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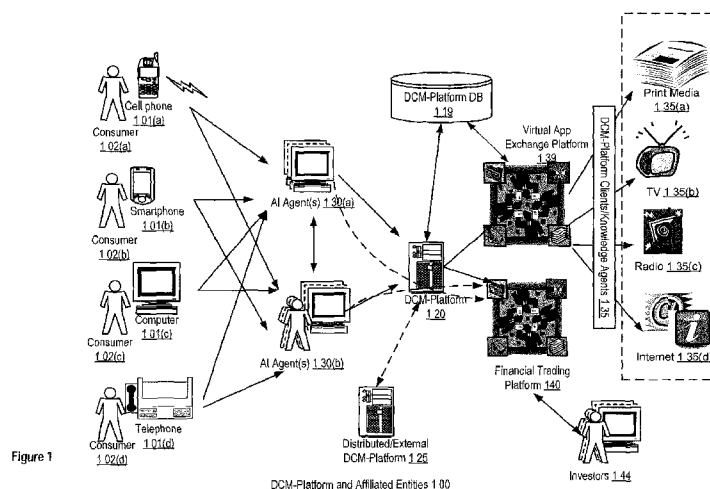
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(54) Title: APPARATUSES, METHODS AND SYSTEMS FOR A DIGITAL CONVERSATION MANAGEMENT PLATFORM

(57) Abstract: The apparatuses, methods and systems for a digital conversation management platform ("DCM-Platform") trans-
forms digital dialogue from consumers, client demands and, Internet search inputs via DCM- Platform components into tradable
digital assets, and client needs based artificial intelligence campaign plan outputs. In one implementation, The DCM-Platform
may capture and examine conversations between individuals and artificial intelligence conversation agents. These agents may be
viewed as assets. One can measure the value and performance of these agents by assessing their performance and ability to gener-
ate revenue from prolonging conversations and/or ability to effect sales through conversations with individuals.

APPARATUSES, METHODS AND SYSTEMS FOR A DIGITAL CONVERSATION MANAGEMENT PLATFORM

[0001] This patent application disclosure document (hereinafter “description” and/or “descriptions”) describes inventive aspects directed at various novel innovations (hereinafter “innovation,” “innovations,” and/or “innovation(s)”) and contains material that is subject to copyright, mask work, and/or other intellectual property protection. The respective owners of such intellectual property have no objection to the facsimile reproduction of the patent disclosure document by anyone as it appears in published Patent Office file/records, but otherwise reserve all rights.

RELATED APPLICATIONS

[0002] Applicant hereby claims priority under 35 USC §119 for United States provisional patent application serial no. 61/298,130, filed January 25, 2010 (attorney docket no. 20417-002PV), and United States provisional patent application serial no. 61/360,434, filed June 30, 2010 (attorney docket no. 20417-002PV2), both entitled “Apparatuses, Methods And Systems For A Digital Conversation Value Exchange Tool.”

[0003] This application is related to United States Application Serial No. _____ (Attorney Docket No. 20417-002US), entitled “Apparatuses, Methods And Systems For A Digital Conversation Management Platform,” filed on January 25, 2011.

[0004] The entire contents of the aforementioned applications are herein expressly incorporated by reference.

FIELD

1
2 **[0005]** The present invention is directed generally to an apparatuses, methods,
3 and systems of virtual asset management, and more particularly, to APPARATUSES,
4 METHODS AND SYSTEMS FOR A DIGITAL CONVERSATION VALUE EXCHANGE
5 PLATFORM.

BACKGROUND

6
7 **[0006]** Traditionally, advertising and marketing industries have conducted
8 marketing surveys to learn about consumer preferences and behaviors. Such
9 information may be obtained in various ways, for example, with face-to-face interviews,
10 user filled questionnaires, and/or the like.

SUMMARY

11
12 **[0007]** The APPARATUSES, METHODS AND SYSTEMS FOR A DIGITAL
13 CONVERSATION MANAGEMENT PLATFORM (“DCM-Platform”) transforms digital
14 dialogue from consumers, client demands and, Internet search inputs via DCM-
15 Platform components into tradable digital assets, and client needs based artificial
16 intelligence campaign plan outputs.

17 **[0008]** In one embodiment, a method is disclosed, comprising: receiving
18 information indicating a demand for a digital conversation asset; determining a type of
19 the demanded digital conversation asset; initializing an exchange procedure for the
20 determined type of the demanded digital conversation asset; obtaining information
21 required by the exchange procedure for the determined type of the demanded digital

1 conversation asset; and determining an index of the demanded digital conversation
2 asset at least based on the obtained information for the determined type of the
3 demanded digital conversation asset.

4 **[0009]** In one embodiment, a method is disclosed, comprising: instantiating a
5 conversational artificial-intelligence agent; identifying an individual target for
6 conversation; initiating a conversation with the individual target by the artificial-
7 intelligence agent by providing a first portion of a conversational dialogue to the
8 individual target; recording a response from the individual target to the first portion of
9 the conversational dialogue; and responding to the response from the individual target
10 with a next contextual portion of the conversational dialogue.

11 BRIEF DESCRIPTION OF THE DRAWINGS

12 **[0010]** The accompanying appendices and/or drawings illustrate various non-
13 limiting, example, innovative aspects in accordance with the present descriptions:

14 **[0011]** FIGURE 1 shows a block diagram illustrating DCM-Platform and affiliated
15 entities 100 within embodiments of the DCM-Platform;

16 **[0012]** FIGURES 2A-2D show data flow diagrams illustrating embodiments of the
17 DCM-Platform;

18 **[0013]** FIGURE 3 shows a logic flow diagram illustrating interactions between
19 entities within embodiments of the DCM-Platform;

20 **[0014]** FIGURE 4A-4D show diagrams illustrating monetizing a conversation
21 asset within embodiments of the DCM-Platform;

1 **[0015]** FIGURE 5A-5C show diagrams illustrating monetizing a conversation AI
2 entity asset within embodiments of the DCM-Platform;

3 **[0016]** FIGURE 6A-6C show diagrams illustrating monetizing a portfolio asset
4 within embodiments of the DCM-Platform;

5 **[0017]** FIGURE 7A-7C show diagrams illustrating monetizing an exchange asset
6 within embodiments of the DCM-Platform;

7 **[0018]** FIGURES 8A-8B show logic flow diagrams illustrating pricing a digital
8 conversation asset within embodiments of the DCM-Platform;

9 **[0019]** FIGURE 9 shows a logic flow diagram illustrating consumer-agent
10 conversation capturing within embodiments of the DCM-Platform;

11 **[0020]** FIGURES 10A-10F-3 show logic flow diagrams illustrating creating a
12 dialogue agent within embodiments of the DCM-Platform;

13 **[0021]** FIGURES 11A-11L show logic flow diagrams illustrating generating an
14 interactive dialogue within embodiments of the DCM-Platform;

15 **[0022]** FIGURES 12A-12D show logic flow diagrams illustrating dialogue analytics
16 within embodiments of the DCM-Platform;

17 **[0023]** FIGURES 13, 14A-14B show exemplar screen shots illustrating
18 embodiments of the DCM-Platform;

19 **[0024]** FIGURES 15A-15F show diagrams illustrating dialogue agents marketing
20 within embodiments of the DCM-Platform;

21 **[0025]** FIGURES 16A-16D show diagrams illustrating dialogue knowledge flows
22 within embodiments of the DCM-Platform;

1 **[0026]** FIGURE 17 shows a block diagrams illustrating components within
2 embodiments of the DCM-Platform; and

3 **[0027]** FIGURE 18 shows a block diagram illustrating embodiments of a DCM-
4 Platform controller;

5 **[0028]** The leading number of each reference number within the drawings
6 indicates the figure in which that reference number is introduced and/or detailed. As
7 such, a detailed discussion of reference number 101 would be found and/or introduced
8 in Figure 1. Reference number 201 is introduced in Figure 2, etc.

DETAILED DESCRIPTION

1

2 **[0029]**

This disclosure details an implementation of apparatuses, methods, and systems for a digital conversation value exchange platform (hereinafter, “DCM-Platform”). The DCM-Platform implements an application whereby virtual commodities such as digital conversation assets are created, evaluated and traded. In one embodiment, the DCM-Platform may capture and examine conversations between individuals and artificial intelligence conversation agents. These agents may be viewed as assets. One can measure the value and performance of these agents by assessing their performance and ability to generate revenue from prolonging conversations and/or ability to effect sales through conversations with individuals. In one implementation, the DCM-Platform may initiate an exchange procedure by collecting required information for the exchange, and determine a pricing index for the digital conversation asset to be traded.

14 **[0030]**

In one embodiment, a Robot Operating System (ROS) may be employed for both consumer robots and other intelligent devices. For example, in one implementation, the DCM-Platform may employ ROS as a platform to manage intelligence hardware abstraction, consumer interfacing, low-level device control, implementation of controlling and recording consumer conversations, message-passing between processes, application package management, and/or the like.

20 **[0031]**

In one embodiment, the DCM-Platform may specify, store and manage interactive voice dialogue between a consumer and an artificial intelligence agent in formats such as, but not limited to, VoiceXML (VXML), and/or the like. For

1 example, in one implementation, a VXML document may take a form similar to the
2 following:

```
3 <vxml version="2.0" xmlns="http://www.website.org/2001/vxml">  
4   <form>  
5     <block>  
6       <prompt>  
7         What is your favorite ice-cream flavor?  
8       </prompt>  
9     </block>  
10  </form>  
11 </vxml>
```

12 **[0032]** In one embodiment, the DCM-Platform may establish and manage
13 consumer interactions via a virtual world platform.

14 **[0033]** In one embodiment, the DCM-Platform may employ mobile
15 operating systems (Mobile OS) to control mobile devices within embodiments of the
16 DCM-Platform operation. For example, in one implementation, Mobile OS such as, but
17 not limited to, Google Android, Windows Mobile, iPhone OS, Symbian OS, and/or the
18 like, may be employed.

19 **[0034]** It is to be understood that, depending on the particular needs and/or
20 characteristics of a DCM-Platform application, associated security data sources,
21 associated operating system, user interface, object, administrator, server, hardware
22 configuration, network framework, and/or the like, various embodiments of the
23 DCM-Platform may be implemented that enable a great deal of flexibility and
24 customization. The instant disclosure discusses embodiments of the DCM-Platform
25 primarily within the context of digital conversation value exchange. However, it is to
26 be understood that the system described herein may be readily
27 configured/customized for a wide range of other applications or implementations.
28 For example, aspects of the DCM-Platform may be adapted for general virtual

1 commodity management, pricing and exchange, and/or the like.

2 **DCM-Platform**

3 **[0035]** FIGURE 1 shows a block diagram illustrating DCM-Platform and
4 affiliated entities 100 within embodiments of the DCM-Platform. Within various
5 embodiments, one or more consumers 102(a)-(d), consumer device(s) 101(a)-(d),
6 artificial intelligence (AI) agent(s) 130(a)-(b), DCM-Platform 120, DCM-Platform
7 database(s) 119, a virtual application exchange platform 139, a financial trading
8 platform 140, distributed external DCM-Platforms 125, DCM-Platform client(s) 135 and
9 DCM-Platform database(s) 119 are shown to interact via various communication
10 channels.

11 **[0036]** In one embodiment, a consumer 102(a)-(d) may operate a variety of
12 consumer devices, such as, but not limited to a cellular phone 101(a), a smartphone
13 101(b), a computer 101(c), a telephone 101(D) and/or the like, to have a conversation
14 with an AI agent 130(a)-(b). For example, the consumer may talk to the AI agent over
15 the phone, or type texts in an instant messenger, and/or an online chatting platform to
16 communicate with the AI agent.

17 **[0037]** In one implementation, the AI agent 130(a)-(b) may comprise an
18 artificial intelligence ROS and/or other intelligent devices. The AI agent may
19 communicate with, and/or be monitored by the DCM-Platform 120, which may employ
20 the AI agent to furnish intelligence hardware abstraction, consumer interfacing, low-
21 level device control, implementation of controlling and recording consumer
22 conversations, message-passing between processes, application package management,

1 and/or the like. For example, in one implementation, the DCM-Platform may retrieve
2 knowledge and dialogue scripts from the DCM-Platform database 119 to generate
3 interactive dialogue steps and scripts, and send it to the AI agent. In one
4 implementation, the DCM-Platform may be implemented within a central server. In
5 alternative implementations, there may be distributed DCM-Platforms 125 to control a
6 cluster of AI agents.

7 **[0038]** In one embodiment, the DCM-Platform may receive interactive
8 dialogues from the AI agents and encapsulate the digital dialogue scripts to generate
9 tradable virtual assets for exchange on a virtual application exchange platform 139,
10 and/or a financial trading platform 140. In one embodiment, the digital conversation
11 between a consumer and an AI agent may provide information indicating the
12 consumer's preferences and thus useful for new advertising inventory and other forms
13 of revenues for DCM-Platform clients 135. Within embodiments, the digital assets
14 comprising digital dialogue assets may be purchased by DCM-Platform clients and/or
15 knowledge agents 135. For example, a DCM-Platform client may purchase the digital
16 asset to perform data mining to obtain knowledge and information from the digital
17 conversations. In one implementation, the DCM-Platform clients may comprise an AI
18 agent, a DCM-Platform, an advertising company, and/or the like.

19 **[0039]** In another implementation, a DCM-Platform may devise marketing
20 plans using AI agents for the DCM-Platform clients, and the DCM-Platform clients may
21 purchase virtual avatar AI advertising service from the DCM-Platform from the virtual
22 application exchange platform 139. For example, a virtual advertising avatar may be
23 employed to communicate with consumers for advertising purposes via a variety of

1 media channels, such as, but not limited to print media 135(a), television 135(b), radio
2 135(c), Internet 135(d), and/or the like.

3 **[0040]** In a further implementation, the DCM-Platform 120 may generate
4 tradable financial instruments backed by the virtual assets and facilitate transactions of
5 the financial instruments. In one implementation, the digital assets may be used to
6 generate a variety of financial instruments, such as, but not limited to futures, forwards,
7 options, and/or the like, to be traded on a financial trading platform 140, e.g., the New
8 York Stock Exchange, and/or the like. For example, investors 144 of the digital assets
9 may purchase stock shares of an AI agent (e.g., a digital asset owner, etc.) via the
10 financial trading platform 140, as further illustrated in FIGURES 4A-7D and 8A-8B.

11 **[0041]** FIGURE 2A shows a block diagram illustrating DCM-Platform data flows
12 within embodiments of the DCM-Platform. In one embodiment, a consumer 102 may
13 exchange dialogues 205(a)-(b) with an AI agent 130(a)-(b), wherein the AI agent may
14 comprise a computer employing an AI robot system. For example, in one
15 implementation, a consumer may talk to a robot calling system over his cellular phone
16 or telephone, and the audio conversation may be recorded and saved as a dialogue
17 105(a)-(b). For another example, a consumer may interact with a robot avatar on an
18 instant messenger platform (e.g., iRobot, etc.), an avatar on a social media platform (e.g.,
19 Facebook, LinkedIn, Twitter, etc.), and the textual dialogue scripts 205(a)-(b) may be
20 exchanged and saved.

21 **[0042]** Within implementations, the AI agent may encapsulate one or more saved
22 conversation between the consumer and the AI agent to generate a digital asset, which is
23 referred to as the conversation asset 210(a)-(b). When the digital conversation is owned

1 by an AI Agent, one or more conversation asset with related topic may be encapsulated
2 as an AI Entity asset 220(a)-(b), and the actual digital conversation component is
3 referred to as a Conversation Asset 210(a)-(b). For example, an AI entity may combine
4 one or more conversations with regard to the same advertising project (e.g., a new
5 product promotion, etc.) as an AI entity asset.

