement image is at least partially based on the performed comparison comprises:

modifying the captured image by placing the at least one advertisement image at the particular location of the captured image, wherein a distance from the particular location to a center of the captured image is proportional

to a size of the comparison between the estimated potential revenue and the estimated potential liability.

**50**. (canceled)

**51**. (canceled)

**52**. (canceled)

**53**. The computationally-implemented method of claim **1**, wherein said modifying the captured image by placing at least one advertisement image at a particular location of the captured image comprises:

modifying the captured image by placing at least one advertisement image at a particular location that covers the depicted entity in the captured image, when the estimated potential liability is greater than a particular amount.

**54**. (canceled)

**55**. The computationally-implemented method of claim **1**, wherein said modifying the captured image by placing at least one advertisement image at a particular location of the captured image comprises:

modifying the captured image by placing at least one advertisement image at a particular location that overlaps the depicted entity in the captured image.

**56**. (canceled)

**57**. (canceled)

**58**. The computationally-implemented method of claim **1**, wherein said modifying the captured image by placing at least one advertisement image at a particular location of the captured image comprises:

modifying the captured image by placing a removable advertisement image at the particular location of the captured image.

**59**. (canceled)

**60**. (canceled)

**61**. (canceled)

**62**. (canceled)

**63**. (canceled)

**64**. (canceled)

**65**. The computationally-implemented method of claim **1**, wherein said calculating an updated estimated potential revenue from the modified captured image that includes the at least one advertisement image at the particular location comprises:

estimating an updated potential revenue from the modified captured image that includes the at least one advertisement image at the particular location.

**66**. The computationally-implemented method of claim **65**, wherein said estimating an updated potential revenue from the modified captured image that includes the at least one advertisement image at the particular location comprises:

estimating the updated potential revenue from the modified captured image that includes the at least one advertisement image through estimation of a number of clicks on the at least one advertisement image.

**67**. (canceled)

**68**. (canceled)

**69**. (canceled)

**70**. (canceled)

**71**. The computationally-implemented method of claim **1**, wherein said calculating an updated estimated potential revenue from the modified captured image that includes the at least one advertisement image at the particular location comprises:

receiving the updated estimated potential revenue from the modified captured image that includes the at least one advertisement image at the particular location, from a remote location.

**72**. The computationally-implemented method of claim **1**, wherein said calculating an updated estimated potential revenue from the modified captured image that includes the at least one advertisement image at the particular location comprises:

calculating the updated estimated potential revenue from the modified captured image that includes the at least one advertisement image, at least partly based on term data associated with the entity depicted in the captured image.

**73**. (canceled)

**74**. A computationally-implemented system, comprising:

circuitry for acquiring a captured image, wherein the captured image depicts at least one entity;

circuitry for performing a comparison between an estimated potential revenue generated from a distribution of the captured image and an estimated potential liability incurred for the distribution of the captured image;

circuitry for modifying the captured image by placing at least one advertisement image at a particular location of the captured image; and

circuitry for calculating an updated estimated potential revenue from the modified captured image that includes the at least one advertisement image at the particular location.

**75-145**. (canceled)

**146**. A computer program product, comprising:

a signal-bearing medium bearing:

one or more instructions for acquiring a captured image, wherein the captured image depicts at least one entity;

one or more instructions for performing a comparison between an estimated potential revenue generated from a distribution of the captured image and an estimated potential liability incurred for the distribution of the captured image;

one or more instructions for modifying the captured image by placing at least one advertisement image at a particular location of the captured image; and

one or more instructions for calculating an updated estimated potential revenue from the modified captured image that includes the at least one advertisement image at the particular location.

**147**. (canceled)

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