Making Creative Commons More Useful by Applying Usage Management

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2 System Design

3 Implementation

4 Future Work

5 Conclusions

6 References

Abstract

Motiviation

Creative Commons

XMP

Flickr 1

http://www.flickr.com/creativecommons/

flickr from YAHOO!

Home The Tour Sign Up Explore Upload

Explore / Creative Commons

Many Flickr users have chosen to offer their work under a Creative Commons license, and you can browse or search through content under each type of license.

Here are some recently added bits and pieces:

Attribution License

From bicitekas_foto | From pescatello | From Maggie Boyle... | From Maggie Boyle... | From Maggie Boyle...

» **27,977,749** photos (See more)

Attribution-NoDerivs License

From henskechristine | From henskechristine | From jofo2005 | From Nick Harris1 | From goforchris

» **9,864,097** photos (See more)

Attribution-NonCommercial-NoDerivs License

From mf.lane | From Dame La Mouche | From andrey.mindryukov | From andrey.mindryukov | From Ultimate-Orient...

» **56,347,640** photos (See more)

creative commons

"Creative Commons is a non-profit that offers an alternative to full copyright."

creativecommons.org

Briefly...

Attribution means: You let others copy, distribute, display, and perform your copyrighted work - and derivative works based upon it - but only if they give you credit.

Noncommercial means: You let others copy, distribute, display, and perform your work - and derivative works based upon it - but for noncommercial purposes only.

No Derivative Works means: You let others copy, distribute, display, and perform only verbatim copies of your work, not derivative works based upon it.

Share Alike means: You allow others to distribute derivative works only under a license identical to the license that governs your work.

Add a Creative Commons license to **your**

Flickr 2

gettyimages®

Live chat

Purchasing multiple images now or later? Contact us for information on our special volume pricing.

Image:

92851906

Choose a license type:

- Individual
- Flexible license pack (e.g. multiple uses)

Questions about licensing

Purchasing images and footage

Save money with a Flexible license pack!
Offering you unlimited use across multiple types of media.

Select a pack:

Advertising pack: print, outdoor, web

This use covers: Use, within selected territory, industry and duration, in any commercial or promotional campaign. Uses include: Print ad - Magazine and newspaper, Print ad - Directory, Print ad - Free-standing insert, Print ad - Event program, Display - Billboard, Display - Outdoor and transit, "Web - Electronic brochure, email and direct promotion", Web - Advertisement.

In which territories will the image appear?

Afghanistan
Albania
Algeria
American Samoa
Andorra
Antarctica
Australia
Austria
Bangladesh

Add >

Your selections:

United States

Remove

Missing territory? Please call for a quotation.
Tip: For multiple selections, hold down 'ctrl' or 'cmd'.

What is the start date of the image?

6 | August | 2011

What is the duration of the image use?

Up to 3 months

What is the industry of the product or service that the image is promoting?

Automotive

Industry: Automobiles, motorcycles, parts & accessories, repair services, trucks, toll related services

Get pricing

Flickr 3

I'd like to use a photo I found on Flickr. that?

Our members share an incredible amount of amazing work on Fli like to use, look for the "Request to license" link near the license c partnered with Getty Images who will review the image, determine through them, and work out all the details if so.

Not all members have this enabled. If you don't see it you can als directly. As a member of Flickr, you can move your mouse over s click the little arrow to open the "person menu." Then select "Sen your message. When you contact a photographer, it's best to incl

Flickr 4

Flickr 5

http://creativecommons.org/licenses/by/2.0/deed.en

creative commons

Attribution 2.0 Generic (CC BY 2.0)

This is a human-readable summary of the Legal Code (the full license).

Disclaimer

You are free:

to Share — to copy, distribute and transmit the work

to Remix — to adapt the work

to make commercial use of the work

Free Cultural APPROVED FOR Works

Under the following conditions:

Attribution — You must attribute the work in the manner specified by the author or licensor (but not in any way that suggests that they endorse you or your use of the work).

With the understanding that:

Waiver — Any of the above conditions can be **waived** if you get permission from the copyright holder.

Flickr 6

License

© All Rights Reserved

Request to license Renan Vi

Images

Flickr 7

gettyimages® + flickr

International

What is 'Request to license'?

You've found an amazing photo on Flickr. Now, how do you go about getting the permission to use it?

Request to license is a way for you to license the rights through Getty Images so you can use a photo. You pay a licensing fee for the rights to use a photo based on the licensing model and the rights you are purchasing.

When you submit a request, our team of Getty Images editors will:

- Review the photo to determine if it's a good fit for licensing through us
- Contact the photographer
- Handle the details like releases and pricing

How long do I have to wait?

It takes between two and seven days to arrange licensing. To find creative stock images available for immediate licensing, search now.

How do I get started?

So that we can keep you up to date on the status of your request, you'll need to sign in or register.

How much does it cost?

Prices start at just **5 USD** - it all depends on the size* you need and how you plan to use it.

Extra small - 280 x 211 px	$5
Small - 500 x 340 px	$35
Medium - 700 x 500 px	$125
Large - 2100 x 1400 px	$325

*Size is an estimate based on a typical horizontal image; actual size is shown on the image details page.

Photo URL on Flickr

Submit request

Flickr 8

flickr® from YAHOO!

Signed in as matthew.bohnsack (1 new)

Home You Organize & Create Contacts Groups Explore Upload

Set a license for this photo

You can associate a Creative Commons license with your content if you wish, to grant people the right to use your work under certain circumstances. For more information on what your options are, please visit the Creative Commons website.

You can also set a default type of license for everything you upload into Flickr. Change your default here.

Note Don't forget to make sure that you have all the necessary rights and you won't be infringing on any third parties with any content that you license on Flickr. As per our Community Guidelines, accounts are intended for members to share content that they themselves have created.

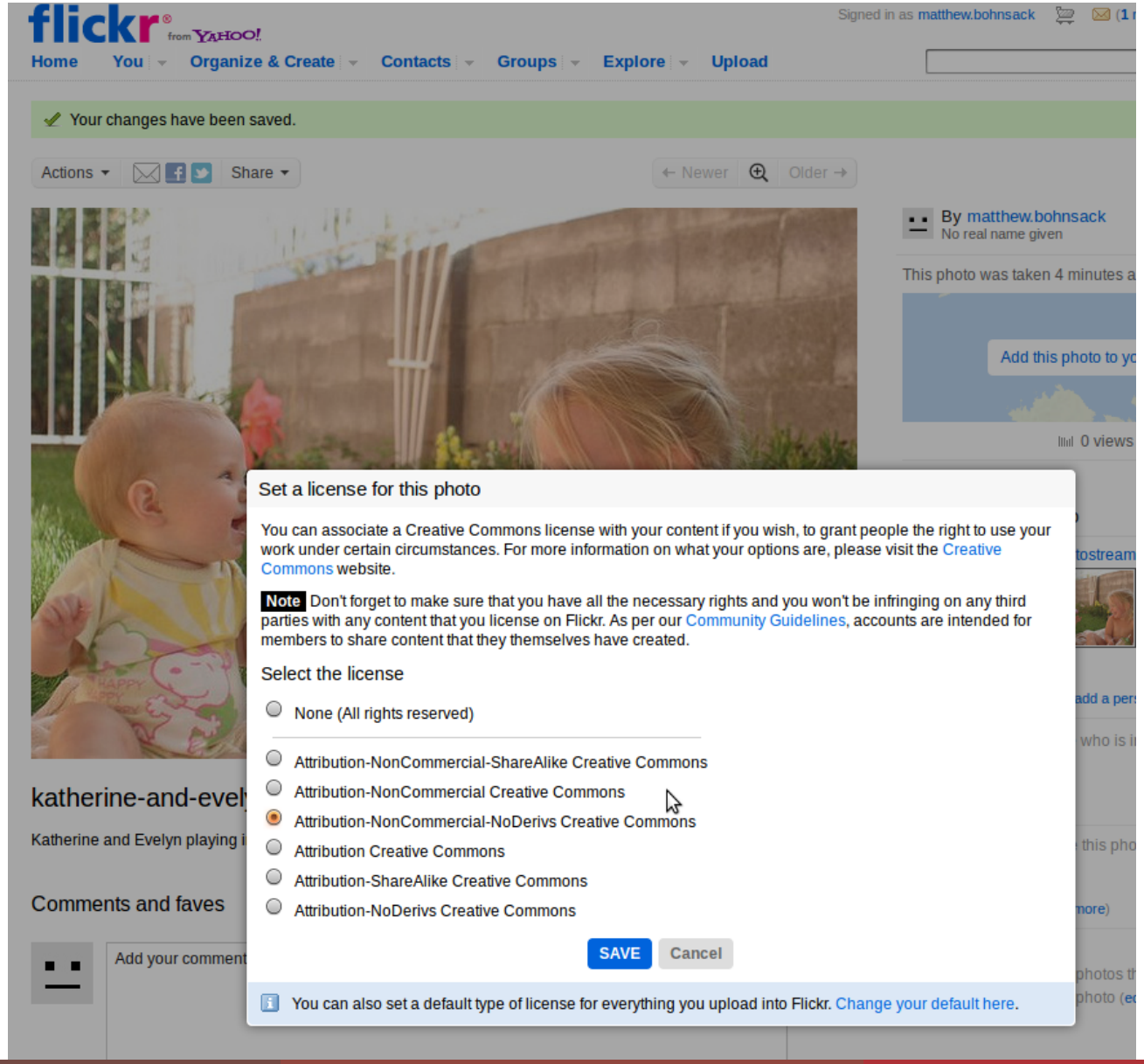
Anyone can see this photo (edit)

Select the license

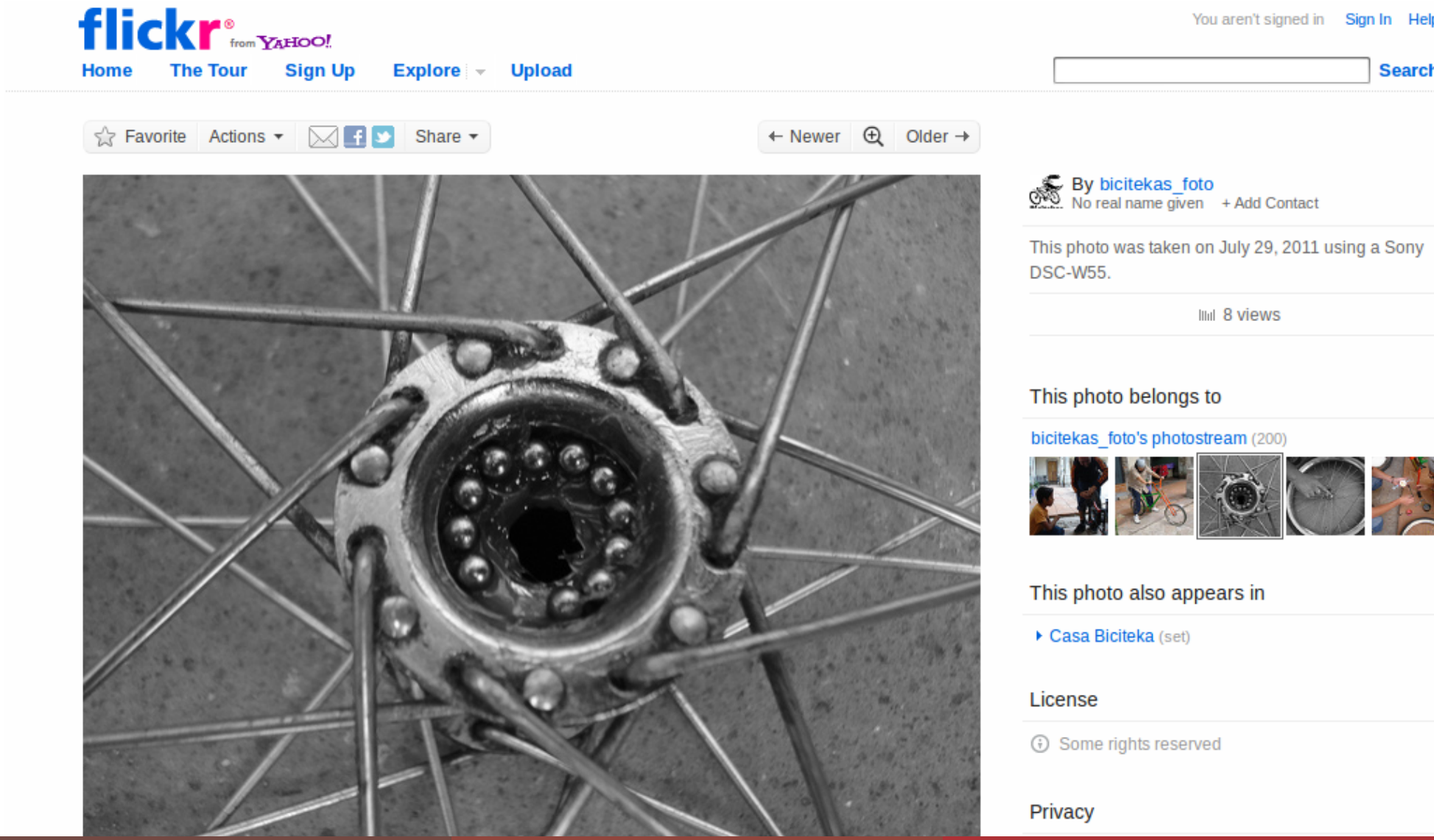
- (●) None (All rights reserved)
- ( ) Attribution-NonCommercial-ShareAlike Creative Commons
- ( ) Attribution-NonCommercial Creative Commons
- ( ) Attribution-NonCommercial-NoDerivs Creative Commons
- ( ) Attribution Creative Commons
- ( ) Attribution-ShareAlike Creative Commons
- ( ) Attribution-NoDerivs Creative Commons

SAVE

Flickr 9


flickr from YAHOO!
Signed in as matthew.bohnsack
Home
You
Organize & Create
Contacts
Groups
Explore
Upload
Your changes have been saved.
Actions
Share
Newer
Older
By matthew.bohnsack
No real name given
This photo was taken 4 minutes a
Add this photo to yo
0 views
Set a license for this photo
You can associate a Creative Commons license with your content if you wish, to grant people the right to use your work under certain circumstances. For more information on what your options are, please visit the Creative Commons website.
Note Don't forget to make sure that you have all the necessary rights and you won't be infringing on any third parties with any content that you license on Flickr. As per our Community Guidelines, accounts are intended for members to share content that they themselves have created.
Select the license
None (All rights reserved)
Attribution-NonCommercial-ShareAlike Creative Commons
Attribution-NonCommercial Creative Commons
Attribution-NonCommercial-NoDerivs Creative Commons
Attribution Creative Commons
Attribution-ShareAlike Creative Commons
Attribution-NoDerivs Creative Commons
SAVE
Cancel
You can also set a default type of license for everything you upload into Flickr. Change your default here.
katherine-and-evel
Katherine and Evelyn playing i
Comments and faves
Add your comment

Flickr 10


flickr from YAHOO!
You aren't signed in
Sign In
Help
Home
The Tour
Sign Up
Explore
Upload
Search
Favorite
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By bicitekas_foto
No real name given
+ Add Contact
This photo was taken on July 29, 2011 using a Sony DSC-W55.
8 views
This photo belongs to
bicitekas_foto's photostream (200)
This photo also appears in
Casa Biciteka (set)
License
Some rights reserved
Privacy

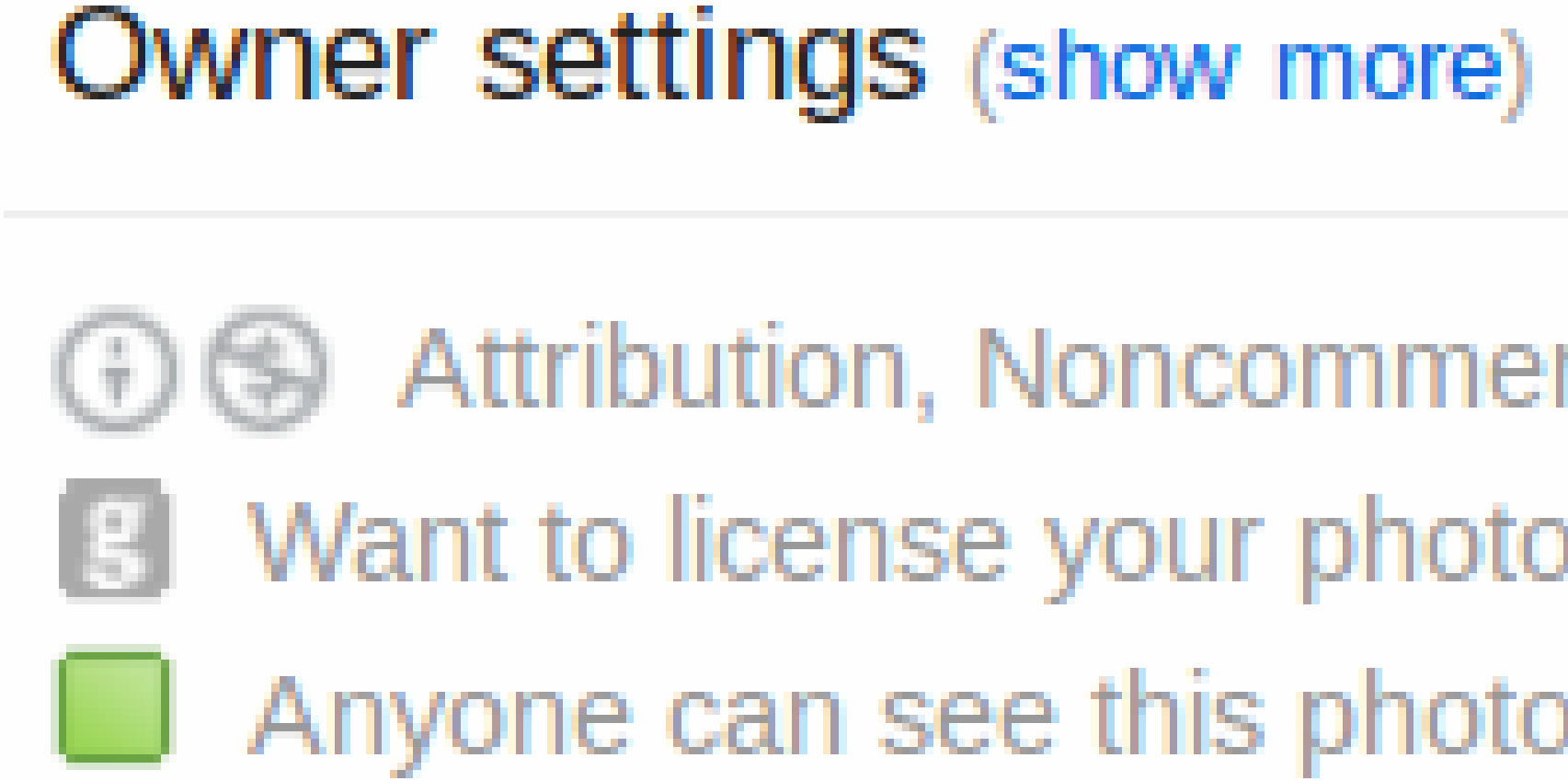
Flickr 11

katherine-and-evelyn
By Matthew Bohnsack

Flickr 12

Your photostream
1 item / 0 views
Sets Galleries Tags People Archives Favorites Popular Profile
Your photostream page layout has been saved! You can change it again on this page.
katherine-and-evelyn
Katherine and Evelyn playing in the backyard
Anyone can see this photo (edit)
Uploaded on Aug 6, 2011 | Delete
0 comments

Flickr 13


Owner settings (show more)
Attribution, Noncommer
Want to license your photo
Anyone can see this photo

Flickr 14

Your account / Eligibility for Getty Images invitations

Note: Visitors to your photos won't see the "Want to license your photos through Getty Images?" link. Only you see this note about the accou setting. To make the "Want to license..." link go away, just choose the option you'd like below and click "Save".

Flickr has partnered with Getty Images to offer a service for Flickr members to license their work. Learn more about our partnership with Getty Images.

Licensing your work via Getty Images

The Flickr Collection on Getty Images is an invitation-only program, where editors at Getty Images as well as people in the Flickrverse can request to license your images. There are several ways to bring your photograph to their attention. Learn more....

If you are interested in receiving invitations, here are your options:

- ○ **Allow Getty Images editors to invite my photos and display a "Request to License" link o my photos.**
  This is the best way to make your public photos available for a licensing request. A Getty Images editor wi review the request and send you a FlickrMail. You can then approve or deny the request.
- ◉ **Allow Getty Images editors to invite my photos (but please no link).**
  If you don't want a "Request to License" link on your photos, but still want Getty Images editors to be able invite your photos, choose this option.
- ○ **No thanks, I don't want to license my photos through Getty Images.**

SAVE

Or, return to your account page.

Usage Management

1 Introduction

2 System Design

3 Implementation

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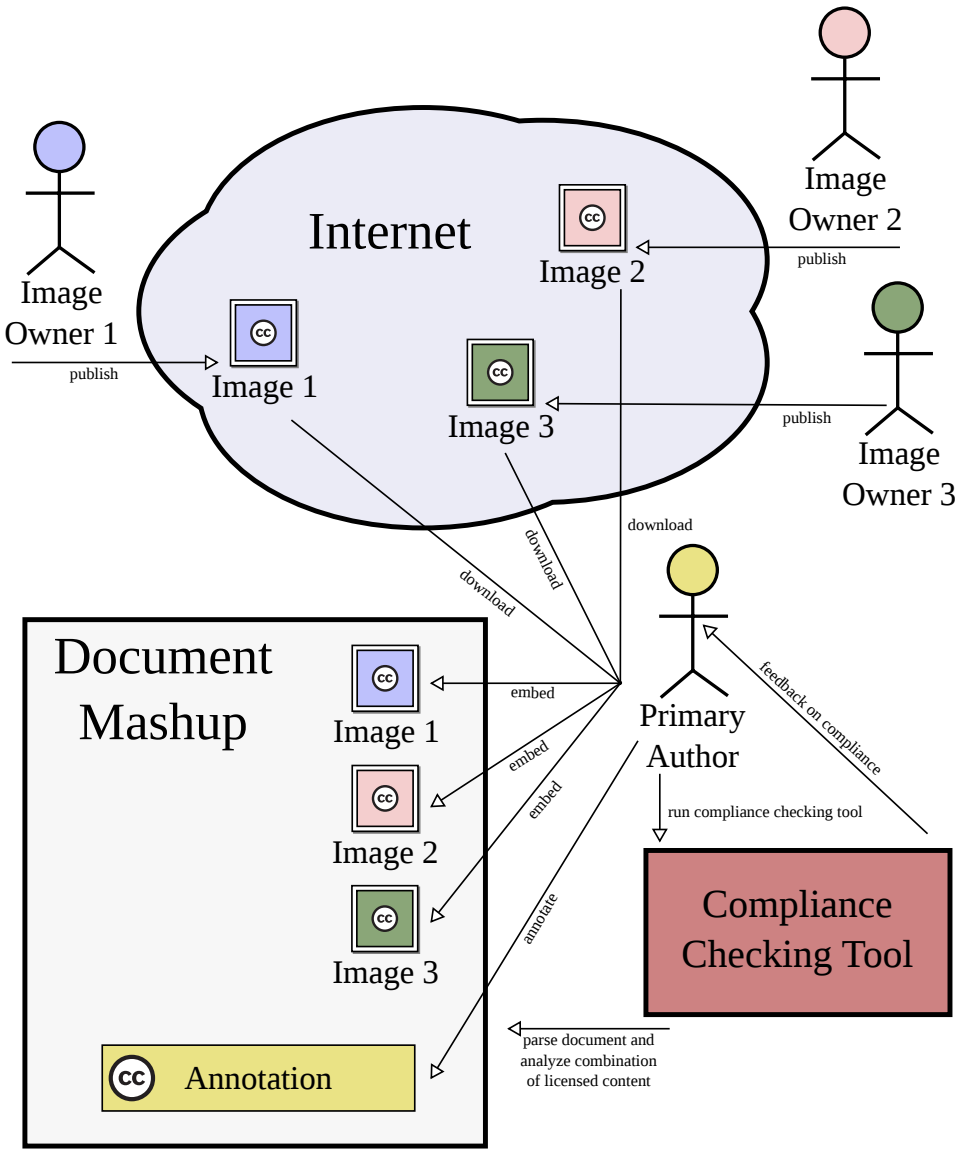
Use Case #1


Internet
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Primary Author
feedback on compliance
run compliance checking tool
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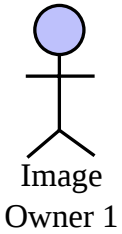
parse document and analyze combination of licensed content

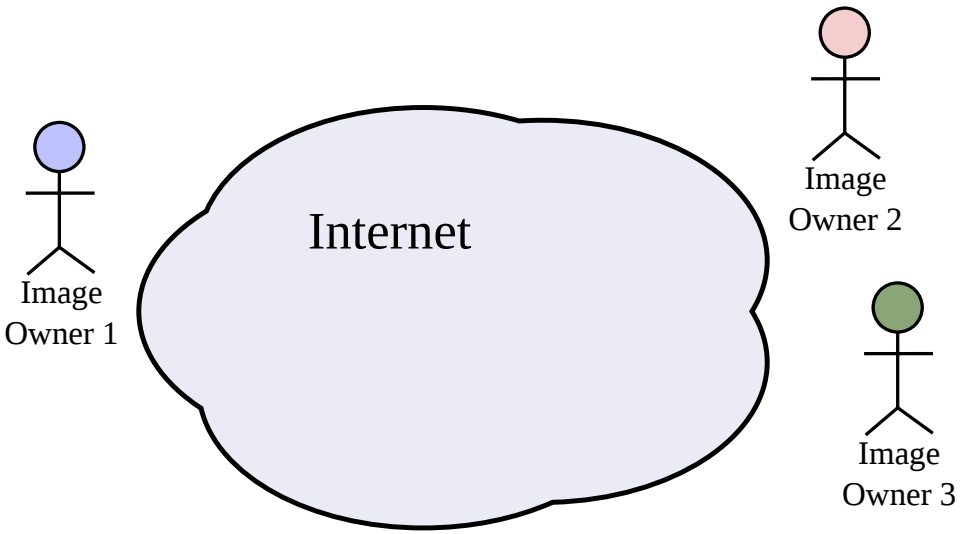
Use Case #1



Use Case #1

Use Case #1

Use Case #1



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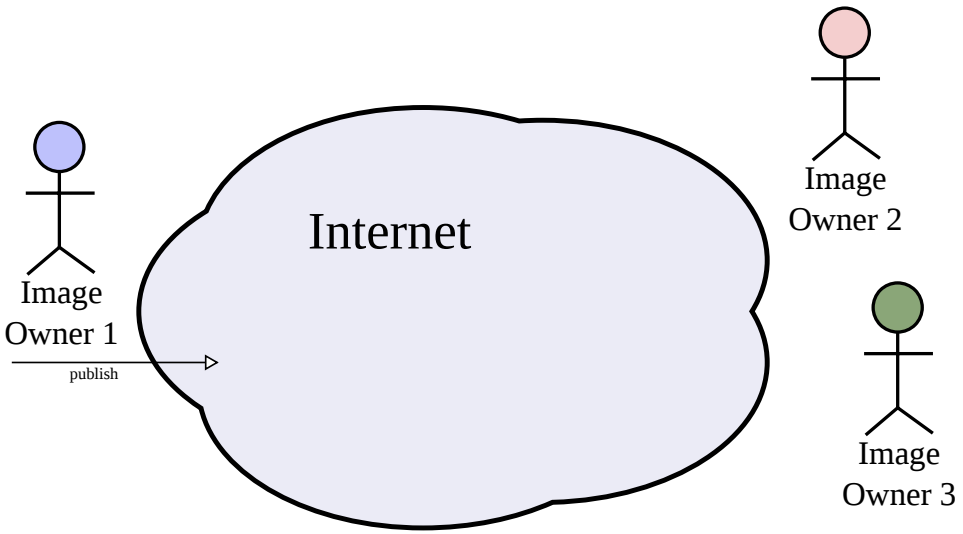

