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Doken(10) **Pub. No.: US 2024/0214372 A1**(43) **Pub. Date: Jun. 27, 2024**(54) **METHOD, SYSTEM AND APPARATUS OF
AUTHENTICATING USER AFFILIATION
FOR AN AVATAR DISPLAYED ON A
DIGITAL PLATFORM**(52) **U.S. CL.**
CPC **H04L 63/083** (2013.01); **G06F 21/36**
(2013.01)(71) Applicant: **Rovi Guides, Inc.**, San Jose, CA (US)(72) Inventor: **Serhad Doken**, Bryn Mawr, PA (US)(21) Appl. No.: **18/087,988**(22) Filed: **Dec. 23, 2022****Publication Classification**(51) **Int. CL.**
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G06F 21/36 (2006.01)(57) **ABSTRACT**

A host server of a digital platform, such as a virtual world or augmented reality platform, receives a request to graphically indicate an affiliation between a user of an avatar and an organization or other entity. The host server queries an authenticating server to authenticate the affiliation between the user and the entity. Accordingly, the host server generates for display a logo, or other indication, to indicate the authenticated affiliation. Other users of the digital platform can learn whether the user of the avatar is actually affiliated with the entity. Access to digital spaces, virtual objects and some interactions of the avatar may be controlled according to an access policy of the entity.