6 **[0043]** Within various implementations, the AI Entity assets 220(a)-(b) may be
7 sent to the DCM-Platform 120, wherein the DCM-Platform may group the AI Entity
8 assets to form a Portfolio asset 230. In one implementation, the DCM-Platform may
9 group AI entity assets from AI agents employed by the same client, and/or the same
10 advertising project as a Portfolio asset. For example, a number of AI agents, e.g., social
11 media avatars, robot messengers, robot callers, etc., may be employed for a new
12 product's market promotion, and the digital assets from all the AI agents with regard to
13 the product campaign may be grouped as a Portfolio asset. In further implementations,
14 a collection of Portfolio assets may be traded within a trading platform 140 and thus it is
15 known as an Exchange asset 240. For example, Portfolio assets 230 related to similar
16 products may be grouped and traded as an Exchange asset 240. Within
17 implementations, the DCM-Platform may store the Portfolio asset 230 and the
18 Exchange asset 240, and/or the transaction record 245 at the database 119. Examples of
19 types of digital assets, including the conversation assets 210(2)-(b), AI entity assets
20 220(a)-(b), portfolio assets 230, exchange assets 250, and/or the like, are further
21 illustrate in FIGURE 2B.

22 **[0044]** In one implementation, a DCM-Platform client 130 may purchase the
23 digital asset in the form of exchange asset 250 from the trading form, which may be

1 further illustrated in FIGURE 8. In an alternative implementation, exchange assets 250
2 may be traded between AI entities as different asset owners, as further illustrated in
3 FIGURES 4A-7D. In another implementation, investors 144 of the virtual assets may
4 purchase stock shares 217 from the financial trading platform 140, wherein the stock
5 shares are generated at the DCM-Platform based on the asset information 208
6 submitted by the asset owners 215.

7 **[0045]** FIGURE 2B provides a block diagram illustrating DCM-Platform data
8 encapsulations within embodiments of the DCM-Platform. In one embodiment, DM-
9 Platform may create four classes of assets within digital conversations.

10 **[0046]** In one implementation, the conversation asset 210 may be created to
11 include the dialogue interactions between AI entities and humans, and/or amongst AI
12 entities. In one implementation, an AI entity asset 220 may comprise one or more
13 conversation 210 and the means, such as intelligence hardware abstraction, consumer
14 interfaces, and/or the like, for conducting digital conversations included in the
15 conversation asset 210. In one implementation, the portfolio asset 230 may include a
16 plurality of AI entity assets and/or the conversation assets, wherein the portfolio asset
17 230 provides a branded vehicle for the accreditation, aggregation and performance of
18 conversation assets and AI entity assets. In a further implementation, the exchange
19 asset 240 may include one or more portfolio assets grouped together to be traded on a
20 public trading platform, wherein the exchange asset 240 provides accreditation,
21 aggregation and performance of portfolio assets 230 within a public or private domain.

22 **[0047]** For example, in one implementation, an intelligent messenger avatar may
23 interact with consumers on the messaging platform to provide information with regard

1 to hair styling. The conversation scripts between the avatar and one or more consumers
2 may be encapsulated as a package, which forms a conversation asset associated with the
3 intelligent messenger avatar, and the identification information, such as the account
4 information of the avatar account, together with the conversation asset may form an AI
5 entity asset. In one implementation, similar conversations from different AI entities,
6 such as conversations related to a new hair styling product, may be grouped by the
7 DCM-Platform to create a portfolio asset, wherein the portfolio asset may be labeled
8 and/or associated with the new hair styling product. In one implementation, the hair
9 styling product portfolio asset may be traded with other portfolio assets (e.g., portfolio
10 assets related to other hair treatment products) in a transaction, which may be referred
11 to as the exchange asset in the transaction.

12 **[0048]** Within embodiments, various data structures, objects, and relational
13 structures may be adopted for creation, storage and implementations of the
14 conversation asset 210, AI entity assets 220, portfolio assets 230 and exchange assets
15 240. For example, in one implementation, an exemplar XML implementation of
16 conversation assets 210 may take a form similar to the following:

```
17 ...  
18 </Title> Joe_Doe_Hair_dresser_0001 </Title>  
19 </Description>  
20 Messenger Hair Salon customer service  
21 </Description>  
22 </Asset_Owner> Robot Corp <Asset_Owner>  
23 </Global_Identifier>  
24 RobotCorp_JoeDoe_Hair_hhhht  
25 <Global_Identifier>  
26 <Status> draft  
27 </Status>  
28 <Shares number> ... </Shares number>  
29 <platform> AOL </Platform>  
30 <OS> Windows 200X, XP </OS>  
31 <Compatibility> Paml OS, BlackBerry OS </Compatibility>  
32 ...
```

1 **[0049]** In one embodiment, DCM-Platform may generate tradable assets based on
2 the digital conversations 251. Within implementations, DCM-Platform may determine
3 dollar values of the digital assets 210-240, monetize the conversation 253, and
4 determine conversation stock shares 252 and conversation index 254 for exchange, as
5 further illustrated in FIGURES 4A-8B.

6 **[0050]** In one embodiment, as digital conversations may be measurable at the
7 lowest common denominator of a dialogue-step, a digital conversation may be
8 commoditized as conversation stock 252, which is a tradable instrument. The
9 commoditization is based on encapsulation of the digital conversation script with a
10 wrapper that contains all the means for the exchange of value, which is represented as
11 conversation monetization 253. Within implementations, DCM-Platform may generate
12 a conversation index 254 to monitor the conversation monetization together with the
13 digital conversation interactions from an AI end.

14 **[0051]** Within implementations, trading prices of conversation assets for
15 exchange may be determined by market dynamics (e.g., NYSE index, etc.), which may be
16 affected by authorship, ownership and monetization of digital conversation and by
17 whether the conversation assets are accredited as part of a branded portfolio. The value
18 may be also influenced by the brand of the exchange chosen for the trading of value.
19 Included are past, present and future digital conversation for valuation of conversation
20 assets in context to individuals, both in terms of human and artificial intelligence
21 entities. In one embodiment, DCM-Platform may assess conversation liquidity and
22 generate conversation index, which includes the emergent patterns of conversational
23 trends and evolution.

1 **[0052]** In one embodiment, the methods that affect the pricing of digital
2 conversation assets may further include, but not limited to searches and matches of
3 conversational needs, conversation access rights, conversation events, conversation
4 handoffs, conversational learning loops conversational references and conversational
5 transaction, with the associated rules of engagements for conversation assets including
6 reputational, ownership transfers, withdrawals or suspension from algorithmic trading,
7 and/or the like.

8 **[0053]** FIGURE 2C provides a data flow diagram illustrating conversation
9 interactions within one embodiment of the DCM-Platform. Within embodiments, the
10 consumers 102 may interact with AI agents 130(a)-(b) to engage in a dialogue. The AI
11 agent(s) 130(a)-(b) may provide dialogue actions 205(b) to a consumer 102 via a
12 dialogue platform, and the consumer 102 may submit s dialogue response 205(a) in
13 return. For example, in one implementation, the AI agent 130(a)(b) may be an avatar
14 identity on a social media platform, such as, but not limited to AOL messenger,
15 Facebook, eBlogger, LinkedIn, Twitter, and/or the like, and post a dialogue line via the
16 social media platform, e.g., "would you like a 30% cash-back discount?". The consumer
17 102 may then respond via the social media platform by submitting a line "Yes. What is
18 it?". In one implementation, the conversation between the consumer 102 and the AI
19 agent 130(a)-(b) may continue in a progressive manner, as further illustrated in
20 FIGURES 10A-11L.

21 **[0054]** In one implementation, the AI agents 130(a)-(b) may receive inquiries
22 from the consumer 102 during a dialogue. For example, the consumer may submit a
23 dialogue line "where can I buy a hair dresser with the 30% cash-back discount?" In one

1 implementation, the AI agents may then connect to an Internet search engine, such as,
2 but not limited to Google, Bing, Yahoo, and/or the like, to obtain search results 247
3 from the search engines based on key words 245 search "hair dresser cash back," and/or
4 the like.

5 **[0055]** In one implementation, the AI agents may wrap the recorded digital
6 dialogue scripts with consumers to generate digital assets 255 and submit to the DCM-
7 Platform for trading on an exchange platform. In one implementation, a client 130,
8 such as an advertising company, etc., may interact with the DCM-Platform 120 to
9 submit a marketing request 250 to employ AI agent for advertising purposes. The
10 DCM-Platform may then devise marketing strategy 260 for the client and deploy the
11 strategy with AI agents.

12 **[0056]** For example, in one implementation, a hair dresser manufacturer may
13 request the DCM-Platform devise a marketing strategy for their new hair dresser
14 product. The DCM-Platform may analyze previously stored consumer dialogues, e.g., to
15 extract information related to consumer preferences of hair dressers, etc., and then
16 devise a dialogue application and select AI agents to implement the application, as
17 further illustrated in FIGURES 10A-11L.

18 **[0057]** FIGURE 2D provides a data flow diagram illustrating knowledge
19 accumulation within one embodiment of the DCM-Platform. In one embodiment, the
20 knowledge acquirers 261, e.g., consumers, etc., may interact with AI agents 130(a)(b)
21 through conversation to access contextual branded Just-in-Time high quality knowledge
22 265(a), which maybe free or priced to use. For example, the AI agent(s) may provide
23 information with regard to new products, services, and/or the like, to the knowledge

1 acquirers during the interactive dialogues. For another example, the knowledge
2 acquirers may submit responses to the knowledge received, which in turn provide
3 knowledge 265(b) to the AI agents, such as, but no limited to consumers' ratings,
4 comments of a product, and/or the like.

5 **[0058]** In one implementation, the knowledge 265(a)-(b) may be wrapped, stored,
6 and/or filtered through dialogue scripts from a knowledge bank 265 database. In one
7 implementation, the knowledge bank database 260 may be a central database
8 maintained by the DCM-Platform. In alternative implementations, the knowledge bank
9 database 260 may comprise a plurality of mutually connected distributed databases.

10 **[0059]** In one embodiment, knowledge providers 262 may comprise the
11 consumer brands advertising to disseminate their "knowledge" about their products or
12 services. In one implementation, the knowledge providers 262 may convert their
13 branded procedural knowledge 267 and incorporate them into AI agent applications via
14 the knowledge bank database 260. In another implementation, the knowledge
15 providers 262 may obtain consumer feedbacks from the knowledge bank 260 and/or the
16 AI agents via implementations of the AI agent applications.

17 **[0060]** In a further implementation, the market may be seeded with AI agent
18 applications containing high quality knowledge across a few consumer products brands,
19 and the DCM-Platform may create and sell advertising tools for User Generated Virtual
20 Agent Apps to accelerate the population of AI agent applications, each containing
21 specific knowledge. For example, the knowledge provider 262 may purchase AI agent
22 application templates to imbue and update their latest product information for
23 advertising with consumers.

1 **[0061]** Within embodiments, knowledge distributors 263 may comprise Internet
2 search engines, social media platforms, such as, but not limited to Apple, Google,
3 Microsoft, RIM, and/or the like, which have channels to market and would benefit from
4 new revenue streams driven by AI agents. In one implementation, the knowledge
5 distributors 263 may obtain knowledge (e.g., brand/product information) from the
6 knowledge providers. For example, the knowledge provider may post advertisements
7 containing product information 267 on the World Wide Web (www) indexed by the
8 search engines. In another implementation, AI agents may access the knowledge
9 distributors 263 to search and learn knowledge 266. For example, the AI agents may
10 conduct a key-word search on a search engine platform to obtain knowledge for an on-
11 going conversation with a consumer.

12 **[0062]** In a further implementation, DCM-Platform may create AI agent
13 application for exchange, e.g., an AI application sold in the Apple iTunes Store, etc.. In
14 one implementation, the AI agent applications may be connected to the knowledge bank
15 database 260, and further distribution with social network providers such as Yahoo! and
16 Facebook, ad/or the like, may be also linked to the knowledge bank database 260. In
17 one implementation, the knowledge distributors 264 may facilitate knowledge providers
18 262 to access the knowledge acquirers 261 via knowledge learning by the AI agents.

19 **[0063]** FIGURE 3 provides a logic flow diagram illustrating conversation asset
20 monetization within embodiments of the DCM-Platform. In one embodiment, a
21 consumer may interact with an AI agent to generate customer-AI dialogue 305. For
22 example, in one implementation, the AI agent may operate an autodialer to call a
23 consumer, wherein the audio conversation may be recorded and the audio file may be

1 translated into textual scripts. For another example, the AI agent may manage a social
2 network avatar, e.g., a messenger identity, a Facebook account, etc., and chat with a
3 consumer via the social network platform.

4 **[0064]** In one implementation, the AI agent may generate conversation assets
5 308 by creating a wrapper encapsulating the conversation scripts with the consumer, as
6 further illustrated in FIGURES 4B-4D. For example, in one implementation, the AI
7 agent may convert one or more textual conversation scripts into a XML file, with
8 metadata of the conversation scripts, such as, but not limited to ownership information,
9 authorship information, and/or the like. In one implementation, the AI agent may
10 associate information such as the software implementation packages, operating system
11 information, hardware abstraction information, with the generated conversation assets
12 to generate AI entity assets 310, as further illustrated in FIGURE 5A-5C. In an
13 alternative implementation, the conversation assets and AI entity assets may be
14 generated at the DCM-Platform.

15 **[0065]** Within implementations, the DCM-Platform may receive information of
16 the generated conversation assets and AI entity assets and monetize the assets 313,315.
17 For example, in one implementation, the DCM-Platform may receive pricing
18 information from the owner of the assets, e.g., the AI agents, etc., and price the assets
19 accordingly.

20 **[0066]** In one implementation, the DCM-Platform may group AI entity assets to
21 generate portfolio assets 318, e.g., by combining AI entity assets based on related
22 conversation topics, related AI entity types, and/or the like. The generated portfolio
23 assets may be monetized 320 for exchange, and/or grouped to generate exchange assets

1 325. In one implementation, the DCM-Platform may present the generated asset
2 wrappers, including the conversation assets, AI entity assets, portfolio assets and/or
3 exchange assets to a financial trading platform for trade transactions 345. In one
4 implementation, the DCM-Platform may obtain pricing information of the virtual assets
5 on the market 327, and generate a conversation index 328 based on the supply-demand
6 market characteristics. For example, conversation assets may be priced differently
7 based on its content, topics, volume, client demands, and/or the like.

8 **[0067]** In one implementation, the DCM-Platform may adjust the conversation
9 monetization via monitoring the conversation index 330 in a loop 335. For example, the
10 DCM-Platform may feedback the market prices of conversation assets to an AI agent,
11 which is engaged in a conversation with a consumer and may determine a dollar value
12 associated with a dialogue step. For example, if the market information indicates
13 conversation assets with regard to consumer preferences over "colors of hair highlights"
14 are highly demanded, then during the conversation, a consumer dialogue line "I like red
15 hair highlights" may be priced with a higher dollar value.

16 **[0068]** FIGURES 4A provides a block diagram illustrating monetizing digital
17 assets between different entities within embodiments of the DCM-Platform. Within
18 embodiments, digital asset owners, such as an AI agent, an advertising company which
19 employs AI agents for advertising services, and/or the like, may monetize their virtual
20 assets to generate revenues by determining and selling stock shares to investors.