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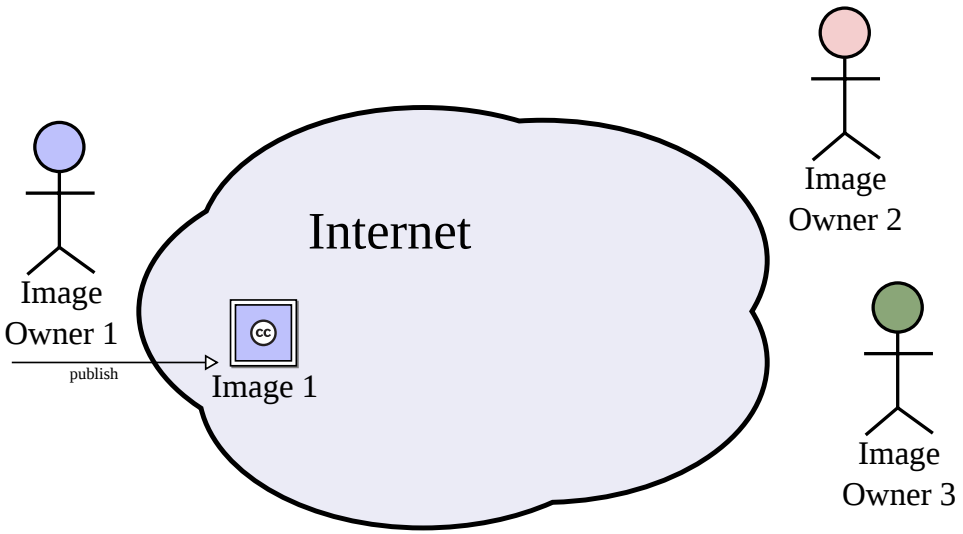
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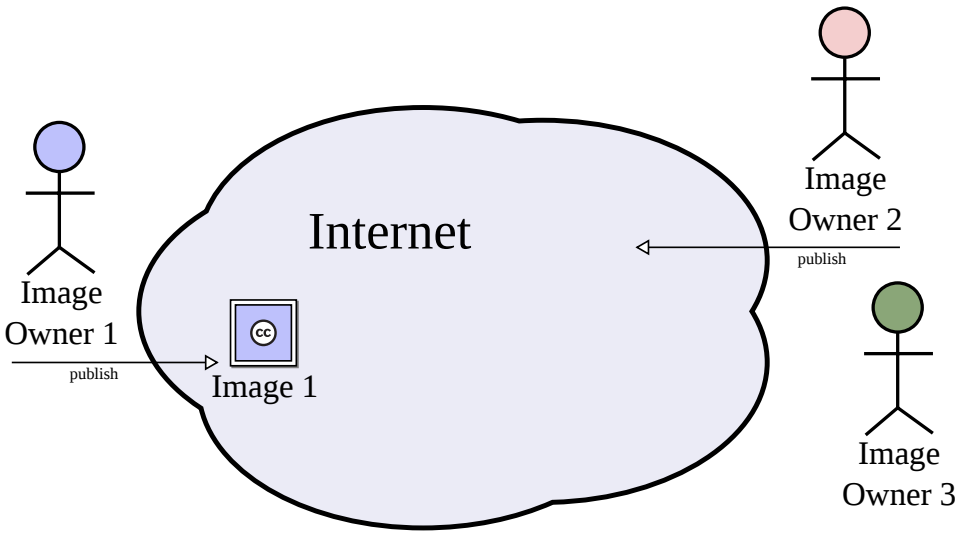
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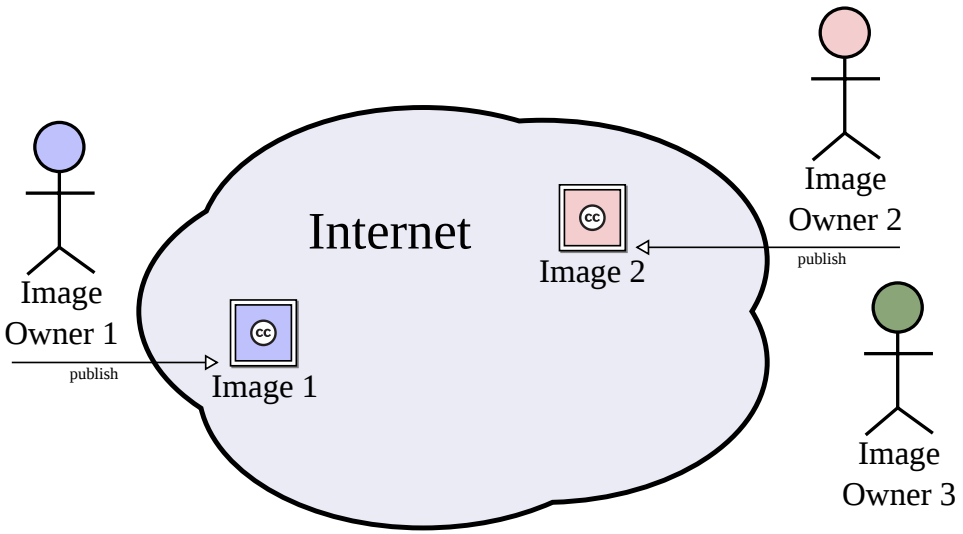
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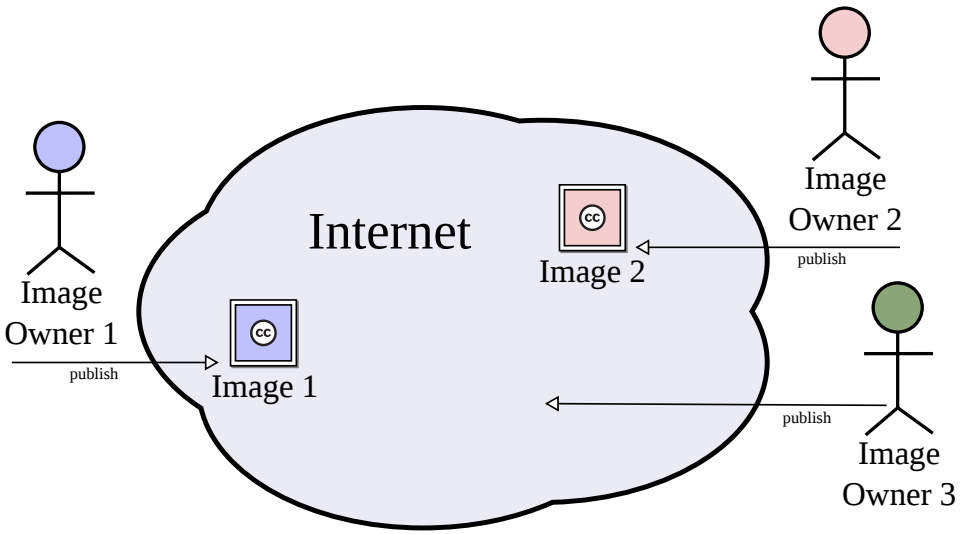
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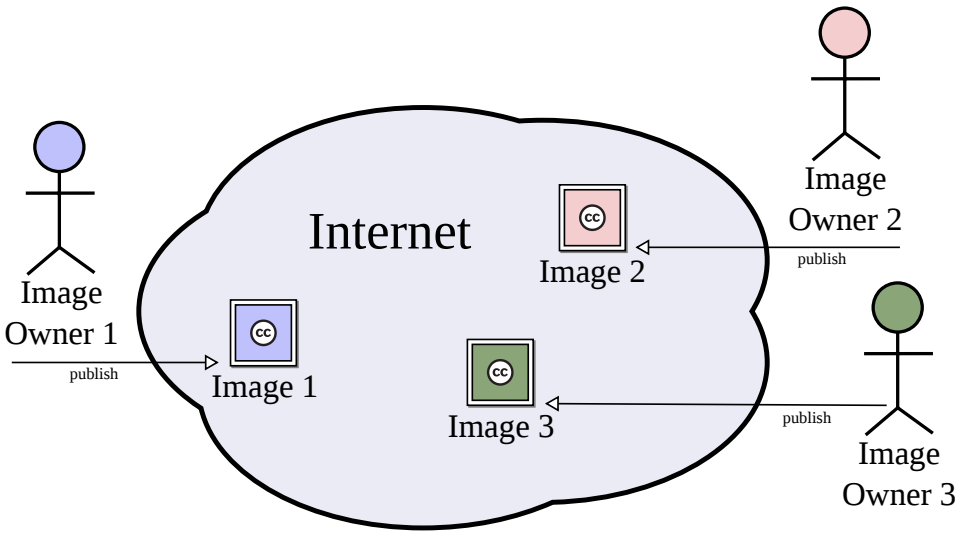
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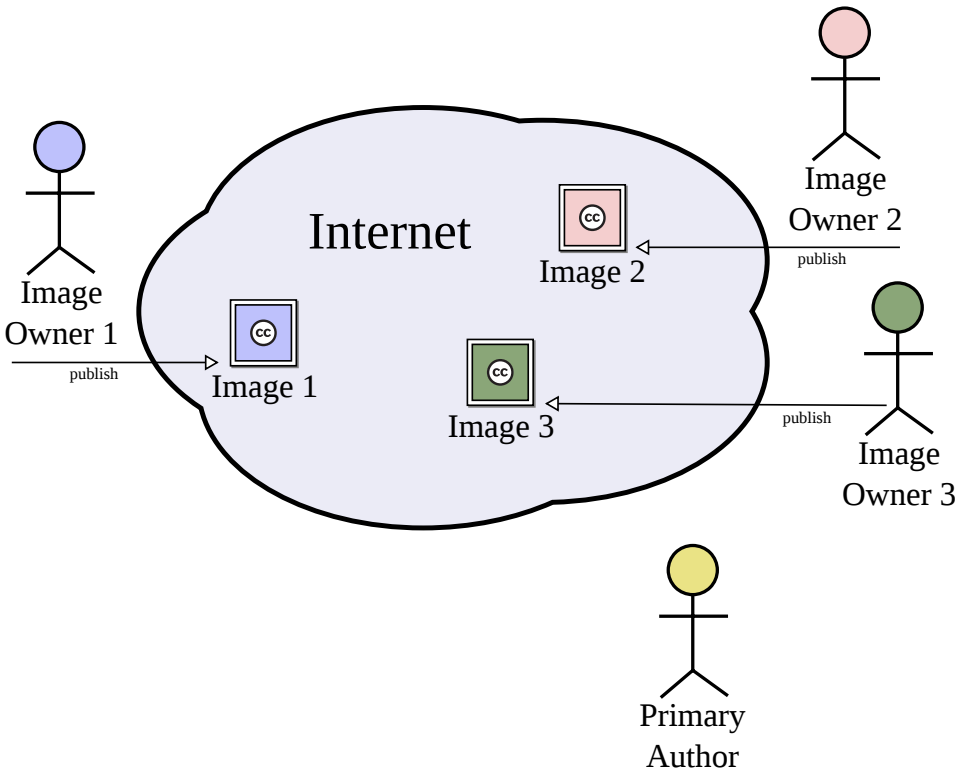
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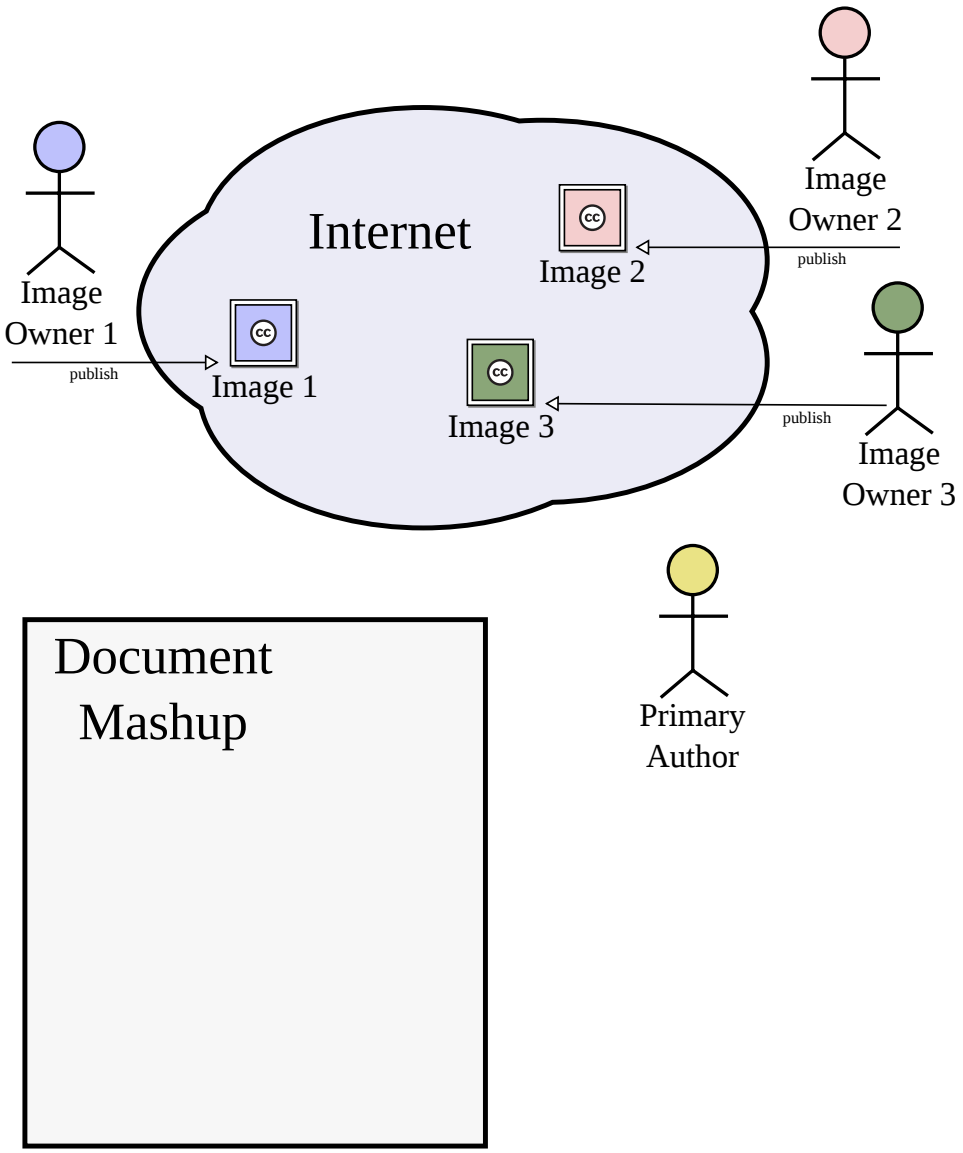
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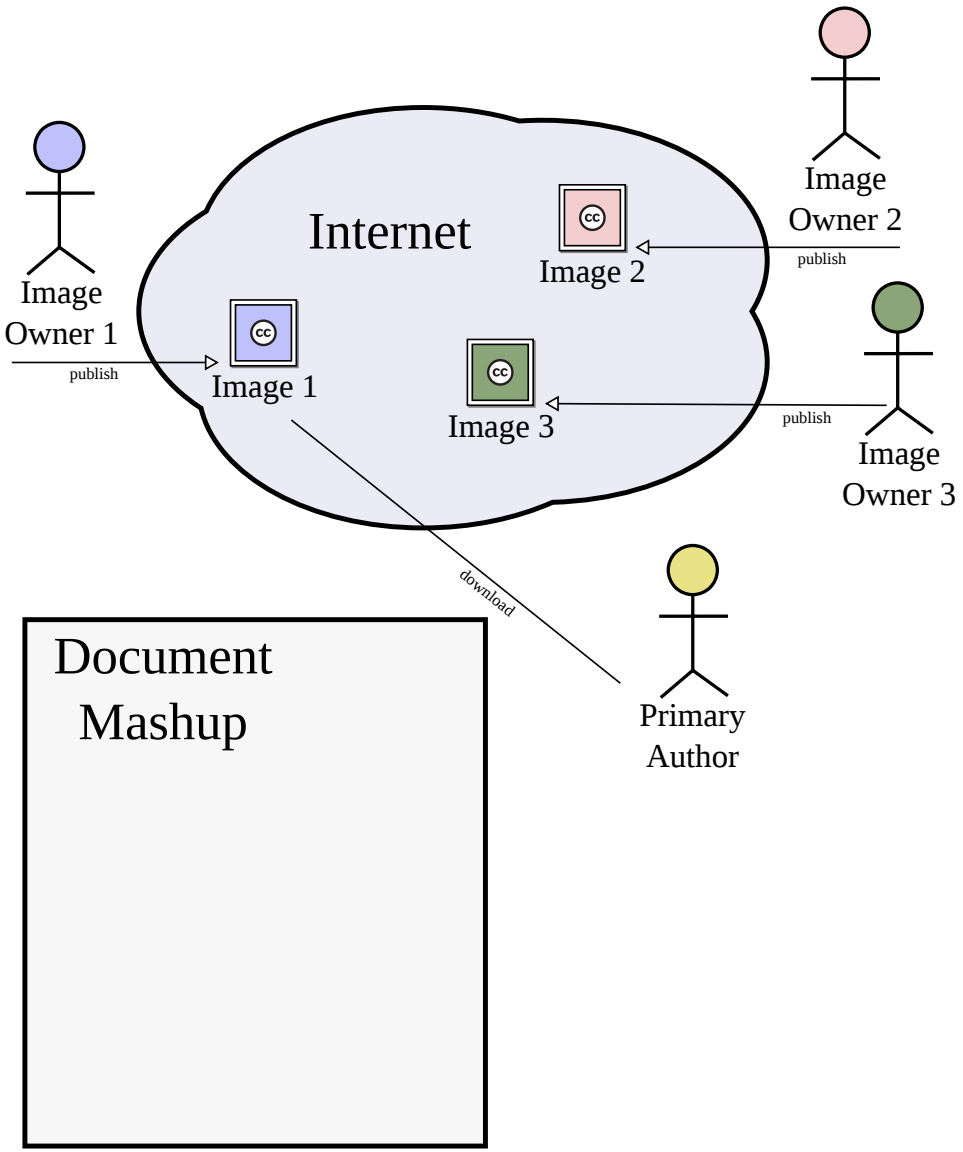
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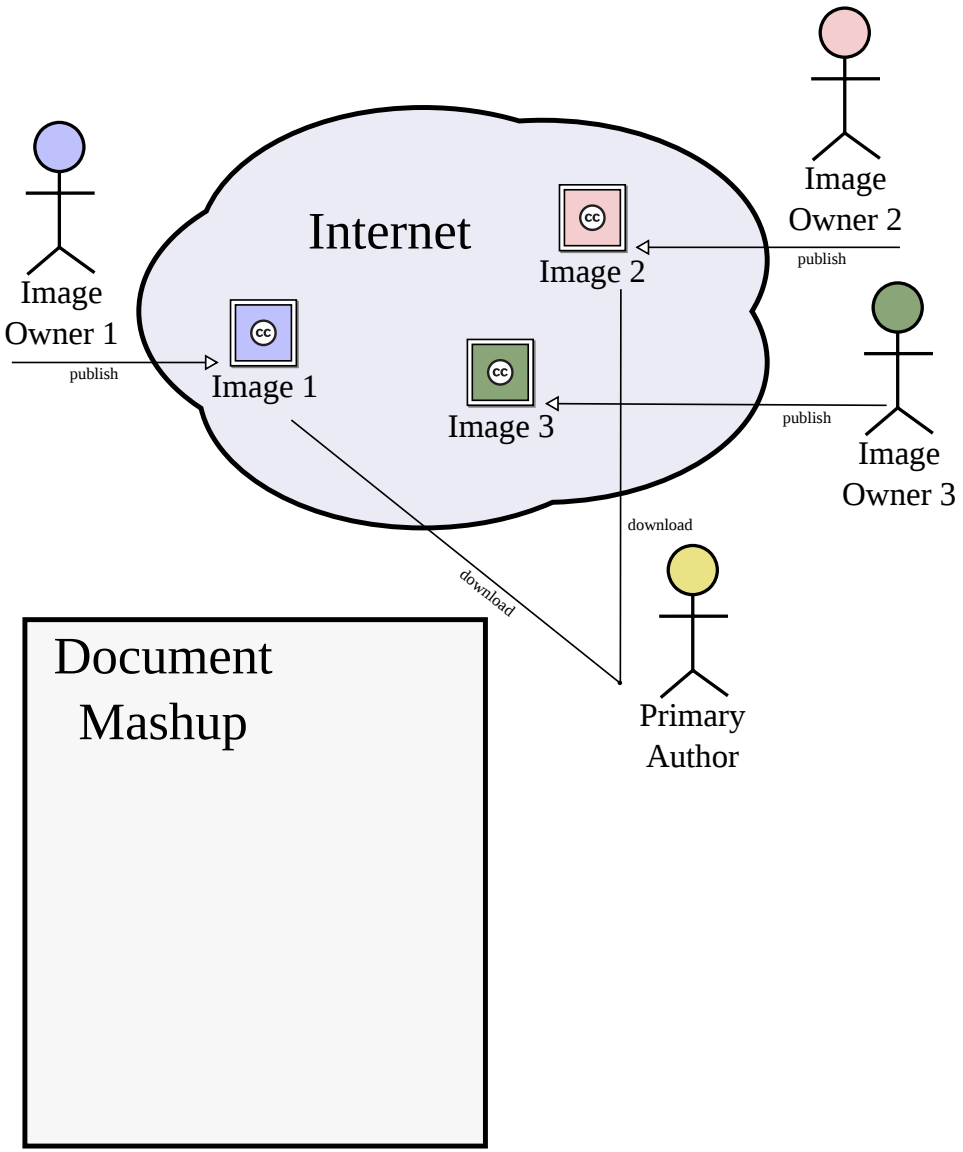
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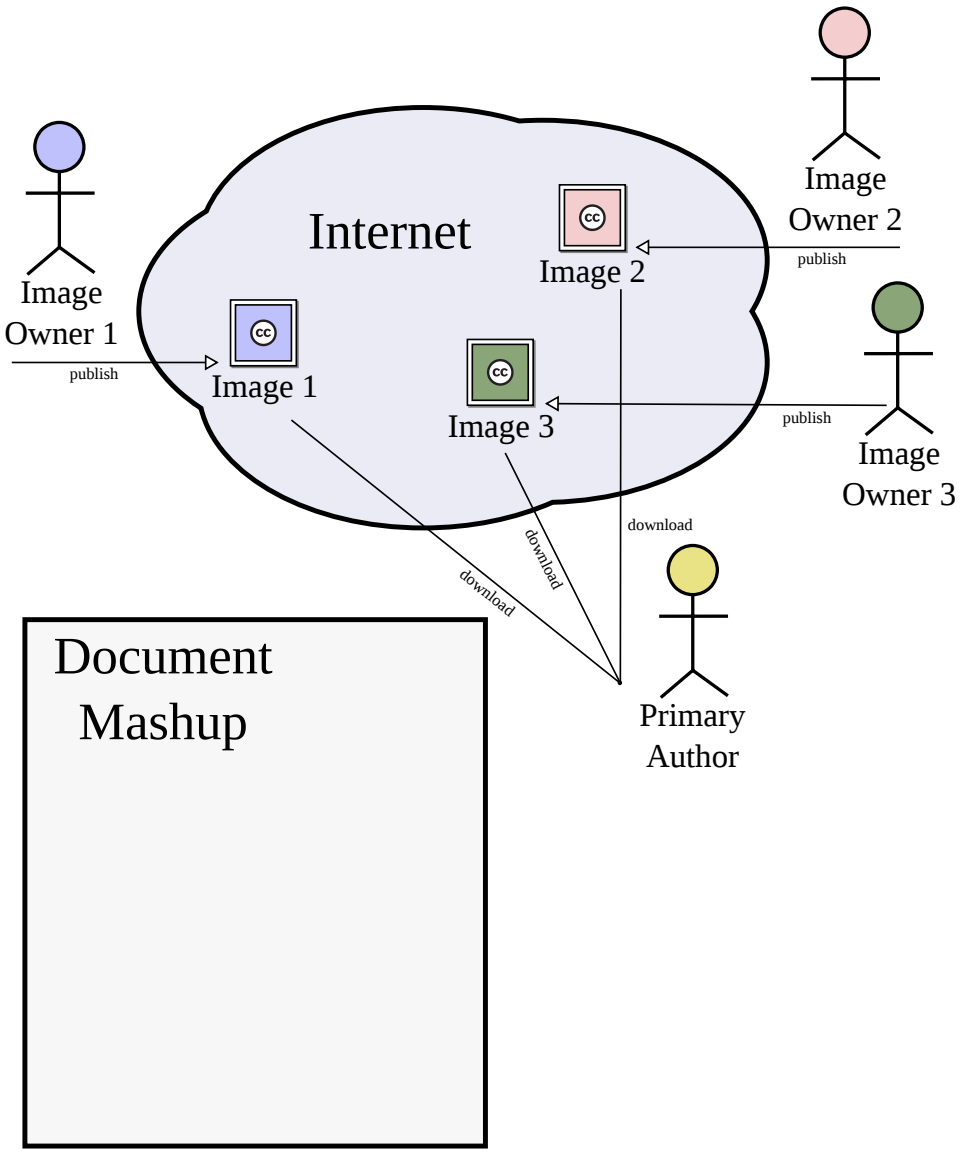
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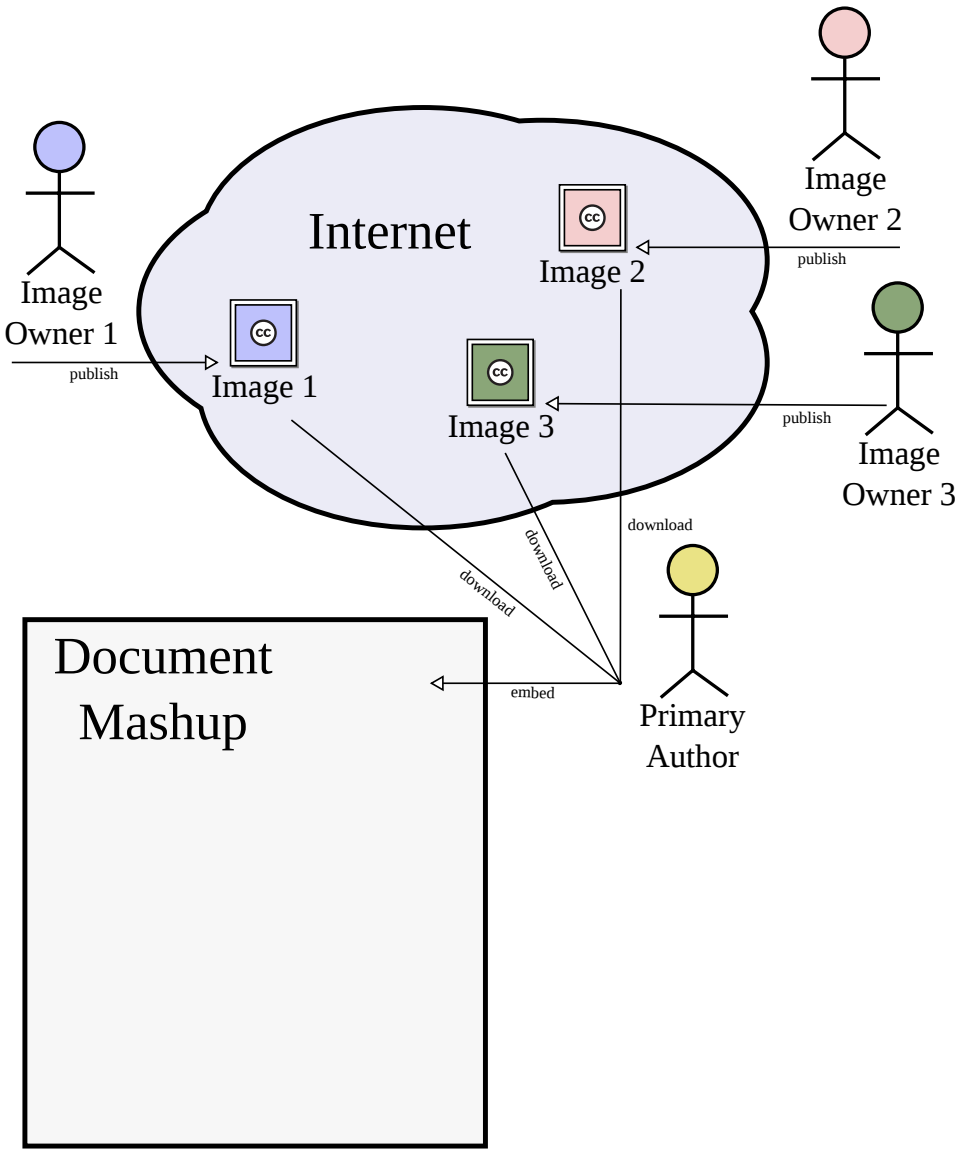
