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(57) Abstract :

The present disclosure relates to a system (100) for managing digital rights through a decentralized database (112) connected to a blockchain network (104) and an AI engine (102) that allows content providers to encrypt multimedia content and assign licenses to users. A processor (202) of the AI engine (102) applies multimedia fingerprinting and watermark embedding techniques to track down illegal re-distributors of pirated and colluded copies of the multimedia content. The system also allows the content provider to create unique and encrypted signatures on the blockchain for their brand and description information, helping buyers determine the brand's authenticity. The system thus provides a secure and decentralized way to manage digital rights and prevent piracy of multimedia content.

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