21 **[0069]** For example, in one implementation, the DCM-Platform may determine a
22 common denominator for the exchange of value relates to the establishment of a
23 conversation asset, e.g., a dollar value associated with a dialogue script, a dialogue

1 action/line, etc.. In one implementation, the DCM-Platform may facilitate initiation of a
2 conversation asset and the exchange of value between the conversation asset owner
3 408(a), conversation script author(s) 401(a), and conversation asset negotiator(s)
4 405(a), including changes over time. Within implementations, the conversation script
5 author(s) 401(a) may provide conversation scripts 404(a) to the conversation asset
6 owner(s) 408(a), and the asset owner may then allocate conversation asset shares for
7 negotiation 406(a), while the conversation asset negotiator 405(a) may negotiate the
8 conversation stock transfers 407(a) via the DCM-Platform 120 to an investor 144. The
9 example initiation of conversation assets is further illustrated in FIGURES 4B-4D.

10 **[0070]** For another example, as further illustrated in FIGURES 5A-5C, the DCM-
11 Platform may facilitate initiation of an AI entity asset and the exchange of value between
12 the AI entity asset owner 408(b), AI entity designer(s) 401(b), and AI entity asset
13 negotiator(s) 405(b), including changes over time. Within implementations, the AI
14 entity designers 401(b) may provide AI entity icons 402(b) to the AI entity asset owner(s)
15 408(b), and the asset owner may then allocate AI asset shares for negotiation 406(b),
16 while the AI entity asset negotiator 405(a) may negotiate the AI entity stock transfers
17 407(b) via the DCM-Platform 120 to an investor 144.

18 **[0071]** For another example, as further illustrated in FIGURES 6A-6C, the DCM-
19 Platform may facilitate initiation of a portfolio asset and the exchange of value between
20 the portfolio asset owner 408(c), portfolio script author(s) 401(c), and portfolio asset
21 negotiator(s) 405(c), including changes over time. Within implementations, the
22 portfolio script author(s) 401(c) may provide portfolio scripts 404(c) to the portfolio
23 asset owner(s) 408(c), and the asset owner may then allocate portfolio asset shares for

1 negotiation 406(c), while the portfolio asset negotiator 405(c) may negotiate the
2 portfolio stock transfers 407(a) via the DCM-Platform 120 to an investor 144.

3 **[0072]** For another example, as further illustrated in FIGURES 7A-7C, the DCM-
4 Platform may facilitate initiation of a exchange asset and the exchange of value between
5 the exchange asset owner 408(d), exchange script author(s) 401(d), and exchange asset
6 negotiator(s) 405(d), including changes over time. Within implementations, the
7 exchange script author(s) 401(d) may provide exchange scripts 404(d) to the exchange
8 asset owner(s) 408(d), and the asset owner may then allocate exchange asset shares for
9 negotiation 406(d), while the exchange asset negotiator 405(d) may negotiate the
10 exchange stock transfers 407(d) via the DCM-Platform 120 to an investor 144.

11 **[0073]** FIGURES 4B-4D provide logic flow diagrams illustrating example
12 initiation of a conversation asset within embodiments of the DCM-Platform.

13 **[0074]** In one embodiment, the DCM-Platform or the AI agent may create a
14 conversation asset based on the captured conversation script. Within implementations,
15 conversation assets may be created and developed 411 by the conversation asset owner,
16 e.g., an AI agent, an advertising company, etc., which may be a 1:1 relationship to the
17 conversation asset. The conversation asset owner may be an individual or an
18 organization or a named asset portfolio, and the ownership may be transferred to
19 another person, organization or to a named portfolio. In one implementation, an
20 individual name may be required as the authoritative person to establish. Once the
21 conversation asset owner identity and contact details have been established that person
22 may create a conversation wrapper to establish the conversation asset.

23 **[0075]** In one embodiment, upon establishment of the conversation asset

1 ownership, the DCM-Platform may launch a conversation asset wrapper, which may be
2 a data package comprising the conversation asset and trade information with regard to
3 the conversation asset, which may have a 1:1 relationship to the conversation asset.
4 Within embodiments, a conversation wrapper may be governed by a set of methods
5 covering all the different parts and interrelationships that are the basis for algorithmic
6 trading for the creation of value of a conversation asset. For example, in one
7 implementation, an exemplar XML implementation of a conversation asset wrapper is
8 discussed in FIGURE 2B.

9 **[0076]** In one embodiment, the DCM-Platform may define a conversation asset
10 title 413. The conversation wrapper may contain a title of the conversation asset, which
11 is a 1:1 relationship to the conversation asset. For example, the conversation asset
12 owner may be responsible for the conversation title.

13 **[0077]** In one embodiment, the DCM-Platform may allocate a unique
14 conversation asset global identifier 414 to the conversation wrapper, which is a 1:1
15 relationship to the conversation asset. The conversation asset global identifier may
16 remain unchanged for the lifetime, including archive, of the conversational asset even if
17 constitution, ownership of the asset changes.

18 **[0078]** In one embodiment, once the conversation asset global identity has been
19 assigned, the conversation asset status filed in the conversation wrapper may be set 416.
20 For example, if the conversation asset status is set to be "draft," which is a 1:1
21 relationship to the conversation asset, the "draft" status may indicate the conversation
22 asset is not ready for use in a digital conversation; once the conversation asset status is
23 set to be "production" then the digital conversations are ready to commence.

1 **[0079]** In one embodiment, the DCM-Platform may update the conversation asset
2 wrapper with a description of the conversation asset, which is a 1:1 relationship. For
3 example, the conversation asset owner may compile and edit the conversation
4 description. the person responsible for the conversation description is the conversation
5 asset owner.

6 **[0080]** In one embodiment, once the conversation description has been
7 established, the conversation asset ownership may be assigned to the conversation asset
8 owner 417, which is a 1:1 relationship between conversation asset and the conversation
9 asset owner. In one implementation, the establishment of ownership of the
10 conversation asset may determine that the conversation asset having one share, which is
11 fully owned by the conversation asset owner. Alternative implementations of
12 determining shares are further illustrated in FIGURES 8A-8B.

13 **[0081]** In one embodiment, the conversation wrapper references the primary
14 script author for each conversation script 418, which is a 1:1 relationship. For example,
15 the primary script may be the first component used by an AI entity for digital
16 conversation.

17 **[0082]** In one implementation, if the conversation asset owner is the author of
18 this primary script then the primary script author identity and contact details are
19 treated as the same. Otherwise, in alternative implementations, if the conversation
20 asset owner is not the same as the primary script owner then the conversation asset
21 owner may arrange for the following: define the primary script author identification and
22 contact details; ascertain whether the primary script author will be given partial
23 ownership of the conversation asset.

1 **[0083]** In one embodiment, upon assigning a conversation asset negotiator, the
2 conversation asset negotiator may negotiate with the primary script author a percentage
3 of shares to be sold and once determined the asset shares are assigned. The allocation
4 may not be a whole unit and therefore the assignment of conversation shares can be
5 fractional.

6 **[0084]** In one embodiment, if both parties agree on the conversation shares then
7 a conversation stock transfer is undertaken, where an audit trail of the transaction is
8 maintained as part of the conversation asset wrapper. In one embodiment, a primary
9 script author may be replaced by another primary script author 425 and an audit trial is
10 maintained of past primary script authors with the conversation wrapper. To change a
11 primary script author, the authority may be vested with the person with the
12 conversation asset negotiator. If there was a prior agreement with the current primary
13 script author to release their conversation shares in the case that they loose their
14 primary script author status then the share allocation is removed. If there was no prior
15 agreement the current primary script author may agree to release their shares in
16 consultation with the conversation asset negotiator. In one implementation, the shares
17 withdrawn become part of the audit trail within the conversation asset wrapper. The
18 primary script author may wish to retain all or part of their shares. The conversation
19 asset negotiator may obtain prior agreement with the conversation asset owner to
20 increase the number of conversation shares.

21 **[0085]** In one embodiment, the conversation asset owner may ascertain whether a
22 conversation asset negotiator is needed, e.g., a third party to negotiate during a
23 transaction on their behalf. In an alternative embodiment, the conversation asset owner

1 may be assigned the status of conversation asset negotiator 419, which is a 1:1
2 relationship.

3 **[0086]** In alternative implementations, the asset owner may define conversation
4 asset negotiator identification and contact details. For example, if the conversation asset
5 owner wishes to assign proportional ownership to the conversation asset negotiator then
6 a percentage is determined and the asset shares are assigned 420. The allocation may
7 not be a whole unit and therefore the assignment of shares can be fractional, e.g., a m:m
8 relationship between the conversation asset shares and the conversation asset
9 negotiator.

10 **[0087]** In one embodiment, upon negotiation the conversation asset share
11 allocation with the primary script author 423, and both parties agree the conversation
12 shares then a conversation stock transfer is undertaken 421, where an audit trail of the
13 transaction is maintained as part of the conversation asset wrapper. When the stock
14 transfer is finished, the conversation asset shares are removed from the primary script
15 author 426.

16 **[0088]** In one embodiment, the DCM-Platform may determine whether there are
17 more than 1 primary authors. If there are other script authors, e.g., a 1:m relationship
18 between the conversation script and the conversation authors 427, the conversation
19 wrapper references the other authors for each conversation script. In one
20 implementation, if the conversation asset owner is an other script author, the identity
21 and contact details are treated as the same. If the conversation asset owner is not the
22 same as one of the other script owners or if there are other script authors, then the
23 conversation asset owner may define for each other script author identification and

1 contact details; ascertain for each one, whether the other script author will be given
2 partial ownership of the conversation asset.

3 **[0089]** In one embodiment, the conversation asset negotiator negotiates with the
4 other script author 429 a percentage and once determined the asset shares are assigned
5 and removed from other authors 430. The allocation does not need to be a whole unit
6 and therefore the assignment of conversation shares can be fractional. In one
7 embodiment, once both parties agree the conversation shares then a conversation stock
8 transfer is undertaken, where an audit trail of the transaction is maintained as part of
9 the conversation asset wrapper.

10 **[0090]** In one embodiment, conversation script rights may be assigned to other
11 authors 431. An other script author may be replaced by another other script author and
12 an audit trail is maintained of past other script authors with the conversation wrapper.
13 To change an other script author the authority is vested with the person with the
14 conversation asset negotiator. if there was a prior agreement with the current other
15 script author to release their conversation shares in the case that they loose their other
16 script author status then the share allocation is removed. if there was no prior
17 agreement the current other script author may agree to release their shares in
18 consultation with the conversation asset negotiator. The shares withdrawn become part
19 of the audit trail within the conversation asset wrapper.

20 **[0091]** In one implementation, the other script author may desire to retain all or
21 part of their shares. The conversation asset negotiator may obtain prior agreement with
22 the conversation asset owner to increase the number of conversation shares. In an
23 alternative embodiment, the other script authors may not be allowed to change a script

1 unless they have been given temporary authority by the primary script author. The
2 assignment may be time sensitive assignment and this status may be removed. In one
3 implementation, only one script author is allowed at a moment in time to change the
4 script.

5 **[0092]** In one embodiment, the conversation wrapper references the primary
6 conversation script 432, which is a 1:1 relationship wherein the primary conversation
7 script contains identification information such as name and version, and/or the like.

8 **[0093]** In one embodiment, the primary conversation script may link with other
9 conversation scripts 433, which is a 1:m relationship and in turn each other
10 conversation script component may link with other conversation scripts. For example, a
11 conversation script wrapper may reference a specific link to another conversation script
12 that is related to similar topics 434. These networks of conversation links are referenced
13 from the conversation wrapper with associated creation details. The conversation script
14 is produced and changed by the primary script author or as already mentioned an other
15 script author that has been assigned the temporary status to perform script changes.
16 Each conversation link is to a named conversation script, which is a 1:1 relationship.
17 Each conversation script is a conversation asset and therefore each has its own
18 conversation asset owner wrappers. In one implementation, the authorship amongst
19 different conversation assets is likely to be different. The conversation assets may be
20 triggered by conversation links that potentially increase the value of the conversation
21 asset, which is described within the conversation wrapper.

22 **[0094]** In one embodiment, the conversation wrapper references for each script
23 author their bio in context of the conversation script 435, which is a 1:1 relationship.

1 **[0095]** In one embodiment, the conversation may orchestrate one ore more
2 dialogue steps 436; a conversation step may orchestrate one or more activities, which is
3 a 1:m relationship. Within implementations, the conversation orchestration handles
4 three primary activities, which are events, widgets and adverts.

5 **[0096]** In one implementation, the conversational orchestration may trigger one
6 or more events 437, which is a 1:m relationship. These conversation events are in
7 context to the conversation step and thus cover things such as an AI entity movement to
8 the trigger of any digital medium such as an audio, picture, video or indeed any digital
9 medium. Those digital mediums triggered by conversation assets that potentially
10 increase the value of the conversation asset may be described within the conversation
11 wrapper. For example, a conversational event may comprise, but not limited to
12 transmission of a multimedia file (e.g., an audio, video, etc.) in a text based dialogue,
13 consumer's election to switch AI agents during a conversation, and/or the like.

14 **[0097]** In one embodiment, the conversational orchestration may trigger one or
15 more widgets 438, which is a 1:m relationship. These conversation widgets are in
16 context to the conversation step and thus cover any type of function that may be
17 performed by a widget such as a diary appointment to a transaction, e.g., a scheduled
18 transfer of stock shares. Those conversation widgets triggered by conversation
19 orchestration that potentially increase the value of the conversation asset may be
20 described within the conversation wrapper.

21 **[0098]** In one embodiment, the conversational orchestration may trigger one or
22 more adverts 439, which is a 1:m relationship. The advert may cover different forms
23 such as a pictorial or video. These conversation adverts are in context to the

1 conversation step and are governed by the methods for exchanging value for
2 advertisements. These conversation adverts may be undertaken in conjunction with
3 conversation events and conversation widgets. Those conversation adverts triggered by
4 conversation orchestration that potentially increase the value of the conversation asset
5 may be described within the conversation wrapper. For example, the link to the
6 conversational advert may be date and time sensitive and thus enabling different
7 placements for different contexts.

8 **[0099]** In one embodiment, the conversation wrapper may be used to recommend
9 other conversation assets. For example, the conversation wrapper may determine link
10 references to other conversation through the file wrapper 440, which may further
11 involve the trading of conversation asset shares or the assignment of conversation asset
12 shares new shares between the respective conversation asset negotiators 441.

13 **[00100]** FIGURES 5A-5C provide logic flow diagrams illustrating monetizing an AI
14 entity asset within embodiments of the DCM-platform. In one embodiment, the AI
15 entity is a logical and/or physical form of artificial intelligence that is used as the
16 conduit of a digital conversation, e.g., it may be an avatar whereas in a physical form it
17 may be say a household robot, an autodialing system, a virtual identity on a
18 messenger/social media platform, etc. In one implementation, in its logical form a
19 digital conversation is used for dialogue but may also govern movement of the AI entity
20 or instruct the AI entity to perform a task.

21 **[00101]** Within implementations, the AI entity asset may be treated in a similar
22 way to a conversation asset. In one embodiment, the conversation AI entity asset is
23 created and developed by the conversation AI entity asset owner, which is a 1:1

1 relationship 511. The conversation AI entity asset owner may be an individual or an
2 organization or a named portfolio, however, if the latter two then an individual name
3 may be required as the authoritative person. The ownership may change to another
4 person, organization or to a named portfolio. Once the conversation AI entity asset
5 owner identity and contact details have been established that person may create a
6 conversation AI entity wrapper to establish the conversation AI entity asset.