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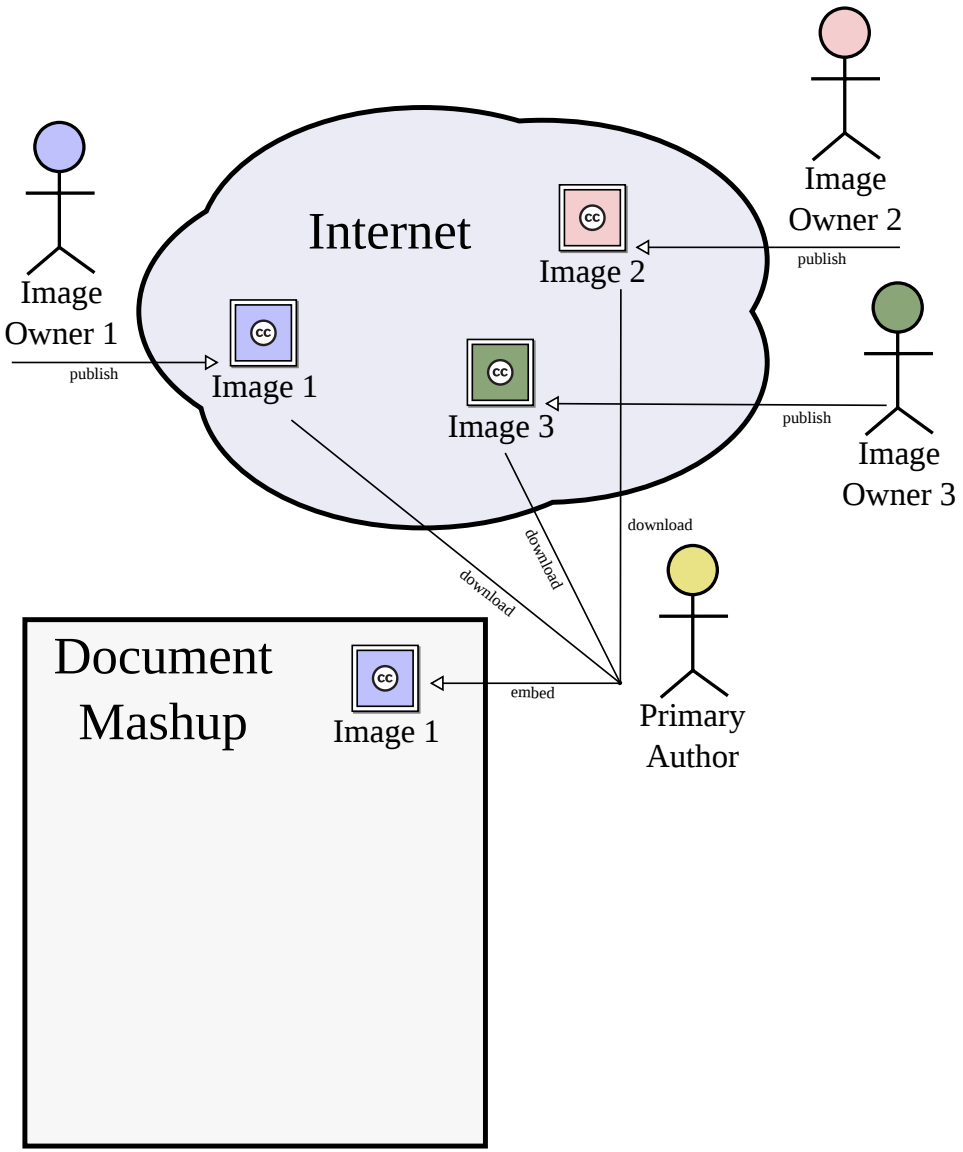
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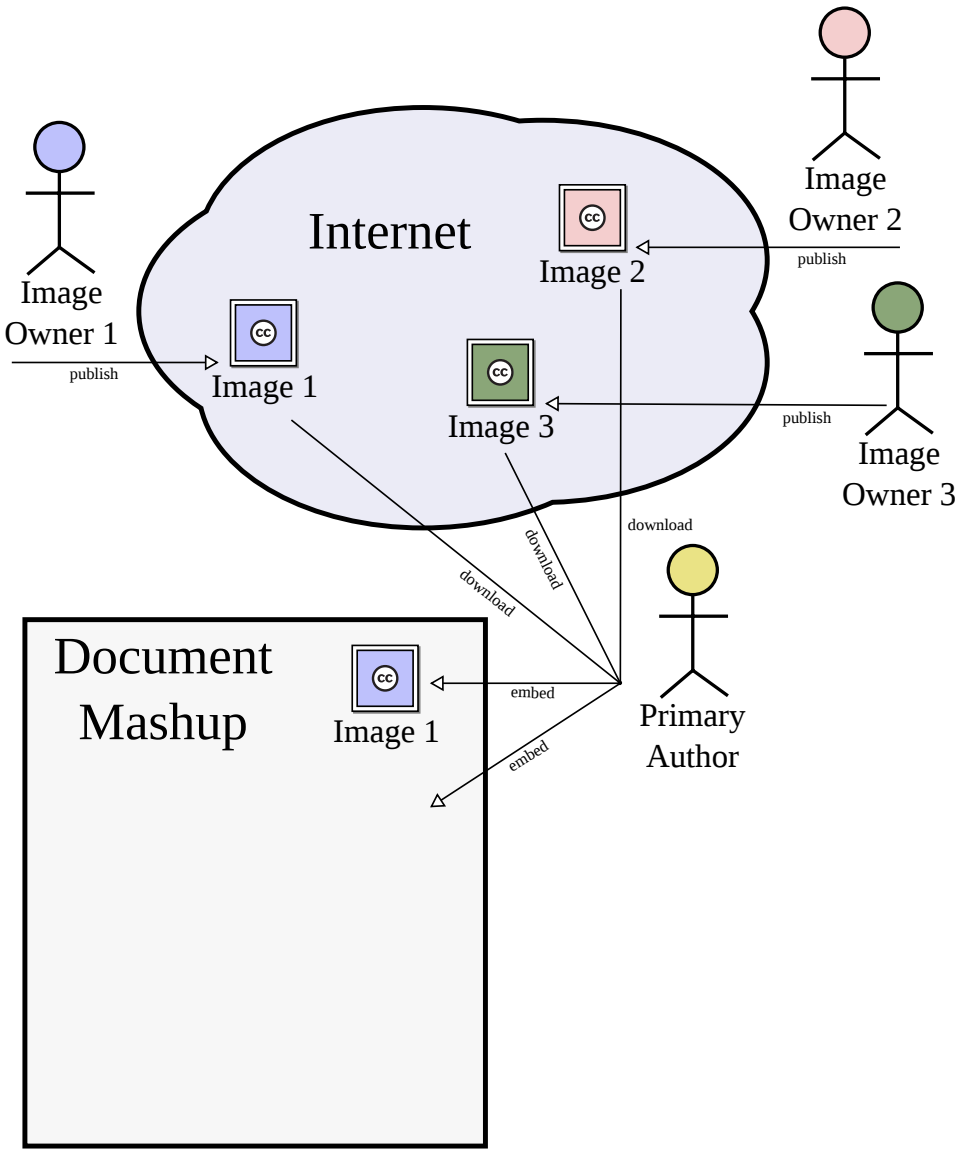
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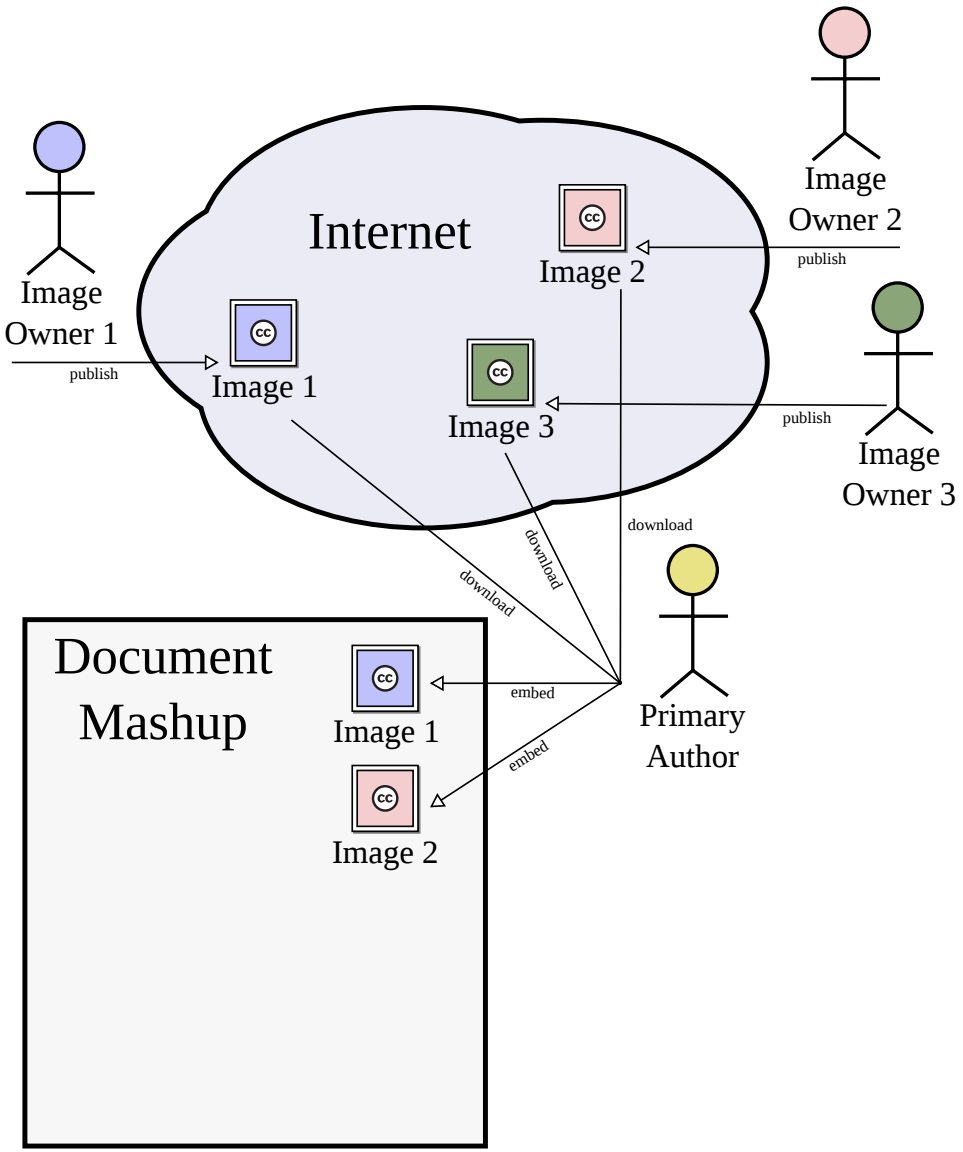
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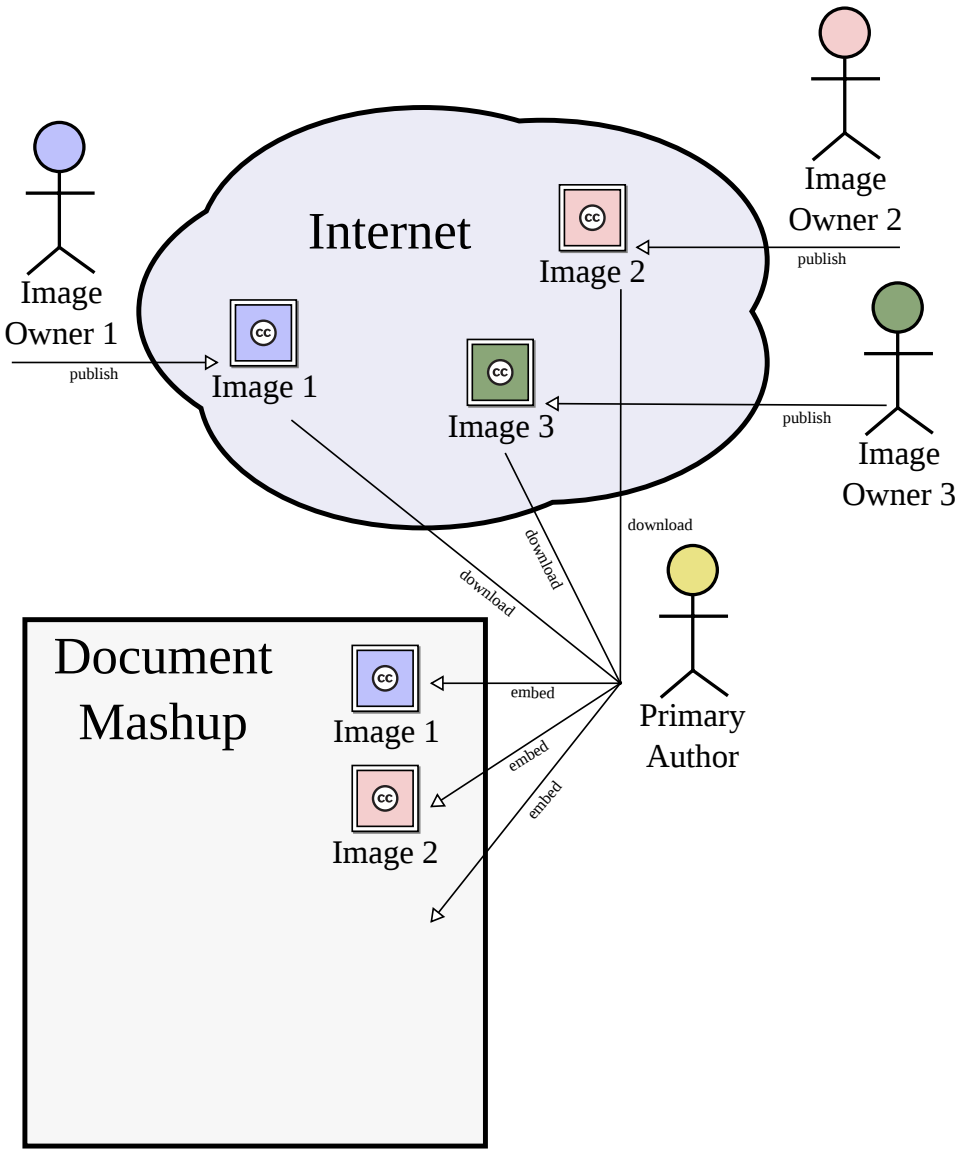
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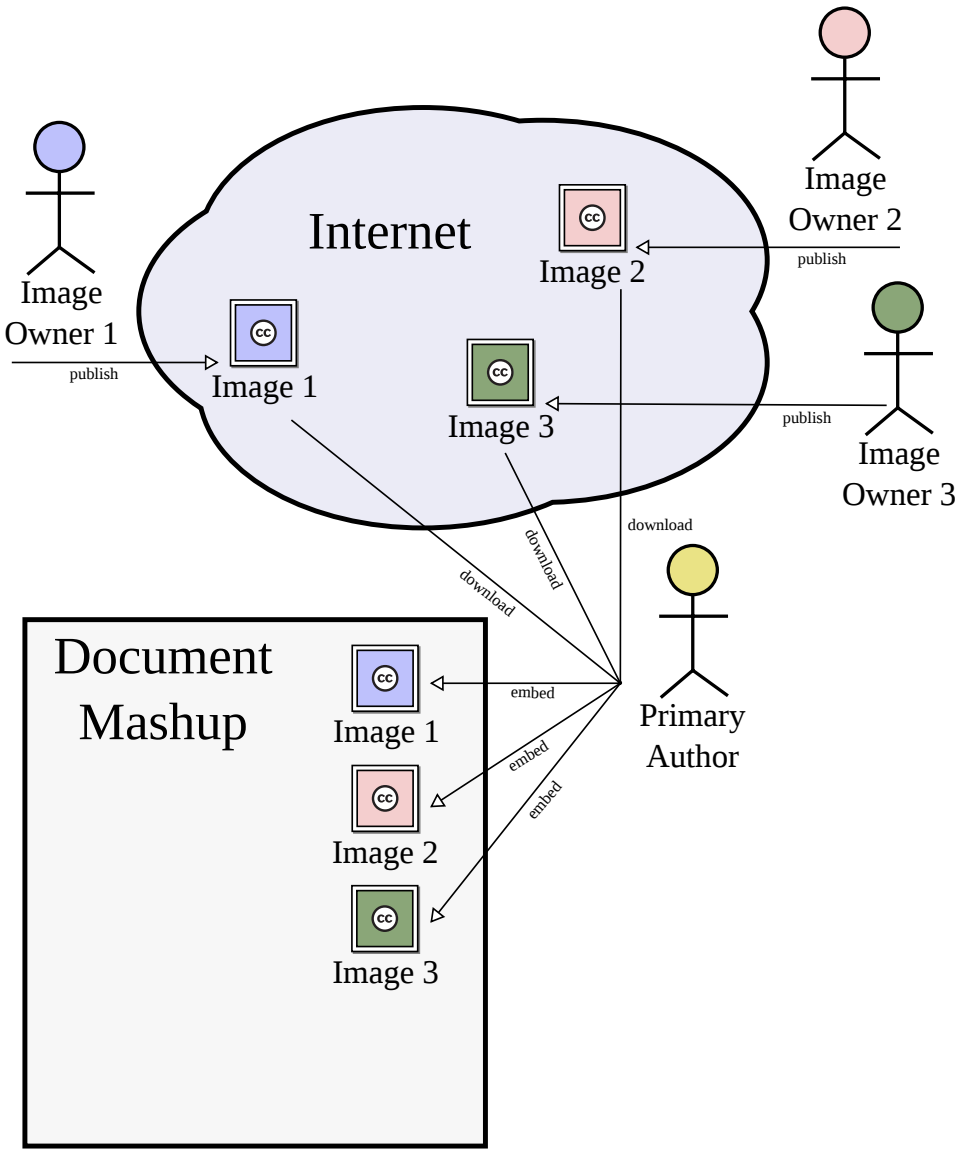
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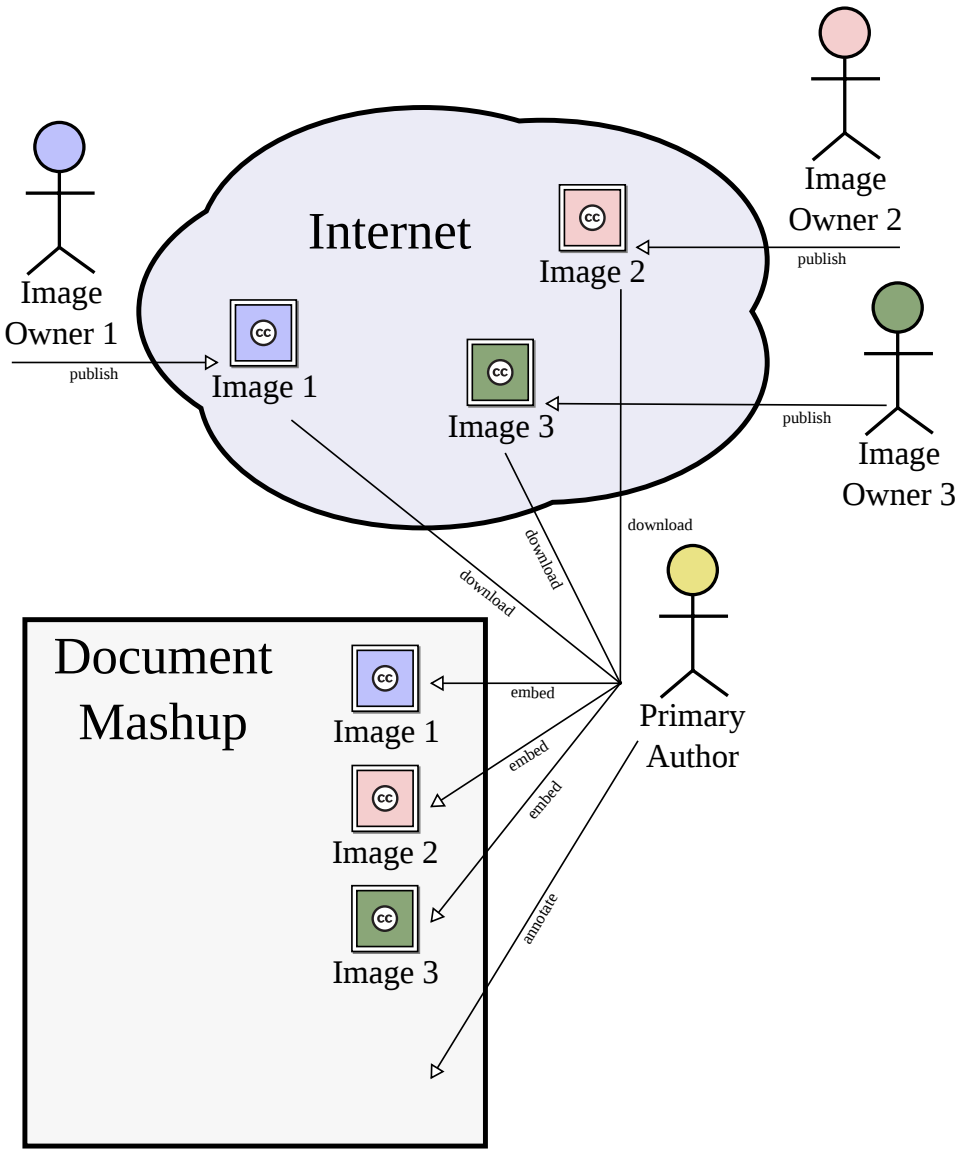
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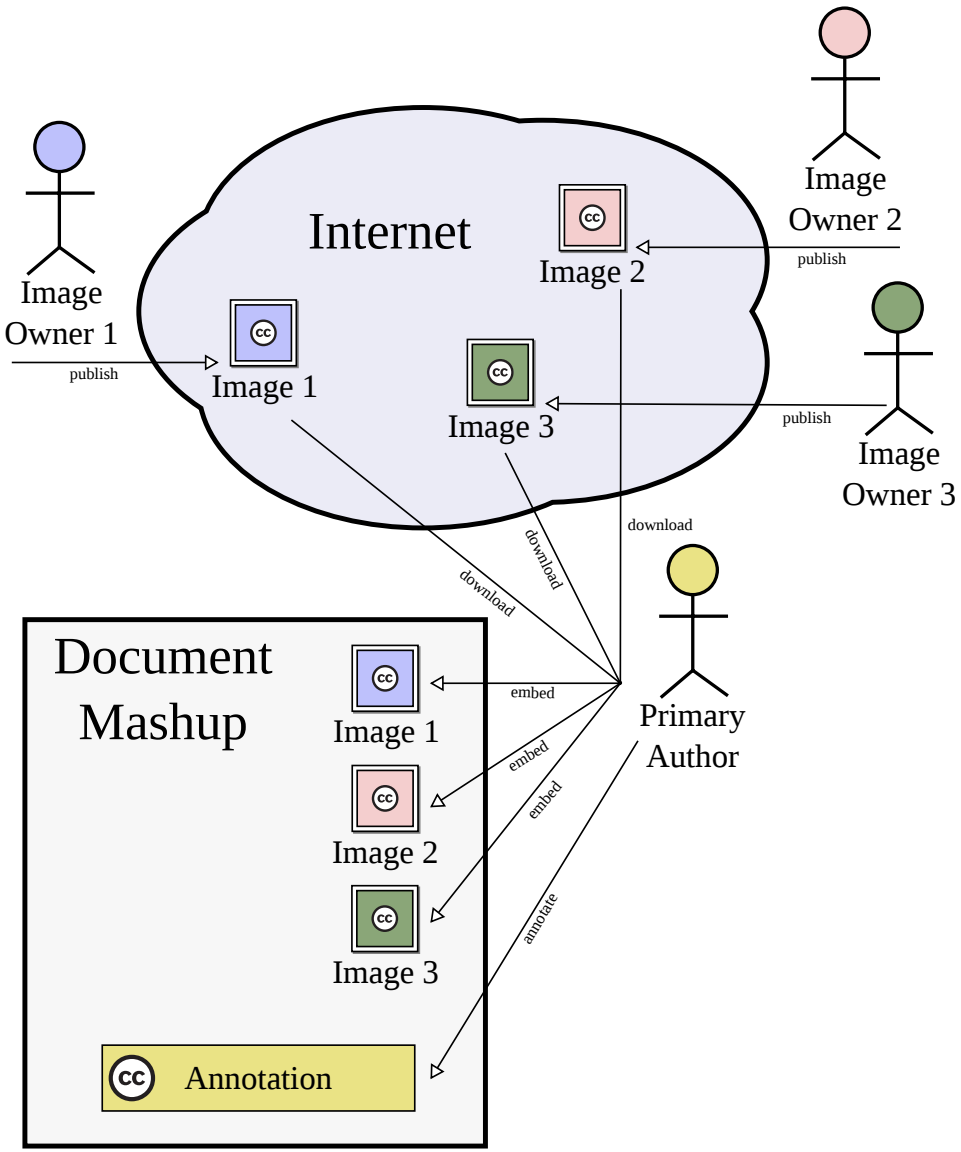
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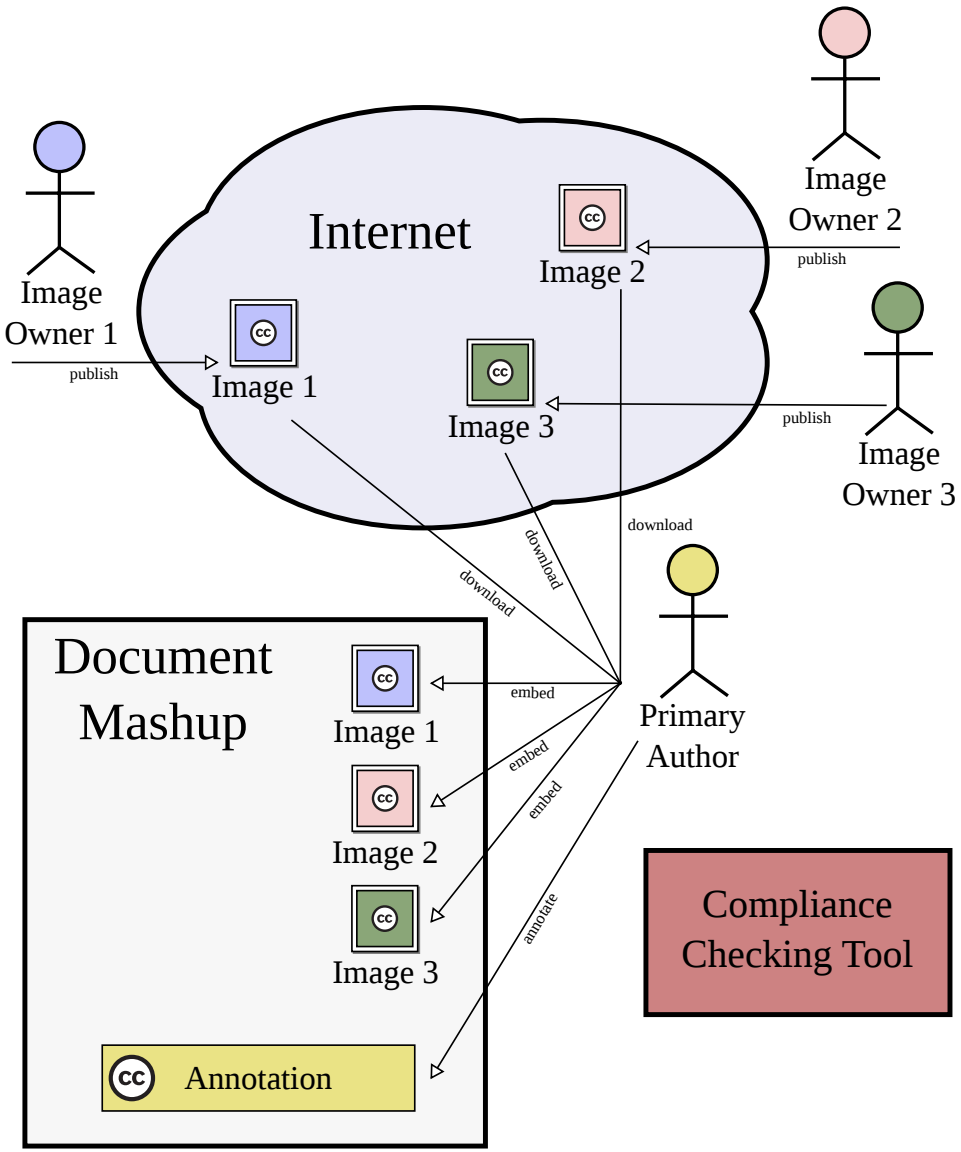
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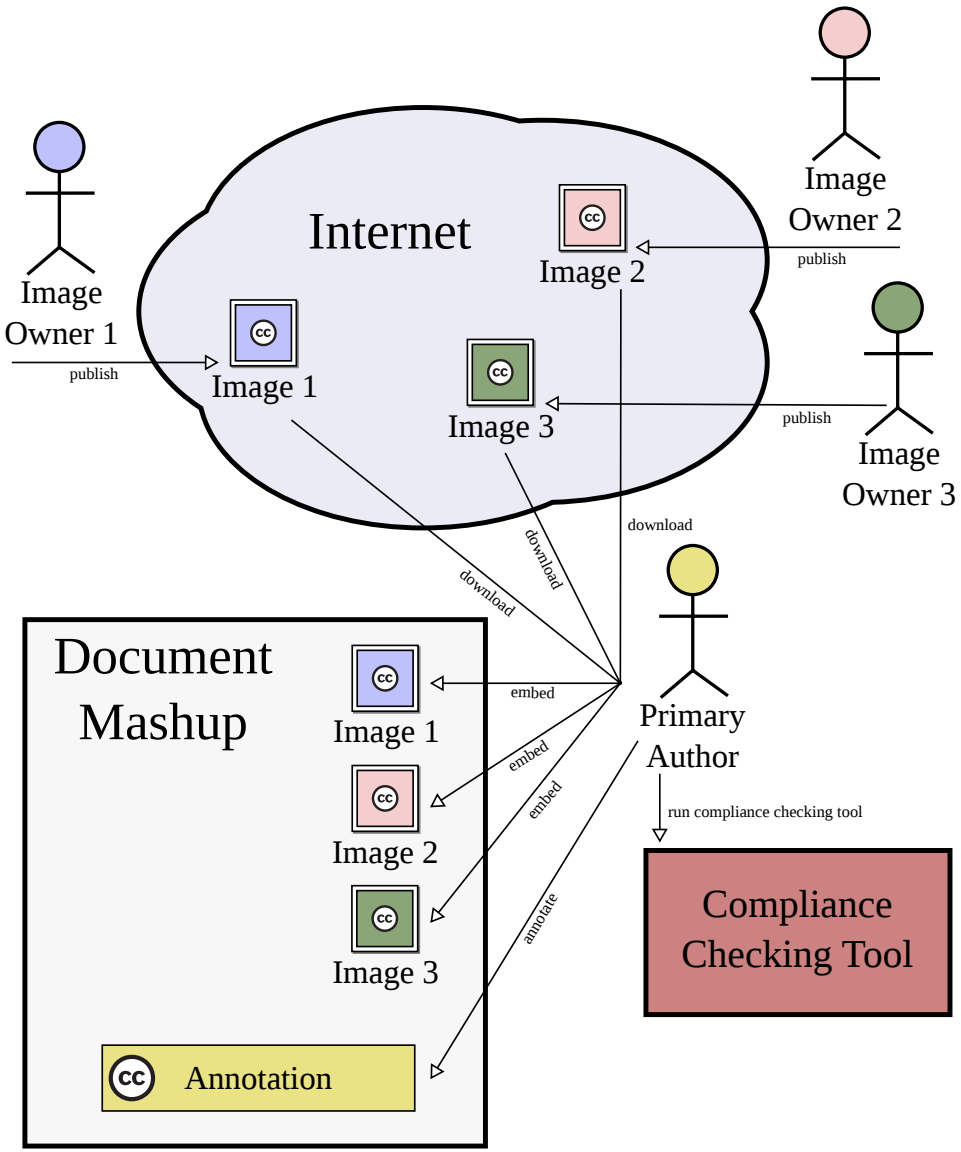
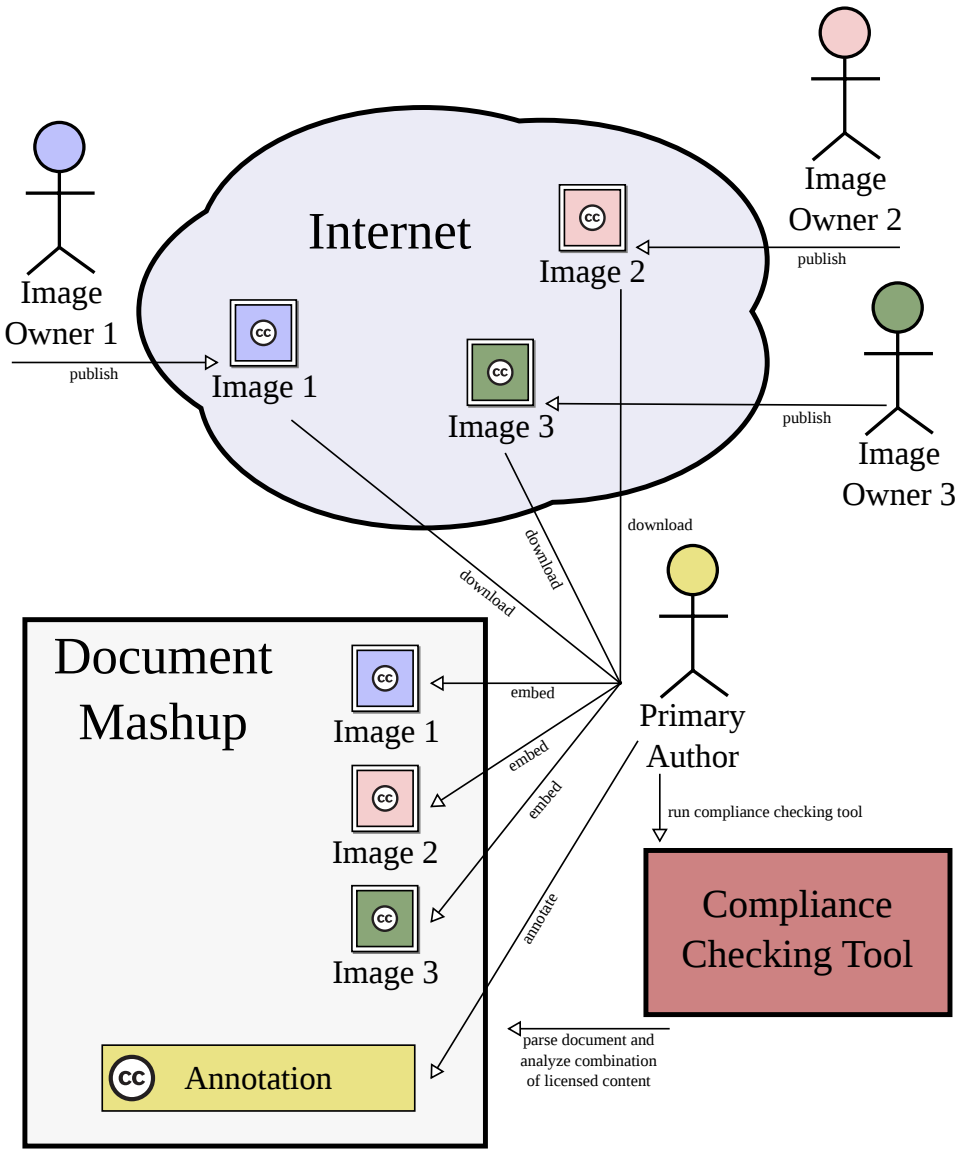
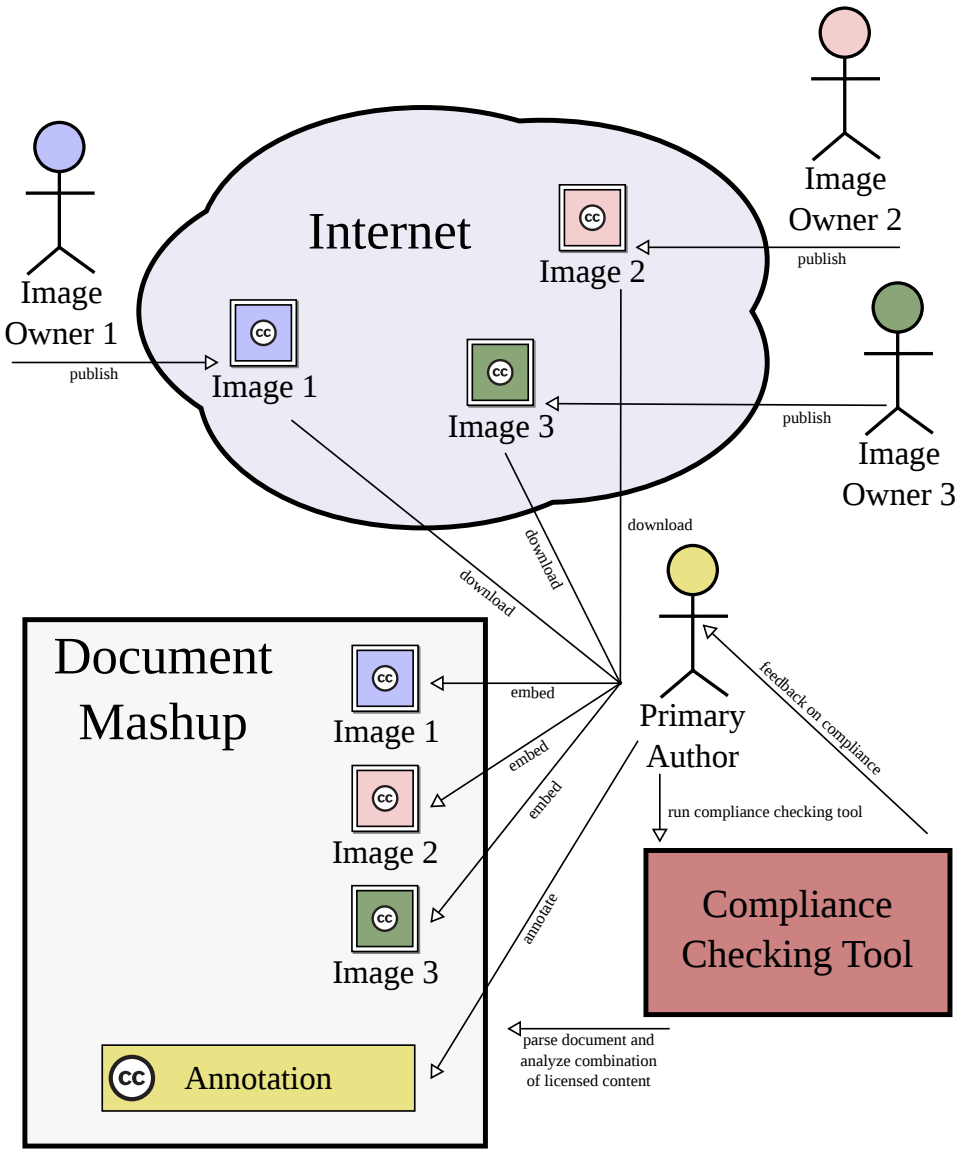
Use Case #1


Internet
Image Owner 1
publish
Image 1
Image 2
Image Owner 2
publish
Image 3
publish
Image Owner 3
download
download
download
Document Mashup
Image 1
Image 2
Image 3
Annotation
embed
embed
embed
annotate
Primary Author
run compliance checking tool
Compliance Checking Tool

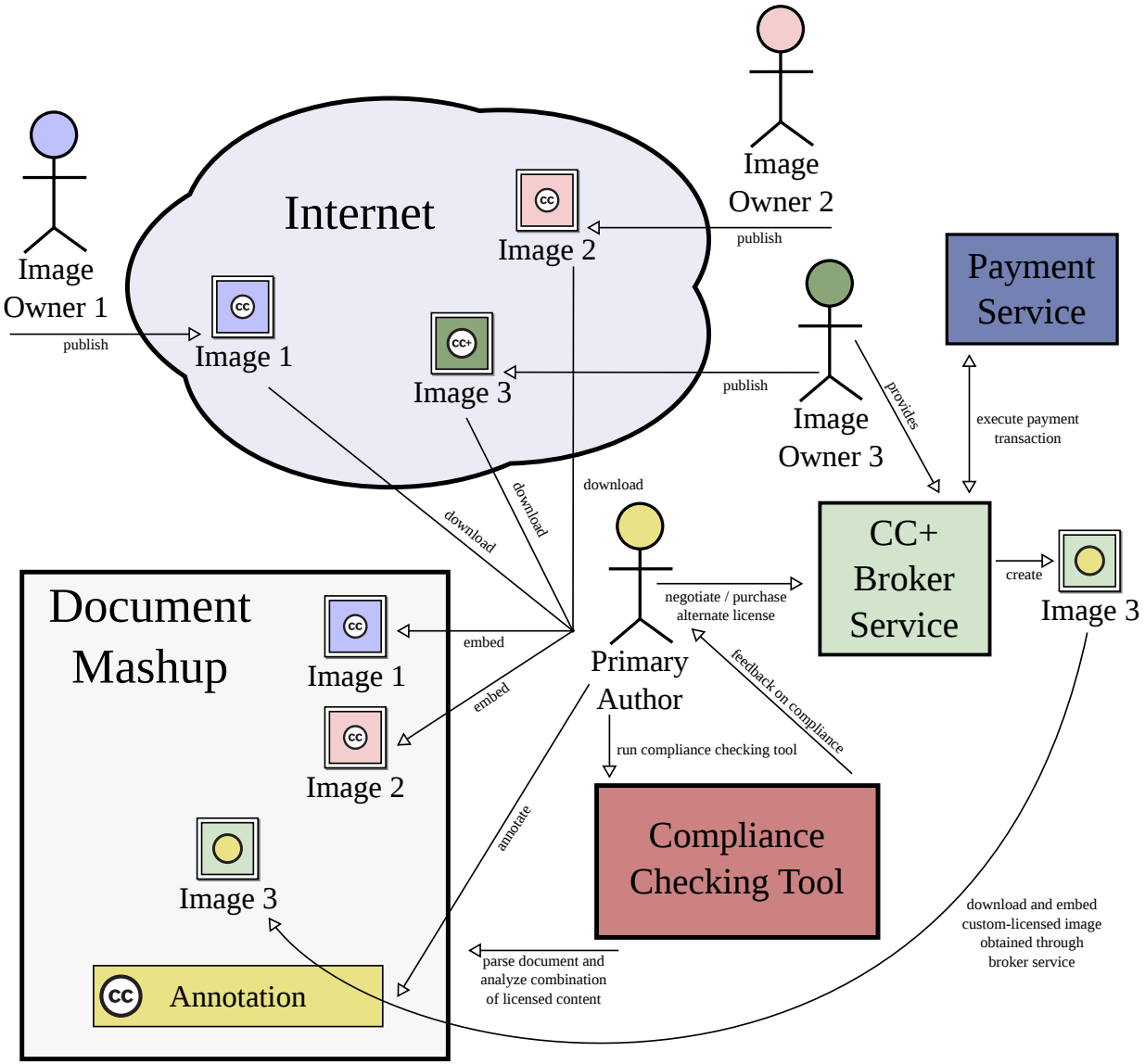
Use Case #1


Internet
Image Owner 1
publish
Image 1
Image 2
Image Owner 2
publish
Image 3
publish
Image Owner 3
download
download
download
Primary Author
Document Mashup
Image 1
Image 2
Image 3
Annotation
embed
embed
embed
annotate
run compliance checking tool
Compliance Checking Tool
parse document and analyze combination of licensed content

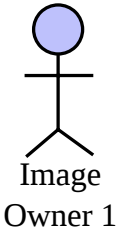
Use Case #1


Internet
Image Owner 1
publish
Image 1
Image 2
Image Owner 2
publish
Image 3
publish
Image Owner 3
download
download
download
Document Mashup
Image 1
Image 2
Image 3
Annotation
embed
embed
embed
annotate
Primary Author
feedback on compliance
run compliance checking tool
Compliance Checking Tool
parse document and analyze combination of licensed content

Use Case #2


Internet
Image Owner 1
publish
Image 1
Image 2
Image 3
Image Owner 2
publish
Image Owner 3
publish
provides
Payment Service
execute payment transaction
download
download
download
CC+ Broker Service
create
Image 3
negotiate / purchase alternate license
feedback on compliance
Primary Author
run compliance checking tool
Compliance Checking Tool
Document Mashup
Image 1
Image 2
Image 3
Annotation
embed
embed
annotate
parse document and analyze combination of licensed content
download and embed custom-licensed image obtained through broker service

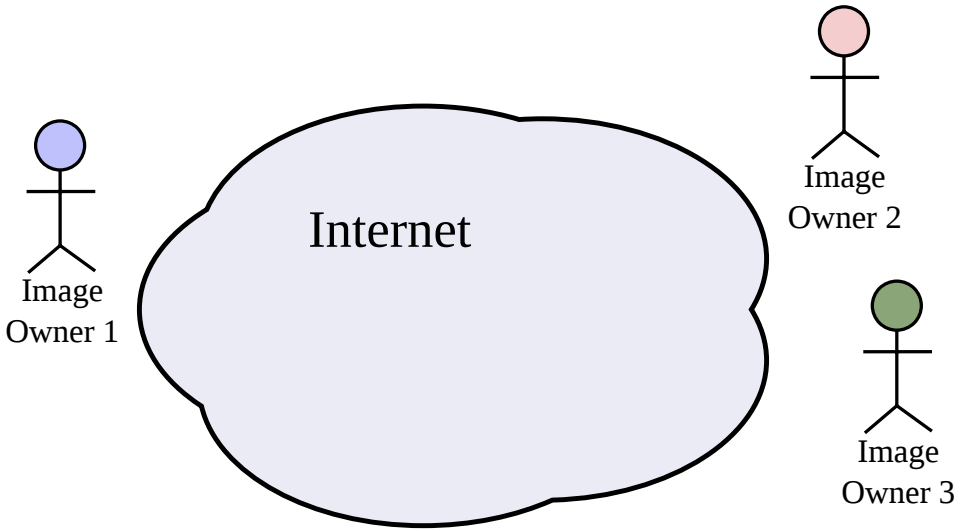
Use Case #2



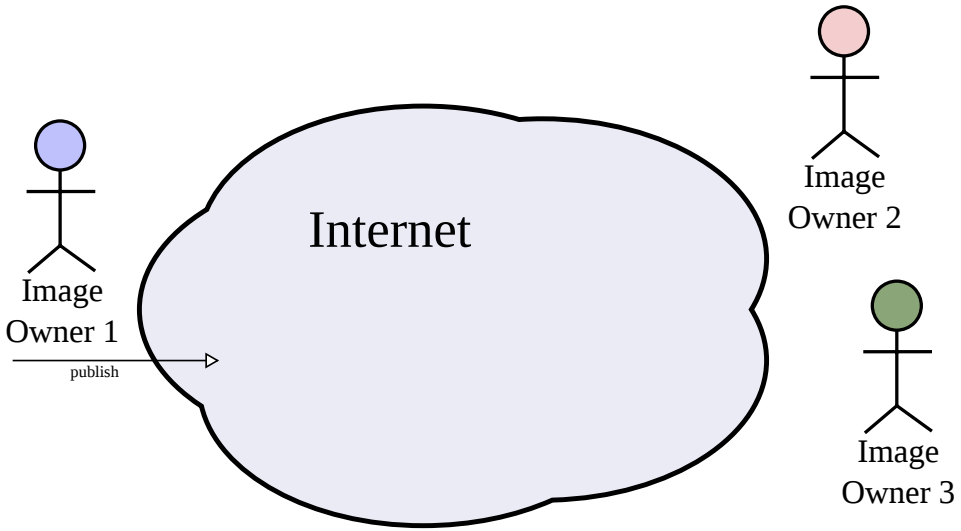
Use Case #2

Use Case #2

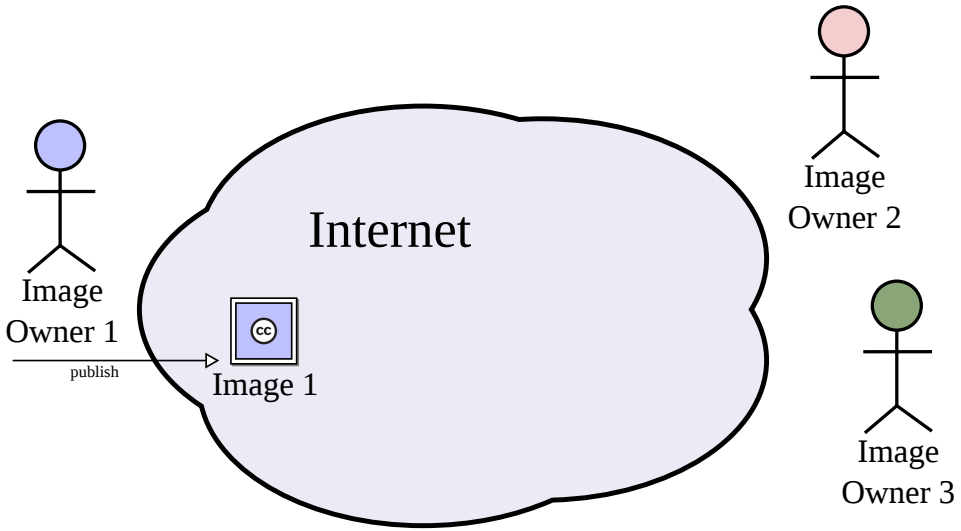
Use Case #2



Use Case #2



Use Case #2


Internet
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Owner 1
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Owner 2
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Owner 3

Use Case #2

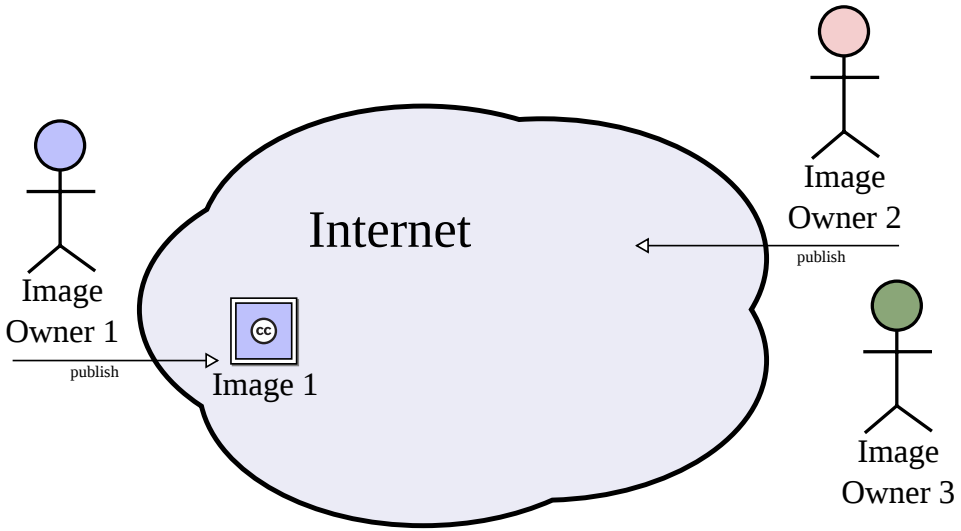
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Image Owner 1
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Image 1
Image Owner 2
publish
Image Owner 3

Use Case #2

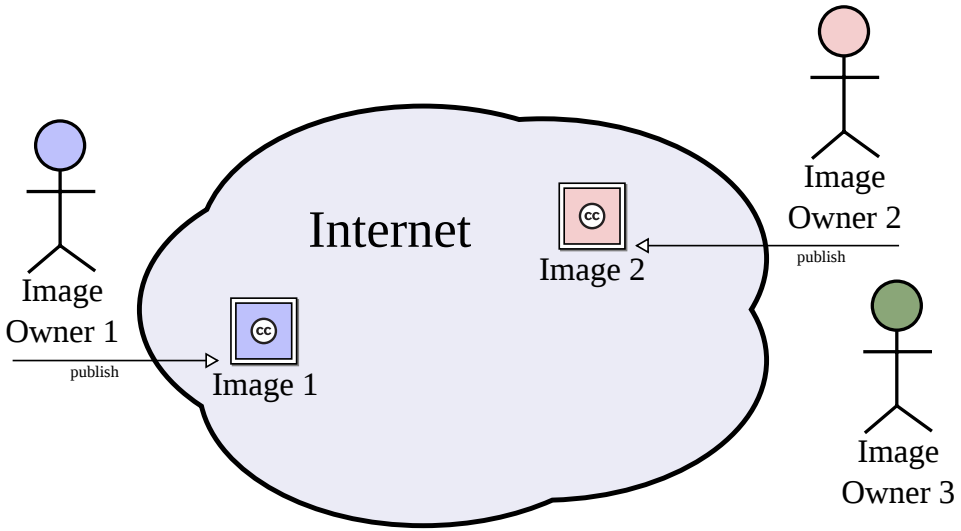
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Image Owner 2
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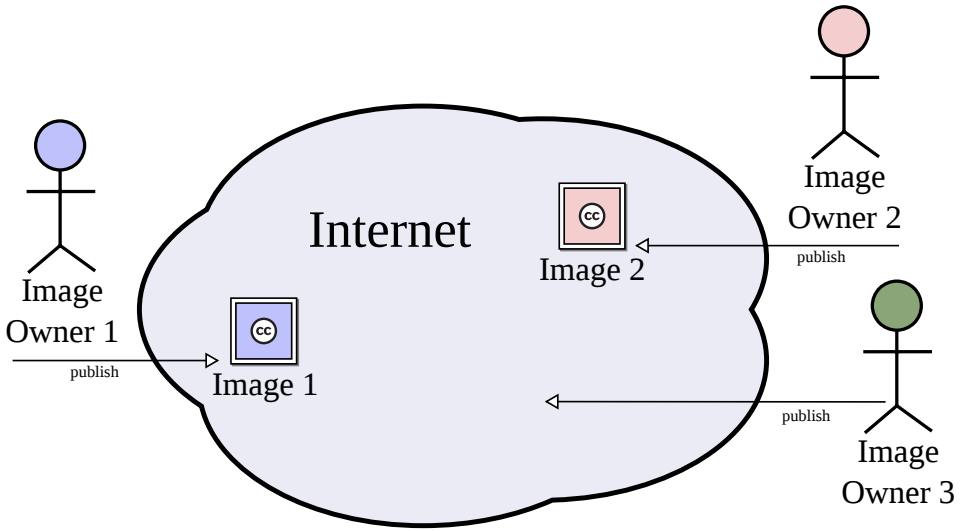
Image Owner 3

Use Case #2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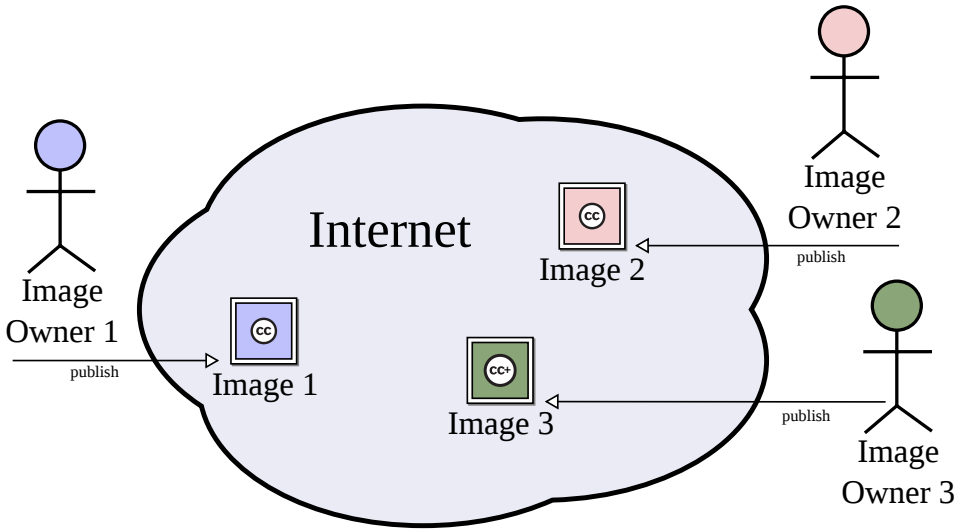
Use Case #2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Use Case #2

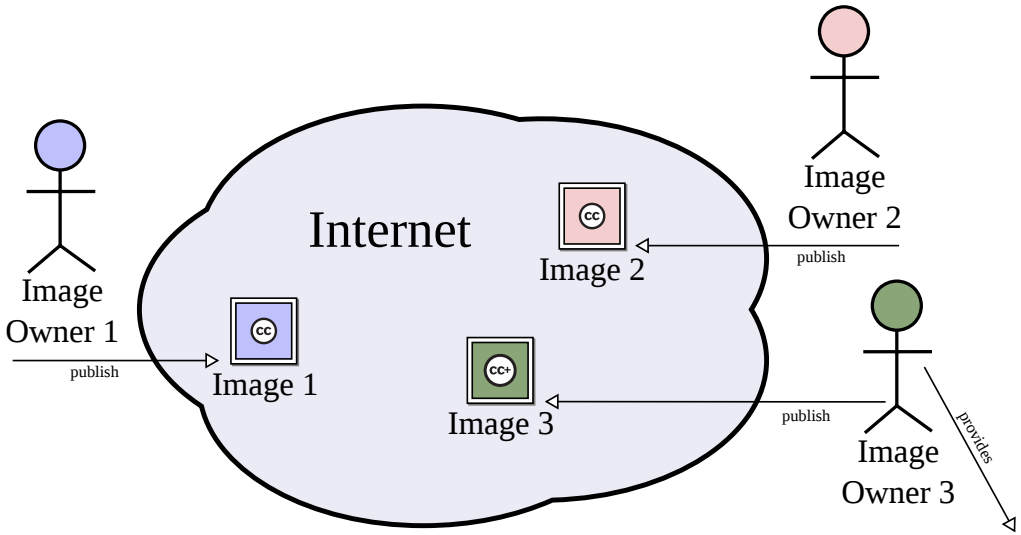
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Image Owner 3
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Use Case #2