7 **[00102]** In one embodiment, each conversation AI entity asset may launch an AI
8 entity asset wrapper 512, which has a 1:1 relationship. In one implementation, a
9 conversation AI entity wrapper is governed by a set of methods covering all the different
10 parts and interrelationships that are the basis for algorithmic trading for the creation of
11 value of a conversation AI entity asset, which may be traded as a tangible and
12 measurable financial instrument.

13 **[00103]** In one embodiment, the conversation AI entity wrapper may contain a
14 name of the conversation AI entity asset 513, which is a 1:1 relationship. For example,
15 the conversation AI entity asset owner may be responsible for the conversation AI entity
16 name.

17 **[00104]** In one embodiment, once the conversation name has been established, a
18 unique global identifier is assigned to the conversation AI entity wrapper 514, which is a
19 1:1 relationship. The conversation AI entity asset global identifier may remain
20 unchanged for the lifetime, including archive, of the conversational AI entity asset even
21 if the constitution of the asset changes.

22 **[00105]** In one embodiment, once the AI entity asset global identifier has been
23 established, the conversation AI entity asset ownership may be fully assigned to the

1 conversation AI entity asset owner 515. Within implementations, there may be a 1:1
2 relationship between conversation AI entity asset and the conversation AI entity asset
3 owner, which may indicate that the conversation AI entity asset has one share, fully
4 owned by the conversation AI entity asset owner.

5 **[00106]** In one embodiment, the conversation AI entity asset owner may ascertain
6 whether they wish someone else to negotiate on their behalf. In one implementation,
7 the conversation AI entity asset owner is assigned the status of conversation AI entity
8 asset negotiator 516, which is a 1:1 relationship.

9 **[00107]** In alternative implementations, the conversation AI entity asset may
10 define conversation AI entity asset negotiator identification and contact details 521. In
11 one embodiment, if the conversation AI entity asset owner wishes to assign proportional
12 ownership to the conversation AI entity asset negotiator, then a percentage is
13 determined and the conversation AI entity shares are assigned 522. The allocation may
14 not be a whole unit and therefore the assignment of shares may be fractional.

15 **[00108]** In one embodiment, once both parties agree the conversation AI entity
16 shares then a conversation AI entity stock transfer is undertaken, where an audit trail of
17 the transaction is maintained as part of the conversation AI entity wrapper.

18 **[00109]** In one embodiment, the conversation AI entity wrapper references the
19 primary AI entity designer for each AI entity design 517, which is a 1:1 relationship. If
20 the conversation AI entity asset owner is the main designer then the primary AI entity
21 designer identity and contact details are treated as the same. If the conversation AI
22 entity asset owner is not the same as the primary AI entity designer then the
23 conversation AI entity asset owner may define the primary AI entity designer

1 identification and contact details; and ascertain whether the primary AI entity designer
2 will be given partial ownership of the conversation AI entity asset. if so, the
3 conversation AI entity asset negotiator may negotiate with the primary AI entity
4 designer a percentage and once determined the AI entity shares are assigned 518. the
5 allocation may not be a whole unit and therefore the assignment of AI entity shares may
6 be fractional.

7 **[00110]** In one embodiment, once both parties agree the AI entity shares then a
8 conversation AI entity stock transfer is undertaken 519, where an audit trail of the
9 transaction is maintained as part of the conversation AI entity asset wrapper 520.

10 **[00111]** In one embodiment, a primary AI entity designer may be replaced by
11 another primary AI entity designer 523 and an audit trail is maintained of past primary
12 AI entity designers with the conversation AI entity wrapper. To change a primary AI
13 entity designer, the authority may be vested with the person with the conversation AI
14 entity asset negotiator status. if there was a prior agreement with the current primary
15 AI entity designer to release their conversation AI entity shares in case that they lose
16 their primary AI entity designer status, then the share allocation is removed 524. if
17 there was no prior agreement, the current primary AI entity designer may agree to
18 release their shares in consultation with the conversation AI entity asset negotiator. The
19 shares withdrawn become part of the audit trail within the conversation AI entity asset
20 wrapper. The primary AI entity designer may wish to retain all or part of their shares.
21 The conversation AI entity asset negotiator may obtain prior agreement with the
22 conversation AI entity asset owner to increase the number of conversation AI entity
23 shares.

1 **[00112]** In one embodiment, there may be more than one AI entity designer 525,
2 which is a 1:m relationship. Within implementations, the conversation AI entity
3 wrapper references the other designers for each separate design for the same AI entity,
4 which is a 1:m relationship. The conversation AI entity asset owner may be an other AI
5 entity designers and if so the identity and contact details are treated as the same. If the
6 conversation AI entity asset owner is not the same as one of the other AI entity
7 designers or if there is a need for one other AI entity designer then the conversation AI,
8 entity asset owner may: define for each other AI entity designer identification and
9 contact details; ascertain for each one, whether the other AI entity designer will be given
10 partial ownership of the conversation AI entity asset. if so, the conversation AI entity
11 asset negotiator may negotiates with the other AI entity designer 527 a percentage and
12 once determined the conversation AI entity shares are assigned 529, and the AI entity
13 asset shares are removed 528. The allocation may not be a whole unit and therefore the
14 assignment of conversation AI entity shares may be fractional.

15 **[00113]** In one embodiment, once both parties agree the conversation AI entity
16 shares then a conversation stock transfer is undertaken, where an audit trail of the
17 transaction is maintained as part of the conversation AI entity asset wrapper.

18 **[00114]** In one embodiment, an other AI entity designer may be replaced by
19 another other AI entity designer and an audit trial is maintained of past other AI entity
20 designer with the conversation AI entity wrapper. To change an other AI entity designer
21 the authority may be vested with the person with the conversation AI entity asset
22 negotiator. If there was a prior agreement with the current other AI entity designer to
23 release their conversation AI entity shares in the case that they loose their other AI

1 entity designer status then the share allocation is removed. If there was no prior
2 agreement the current other AI entity designer may agree to release their shares in
3 consultation with the conversation AI entity asset negotiator. The shares withdrawn
4 become part of the audit trail within the conversation AI entity asset wrapper. The other
5 AI entity designer may wish to retain all or part of their shares. The conversation AI
6 entity asset negotiator may obtain prior agreement with the conversation AI entity asset
7 owner to increase the number of conversation shares.

8 **[00115]** In one embodiment, the other AI entity designers are not allowed to
9 change a design unless they have been given temporary authority by the primary AI
10 entity designer. This may be a time sensitive assignment and this status may be
11 removed. In one implementation, only one AI entity designer is allowed at a moment in
12 time to change the design.

13 **[00116]** In one embodiment, the conversation AI entity wrapper references the
14 primary AI entity icon 530 defined by AI entity designers, which is a 1:1 relationship.
15 This primary AI entity icon contains identification information such as name and
16 version. Within implementations, the primary AI entity icon may have a primary AI
17 entity design and may have any number of other AI entity icon designers.

18 **[00117]** In one embodiment, the AI entity icon references within the conversation
19 AI entity wrapper other AI entity icons 533, which is a 1:m relationship. For example,
20 different representations may be needed for different devices within the AI entity. Each
21 variation contains identification information such as name and version.

22 **[00118]** In one embodiment, the conversation AI entity icon orchestrates specific
23 conversation scripts, including a list of different conversations to the AI entity 534,

1 which is a 1:m relationship, which means the same AI entity icon may engage in a range
2 of different scripted digital conversations. Each orchestrated scripted conversation is
3 uniquely identified, which includes the name and descriptions. These conversation
4 scripts may link with other components of conversation script, which is a 1:m
5 relationship and in turn each other conversation script component may link with other
6 conversation script components. These networks of conversation links are referenced
7 from the conversation wrapper with associated creation details. Within
8 implementations, some AI entities may become labeled as "good" conversation and thus
9 increase the value of the AI entity itself as it develops brand value. The conversation AI
10 entity wrapper may contain a list of the conversation scripts associated with the AI
11 entity 534.

12 **[00119]** In one embodiment, the conversation wrapper references for each AI
13 Entity Designer their bio in context of the AI Entity Icon 535, which is a 1:1 relationship.

14 **[00120]** In one embodiment, an AI Entity may orchestrate activities based on
15 dialogue-steps within digital conversations 536, which is a 1:m relationship. The AI
16 Entity orchestration handles three primary activities, which are events, widgets and
17 adverts.

18 **[00121]** In one embodiment, the AI Entity orchestration may trigger one or more
19 events 537, which is a 1:m relationship. These conversation AI entity events are in
20 context to the conversation step and thus cover things such as an AI entity movement to
21 the trigger of any digital medium such as an audio, picture, video or indeed any digital
22 medium. Those digital mediums triggered by AI entities potentially increase the value
23 of the conversation AI entity asset may be described within the conversation AI entity

1 wrapper.

2 **[00122]** In one embodiment, the AI entity orchestration may trigger one or more
3 widgets 538, which is a 1:m relationship^{d2.28}. These conversation AI entity widgets are in
4 context to the conversation step and thus cover any type of function that may be
5 performed by a widget such as a diary appointment to a transaction. Those widgets
6 triggered by AI entity orchestration that potentially increase the value of the
7 conversation AI entity asset may be described within the conversation AI entity wrapper.

8 **[00123]** In one embodiment, the AI entity orchestration may trigger one or more
9 adverts 539, which is a 1:m relationship. The advert may cover different forms such as a
10 pictorial or video. these conversation adverts are in context to the conversation step and
11 are governed by the methods for exchanging value for advertisements. These
12 conversation AI entity adverts may be undertaken in conjunction with conversation AI
13 entity events and conversation AI entity widgets. Those conversation AI entity widgets
14 triggered by AI entity orchestration that potentially increase the value of the
15 conversation AI entity asset can be described within the conversation AI entity wrapper.
16 the link to the conversational AI entity advert may be date and time sensitive and thus
17 enabling different placements for different contexts. The link to the conversational AI
18 entity advert may be data sensitive and thus enabling different placements for different
19 contexts.

20 **[00124]** In one embodiment, the AI entity icon may contain a 3rd party brand or
21 brands as part of its inventory 540, this is a 1:m relationship. The value of this brand
22 displayed is influenced by a number of factors, including the volume of dialogue steps.
23 This AI entity brand display may be date and time sensitive and thus enabling different

1 placements for different contexts. The conversational AI entity brand display may be
2 data sensitive and thus enabling different placements for different contexts.

3 **[00125]** In one embodiment, the conversation wrapper may be used to recommend
4 other conversation AI entity asset, including link references to other AI entities through
5 wrapper 541. This may involve the trading of conversation AI entity asset shares or the
6 assignment of conversation AI entity asset shares new shares between the respective
7 conversation AI entity asset negotiators.

8 **[00126]** In one embodiment, once the conversation AI entity asset global identity
9 has been assigned, the conversation wrapper is mandated with the conversation AI
10 entity asset status 542, e.g., set to "draft," which is a 1:1 relationship. The "draft" status
11 may indicate the conversation AI entity asset is not ready for digital conversation
12 interaction, while a "production" status may indicate the digital conversations through
13 the AI entity icon are ready to commence.

14 **[00127]** In one embodiment, the DCM-Platform may facilitate negotiate share
15 transfers between different AI entities 543 in a similar manner as discussed in FIGURES
16 5A-5C.

17 **[00128]** FIGURES 6A-6C provide logic flow diagrams illustrating monetizing a
18 portfolio asset within embodiments of the DCM-Platform. In one embodiment, the
19 portfolio conversation asset is the aggregation of conversation assets and AI entity
20 assets that it has accredited, wherein a portfolio conversation asset's overall value will
21 be determined by factors such as its brand and what it represents in terms of digital
22 conversation. In one implementation, the portfolio conversation asset may be treated in
23 a similar way to a conversation asset or as a conversation AI entity asset.

1 **[00129]** In one embodiment, the portfolio conversation asset is created and
2 developed by the portfolio conversation asset owner 611, which is a 1:1 relationship. The
3 portfolio conversation asset owner may be an individual or an organization, wherein the
4 latter may require an individual name as the authoritative person. This ownership can
5 change to another person, organization or to a named portfolio. Once the portfolio
6 conversation asset owner identity and contact details have been established, the owner
7 may create a portfolio conversation wrapper to establish the portfolio conversation asset.

8 **[00130]** In one embodiment, each portfolio conversation asset may launch a
9 wrapper 612, which has a 1:1 relationship. A portfolio conversation wrapper is governed
10 by a set of methods covering all the different parts and interrelationships that are the
11 basis for algorithmic trading for the creation of value of a portfolio conversation asset.
12 In one implementation, a portfolio conversation asset may be traded in digital form as a
13 tangible and measurable financial instrument.

14 **[00131]** In one embodiment, the portfolio conversation wrapper may contain a title
15 of the portfolio conversation asset 613, which is a 1:1 relationship. In one
16 implementation, the asset owner may be responsible for the portfolio conversation title,
17 which may be followed by a portfolio conversation asset description.

18 **[00132]** In one embodiment, once the portfolio conversation title has been
19 established, a unique global identifier is assigned to the portfolio conversation wrapper
20 614, which is a 1:1 relationship. The portfolio conversation asset global identifier may
21 remain unchanged for the lifetime, including archive, of the conversational portfolio
22 conversation asset even if the constitution of the asset changes.

23 **[00133]** In one embodiment, once the portfolio conversation asset global identifier

1 has been established, the portfolio conversation asset ownership is fully assigned to the
2 portfolio conversation asset owner 615, with a 1:1 relationship between the portfolio
3 conversation asset and the portfolio conversation asset owner, which may indicate the
4 portfolio conversation asset has one share, fully owned by the portfolio conversation
5 asset owner.

6 **[00134]** In one embodiment, the portfolio conversation asset owner may ascertain
7 whether they wish someone else to negotiate on their behalf. If not, the portfolio
8 conversation asset owner is assigned the status of portfolio conversation asset
9 negotiator. Otherwise it may assign one or more other people to the status portfolio
10 conversation asset negotiator 616, which is a 1:m relationship; in other words, a
11 portfolio may consist of any number of portfolio conversation asset negotiators thus
12 enabling the portfolio to grow to any size it wishes.

13 **[00135]** In one implementation, the portfolio asset owner may retain the right to
14 be a portfolio conversation asset negotiator but also communicate with, and/or require
15 participations of other portfolio conversation asset negotiators. To establish one or
16 more other portfolio conversation asset negotiators, the owner may define portfolio
17 conversation asset negotiator identification and contact details. The portfolio
18 conversation asset negotiator may become a member of the portfolio conversation asset
19 618.

20 **[00136]** In one implementation, if the portfolio conversation asset owner wishes to
21 assign proportional ownership to the portfolio conversation asset negotiator then a
22 percentage is determined and the portfolio conversation shares are assigned 617. The
23 allocation may not be a whole unit and therefore the assignment of shares can be

1 fractional. Within implementations, once both parties agree the portfolio conversation
2 shares then a portfolio conversation stock transfer is undertaken 619, where an audit
3 trail of the transaction is maintained as part of the portfolio conversation wrapper 620.

4 **[00137]** In one embodiment, the portfolio conversation wrapper references the
5 portfolio conversation member or members that cover the spectrum for each
6 conversation asset or conversation AI entity asset, which is a 1:m relationship. The
7 method for engaging new portfolio conversation members may be undertaken by the
8 portfolio conversation asset negotiator. For example, the asset negotiator may define the
9 portfolio conversation member identification and contact details; ascertain whether the
10 portfolio conversation member will be given partial ownership of the portfolio
11 conversation asset. if so, then in one embodiment, the portfolio conversation asset
12 negotiator negotiates with the portfolio conversation member 621 a percentage and once
13 determined the portfolio conversation shares are assigned 622. The allocation may not
14 a whole unit and therefore the assignment of portfolio conversation shares can be
15 fractional.

16 **[00138]** In one embodiment, once both parties agree the portfolio conversation
17 shares then a portfolio conversation stock transfer is undertaken, where an audit trail of
18 the transaction is maintained as part of the portfolio conversation asset wrapper.

19 **[00139]** In one embodiment, a portfolio conversation member may be replaced by
20 another portfolio conversation member 644 and an audit trail is maintained of past
21 portfolio conversation members within the portfolio conversation wrapper. To change a
22 portfolio conversation member the authority may be vested with the person with the
23 portfolio conversation asset negotiator status. If there was a prior agreement with the

1 current portfolio conversation member to release their portfolio conversation shares in
2 the case that they loose their portfolio conversation member status then the share
3 allocation is removed 624. If there was no prior agreement the current portfolio
4 conversation member may agree to release their shares in consultation with the
5 portfolio conversation asset negotiator. The shares withdrawn become part of the audit
6 trail within the portfolio conversation asset wrapper. The portfolio conversation
7 member may wish to retain all or part of their shares. The portfolio conversation asset
8 negotiator may obtain prior agreement with the portfolio conversation asset owner to
9 increase the number of portfolio conversation shares.

10 **[00140]** In one embodiment, a portfolio conversation member may be assigned, if
11 agreeable, the status of Reviewer 623, which is a role for the portfolio conversation
12 member to have the vested authority to review conversation assets and conversation AI
13 entity assets. There may be multiple portfolio conversation reviewers, which is a 1:1
14 relationship with portfolio conversation member. A portfolio conversation reviewer
15 may not review conversation assets and conversation AI entity assets that they have
16 authored or designed respectively. In one implementation, the portfolio conversation
17 wrapper references portfolio conversation reviewers 625. For each portfolio
18 conversation reviewer, the wrapper may reference a description of their relevant
19 experience, and the asset owner may ascertain whether the portfolio conversation
20 reviewer will be given partial ownership of the portfolio conversation asset in exchange
21 for their contribution to reviews. If so, then in one embodiment, the portfolio
22 conversation asset negotiator negotiates with the portfolio conversation reviewer a
23 percentage and once determined the portfolio conversation shares are assigned. The

1 allocation may not be a whole unit and therefore the assignment of portfolio
2 conversation shares can be fractional.

3 **[00141]** In one embodiment, once both parties agree the portfolio conversation
4 shares then a conversation stock transfer is undertaken, where an audit trail of the
5 transaction is maintained as part of the portfolio conversation asset wrapper.

6 **[00142]** In one embodiment, the portfolio conversation reviewer status can be
7 removed 626, e.g., when the portfolio conversation negotiator is involved and then the
8 change of status defined on the portfolio conversation wrapper. An audit trail is
9 maintained of past portfolio conversation reviewers within the portfolio conversation
10 wrapper. If there was a prior agreement with the portfolio conversation reviewer to
11 release their portfolio conversation shares in the case that they loose their portfolio
12 conversation reviewer status then the share allocation is removed. If there was no prior
13 agreement, the current portfolio conversation reviewer may agree to release their shares
14 in consultation with the portfolio conversation asset negotiator. The shares withdrawn
15 become part of the audit trail within the portfolio conversation asset wrapper. The
16 portfolio conversation reviewer may retain all or part of their shares. In one
17 embodiment, the portfolio conversation reviewer may not have the authority to change a
18 conversation asset or a conversation AI entity asset.

19 **[00143]** In one embodiment, a portfolio conversation member may be assigned, if
20 agreeable, the status of accreditor, which may be a role for the portfolio conversation
21 member to have the vested authority to provide an accreditation rating for conversation
22 assets and conversation AI entity assets. Within implementations, there can be multiple
23 portfolio conversation accreditors, which is a 1:1 relationship with portfolio

1 conversation member. A portfolio conversation accreditor can also be a portfolio
2 conversation reviewer, subject to the rules established by the portfolio conversation
3 owner.

4 **[00144]** In one implementation, a portfolio conversation accreditor may not
5 accredit conversation assets and conversation AI entity assets that they have authored
6 or designed respectively. The portfolio conversation wrapper references portfolio
7 conversation accreditors. For each portfolio conversation accreditor, the wrapper may
8 contain a description of their relevant experience, and the owner may ascertain whether
9 the portfolio conversation accreditor will be given partial ownership of the portfolio
10 conversation asset in exchange for their contribution to accreditation ratings. If so, in
11 one embodiment, the portfolio conversation asset negotiator negotiates with the
12 portfolio conversation accreditor a percentage and once determined the portfolio
13 conversation shares are assigned. The allocation does not need to be a whole unit and
14 therefore the assignment of portfolio conversation shares can be fractional.

15 **[00145]** In one embodiment, once both parties agree the portfolio conversation
16 shares then a conversation stock transfer is undertaken, where an audit trail of the
17 transaction is maintained as part of the portfolio conversation asset wrapper.

18 **[00146]** In one embodiment, the portfolio conversation accreditor status can be
19 removed 627. For example, the portfolio conversation negotiator may remove the
20 accreditor status and involves notification and then the change of status defined on the
21 portfolio conversation wrapper. An audit trial is maintained of past portfolio
22 conversation accreditors within the portfolio conversation wrapper. If there was a prior
23 agreement with the portfolio conversation accreditor to release their portfolio

1 conversation shares in the case that they loose their portfolio conversation accreditor
2 status then the share allocation is removed 628. If there was no prior agreement the
3 current portfolio conversation accreditor may agree to release their shares in
4 consultation with the portfolio conversation asset negotiator. The shares withdrawn
5 become part of the audit trail within the portfolio conversation asset wrapper.

6 **[00147]** In one embodiment, the portfolio conversation accreditor may not have
7 the authority to change a conversation asset or a conversation AI entity asset.

8 **[00148]** In one embodiment, the portfolio conversation negotiator may remove
9 shares 628, which belong to a member. This may be addressed by the portfolio
10 conversation negotiator and involves notification and then the removal of portfolio
11 conversation asset shares, which requires an update to the portfolio conversation
12 wrapper. An audit trail is maintained of removed shares within the portfolio
13 conversation wrapper.

14 **[00149]** In one embodiment, the portfolio conversation wrapper references the
15 portfolio conversation brand 629, which is a 1:1 relationship. In one implementation,
16 the portfolio conversation asset owner is responsible for changes to the portfolio
17 conversation asset brand. An audit trail is maintained of changes to the portfolio
18 conversation asset brand within the portfolio conversation wrapper.

19 **[00150]** In one embodiment, the portfolio conversation wrapper references each
20 conversation asset 630, which is a 1:m relationship. The conversation asset may be
21 developed by portfolio conversation members within the portfolio conversation. In
22 another embodiment, for conversation assets developed outside the domain of the
23 portfolio, the conversation asset author may wish to become a member of the portfolio

1 so that their conversation assets can be reviewed and receive an accreditation rating.
2 The portfolio conversation owner through their portfolio conversation negotiator may
3 require that they take ownership of conversation asset shares. In this case, the
4 negotiations may be undertaken between the portfolio conversation negotiator and the
5 conversation asset negotiator, and ascertain the value of exchange in terms of shares.

6 **[00151]** In one implementation, there may be an agreement of new shares within
7 the conversation asset that are assigned to the portfolio conversation asset. In other
8 words, the agreed transfer of conversation asset shares is registered with the portfolio
9 conversation wrapper.

10 **[00152]** In one embodiment, the negotiation may involve a swap of shares between
11 the portfolio conversation asset and the conversation asset. The conversation asset
12 negotiator may agree to pay an amount that may be standalone or in conjunction with
13 the trade in shares as described. If the amount, is agreed then this transaction may be
14 entered in the portfolio conversation monetization log with all the transactional details.

15 **[00153]** Once the portfolio conversation asset negotiator agrees the value exchange
16 terms with the conversation asset negotiator then the transaction is completed, which
17 may include assignment of conversation asset shares and if necessary portfolio
18 conversation asset shares, which are stored in their respective wrappers. The
19 allocations may not be a whole unit and therefore the assignment of conversation shares
20 may be fractional.

21 **[00154]** In one embodiment, once both parties agree the shares then a stock
22 transfer is undertaken with an audit trail of the transactions maintained on the
23 respective wrappers for the portfolio conversation asset and the conversation asset.

1 **[00155]** In one embodiment, the portfolio conversation wrapper contains a list of
2 all conversation asset shares and a link to the conversation asset and its wrapper, which
3 is then eligible for receiving the portfolio asset brand and subsequent portfolio reviews
4 and accreditation.

5 **[00156]** In one embodiment, the conversation asset wrapper contains a list of all
6 portfolio conversation asset shares within its wrapper. Within implementations, the
7 conversation asset may be exclusive or non exclusive with a portfolio conversation asset.
8 if it is the latter, then the conversation asset may be represented by any number of
9 portfolios.

10 **[00157]** In one embodiment, the portfolio conversation wrapper references each
11 conversation AI entity asset 631 to the portfolio, which is a 1:m relationship. The
12 conversation AI entity asset may be developed by portfolio conversation members
13 within the portfolio conversation, and therefore follows the methods as already defined
14 for Conversation AI Entity Assets. In other implementations, for conversation AI entity
15 assets developed outside the domain of the portfolio, the conversation AI entity designer
16 may wish to become a member of the portfolio so that their conversation AI entity assets
17 can be reviewed and receive an accreditation rating. In order to do so, the portfolio
18 conversation owner through their portfolio conversation negotiator may require that
19 they take ownership of conversation AI entity asset shares. In this case, the negotiations
20 may be undertaken between the portfolio conversation negotiator and the conversation
21 AI entity asset negotiator.

22 **[00158]** In one implementation, the portfolio asset owner may ascertain the value
23 of exchange in terms of shares. In one embodiment, this may be an agreement of net

1 shares within the conversation AI entity asset that are assigned to the Portfolio
2 conversation asset. In other words, the agreed transfer of conversation AI entity asset
3 shares may be registered with the portfolio conversation wrapper.

4 **[00159]** In one embodiment, the negotiation may involve a swap of shares between
5 the portfolio conversation asset and the conversation AI entity asset. In one
6 embodiment, the negotiator may agree to pay an amount that may be standalone or in
7 conjunction with the trade in shares as described. If the amount is agreed then this
8 transaction may be entered in the portfolio conversation monetization log with all the
9 transactional details.

10 **[00160]** In one embodiment, once the portfolio conversation asset negotiator
11 agrees the value exchange terms with the conversation AI entity asset negotiator then
12 the transaction is completed. This includes assignment of conversation AI entity asset
13 shares and if necessary portfolio conversation asset shares, which are stored in the
14 respective wrappers. The allocations may not be a whole unit and therefore the
15 assignment of shares can be fractional.

16 **[00161]** In one embodiment, once both parties agree the shares then a stock
17 transfer is undertaken with an audit trail of the transactions maintained on the
18 respective wrappers for the portfolio conversation asset and the conversation AI entity
19 asset.

20 **[00162]** In one embodiment, the portfolio conversation wrapper contains a list of
21 all conversation AI entity asset shares and a link to the conversation AI entity asset and
22 its wrapper, which is then eligible for receiving the portfolio asset brand and subsequent
23 portfolio reviews and accreditation.

1 **[00163]** In one embodiment, the conversation AI entity asset wrapper contains a
2 list of all portfolio conversation asset shares within its wrapper. Within
3 implementations, the conversation AI entity asset may be exclusive or non exclusive
4 with a portfolio conversation asset. if it is the latter, then the conversation AI entity
5 asset may be represented by any number of portfolios.

6 **[00164]** In one embodiment, the portfolio conversation wrapper references for
7 each portfolio conversation member their bio 632, which is a 1:1 relationship.

8 **[00165]** In one embodiment, a portfolio conversation wrapper may maintain a
9 counter of the dialogue-steps within digital conversations 633, which is a 1:m
10 relationship for each conversation asset.

11 **[00166]** In one embodiment, a portfolio conversation wrapper maintains a counter
12 of the conversation asset events 634 triggered by digital conversations, which is a 1:m
13 relationship for each conversation asset.

14 **[00167]** In one embodiment, a portfolio conversation wrapper maintains a counter
15 of the conversation asset widgets 635 triggered by digital conversations, which is a 1:m
16 relationship for each conversation asset.

17 **[00168]** In one embodiment, a portfolio conversation wrapper maintains a counter
18 of the conversation asset adverts 636 triggered by digital conversations, which is a 1:m
19 relationship for each conversation asset.

20 **[00169]** In one embodiment, a portfolio conversation wrapper maintains a counter
21 of the conversation asset web-services 637 triggered by digital conversations, which is a
22 1:m relationship for each conversation asset.

1 **[00170]** In one embodiment, a portfolio conversation wrapper maintains a counter
2 of the conversation AI entity brand displays (3rd Party) 638 triggered by digital
3 conversations, which is a 1:m relationship for each conversation AI entity asset.

4 **[00171]** In one embodiment, all interactions and transactions related to the
5 portfolio conversation asset are stored as an audit that provides a basis for future
6 projected value 639. This audit history is accessible from the portfolio conversation
7 wrapper, which is a 1:m relationship.

8 **[00172]** In one embodiment, a portfolio conversation wrapper maintains a list of
9 portfolio conversation members that also have the status of portfolio conversation
10 authors 640, which is a 1:m relationship in a similar manner as discussed in establishing
11 conversation asset authors.

12 **[00173]** In one embodiment, a portfolio conversation wrapper maintains a list of
13 portfolio conversation members that also have the status of portfolio conversation
14 designers 641, which is a 1:m relationship. The means to become a designer is covered
15 in the methods associated with conversation AI entity designer.

16 **[00174]** In one embodiment, the portfolio conversation wrapper may be used to
17 establish references 642 for other portfolio conversation assets, which may include the
18 trading of portfolio conversation asset shares or the assignment of portfolio
19 conversation asset shares, and/or new shares 645 between the respective portfolio
20 conversation asset negotiators. .

21 **[00175]** FIGURES 7A-7C provide logic flow diagrams illustrating monetizing an
22 exchange asset within embodiments of the DCM-Platform. In one embodiment, the

1 exchange conversation asset is the aggregation of conversation assets and AI entity
2 assets that have been accredited by the portfolio conversation asset that has a
3 relationship with the exchange conversation asset. An exchange conversation asset's
4 overall value will be determined by factors such as its brand and what it represents in
5 terms of digital conversation from the aggregation of portfolio conversation assets. The
6 exchange conversation asset is treated in a similar way to a portfolio conversation asset,
7 with different embodiments in trading conversation assets and conversation AI entity
8 assets. The exchange conversation asset may have its own portfolio conversation asset
9 to directly deal with conversation authors and conversation AI entity designers that are
10 not exclusive to other portfolio conversation assets. The exchange conversation asset
11 may be linked with multiple exchange conversation assets.