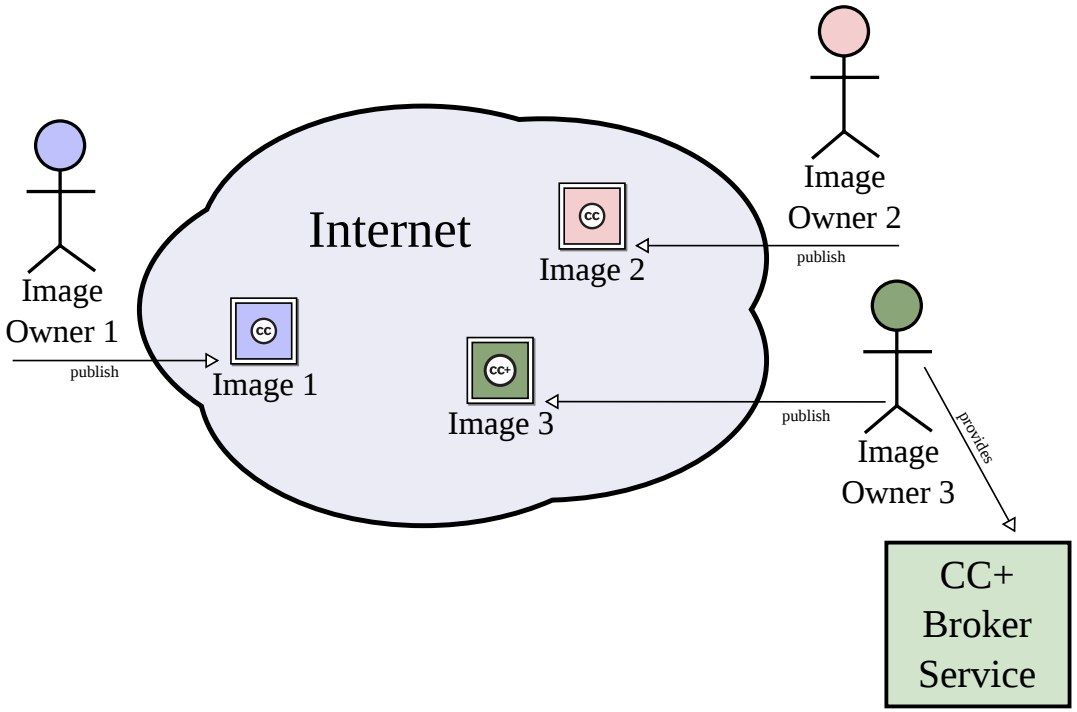
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Image Owner 3
provides
CC+ Broker Service

Use Case #2

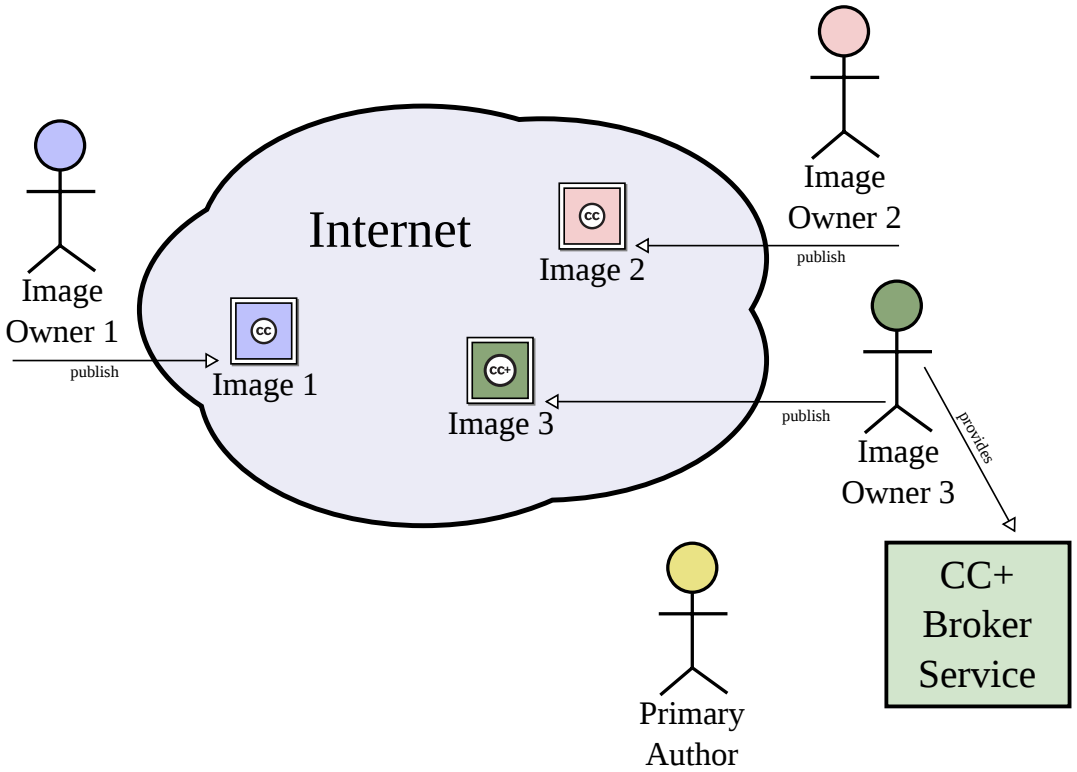
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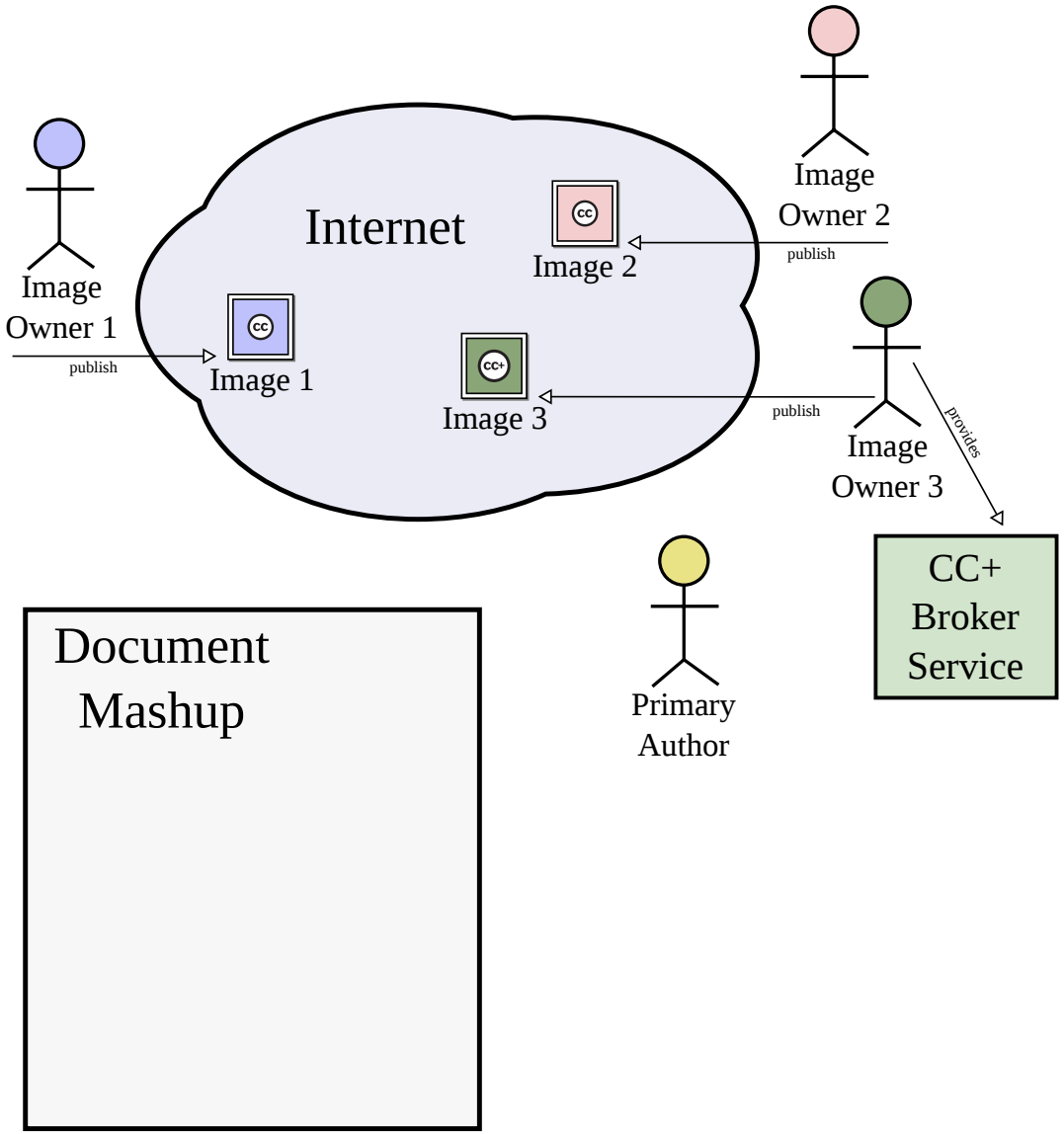
Image Owner 3
provides
CC+ Broker Service
Primary Author

Use Case #2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provides
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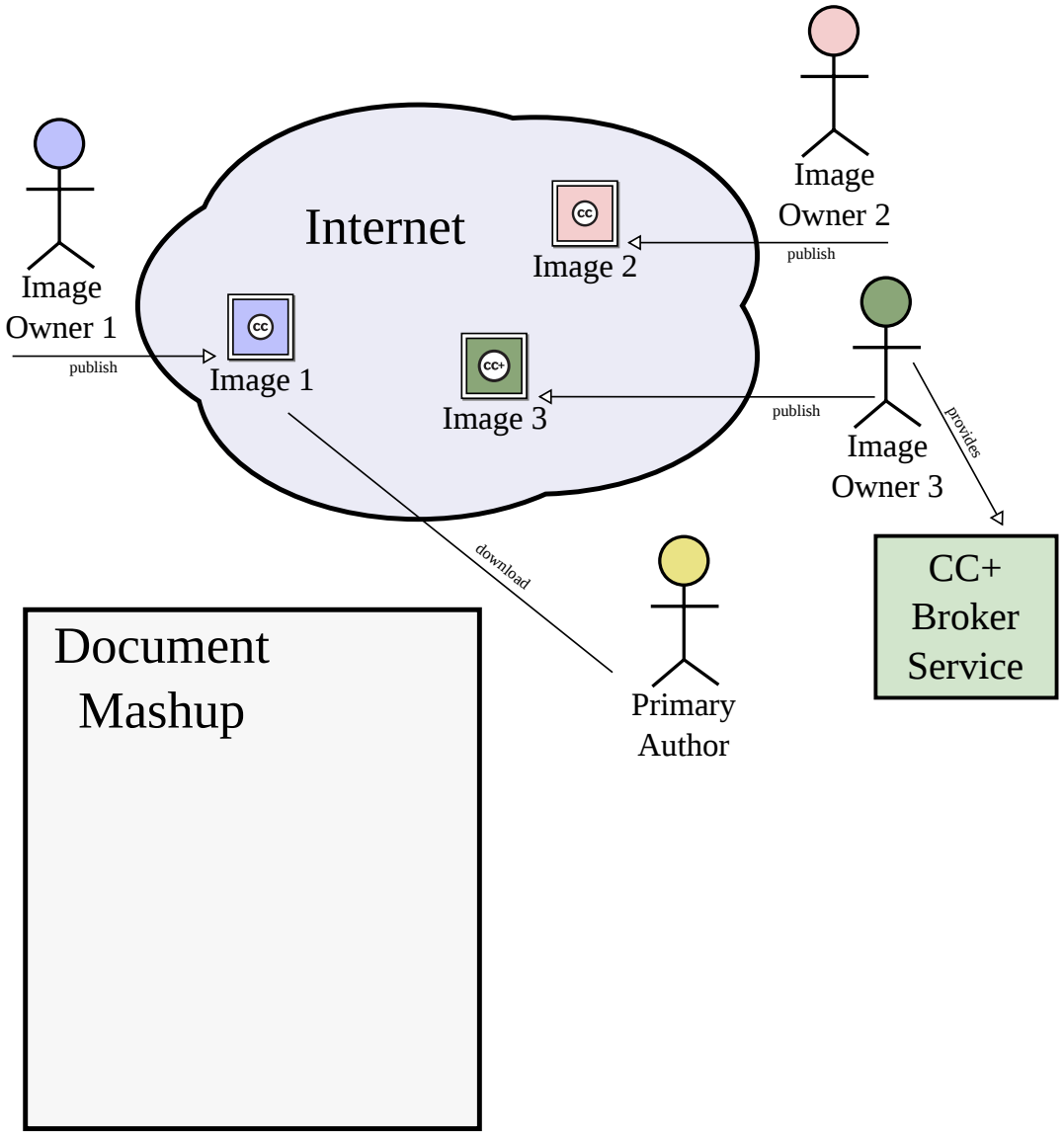
Primary Author
Document Mashup

Use Case #2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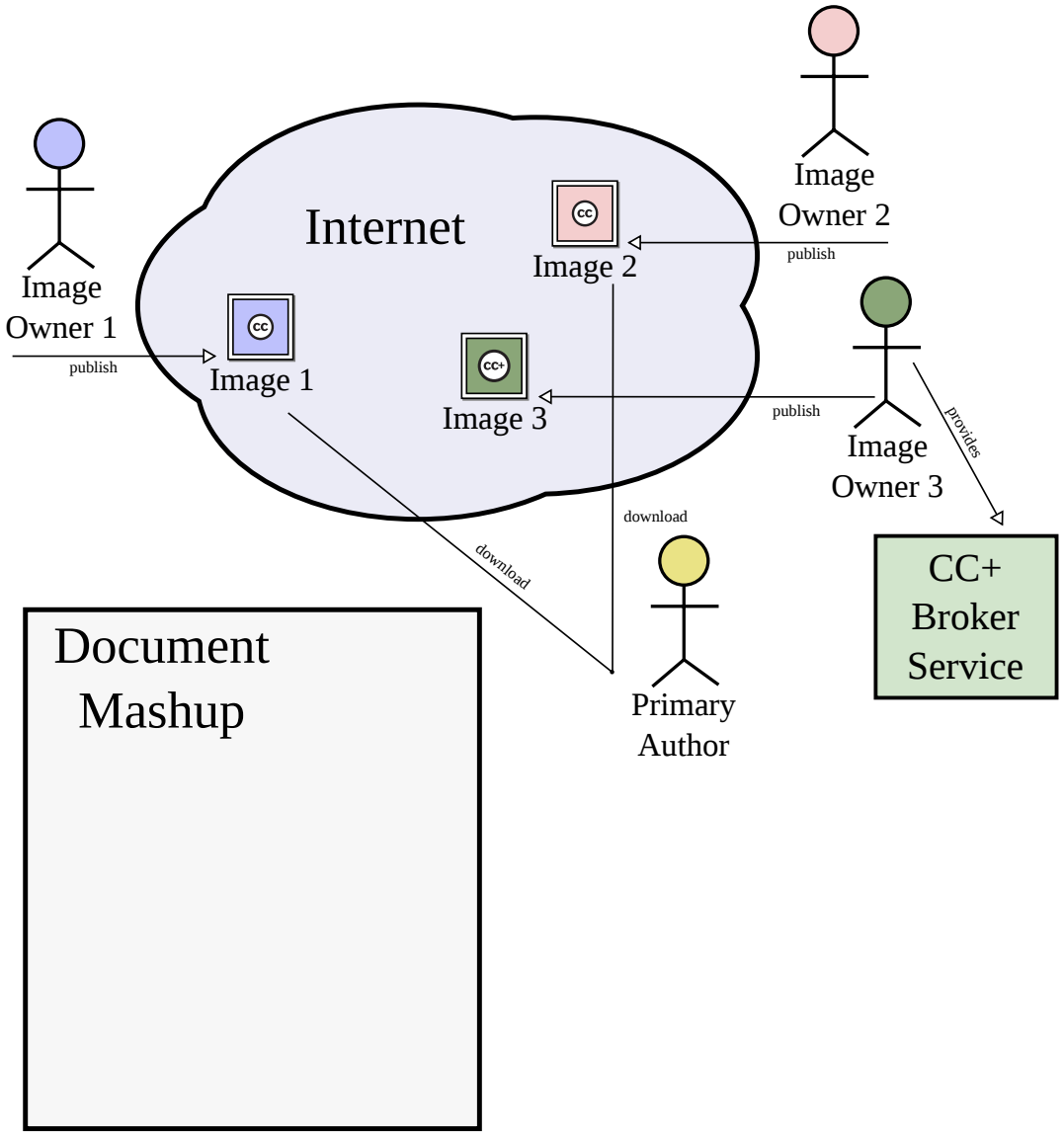
Primary Author
Document Mashup

Use Case #2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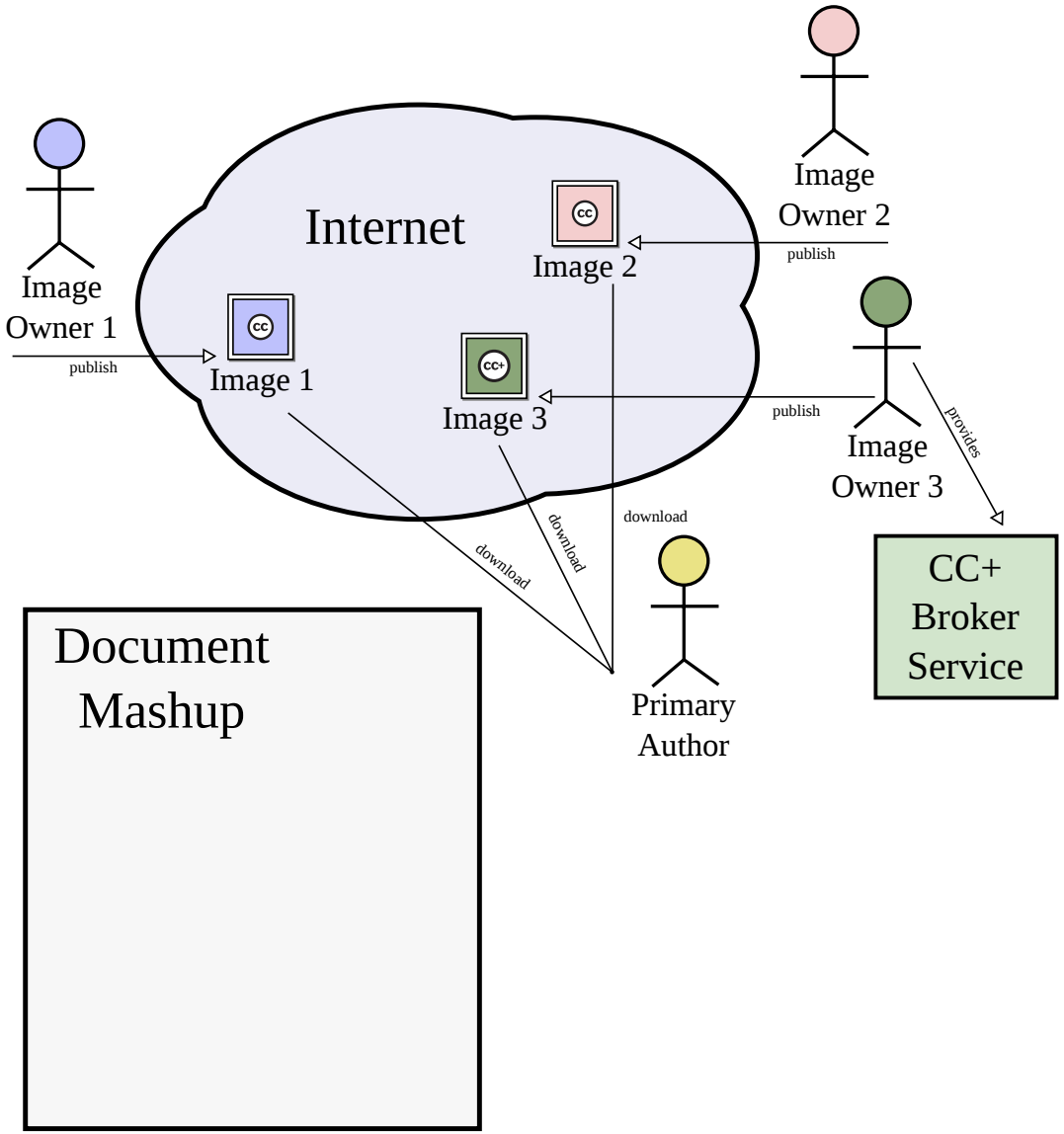
Primary Author
Document Mashup

Use Case #2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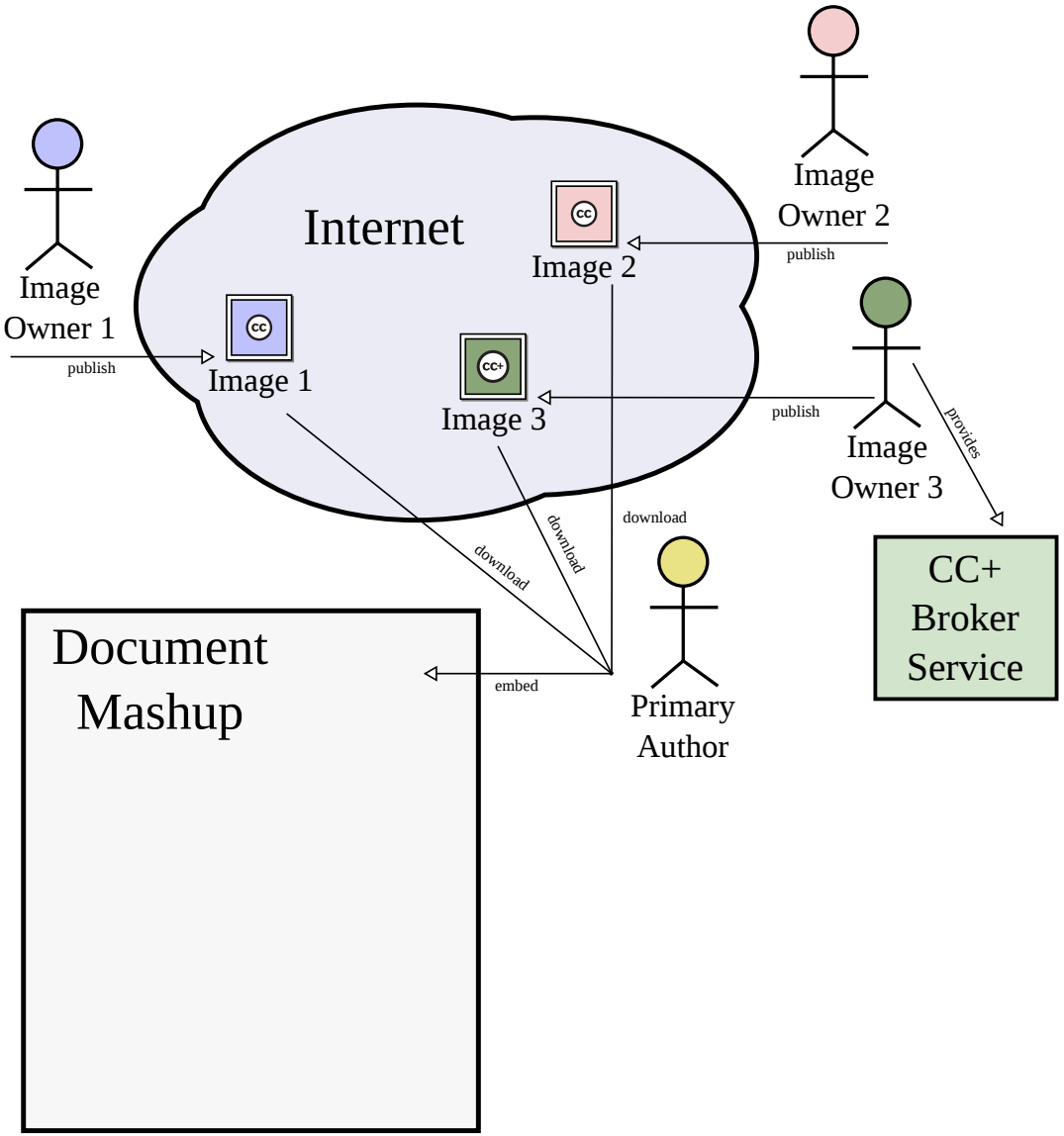
Primary Author
Document Mashup

Use Case #2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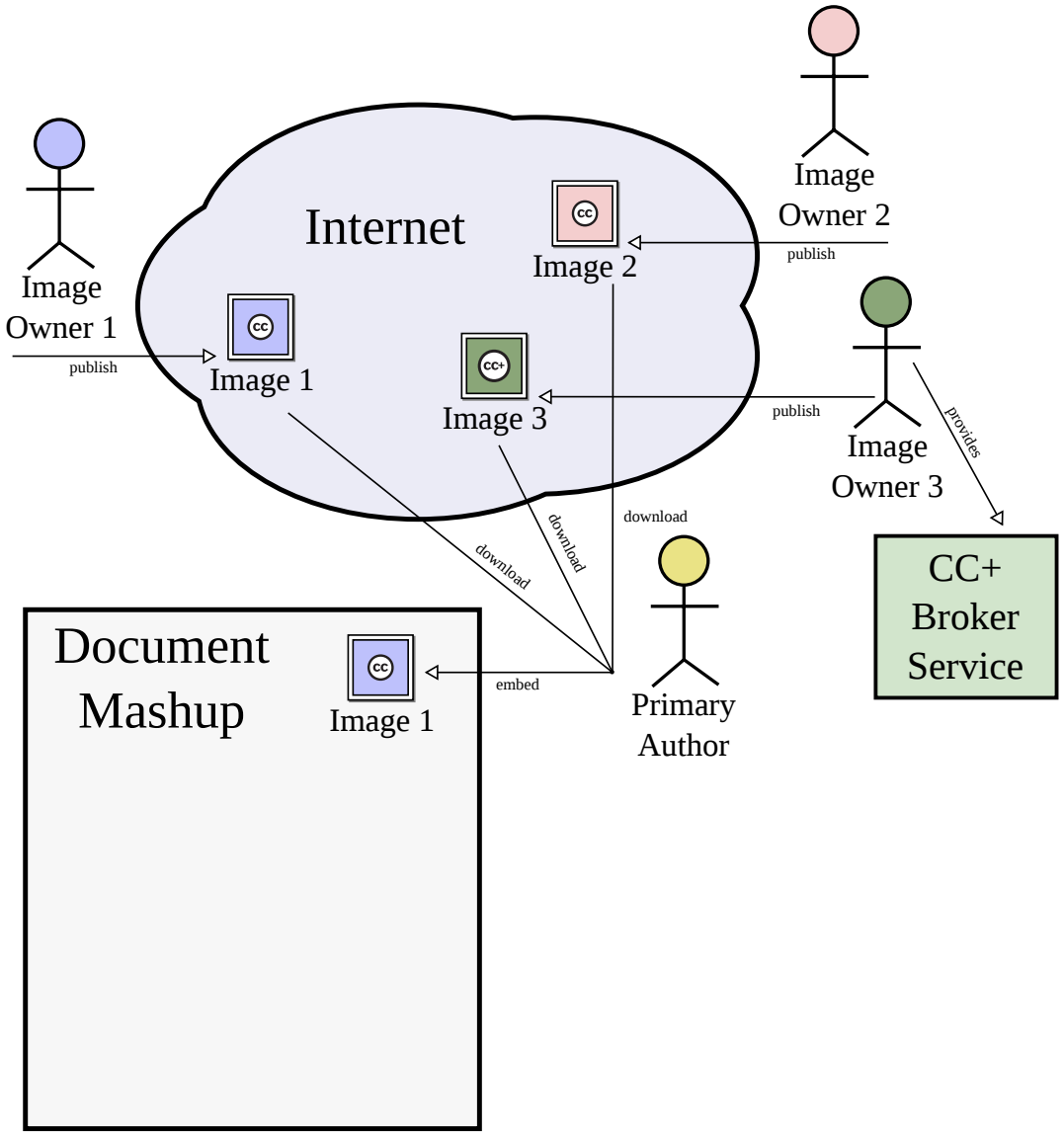
Document Mashup

Use Case #2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Primary Author
Document Mashup
Image 1
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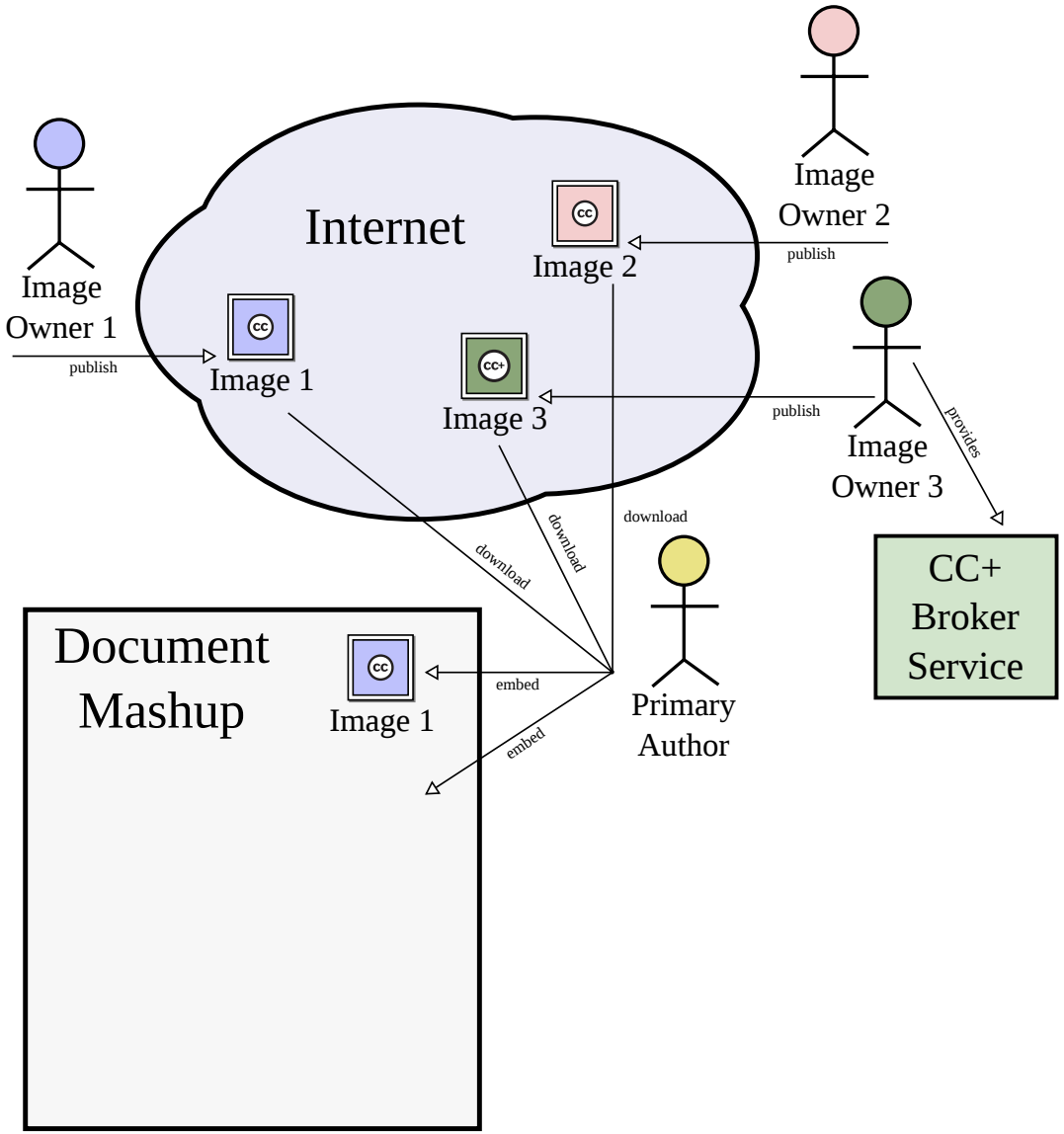
Use Case #2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Primary Author
Document Mashup
Image 1
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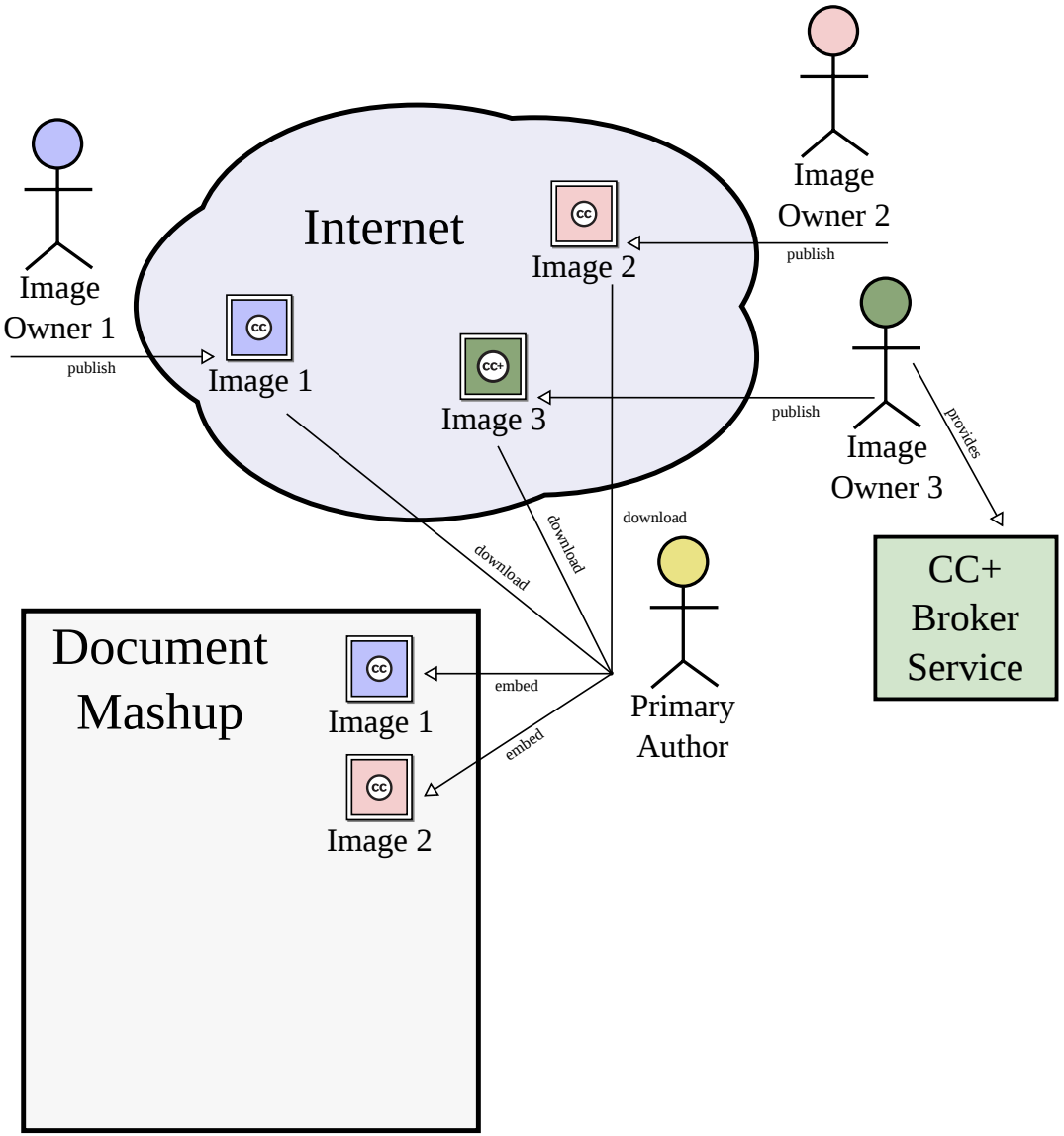
Use Case #2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Document Mashup
Image 1
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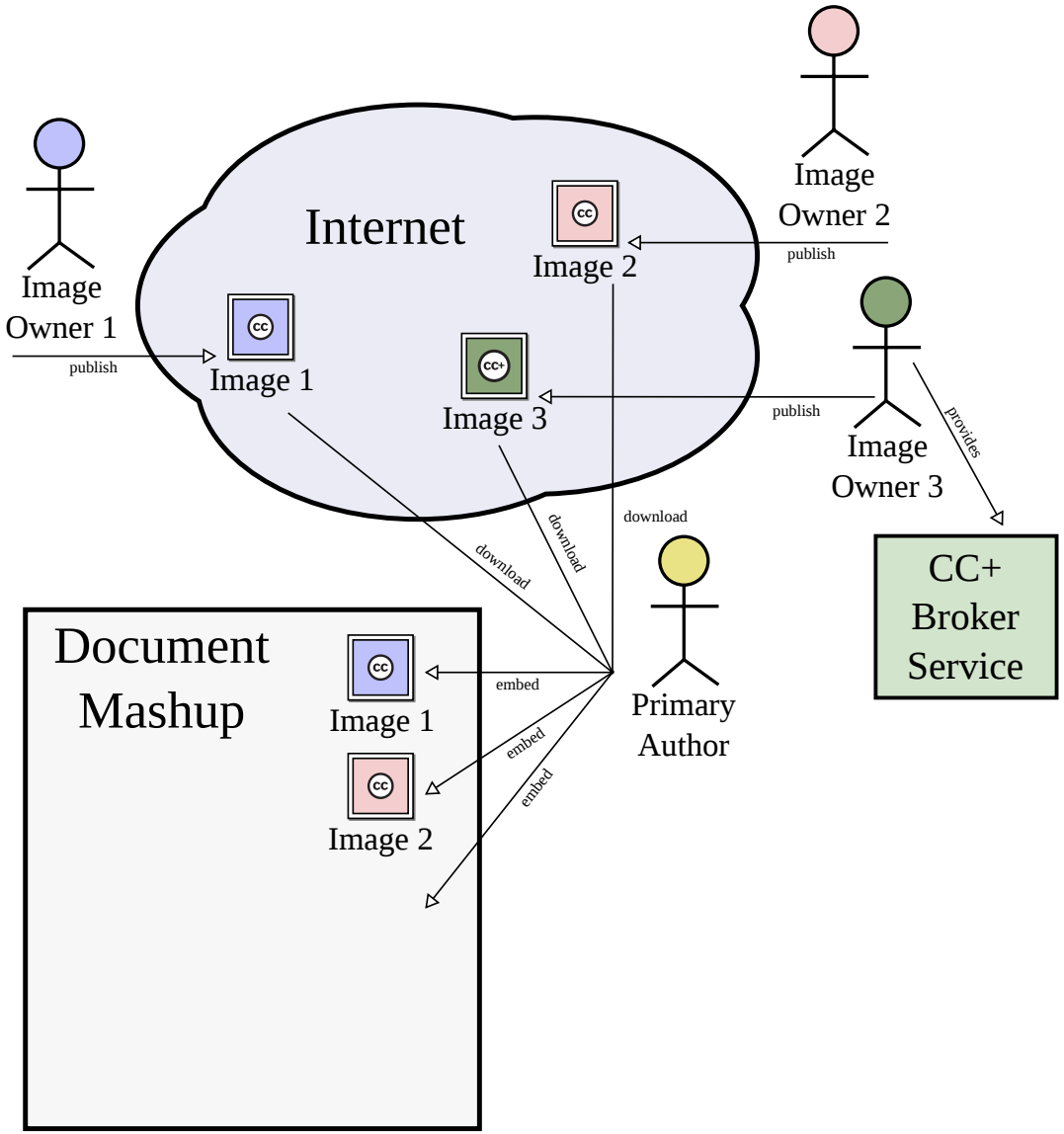
Use Case #2


Internet
Image Owner 1
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Primary Author
Document Mashup
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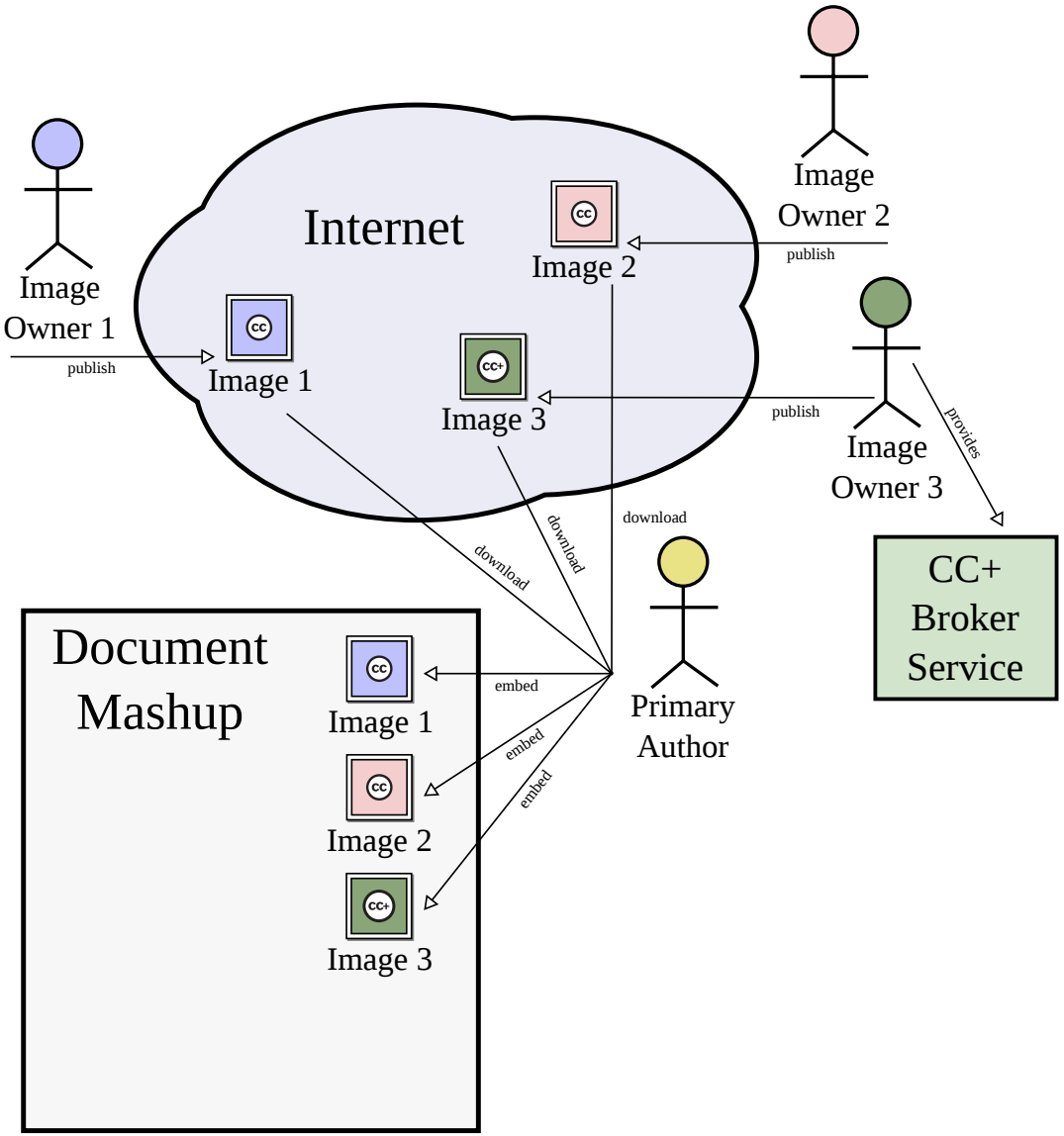
Use Case #2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Primary Author
Document Mashup
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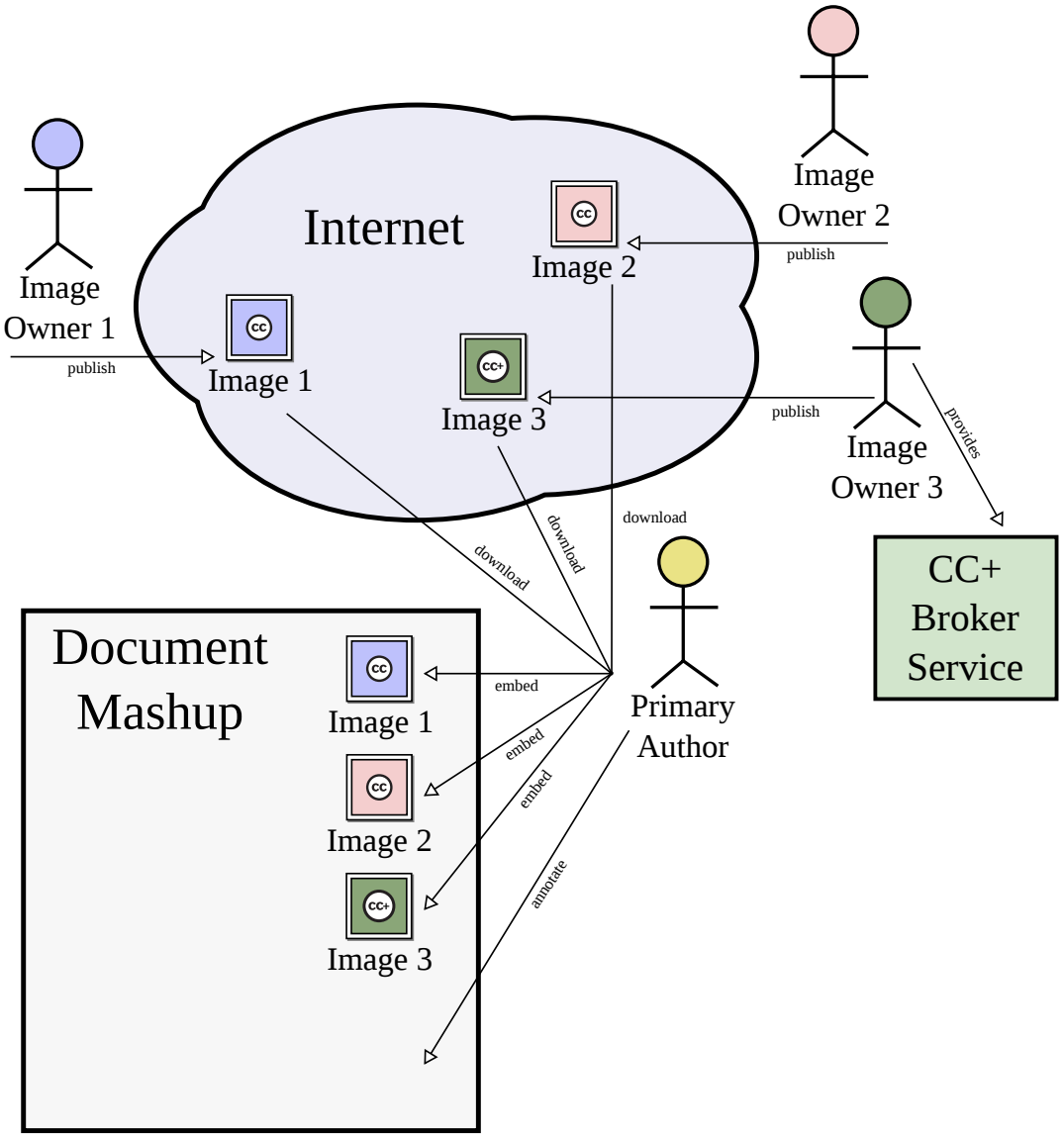
Use Case #2


Internet
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Document Mashup
Image 1
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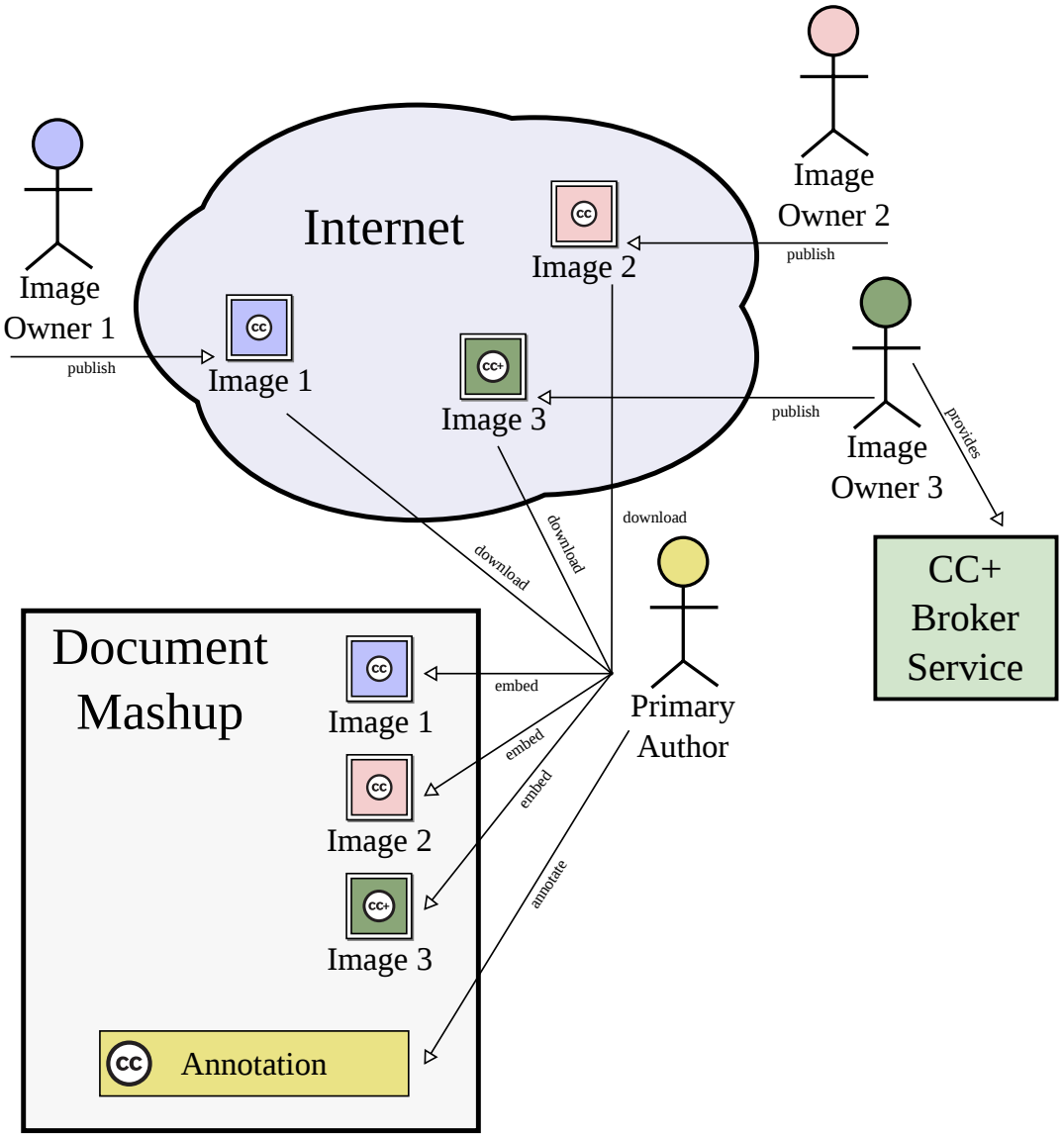
Use Case #2


Internet
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Document Mashup
Image 1
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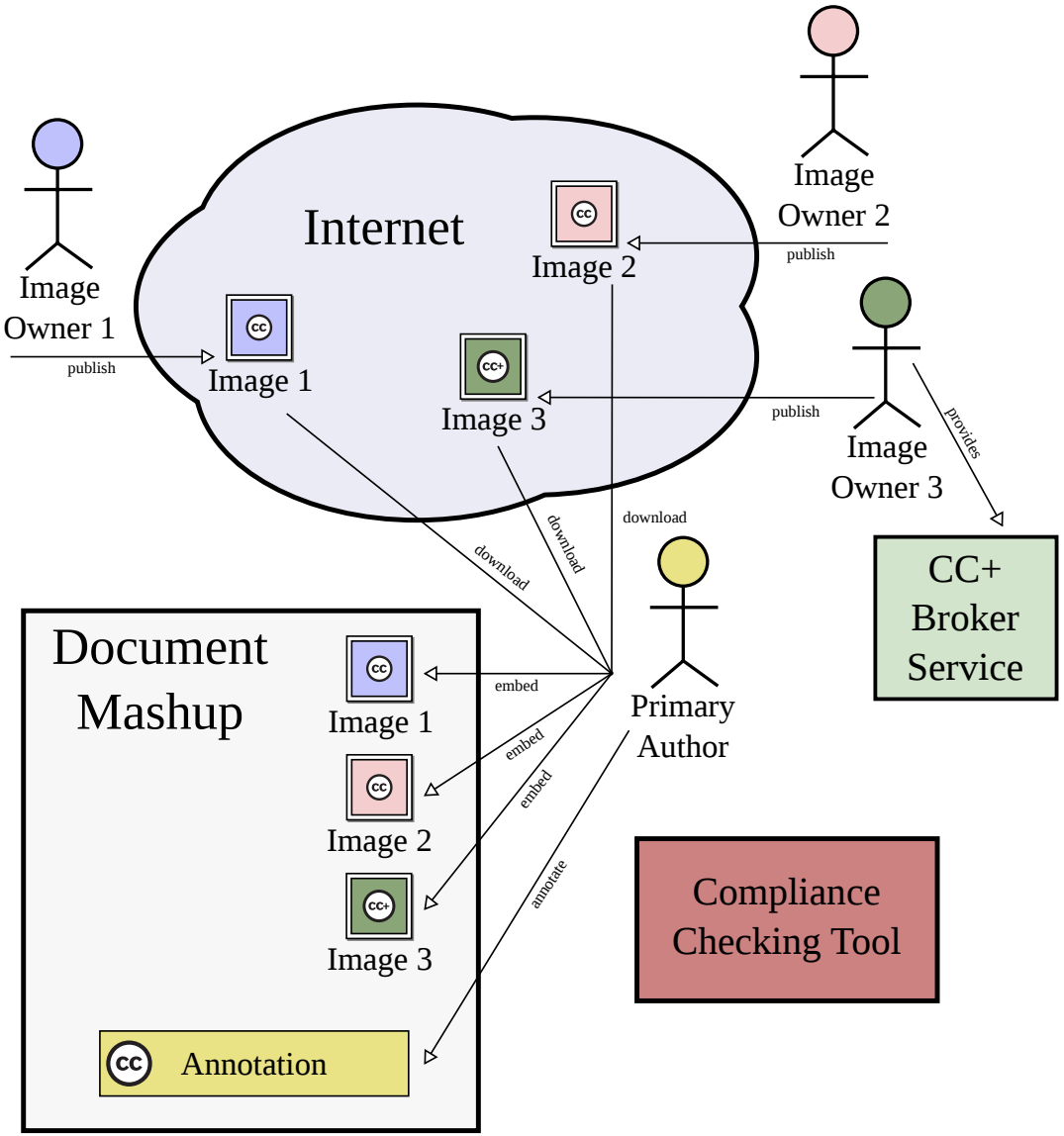
annotate
Annotation