12 **[00176]** In one embodiment, the exchange conversation asset is created and
13 developed by the exchange conversation asset owner 711, which is a 1:1 relationship.
14 The exchange conversation asset owner may be an individual or an organization,
15 wherein an individual name may be needed as the authoritative person. This ownership
16 can change to another individual or another organization. In one implementation, once
17 the exchange conversation asset owner identity and contact details have been
18 established that person may create an exchange conversation wrapper 712 to establish
19 the exchange conversation asset.

20 **[00177]** In one embodiment, each exchange conversation asset contains a wrapper
21 712, which has a 1:1 relationship. An exchange conversation wrapper is governed by a
22 set of methods covering all the different parts and interrelationships that are the basis
23 for algorithmic trading for the creation of value of an Exchange Conversation Asset. In

1 one implementation, the exchange conversation asset is tradable in digital forms as a
2 financial instrument.

3 **[00178]** In one embodiment, the exchange conversation wrapper may contain a
4 title of the Exchange Conversation Asset 713, which is a 1:1 relationship^{D4.3}. The
5 exchange conversation asset owner person may be responsible for the exchange
6 conversation title, followed by an exchange conversation asset description.

7 **[00179]** In one embodiment, once the exchange conversation title has been
8 established, a unique global identifier is assigned to the exchange conversation wrapper
9 714, which is a 1:1 relationship. The exchange conversation asset global identifier may
10 remain unchanged for the lifetime, including archive, of the conversational exchange
11 conversation asset even if the constitution of the asset changes.

12 **[00180]** In one embodiment, once the exchange conversation asset global identifier
13 has been established the exchange conversation asset ownership is fully assigned to the
14 exchange conversation asset owner 715, with a 1:1 relationship between the exchange
15 conversation asset and the exchange conversation asset owner. This is equivalent to the
16 exchange conversation asset having one share, which is fully owned by the exchange
17 conversation asset owner.

18 **[00181]** In one embodiment, the exchange conversation asset owner may ascertain
19 whether they wish someone else to negotiate on their behalf 716. If not, the exchange
20 conversation asset owner is assigned the status of exchange conversation asset
21 negotiator. Otherwise it may assign one or more other people to the status exchange
22 conversation asset negotiator 716, which is a 1:m relationship; in other words, an
23 exchange may consist of any number of exchange conversation asset negotiators thus

1 enabling the exchange to grow to any size it wishes. The exchange asset owner may
2 retain the right to be an exchange conversation asset negotiator, but also require more
3 exchange conversation asset negotiators. To establish one or more other exchange
4 conversation asset negotiators, the asset owner may define exchange conversation asset
5 negotiator identification and contact details. The exchange conversation asset
6 negotiator becomes a member of the exchange conversation asset.

7 **[00182]** In one embodiment, if the exchange conversation asset owner wishes to
8 assign proportional ownership to the exchange conversation asset negotiator then a
9 percentage is determined and the exchange conversation shares are assigned 717. The
10 allocation may not be a whole unit and therefore the assignment of shares can be
11 fractional.

12 **[00183]** In one embodiment, once both parties agree the exchange conversation
13 shares then an exchange conversation stock transfer 719 is undertaken, where an audit
14 trail of the transaction is maintained as part of the exchange conversation wrapper.

15 **[00184]** In one embodiment, the exchange conversation wrapper references the
16 exchange conversation member or members that cover the spectrum for each
17 conversation asset or conversation AI entity asset within each portfolio conversation
18 asset 718, which is a 1:m relationship. The method for engaging new Exchange
19 conversation members may be undertaken by the exchange conversation asset
20 negotiator as follows.

21 **[00185]** In one implementation, the asset owner may define the exchange
22 conversation member identification and contact details; ascertain whether the exchange
23 conversation member will be given partial ownership of the exchange conversation asset.

1 If so, then the exchange conversation asset negotiator negotiates 721 with the exchange
2 conversation member a percentage and once determined the exchange conversation
3 shares are assigned 722. The allocation may not be a whole unit and therefore the
4 assignment of exchange conversation shares can be fractional. In one embodiment,
5 once both parties agree the exchange conversation shares then an exchange
6 conversation stock transfer is undertaken 719, where an audit trail of the transaction is
7 maintained as part of the exchange conversation asset wrapper 720.

8 **[00186]** In one embodiment, an exchange conversation member can be replaced by
9 another exchange conversation member and an audit trail is maintained of past
10 exchange conversation members within the exchange conversation wrapper. To change
11 an exchange conversation member, the authority may be vested with the person with the
12 exchange conversation asset negotiator status. If there was a prior agreement with the
13 current exchange conversation member to release their exchange conversation shares in
14 the case that they loose their exchange conversation member status then the share
15 allocation is removed 724. If there was no prior agreement the current exchange
16 conversation member may agree to release their shares in consultation with the
17 exchange conversation asset negotiator. The shares withdrawn become part of the audit
18 trail within the exchange conversation asset wrapper. The exchange conversation
19 member may wish to retain all or part of their shares. The exchange conversation asset
20 negotiator may obtain prior agreement with the exchange conversation asset owner to
21 increase the number of exchange conversation shares.

22 **[00187]** In one embodiment, an exchange conversation member may be assigned,
23 if agreeable, the status of reviewer 723, which may be a role for the exchange

1 conversation member to have the vested authority to review portfolio conversation
2 assets, conversation assets and conversation AI entity assets. There may be multiple
3 exchange conversation reviewers, which is a 1:1 relationship with exchange conversation
4 member. An exchange conversation reviewer may not review conversation assets and
5 conversation AI entity assets that they have authored or designed respectively. In one
6 implementation, it is optional for the exchange to review conversation assets and
7 conversation AI entity assets, which may be undertaken to increase the future earnings
8 of an asset. The exchange conversation wrapper references exchange conversation
9 reviewers. For each exchange conversation reviewer, the wrapper may include a
10 description of their relevant experience, and ascertain whether the exchange
11 conversation reviewer will be given partial ownership of the exchange conversation asset
12 in exchange for their contribution to reviews. If so, then the exchange conversation
13 asset negotiator negotiates with the exchange conversation reviewer a percentage and
14 once determined the exchange conversation shares are assigned. The allocation may not
15 be a whole unit and therefore the assignment of Exchange Conversation Shares can be
16 fractional.

17 **[00188]** In one embodiment, once both parties agree the exchange conversation
18 shares then a conversation stock transfer is undertaken, where an audit trail of the
19 transaction is maintained as part of the exchange conversation asset wrapper.

20 **[00189]** In one embodiment, the exchange conversation reviewer status may be
21 removed 726. For example, the removal may be addressed by the exchange
22 conversation negotiator and involves notification and then the change of status defined
23 on the exchange conversation wrapper. An audit trial is maintained of past exchange

1 conversation reviewers within the exchange conversation wrapper. If there was a prior
2 agreement with the exchange conversation reviewer to release their exchange
3 conversation shares in the case that they loose their exchange conversation reviewer
4 status then the share allocation is removed. If there was no prior agreement the current
5 exchange conversation reviewer may agree to release their shares in consultation with
6 the exchange conversation asset negotiator. The shares withdrawn become part of the
7 audit trail within the exchange conversation asset wrapper. The exchange conversation
8 reviewer may wish to retain all or part of their shares.

9 **[00190]** In one embodiment, the exchange conversation reviewer may not have the
10 authority to change a portfolio conversation asset, conversation asset or a conversation
11 AI entity asset.

12 **[00191]** In one embodiment, an exchange conversation member may be assigned,
13 if agreeable, the status of accreditor 725, which is a role for the exchange conversation
14 member to have the vested authority to provide an accreditation rating for portfolio
15 conversation assets, conversation assets and conversation AI entity assets. There may
16 be multiple exchange conversation accreditors, which is a 1:1 relationship with the
17 exchange conversation member. An exchange conversation accreditor can also be an
18 exchange conversation reviewer, subject to the rules established by the exchange
19 conversation owner. An exchange conversation accreditor may not accredit
20 conversation assets and conversation AI entity assets that they have authored or
21 designed respectively nor can they accredit a portfolio conversation asset that they hold
22 the status of conversation asset owner or conversation asset negotiator. The exchange
23 conversation wrapper references exchange conversation accreditors. For each exchange

1 conversation accreditor, the wrapper may include a description of their relevant
2 experience, and ascertain whether the exchange conversation accreditor will be given
3 partial ownership of the exchange conversation asset in exchange for their contribution
4 to accreditation ratings. If so, then the exchange conversation asset negotiator
5 negotiates^{d4.11} with the exchange conversation accreditor a percentage and once
6 determined the exchange conversation shares are assigned. The allocation may not
7 need to be a whole unit and therefore the assignment of exchange conversation shares
8 can be fractional.

9 **[00192]** In one embodiment, once both parties agree the exchange conversation
10 shares then a conversation stock transfer is undertaken, where an audit trail of the
11 transaction is maintained as part of the exchange conversation asset wrapper.

12 **[00193]** In one embodiment, the exchange conversation accreditor status may be
13 removed 727. For example, the removal may be addressed by the exchange
14 conversation negotiator and involves notification and then the change of status defined
15 on the exchange conversation wrapper. An audit trial is maintained of past exchange
16 conversation accreditors within the exchange conversation wrapper. If there was a prior
17 agreement with the exchange conversation accreditor to release their exchange
18 conversation shares in the case that they loose their exchange conversation accreditor
19 status then the share allocation is removed. If there was no prior agreement the current
20 exchange conversation accreditor may agree to release their shares in consultation with
21 the exchange conversation asset negotiator. The shares withdrawn become part of the
22 audit trail within the exchange conversation asset wrapper. The exchange conversation
23 accreditor may wish to retain all or part of their shares.

1 **[00194]** In one embodiment, the exchange conversation accreditor may not have
2 the authority to change a conversation asset or a conversation AI entity asset.

3 **[00195]** In one embodiment, the exchange conversation negotiator may remove
4 shares 728, which belong to a member, which may be addressed by the exchange
5 conversation negotiator and involves notification and then the removal of exchange
6 conversation asset shares, which requires an update to the exchange conversation
7 wrapper. An audit trail is maintained of deleted shares within the exchange
8 conversation wrapper.

9 **[00196]** In one embodiment, the exchange conversation wrapper references the
10 exchange conversation brand 729, which is a 1:1 relationship. In one implementation,
11 the change to the exchange conversation asset brand is the responsibility of the
12 exchange conversation asset owner. An audit trail is maintained of changes to the
13 exchange conversation asset brand within the exchange conversation wrapper.

14 **[00197]** In one embodiment, the exchange conversation wrapper references each
15 portfolio conversation asset and within this grouping every conversation asset 730,
16 which is a 1:1:m relationship. The portfolio conversation asset and the associated
17 conversation assets may be developed by exchange conversation members, and thus
18 follows a similar manner as discussed for portfolio conversation assets. For
19 conversation assets developed outside the domain of the exchange, the conversation
20 asset author may wish to become a member of the exchange so that their conversation
21 assets can be reviewed and receive an accreditation rating. In one implementation, the
22 exchange conversation owner through their exchange conversation negotiator would
23 point the conversation asset owner to one of their portfolio conversation assets and then

1 similar methods discussed for portfolio conversation assets may be applied.

2 **[00198]** In one embodiment, the exchange conversation wrapper references each
3 portfolio conversation asset and within this grouping every conversation AI entity asset
4 731, which is a 1:1:m relationship. The portfolio conversation asset and the associated
5 conversation AI entity assets may be developed by exchange conversation members, and
6 then follow similar manners discussed for portfolio conversation assets. For
7 conversation AI entity assets developed outside the domain of the exchange, the
8 conversation asset designer may wish to become a member of the exchange so that their
9 conversation AI entity assets can be reviewed and receive an accreditation rating. The
10 exchange conversation owner through their exchange conversation negotiator would
11 point the conversation AI entity asset owner to one of their portfolio conversation assets
12 and then the methods discussed for portfolio conversation assets may be applied.

13 **[00199]** In one embodiment, the exchange conversation wrapper references for
14 each exchange conversation member their bio 732, which is a 1:1 relationship.

15 **[00200]** In one embodiment, an exchange conversation wrapper maintains a
16 counter of the dialogue-steps 733 within digital conversations, for each conversation
17 asset within each portfolio conversation asset.

18 **[00201]** In one embodiment, an exchange conversation wrapper maintains a
19 counter of the conversation asset events 734 triggered by digital conversations, for each
20 conversation asset within each portfolio conversation asset.

21 **[00202]** In one embodiment, an exchange conversation wrapper maintains a
22 counter of the conversation asset widgets 735 triggered by digital conversations, for each
23 conversation asset within each portfolio conversation asset.

1 **[00203]** In one embodiment, an exchange conversation wrapper maintains a
2 counter of the conversation asset display adverts 736 triggered by digital conversations,
3 for each conversation asset within each portfolio conversation asset.

4 **[00204]** In one embodiment, an exchange conversation wrapper maintains a
5 counter of the conversation asset web-services 737 triggered by digital conversations, for
6 each conversation asset within each portfolio conversation asset.

7 **[00205]** In one embodiment, an exchange conversation wrapper maintains a
8 counter of the conversation AI entity 3rd party brands 738 triggered by digital
9 conversations, for each conversation AI entity asset within each portfolio conversation
10 asset.

11 **[00206]** In one embodiment, all interactions and transactions related to the
12 exchange conversation asset are stored as an audit that provides a basis for future
13 projected value 739. The retrieved audit history includes categorization by the portfolio
14 conversation assets, which is accessible from the exchange conversation wrapper.

15 **[00207]** In one embodiment, an exchange conversation wrapper maintains a list of
16 exchange conversation members that also have the status of exchange conversation
17 authors 740, which are categorized by their respective portfolio conversation asset.

18 **[00208]** In one embodiment, an exchange conversation wrapper maintains a list of
19 exchange conversation members that also have the status of exchange conversation
20 designers 741, which are categorized by their respective portfolio conversation asset.

21 **[00209]** In one embodiment, the Exchange Conversation Wrapper may be used to
22 establish references to other exchange conversation assets 742, which may involve the

1 trading of Exchange conversation asset shares or the assignment of exchange
2 conversation asset shares new shares between the respective exchange conversation
3 asset negotiators 745.

4 **[00210]** FIGURE 8A provides a logic flow diagram illustrating pricing a virtual
5 asset within embodiments of the DCM-Platform. In one embodiment, an asset owner,
6 e.g., a conversation asset owner as discussed in FIGURES 4B-4D, a conversation AI
7 entity asset owner as discussed in FIGURES 5A-5C, a portfolio asset owner as discussed
8 in FIGURES 6A-6C, an exchange asset owner as discussed in FIGURES 7A-7C, etc., may
9 determine a dollar value for a dialogue step 805 in a conversation. In one
10 implementation, the asset owner may determine the value based on past pricing
11 information of similar dialogue steps. For example, to price a dialogue line “I prefer
12 hair dresser for straight and sleek hair styles,” the asset owner may consider past pricing
13 information indicative of consumer preferences on hair dressers.

14 **[00211]** In another implementation, the DCM-Platform may receive related
15 trading/pricing information 810 from a trading platform as a reference of price
16 determination. For example, pricing information of conversation assets from the same
17 author may be grouped to provide relevant pricing information.

18 **[00212]** In one implementation, the value of a dialogue may be determined based
19 on the contents, e.g., whether there is an outcome 815, etc.. For example, if a dialogue
20 starts with a question from an AI entity “what kind of hair dresser are you looking for?”,
21 and an outcome is generated from the consumer’s dialogue response “I prefer hair
22 dresser for straight and sleek hair styles,” then such dialogue may be priced higher than
23 a dialogue without any outcome, e.g., the consumer’s response does not address any

1 preferences: "I don't know." If no outcome is generated, the DCM-Platform may
2 continue to price the next dialogue step.