Use Case #2


Internet
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CC+ Broker Service
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Primary Author
Document Mashup
Image 1
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Annotation
embed
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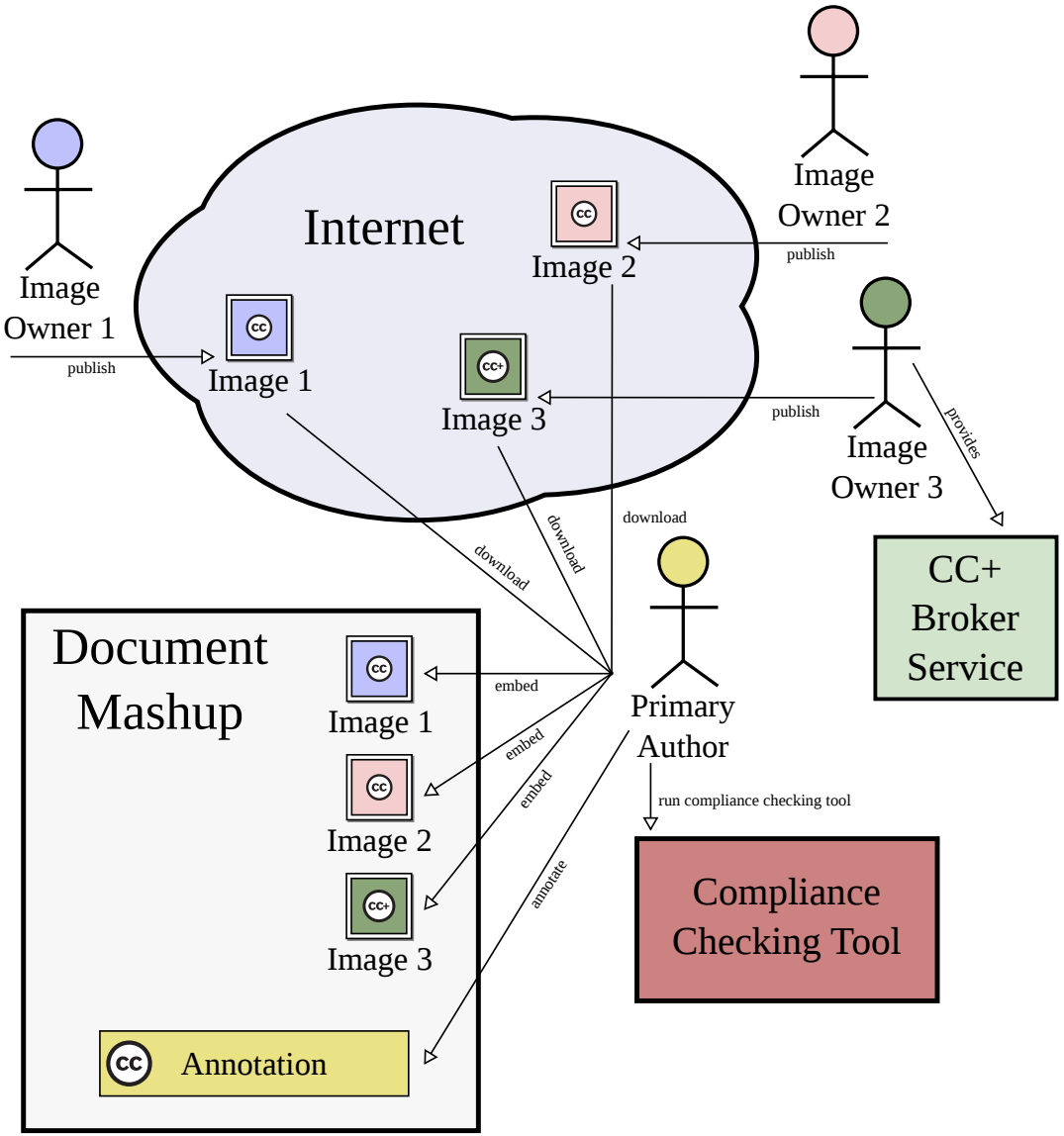
embed
annotate
Compliance Checking Tool

Use Case #2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Primary Author
run compliance checking tool
Compliance Checking Tool
Document Mashup
Image 1
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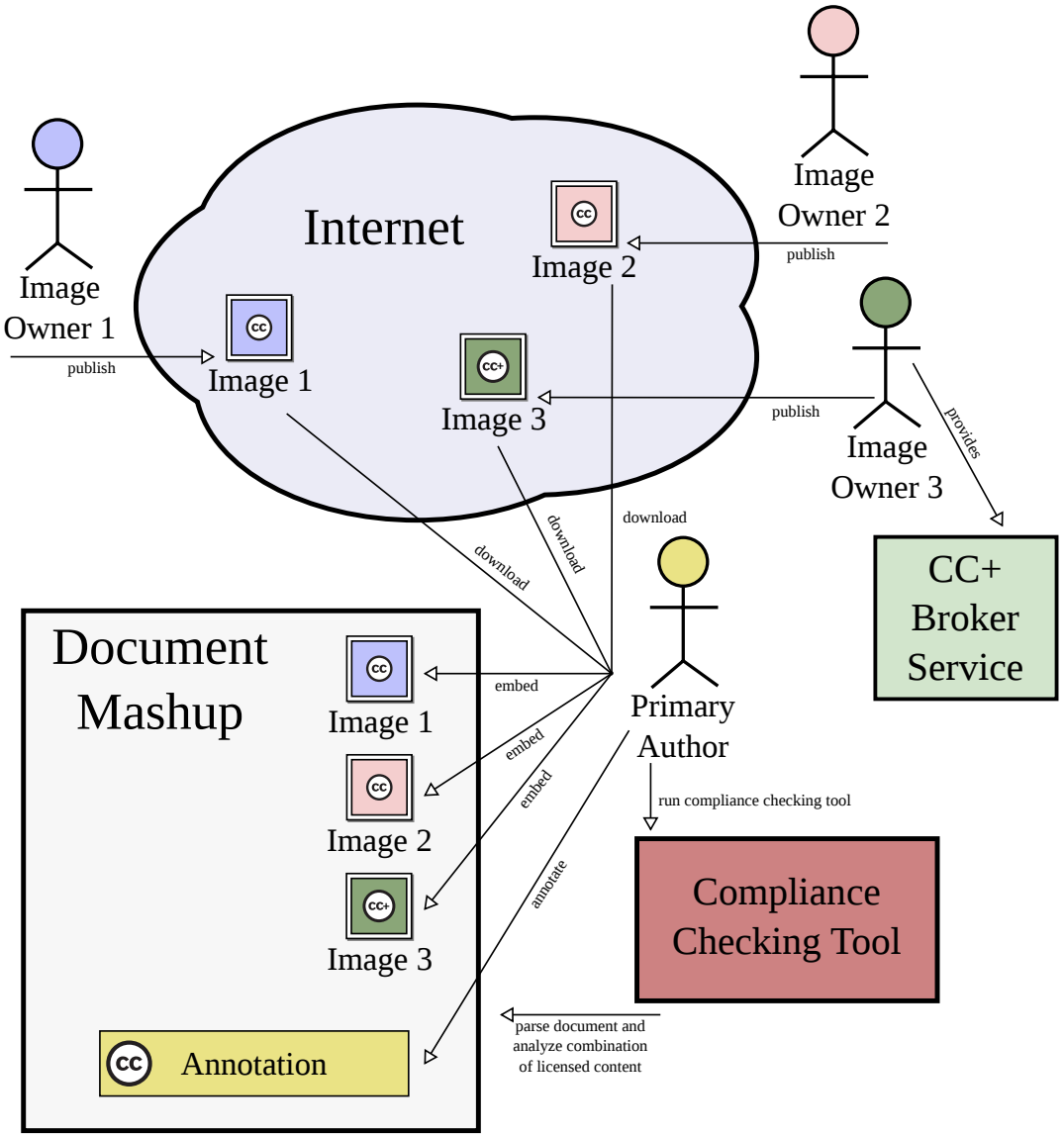
annotate

Use Case #2


Internet
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CC+ Broker Service
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Primary Author
run compliance checking tool
Compliance Checking Tool
parse document and analyze combination of licensed content
Document Mashup
Image 1
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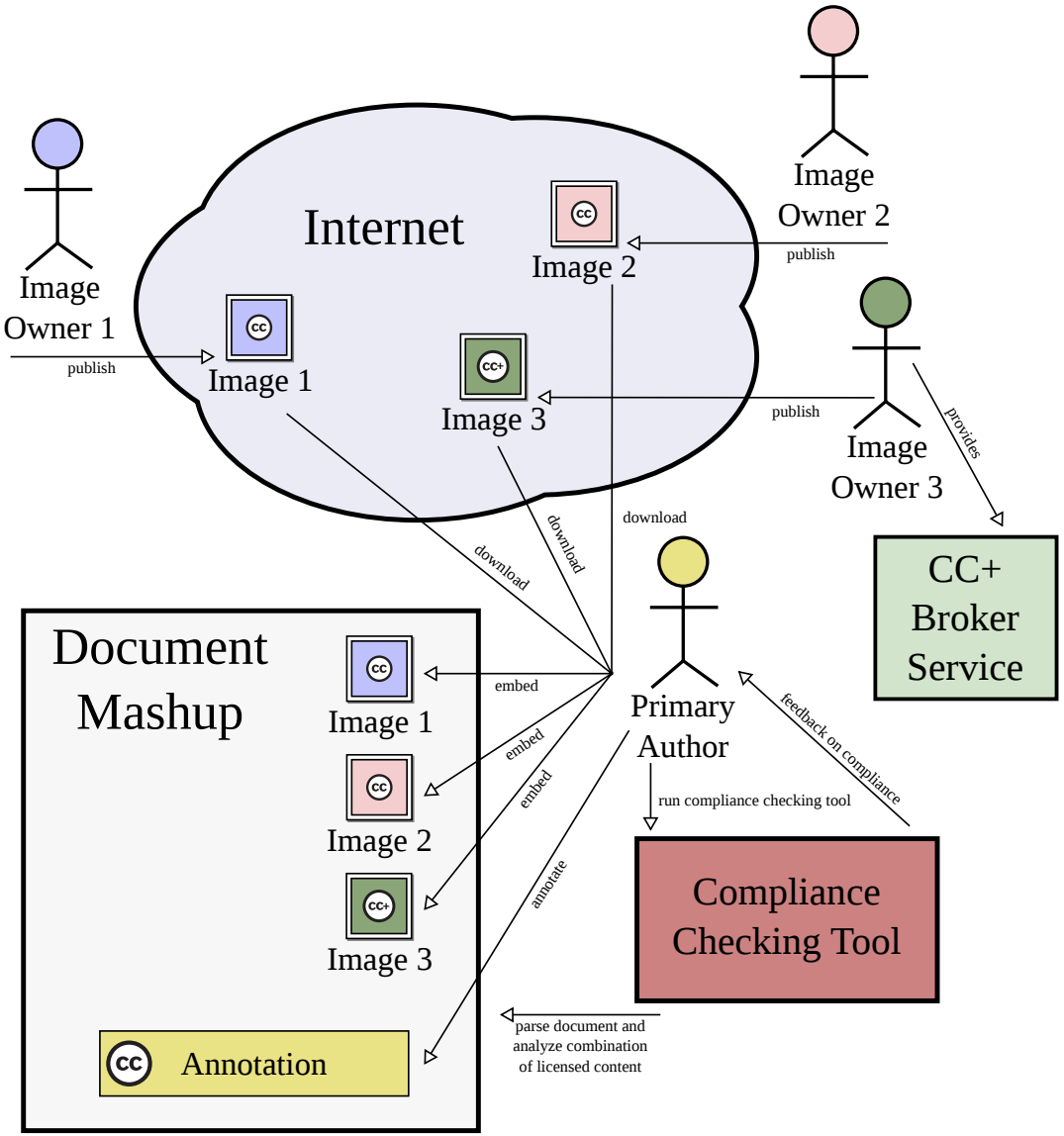
Use Case #2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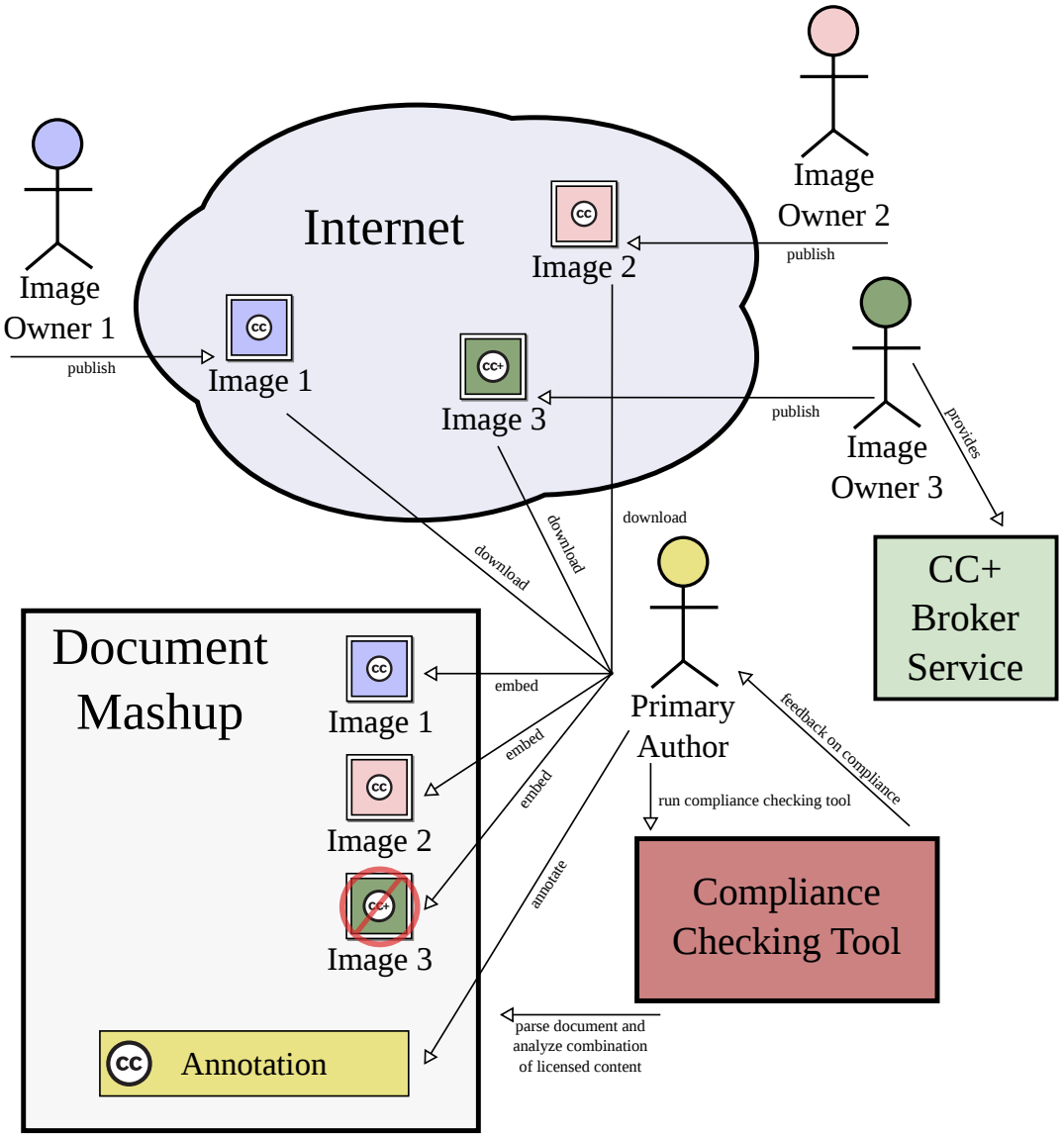
Primary Author
feedback on compliance
run compliance checking tool
Compliance Checking Tool
parse document and analyze combination of licensed content

Use Case #2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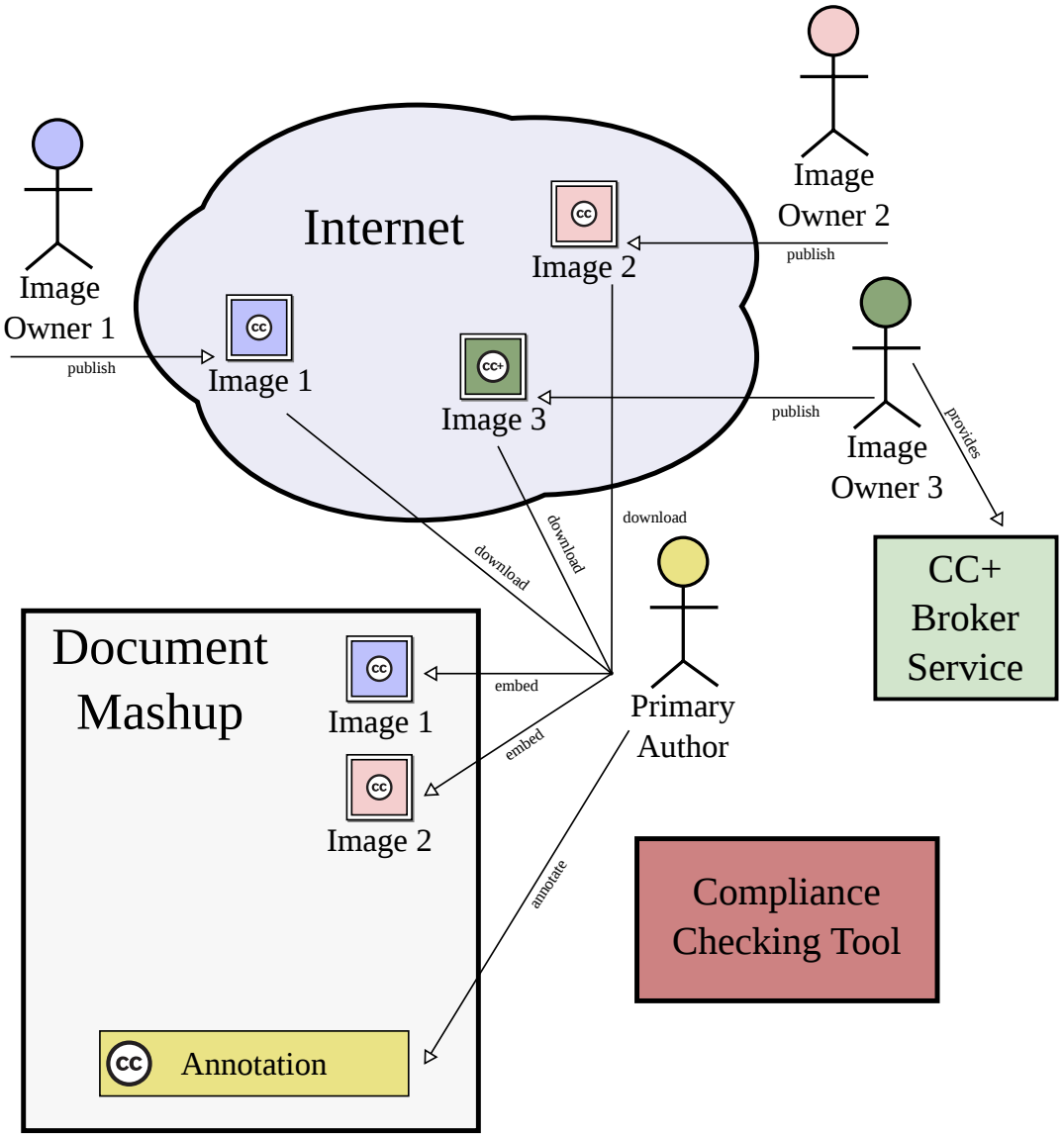
feedback on compliance
run compliance checking tool
Compliance Checking Tool
parse document and analyze combination of licensed content

Use Case #2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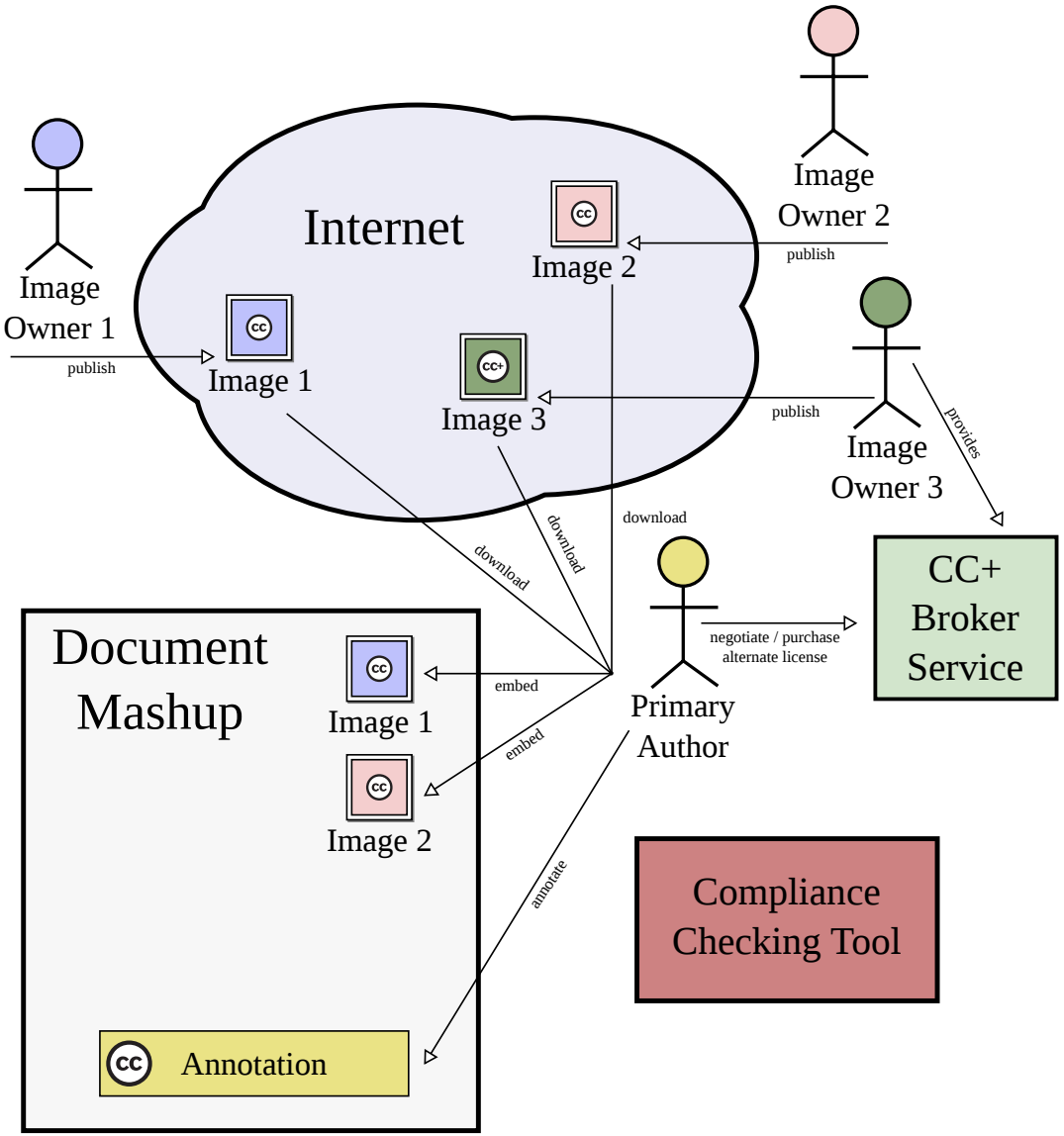
Annotation
Compliance Checking Tool

Use Case #2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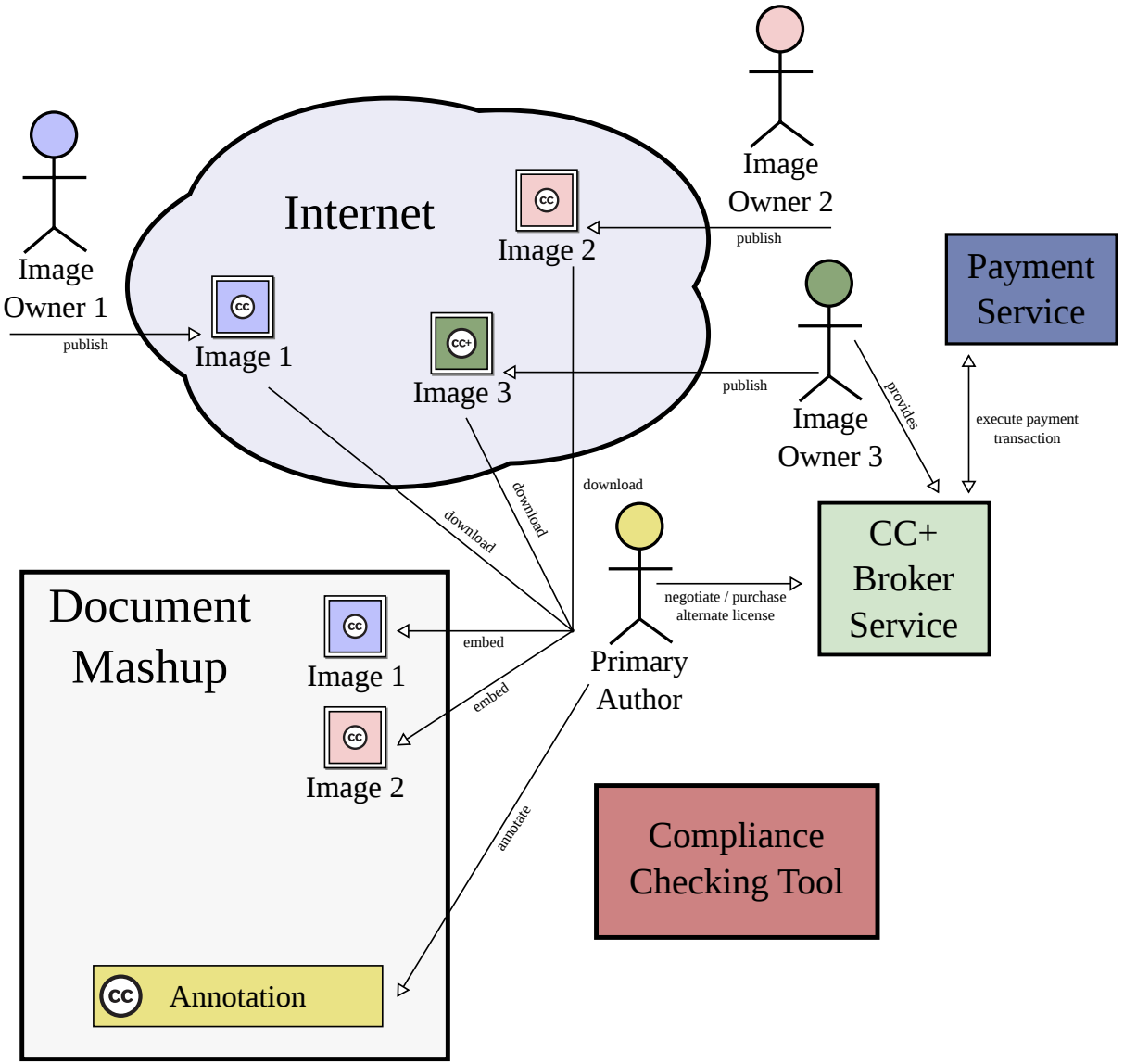
Annotation
Compliance Checking Tool

Use Case #2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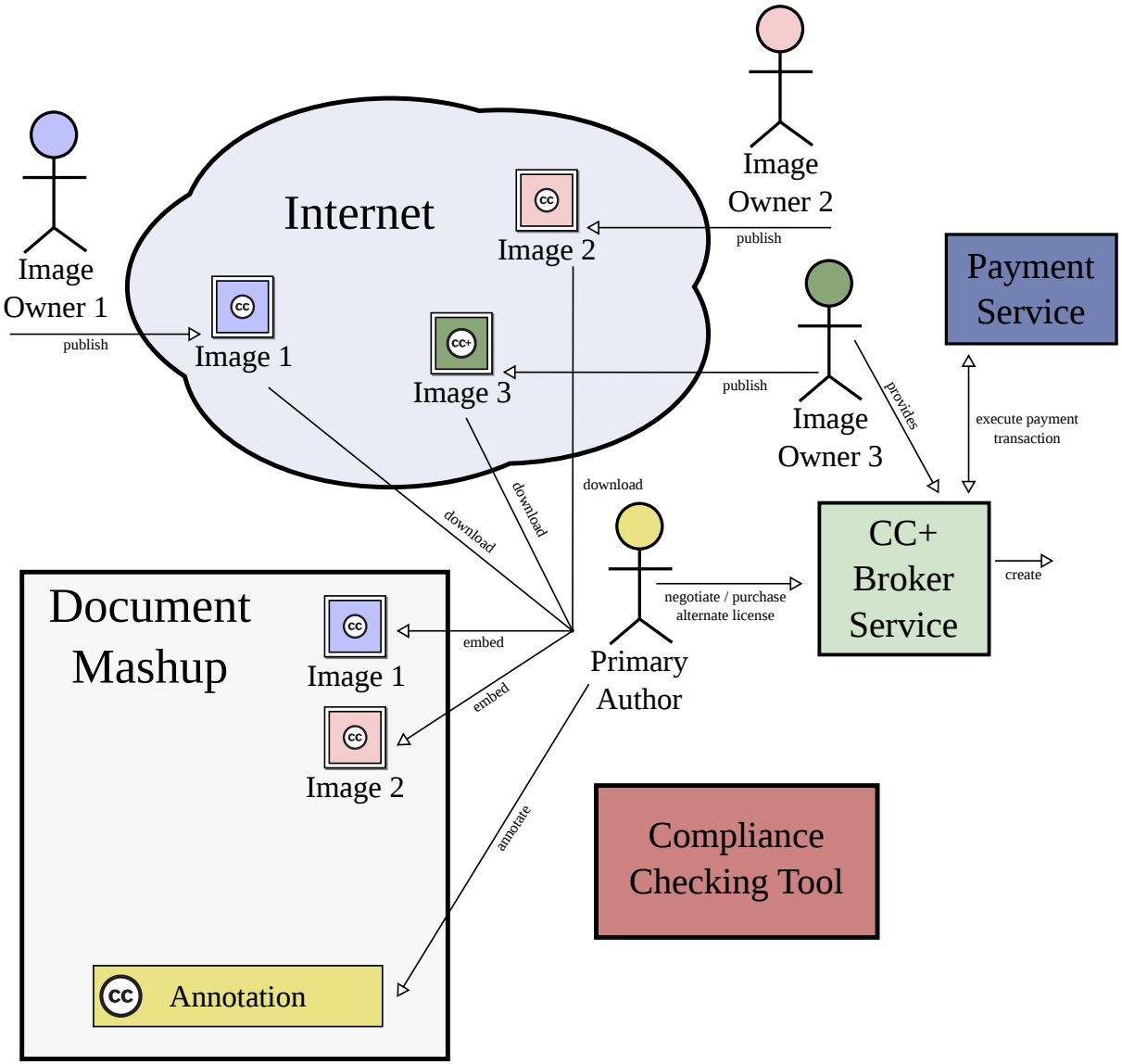
Annotation
Compliance Checking Tool