3 **[00213]** In one implementation, if an outcome is included in a dialogue step, the
4 DCM-Platform may search received trading information related to similar outcomes
5 820, and based on the searched pricing information, the DCM-Platform may adjust the
6 price of the dialogue step 826. For example, the trading information of conversations
7 comprising outcomes indicating consumer's preferences of hair dressers may reflect the
8 supply-demand relationship of such information on the market, and if the demand is
9 high, the DCM-Platform may price the dialogue step higher accordingly.

10 **[00214]** In one implementation, the DCM-Platform may continue to determine
11 every dialogue step in a conversation, based on which the price of a conversation asset, a
12 conversation AI entity asset 830, a portfolio asset and an exchange asset 835 may be
13 determined. The DCM-Platform may then update the wrapper of the virtual asset and
14 submit pricing information for a transaction 840.

15 **[00215]** FIGURE 8B provides a logic flow diagram illustrating asset monetization
16 within alternative embodiments of the DCM-Platform. In one implementation, the
17 DCM-Platform may receive asset information of a virtual asset owner 845, such as, but
18 not limited to asset ownership information, asset authorship information, asset
19 description, asset title, asset icon information, and/or the like.

20 **[00216]** Within implementations, the DCM-Platform may facilitate the initiation of
21 monetization by obtaining a corporate certificate of the asset owner, and/or credentials
22 from an investor 850. The DCM-Platform may then assign intellectual property rights
23 associated with the digital assets to the investor 855, and then determine shares of stock

1 and price of a stock share 865 based on the pricing information submitted by the asset
2 owner.

3 **[00217]** In one implementation, the DCM-Platform may determine cost factors
4 associated with the monetization 870, such as, but not limited to operational cost,
5 advertisement cost, and/or the like. The DCM-Platform may then determine a
6 dividends payment structure based on the determined stock shares and the cost factors
7 875, and facilitate transfer of stock shares 880. For example, the DCM-Platform may
8 generate a financial instrument based on the stock shares, such as futures, forwards,
9 options and/or the like, which are based on the underlying virtual assets, and submit to
10 a financial trading platform for transactions.

11 **Alternative Embodiments of DCM-Platform Asset Pricing**

12 **[00218]** In one embodiment, the method for the determination of a Conversation
13 Asset Index is influenced by whether it is standalone or part of a Portfolio Conversation
14 or an Exchange Conversation. This method applies to the standalone Conversation
15 Asset. In one implementation, the method involves two parts: Interaction
16 (Conversation Asset Interaction Index) and Monetary (Conversation Asset Monetary
17 Index)

18 **[00219]** In one embodiment, every digital conversation interaction involves one or
19 more conversation-steps. A conversation-step contains the following attributes: the
20 dialogue, the date and time the conversation-step started, the number of words within
21 the dialogue, the number of dialogue-options, which can be zero or more, the selected
22 country/language.

1 **[00220]** In one embodiment, each conversation-step interaction is recorded and
2 stored in an archive with the dialogue together with the attributes above.

3 **[00221]** In one embodiment, the conversation asset interaction index is updated
4 for each conversation-step as follows: go back to the previous conversation-step, which
5 is not relevant for the first conversation-step; go to the next conversation-step which is
6 relevant when there are no dialogue-options present but is not relevant in the case of the
7 last conversation-step; selected a dialogue-option and moves to the next contextual
8 conversation-step with interaction counter point for each appropriate backward forward
9 or selected option taken.

10 **[00222]** In one embodiment, each Digital Conversation has a start and an end
11 point. This is known as a Conversation-String. There is a minimum of one
12 Conversation-Step for each Conversation-String, but there is no limit to the number of
13 Conversation-Steps within a Conversation-String. Therefore, every action taken
14 whether it is Forward, Backward or Selected adds another node to the Conversation-
15 String. The Conversation-String can be extended across multiple user sessions and
16 therefore is not constrained by time. The Conversation Asset Interaction Index is the
17 aggregation of points derived from the Conversation-Strings. Stored with the
18 Conversation-String is the attributes defined above so this enables the calculation of the
19 time it took to undertake a Digital Conversation though this does not impact the
20 Conversation Asset Interaction Index.

21 **[00223]** In one embodiment, there is a Conversation-Link between Conversation-
22 Assets then the Conversation-String continues unabated by accumulating the
23 Interaction Counter Points. There is no constraint in the use of Conversation-Links

1 between Conversation-Assets. Therefore, a Conversation-String may encompass any
2 number of Conversation-Assets. There is no limit to the number of Conversation-Steps
3 that can be counted and update the Conversation Asset Interaction Index. The first
4 Conversation-Asset is the origination of the Conversation-String and therefore has its
5 own Conversation Asset Interaction Index. However, each Conversation Asset has its
6 own Conversation-String and its own Conversation Asset Interaction Index, which are
7 also updated even though they may not be the origination for a given Digital
8 Conversation. Example: Let's take three Conversation Assets called CA1, CA2 and CA3.
9 The interaction starts with CA1 and involves 3 Conversation-Steps. The CA1 Index is set
10 to 3 Interaction Points. The CA1 Conversation Link goes to CA2 that involves 4
11 Conversation-Steps. The CA1 Index is now set to 7 Interaction Points and the CA2 Index
12 is now set to 4 Interaction Points. The CA2 Conversation Link goes to CA3 that involves
13 5 Conversation-Steps. The CA1 Index is now set to 12 Interaction Points, the CA2 Index
14 is now set to 9 Interaction Points and the CA3 Index is now set to 5 Interaction Points.

15 **[00224]** In one embodiment, there are no deductions to the Conversation Asset
16 Interaction Index for standalone Conversation Assets.

17 **[00225]** In one embodiment, the Conversation Asset Interaction Index consistently
18 is applied across changed versions of the Conversation Asset. However, a historical
19 audit is kept by Conversation Asset versions for trend and comparison analysis. This
20 means the Conversation Asset Interaction Index provides a life time view of the
21 Conversation Asset's interaction performance.

22 **[00226]** In one embodiment, the Conversation Asset Interaction Index and the
23 associated attributes of the Digital Conversation usage as described above are

1 maintained with the Conversation Asset Wrapper.

2 **[00227]** In one embodiment, the Conversation Asset Monetary Index is the
3 accumulative numeric value associated with the Conversation Asset and is pegged to a
4 global currency that is determined for the trading associated with the Conversation
5 Asset.

6 **[00228]** In one embodiment, there are varies ways that a standalone Conversation
7 Asset can be monetized to update the Conversation Asset Monetary Index, as follows:

8 **[00229]** The DCM-Platform may sell conversation asset shares;

9 **[00230]** For example, in one embodiment, where monetary value has been
10 exchanged for Conversation Assets Shares this is logged to the Conversation Asset
11 Monetary Index. So say one sold 10 shares out of 100 shares for a Conversation Asset
12 for say \$20 each. Once the transaction has been logged within the Conversation Asset
13 Wrapper then the Conversation Asset is now worth in total 2,000 Monetary Points (100
14 shares * \$20) plus any additional monetary value sourced from elsewhere – see below.
15 If one more Conversation Asset share is sold for \$10 then the Conversation Asset is now
16 worth in total 1,000 Monetary Points (100 shares * \$10) plus any additional monetary
17 value sourced from elsewhere. But if the next is sold for \$30 then the Conversation
18 Asset is now worth in total 3,000 Monetary Points (100 shares * \$30) plus any
19 additional monetary value sourced from elsewhere – see below. If no Conversation
20 Assets Shares are sold then the Conversation Asset Monetary Index cannot be altered
21 for this consideration (100 shares * \$0).

22 **[00231]** In one embodiment, the DCM-Platform may swap conversation asset
23 shares;

1 **[00232]** In one embodiment, this is treated in the same way as for Sell
2 Conversation Asset Shares. The difference is that if a swap is with another Conversation
3 Asset Shares and if this Conversation Asset Share has a monetary value then the current
4 value is used as the bid price and is then treated like money. So if the Conversation
5 Asset is worth \$100 per share and it swaps 1 share for 2 shares then the bid price
6 equates to \$50 a share (100 shares * \$50) thus the Conversation Asset is now worth in
7 total 5,000 Monetary Points plus any additional monetary value sourced from elsewhere.

8 Swap Conversation AI Entity Asset Shares

9 **[00233]** In one embodiment, this is treated in the same way as for Sell
10 Conversation Asset Shares. The difference is that if a swap is with a Conversation AI
11 Entity Asset Shares and if this Conversation AI Entity Asset Share has a monetary value
12 then the current value is used as the bid price and is then treated like money. So if the
13 Conversation AI Entity Asset is worth \$100 per share and it swaps 1 share for 2 shares
14 then the bid price equates to \$50 a share (100 shares * \$50) thus the Conversation Asset
15 is now worth in total 5,000 Monetary Points plus any additional monetary value sourced
16 from elsewhere – see below.

17 Conversation Display Advertising

18 **[00234]** In one embodiment, if monetary value is received for context Conversation
19 Display Advertising or marketing then the transaction is logged in the Conversation
20 Asset Wrapper and the Conversation Asset Monetary Index is updated accordingly. The
21 term period for this monetary value is defaulted to one year unless a specific contract
22 has been negotiated. Once this transaction has been updated into the Conversation
23 Asset the Conversation Asset Monetary Index is updated for the period of the monetary
24 term. For example: if the advert is a dollar per display then the Conversation Asset

1 Monetary Index is updated by one monetary point that is removed after 1 year. If
2 however, it was negotiated that an advert would be permanently displayed at a given
3 Conversation-Step for \$1,000 for 3 months then the Conversation Asset Monetary Index
4 is updated by 1,000 Monetary Points but the amount is removed from the Conversation
5 Asset Monetary Index at the end of the 3 month period.

6 **[00235]** In one embodiment, the Conversation Asset Monetary Index is only
7 updated for the specific Conversation Asset and not for that Conversation Asset that it
8 directly or indirectly has Conversation Links. However, if the Conversation Asset
9 Negotiator of a direct or indirect Linked Conversation Asset agrees to a pro rata
10 monetary value for triggered Conversation Display Advert due to an earlier Digital
11 Conversation but within the same Conversation-String then this pro rata value is added
12 to the Conversation Asset Monetary Index.

13 **[00236]** In one embodiment, it should be remembered that Conversation Display
14 Adverts can be triggered for each specific Conversation-Step.

15 3rd Party Conversation Events

16 **[00237]** In one embodiment, if monetary value is received for triggering a 3rd Party
17 Conversation Event then the transaction is logged in the Conversation Asset Wrapper
18 and the Conversation Asset Monetary Index is updated accordingly.

19 **[00238]** In one embodiment, the conditions and the term period for each
20 Conversation Event are specifically negotiated.

21 **[00239]** In one embodiment, the negotiation could be a fixed price for a given term
22 period regardless to the number of times a Conversation Event is triggered. In this case,
23 once this transaction has been updated into the Conversation Asset the Conversation

1 Asset Monetary Index is updated for the period of the monetary term but removed from
2 the Conversation Asset Monetary Index at the end of the negotiated term period.

3 **[00240]** In one embodiment, the negotiation could be a fee-based price for each
4 time a specific Conversation Event is triggered. For example: If the Conversation Event
5 is a dollar per Conversation Event triggered then the Conversation Asset Monetary
6 Index is immediately updated by the agreed monetary unit whenever this trigger occurs.
7 These Monetary Points are removed after the agreed term period negotiated.

8 **[00241]** In one embodiment, the negotiation may be time sensitive so events are
9 triggered only within an agreed time period. This may involve a fixed and/or variable
10 set of conditions including a cap to limit liability. Alternatively, different Conversation
11 Events can be triggered by different Dialogue-Options. Regardless of these variations
12 the method still applies that the Conversation Asset Monetary Index is updated
13 accordingly whether to add or delete monetary points.

14 **[00242]** In one embodiment, the Conversation Asset Monetary Index is only
15 updated for the specific Conversation Asset and not for that Conversation Asset that it
16 directly or indirectly has Conversation Links. However, if the Conversation Asset
17 Negotiator of a direct or indirect Linked Conversation Asset agrees to a pro rata
18 monetary value for triggered Conversation Events due to an earlier Digital Conversation
19 but within the same Conversation-String then this pro rata value is added to the
20 Conversation Asset Monetary Index.

21 **[00243]** In one embodiment, it should be remembered that Conversation Event can
22 be triggered for each specific Conversation-Step.

23 3rd Party Conversation Widgets

1 **[00244]** In one embodiment, if monetary value is received for triggering a 3rd Party
2 Conversation Widget then the transaction is logged in the Conversation Asset Wrapper
3 and the Conversation Asset Monetary Index is updated accordingly.

4 **[00245]** In one embodiment, the conditions and the term period for each
5 Conversation Widget are specifically negotiated.

6 **[00246]** In one embodiment, the negotiation could be a fixed price for a given term
7 period regardless to the number of times a Conversation Widget is triggered. In this case,
8 once this transaction has been updated into the Conversation Asset the Conversation
9 Asset Monetary Index is updated for the period of the monetary term but removed from
10 the Conversation Asset Monetary Index at the end of the negotiated term period.

11 **[00247]** In one embodiment, the negotiation could be a fee-based price for each
12 time a specific Conversation Widget is triggered. For example: If the Conversation
13 Widget is a dollar per Conversation Widget triggered then the Conversation Asset
14 Monetary Index is immediately updated by the agreed monetary unit whenever this
15 trigger occurs. These Monetary Points are removed after the agreed term period
16 negotiated.

17 **[00248]** In one embodiment, the negotiation could be a commission-based price
18 for each time a specific Conversation Widget that results with an agree outcome such as
19 the purchase of a product or the provision of personalized information. For example: If
20 the Conversation Widget is 10% of a product purchase then this monetary value is added
21 to the Conversation Asset Monetary Index. These Monetary Points are removed after
22 the agreed term period negotiated.

23 **[00249]** In one embodiment, the negotiation may be time sensitive so events are

1 triggered only within an agreed time period. This may involve a fixed and/or variable set
2 of conditions including a cap to limit liability. Alternatively, different Conversation
3 Widget can be triggered by different Dialogue-Options. Regardless of these variations
4 the method still applies that the Conversation Asset Monetary Index is updated
5 accordingly whether to add or delete monetary points.

6 **[00250]** In one embodiment, the Conversation Asset Monetary Index is only
7 updated for the specific Conversation Asset and not for that Conversation Asset that it
8 directly or indirectly has Conversation Links. However, if the Conversation Asset
9 Negotiator of a direct or indirect Linked Conversation Asset agrees to a pro rata
10 monetary value for triggered a Conversation Widget due to an earlier Digital
11 Conversation but within the same Conversation-String then this pro rata value is added
12 to the Conversation Asset Monetary Index.

13 **[00251]** In one embodiment, it should be remembered that Conversation Widget
14 can be triggered for each specific Conversation-Step.

15 Handoffs

16 **[00252]** In one embodiment, the Conversation Asset Monetary Index is only
17 updated for the specific Conversation Asset and not for other Conversation Assets that
18 are linked to; so a Conversation Asset through Digital Conversation could handoff to
19 another Conversation Asset.