Use Case #2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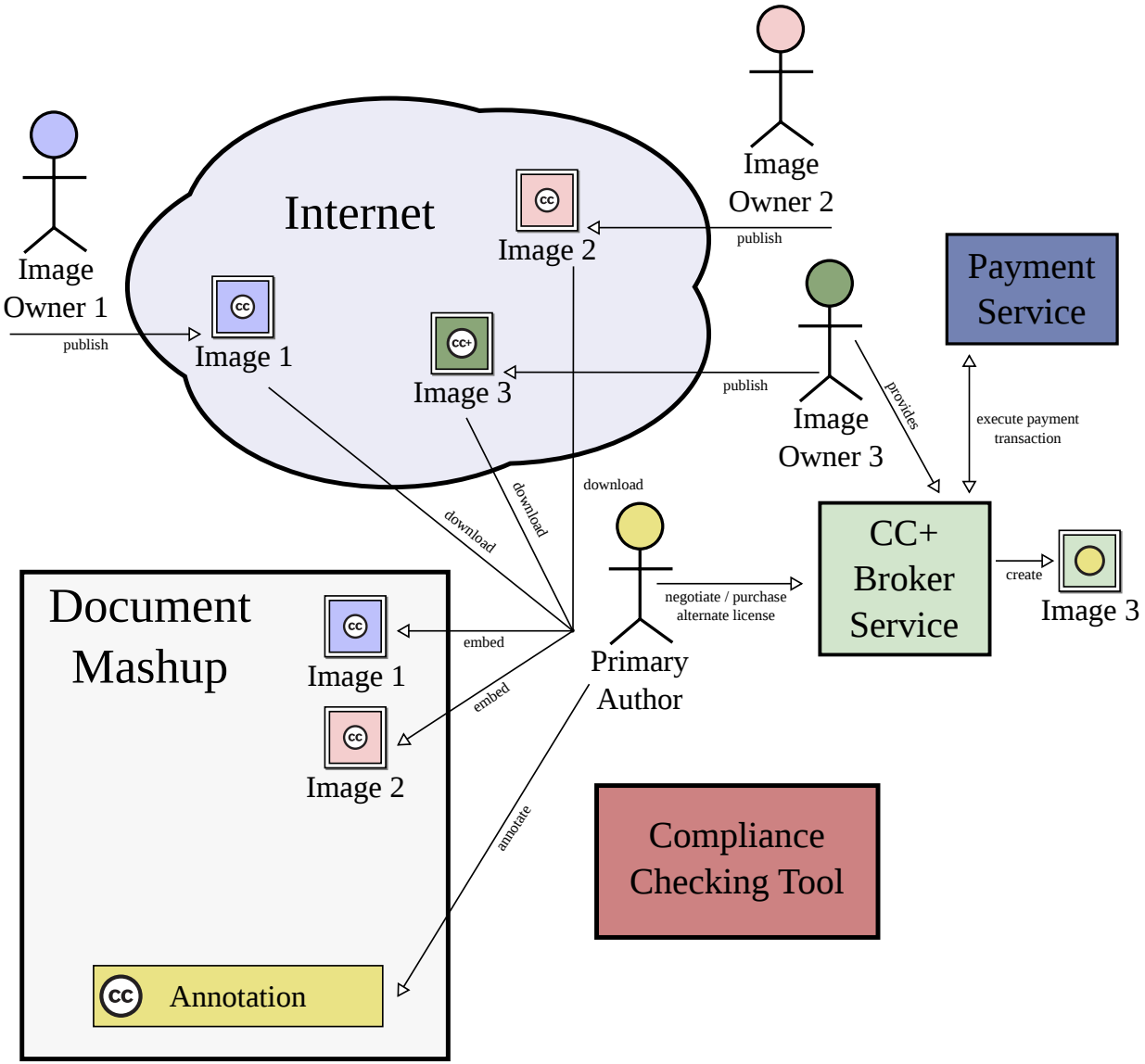
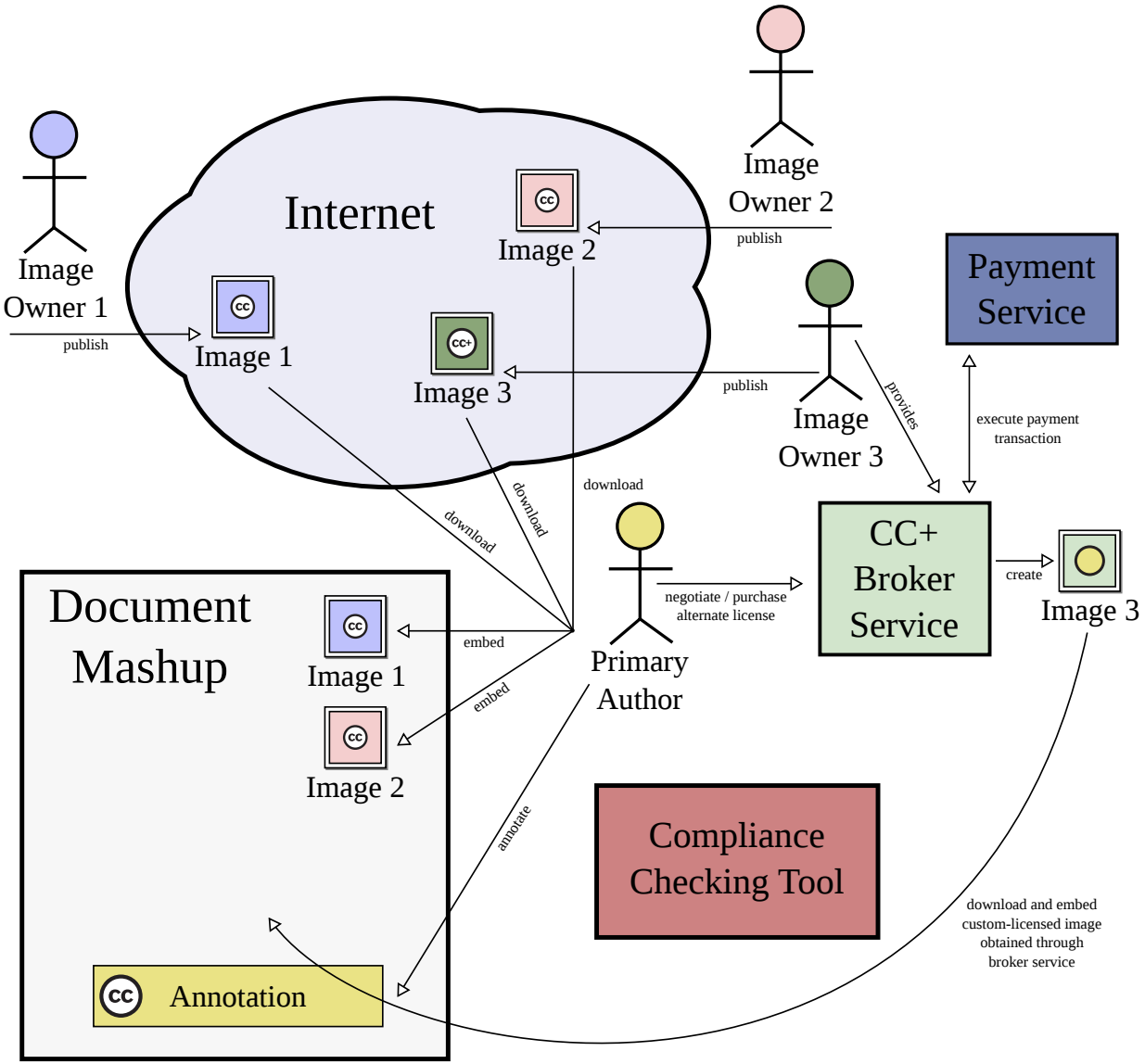
Compliance Checking Tool

Use Case #2


Internet
Image Owner 1
publish
Image 1
Image 2
Image 3
Image Owner 2
publish
Image Owner 3
publish
provides
Payment Service
execute payment transaction
download
download
download
CC+ Broker Service
create
Image 3
negotiate / purchase alternate license
Primary Author
Document Mashup
Image 1
Image 2
embed
embed
annotate
Annotation
Compliance Checking Tool

Use Case #2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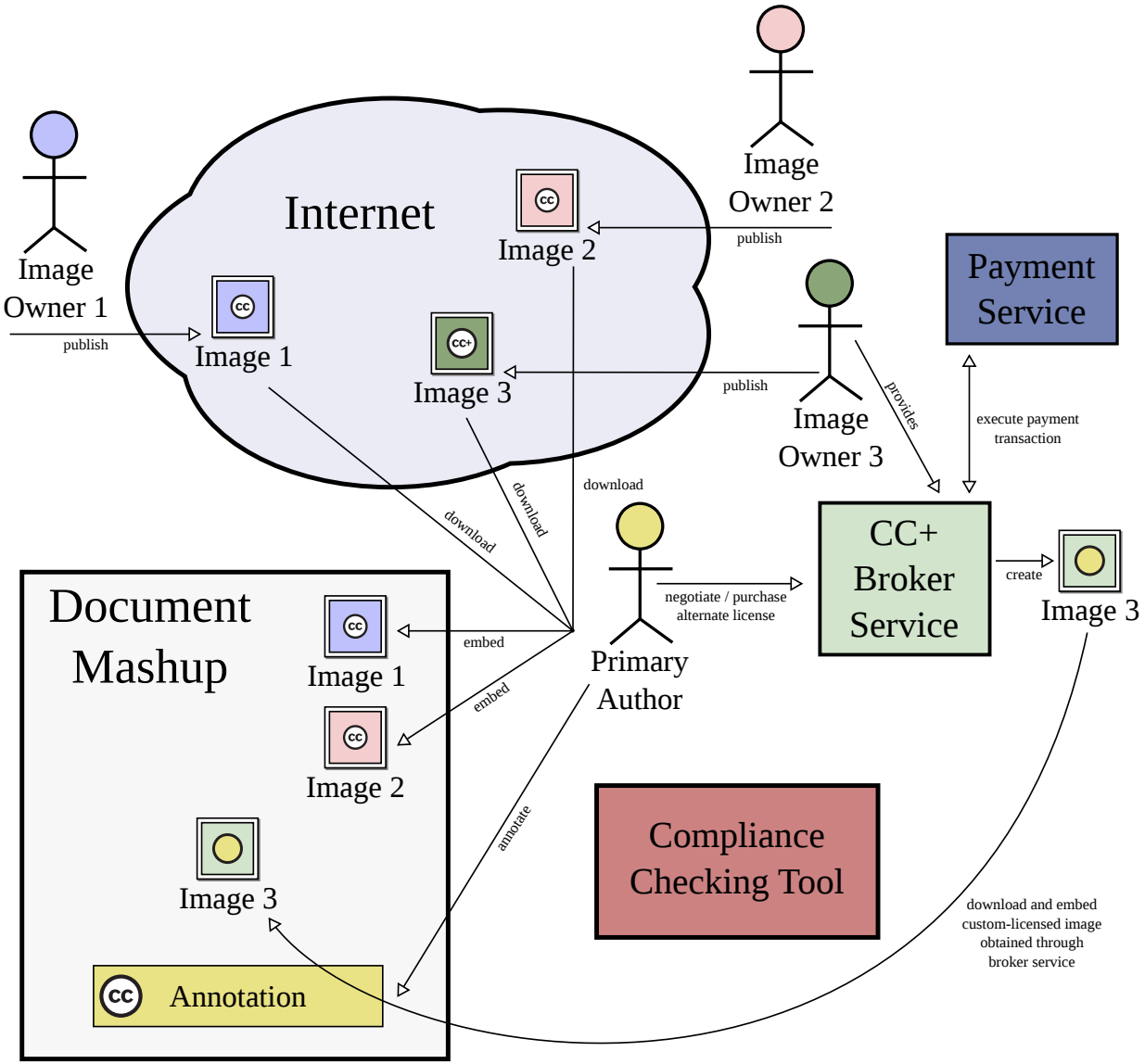
annotate
Annotation
Compliance Checking Tool
download and embed custom-licensed image obtained through broker service

Use Case #2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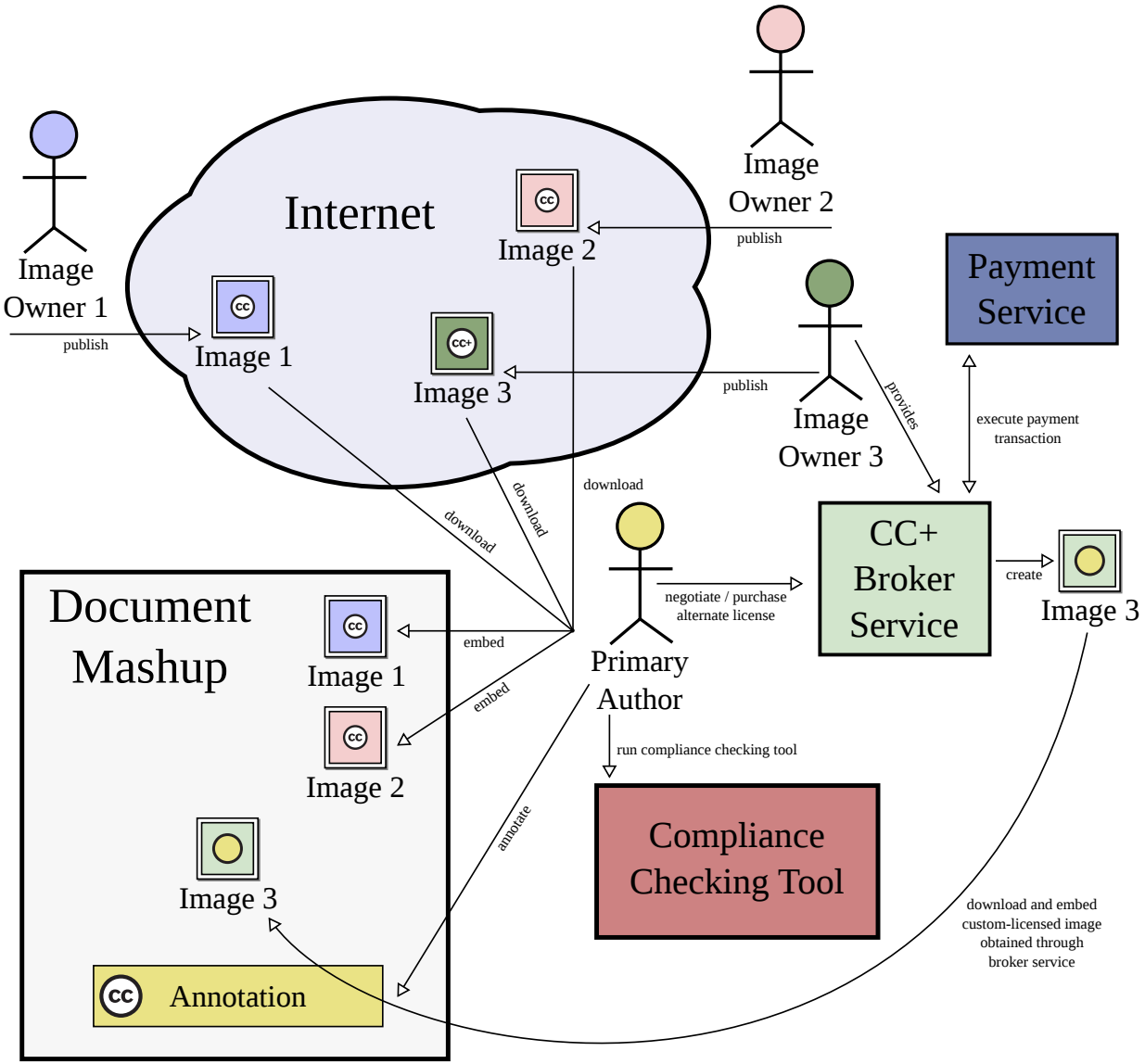
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run compliance checking tool
Compliance Checking Tool
Document Mashup
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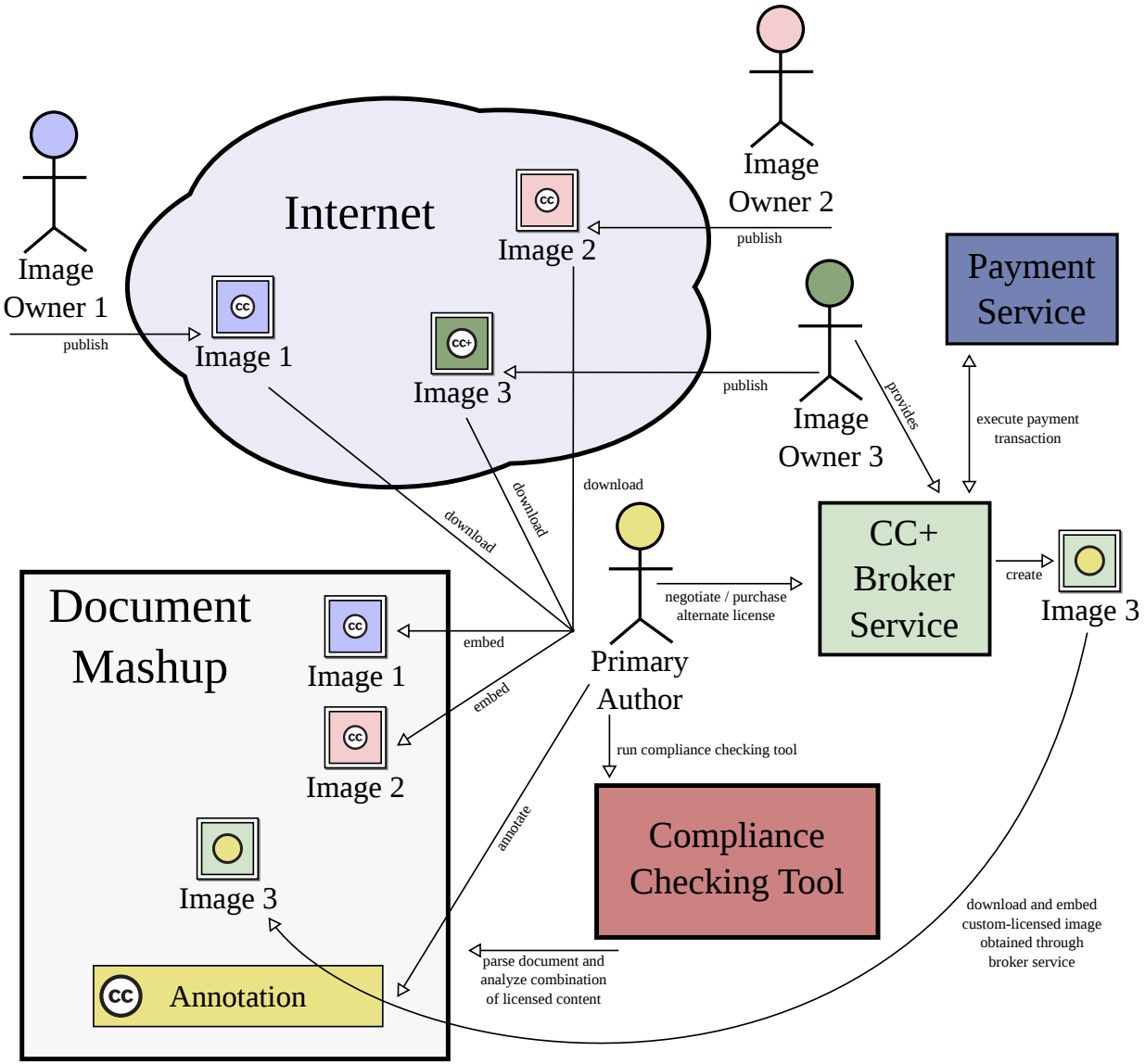
Image 2
Image 3
Annotation
embed
embed
annotate
download and embed custom-licensed image obtained through broker service

Use Case #2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CC+ Broker Service
create
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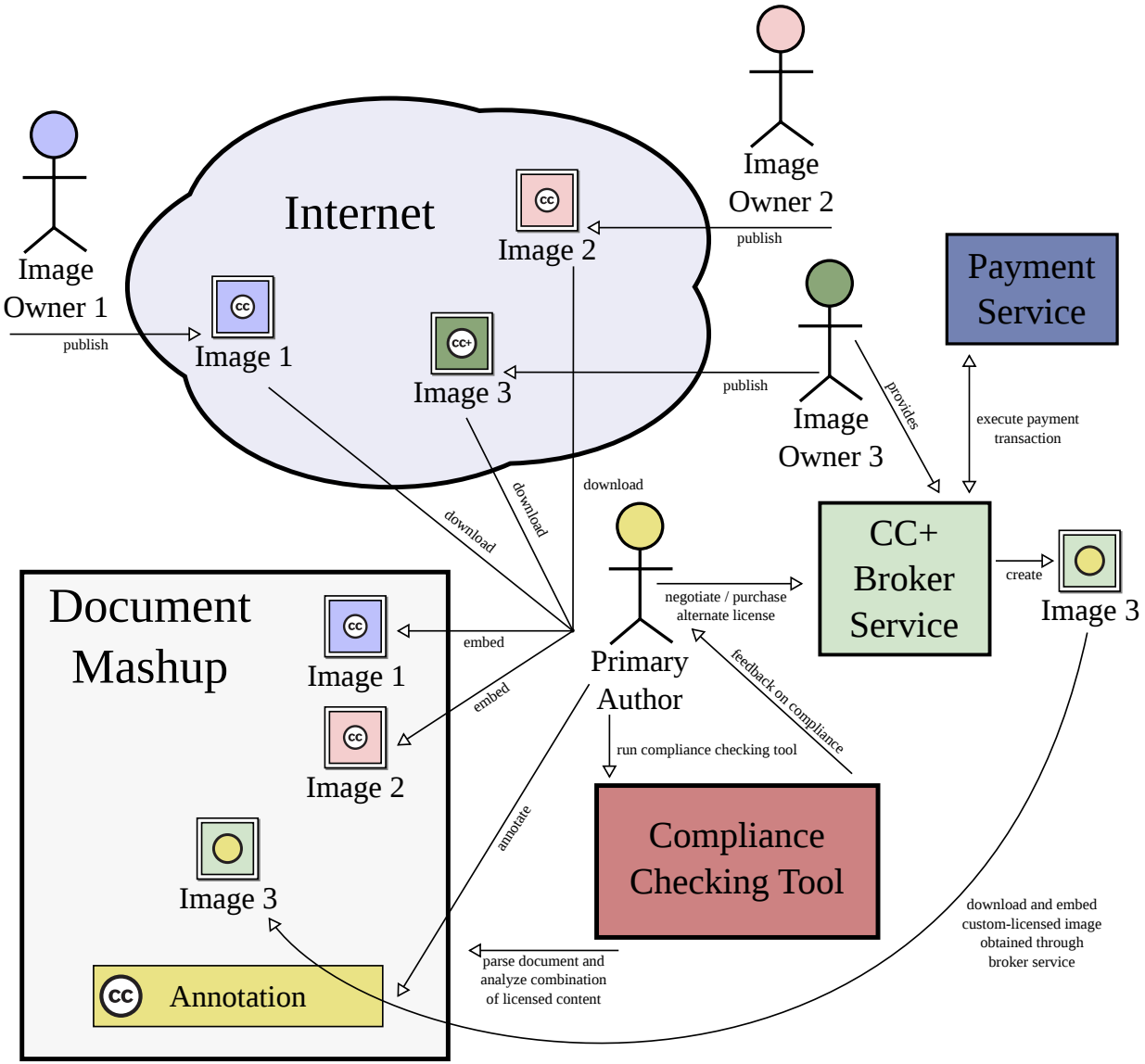
Primary Author
run compliance checking tool
Compliance Checking Tool
Document Mashup
Image 1
Image 2
Image 3
Annotation
embed
embed
annotate
parse document and analyze combination of licensed content
download and embed custom-licensed image obtained through broker service

Use Case #2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create
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feedback on compliance
Primary Author
run compliance checking tool
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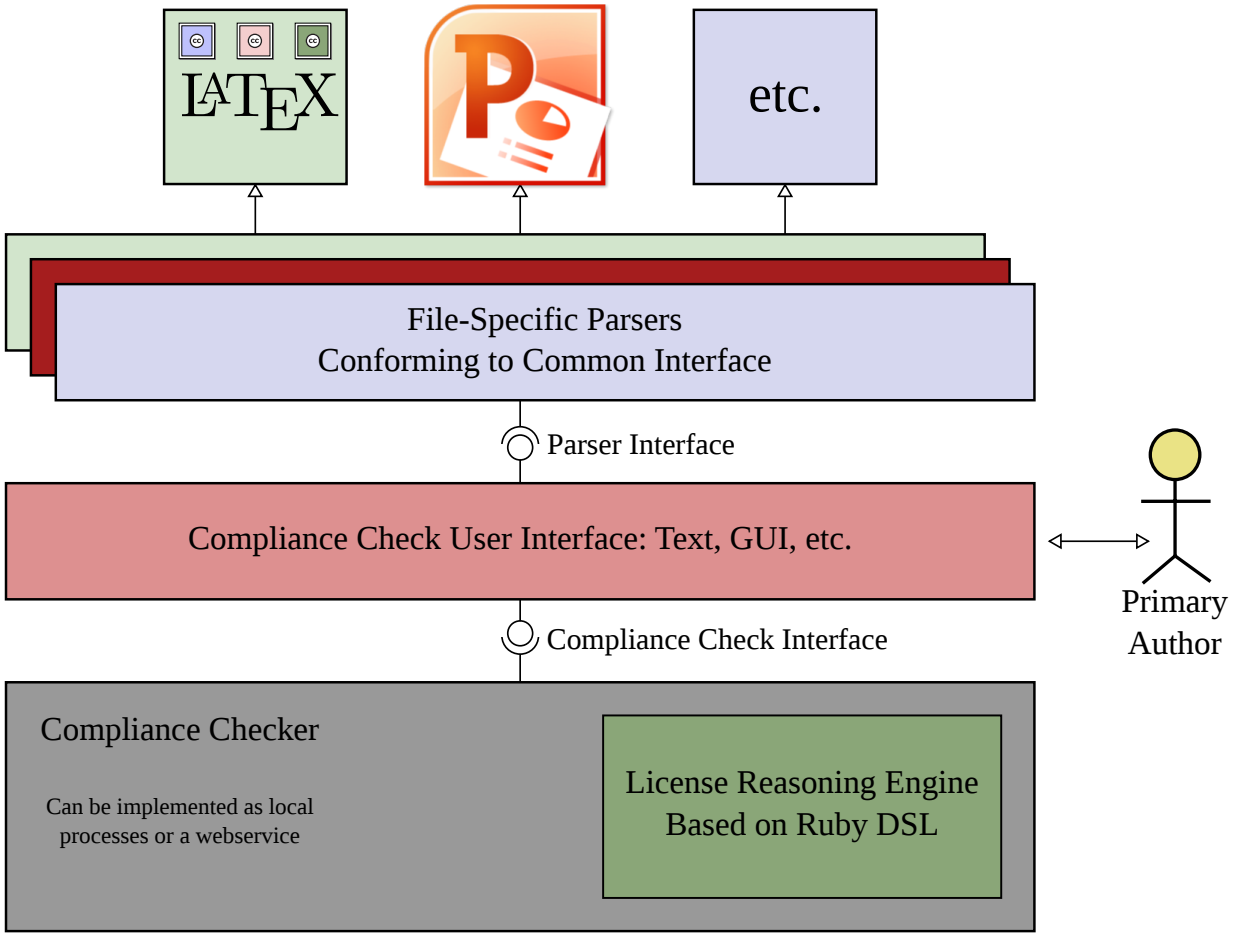
Compliance Checking Tool



License Reasoning Engine

CC+ Broker Service

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