20 **[00253]** In one embodiment, however, if the Conversation Asset Negotiator of a
21 direct or indirect Linked Conversation Asset agrees to a pro rata monetary value for a
22 handoff then this pro rata value is added to the Conversation Asset Monetary Index with
23 the inherited terms.

1 Subscription-Based Digital Conversations

2 **[00254]** In one embodiment, if monetary value is received for subscription-based
3 Digital Conversations then the transaction or pro-rated part of the transaction is logged
4 in the Conversation Asset Wrapper and the Conversation Asset Monetary Index is
5 updated accordingly. The term period for this monetary value is defaulted to one year
6 unless a specific contract has been negotiated. Once this transaction has been updated
7 into the Conversation Asset the Conversation Asset Monetary Index is updated for the
8 period of the monetary term. For example: if the subscription is an annualized \$1,000
9 to access ten Conversation Assets then the Conversation Asset Monetary Index could be
10 updated by 100 Monetary Points if prorated on an equal spread, but the amount is
11 removed from the Conversation Asset Monetary Index at the end of the 12 month period.
12 Alternative disbursement means can be used.

13 Conversation-Steps Meter

14 **[00255]** In one embodiment, the Conversation-Steps can be metered for Digital
15 Conversation interactions and the associated transaction is logged in the Conversation
16 Asset Wrapper and the Conversation Asset Monetary Index is updated accordingly. The
17 term period for this monetary value is defaulted to one year unless a specific alternative
18 period is determined. Once this transaction has been updated into the Conversation
19 Asset the Conversation Asset Monetary Index is updated for the period of the monetary
20 term. For example: if the meter is \$10 per Conversation-Step and the interaction
21 involved 20 Conversation-Steps then the transaction is valued at \$200 then the
22 Conversation Asset Monetary Index would be updated by 100 Monetary Points, but the
23 amount is removed from the Conversation Asset Monetary Index at the end of a 12
24 month period.

1 Conversation-Outcome Metered

2 **[00256]** In one embodiment, the Conversation-Outcomes can be metered for
3 Digital Conversation interactions and the associated transaction is logged in the
4 Conversation Asset Wrapper and the Conversation Asset Monetary Index is updated
5 accordingly. The term period for this monetary value is defaulted to one year unless a
6 specific alternative period is determined. Once this transaction has been updated into
7 the Conversation Asset the Conversation Asset Monetary Index is updated for the period
8 of the monetary term. For example: if the meter is \$40 for a specific Conversation-
9 Outcome and \$20 for a different Conversation-Outcome then the Conversation Asset
10 Monetary Index would be updated by 40 and 20 Monetary Points respectively, but the
11 amount is removed from the Conversation Asset Monetary Index at the end of a 12
12 month period.

13 Digital Conversation Auction

14 **[00257]** In one embodiment, the Digital Conversation can be auctioned thus
15 introducing scarcity into the supply/demand equation. The auction transaction is
16 logged in the Conversation Asset Wrapper and the Conversation Asset Monetary Index
17 is updated accordingly. The term period for this monetary value is defaulted to one year
18 unless a specific alternative period is determined. Once this transaction has been
19 updated into the Conversation Asset the Conversation Asset Monetary Index is updated
20 for the period of the monetary term. For example: if the auction paid \$10,000 for a
21 specific Digital Conversation then the Conversation Asset Monetary Index would be
22 updated by 10,000 Monetary Points respectively, but the amount is removed from the
23 Conversation Asset Monetary Index at the end of a 12 month period.

24 Conversational Intelligence

1 **[00258]** In one embodiment, the Digital Conversation Audit provides
2 Conversational Intelligence that can be copied and sold, or accessed or aggregated with
3 3rd party data, as a one off or for an agreed period in exchange for a monetary value.
4 The Conversational Intelligence transaction or prorated if shared with others is logged
5 in the Conversation Asset Wrapper and the Conversation Asset Monetary Index is
6 updated accordingly. The term period for this monetary value is defaulted to one year
7 unless a specific alternative period is determined. Once this transaction has been
8 updated into the Conversation Asset the Conversation Asset Monetary Index is updated
9 for the period of the monetary term. For example: if a copy of 3 months Digital
10 Conversation is sold for \$500 then the Conversation Asset Monetary Index would be
11 updated by 500 Monetary Points respectively, but the amount is removed from the
12 Conversation Asset Monetary Index at the end of a 3 month period.

13 Other Monetary Options

14 **[00259]** In one embodiment, the methods above show a diverse range of methods
15 for monetization of a Conversation Asset. This does not negate other methods of
16 monetization but the underlying method for the assignment of Monetary Points still
17 stands.

18 Example Conversation Asset Index

19 **[00260]** In one embodiment, the Conversation Asset Index is formula driven and is
20 calculated by Conversation Asset Interaction Index + Conversation Asset Monetary
21 Index.

22 **[00261]** In one embodiment, every change to the Conversation Asset Index is
23 logged with a date and time stamp for trend analysis and future value predictions and
24 trading.

1 **[00262]** In one embodiment, the Conversation Asset Index, Conversation Asset
2 Interaction Index and the Conversation Asset Monetary Index values are captured on a
3 daily, weekly, monthly and annual basis for trend analysis and future value predictions
4 and trading.

5 **[00263]** In one embodiment, all the above information is accessible via the
6 Conversation Asset Wrapper defined by the Conversation Asset Global Identity.

7 **[00264]** In one embodiment, further breakdowns of the Indexes can be viewed by:
8 versions of the conversation asset; conversation link(s), conversation event(s),
9 conversation widget(s), conversation advert(s).

10 **[00265]** In one embodiment, the Index is not calculated when the Conversation
11 Asset Status is anything but 'Production'.

12 Example Aggregation of the Conversation Asset Index

13 **[00266]** In one embodiment, the Conversation Asset Index, Conversation Asset
14 Interaction Index and the Conversation Asset Monetary Index values are also stored
15 individually and at an aggregated level across all related Conversation Assets for the
16 following: conversation asset ownership, conversation asset negotiator, conversation
17 asset primary script author, conversation asset other script author(s), conversation AI
18 entity asset.

19 EXAMPLE METHOD FOR DETERMINING A STANDALONE CONVERSATION AI
20 ENTITY PERFORMANCE INDEX

21 **[00267]** In one embodiment, the method for the determination of a Conversation
22 AI Entity Performance Index is influenced by whether it is standalone or part of a
23 Portfolio Conversation or an Exchange Conversation. This method applies only to the
24 standalone Conversation AI Entity Asset. The Conversation AI Entity Performance

1 Index is an associated method and does not reflect the actual monetization as an
2 earning asset for the Conversation AI Entity Asset as this is addressed in the next
3 chapter.

4 Example Conversation AI Entity Performance Index method involves two parts

5 **[00268]** Interaction (Conversation AI Entity Interaction Performance Index)

6 **[00269]** Monetary (Conversation AI Entity Monetary Performance Index)

7 Example Interaction

8 **[00270]** In one embodiment, as already described the associated Conversation
9 Asset Interaction Index is also stored against the Conversation AI Entity Asset and
10 therefore becomes the Conversation AI Entity Interaction Performance Index.

11 **[00271]** In one embodiment, as a Conversation AI Entity Asset can be involved
12 with more than one primary Conversation Assets then the Conversation AI Entity
13 Interaction Performance Index is the aggregation of the associated Conversation Asset
14 Interaction Indexes.

15 **[00272]** In one embodiment, the Conversation AI Entity Interaction Performance
16 Index consistently is applied across changed versions of the Conversation AI Entity.
17 However, a historical audit is kept by Conversation AI Entity versions for trend and
18 comparison analysis. This means the Conversation AI Entity Interaction Performance
19 Index provides a life time view of the Conversation AI Entity's interaction performance.

20 **[00273]** In one embodiment, the Conversation AI Entity Interaction Performance
21 Index and the associated attributes of the interactions are maintained with the
22 Conversation AI Entity Wrapper.

23 **[00274]** In one embodiment, as already described the associated Conversation

1 Asset Monetary Index is also stored against the associated Conversation AI Entity Asset
2 and therefore becomes the Conversation AI Entity Monetary Performance Index.

3 **[00275]** In one embodiment, as a Conversation AI Entity Asset can be involved
4 with more than one primary Conversation Assets then the Conversation AI Entity
5 Monetary Performance Index is the aggregation of the associated Conversation Asset
6 Monetary Indexes.

7 **[00276]** In one embodiment, the Conversation AI Entity Monetary Performance
8 Index is consistently applied across changed versions of the Conversation AI Entity.
9 However, a historical audit is kept by Conversation AI Entity versions for trend and
10 comparison analysis. This means the Conversation AI Entity Monetary Performance
11 Index provides a life time view of the Conversation AI Entity's monetary performance.

12 **[00277]** In one embodiment, the Conversation AI Entity Monetary Performance
13 Index and the associated attributes of the monetary transactions are maintained with
14 the Conversation AI Entity Wrapper.

15 Example Conversation AI Entity Performance Index

16 **[00278]** In one embodiment, the Conversation AI Entity Performance Index is
17 formula driven and is calculated by Conversation AI Entity Interaction Performance
18 Index + Conversation AI Entity Monetary Performance Index.

19 **[00279]** In one embodiment, every change to the Conversation AI Entity
20 Performance Index is logged with a date and time stamp for trend analysis and future
21 value predictions and trading.

22 **[00280]** In one embodiment, the Conversation AI Entity Performance Index,
23 Conversation AI Entity Interaction Performance Index and the Conversation AI Entity

1 Monetary Performance Index values are captured on a daily, weekly, monthly and
2 annual basis for trend analysis and future value predictions and trading.

3 **[00281]** In one embodiment, all the above information is accessible via the
4 Conversation AI Entity Asset Wrapper defined by the Conversation AI Entity Asset
5 Global Identity.

6 **[00282]** In one embodiment, further breakdowns of the Indexes can be viewed by:
7 versions of the conversation asset conversation link(s) conversation
8 event(s)conversation widget(s) conversation advert(s).

9 **[00283]** In one embodiment, the Index is not calculated when the Conversation AI
10 Entity Asset Status is anything but 'Production'.

11 Example Aggregation of the Conversation Asset Index

12 **[00284]** In one embodiment, the Conversation AI Entity Performance Index,
13 Conversation AI Entity Interaction Performance Index and the Conversation AI Entity
14 Monetary Performance Index values are also stored individually and at an aggregated
15 level across all related conversation AI entity assets for the following: conversation AI
16 entity asset ownership conversation AI entity asset negotiator conversation AI entity
17 asset primary designer conversation AI entity asset other designers(s).

18 EXAMPLE METHOD FOR DETERMINING A STANDALONE CONVERSATION AI
19 ENTITY MONETARY INDEX

20 **[00285]** In one embodiment, the method for the determination of a Conversation
21 AI Entity Monetary Index is influenced by whether it is standalone or part of a Portfolio
22 Conversation or an Exchange Conversation. This method applies only to the standalone
23 Conversation AI Entity Asset. The Conversation AI Entity Monetary Index is the
24 monetization of a Conversation AI Entity Asset as an earning asset.

1 **[00286]** In one embodiment, a Conversation AI Entity Monetary Index is the
2 accumulative numeric value associated with the Conversation AI Entity Asset and is
3 pegged to a global currency that is determined for the trading associated with the
4 Conversation AI Entity Asset.

5 **[00287]** In one embodiment, there are varies ways that a standalone Conversation
6 AI Entity Asset can be monetized to update the a Conversation AI Entity Monetary
7 Index, as follows:

8 **[00288]** Sell Conversation AI Entity Asset Shares

9 **[00289]** In one embodiment, where monetary value has been exchanged for
10 Conversation AI Entity Assets Shares this is logged to the Conversation AI Entity
11 Monetary Index. Look at similar contextual example above that involved applying
12 Monetary Points to the Conversation Asset Monetary Index.

13 **[00290]** Swap with Conversation Asset Shares

14 **[00291]** In one embodiment, this is treated in the same way as for Sell
15 Conversation AI Entity Asset Shares. The difference is that if a swap is with
16 Conversation Asset Shares and if this Conversation Asset Share has a monetary value
17 then the current value is used as the bid price and is then treated like money. Look at
18 similar contextual example above that involved applying Monetary Points to the
19 Conversation Asset Monetary Index.

20 **[00292]** Swap with Other Conversation AI Entity Asset Shares

21 **[00293]** In one embodiment, this is treated in the same way as for Sell
22 Conversation AI Entity Asset Shares. The difference is that if a swap is with a

1 Conversation AI Entity Asset Shares and if this Conversation AI Entity Asset Share has a
2 monetary value then the current value is used as the bid price and is then treated like
3 money. Look at similar contextual example above that involved applying Monetary
4 Points to the Conversation Asset Monetary Index.

5 **[00294]** AI Entity Brand Display

6 **[00295]** In one embodiment, if monetary value is received for context an AI Entity
7 Brand Display (3rd party brand being displayed as part of the Avatar inventory) then the
8 transaction is logged in the Conversation AI Entity Asset Wrapper and Conversation AI
9 Entity Monetary Index is updated accordingly. The term period for this monetary value
10 is defaulted to one year unless a specific contract has been negotiated. Once this
11 transaction has been updated into the Conversation AI Entity Asset the Conversation AI
12 Entity Monetary Index is updated for the period of the monetary term. Look at similar
13 contextual example above that involved applying Monetary Points to the Conversation
14 Asset Monetary Index.

15 **[00296]** 3rd Party Conversation Events

16 **[00297]** In one embodiment, if monetary value is received for triggering a 3rd Party
17 Conversation Event then the transaction is logged in the Conversation AI Entity Asset
18 Wrapper and the Conversation Asset Monetary Index is updated accordingly.

19 **[00298]** In one embodiment, the conditions and the term period for each
20 Conversation Event are specifically negotiated.

21 **[00299]** In one embodiment, the negotiation could be a fixed price for a given term
22 period regardless to the number of times a Conversation Event is triggered. In this case,

1 once this transaction has been updated into the Conversation AI Entity Asset the
2 Conversation AI Entity Monetary Index is updated for the period of the monetary term
3 but removed from the Conversation AI Entity Monetary Index at the end of the
4 negotiated term period.

5 **[00300]** In one embodiment, the negotiation could be a fee-based price for each
6 time a specific Conversation Event is triggered. For example: If the Conversation Event
7 is a dollar per Conversation Event triggered then the Conversation AI Entity Monetary
8 Index is immediately updated by the agreed monetary unit whenever this trigger occurs.
9 These Monetary Points are removed after the agreed term period negotiated.

10 **[00301]** In one embodiment, the negotiation may be time sensitive so events are
11 triggered only within an agreed time period. This may involve a fixed and/or variable
12 set of conditions including a cap to limit liability. Alternatively, different Conversation
13 Events can be triggered by different Dialogue-Options. Regardless of these variations
14 the method still applies that the Conversation AI Entity Monetary Index is updated
15 accordingly whether to add or delete monetary points.

16 **[00302]** 3rd Party Conversation Widgets

17 **[00303]** In one embodiment, if monetary value is received for triggering a 3rd Party
18 Conversation Widget then the transaction is logged in the Conversation AI Entity Asset
19 Wrapper and the Conversation AI Entity Monetary Index is updated accordingly.

20 **[00304]** In one embodiment, the conditions and the term period for each
21 Conversation Widget are specifically negotiated.

22 **[00305]** In one embodiment, the negotiation could be a fixed price for a given term

1 period regardless to the number of times a Conversation Widget is triggered. In this
2 case, once this transaction has been updated into the Conversation AI Entity Asset the
3 Conversation AI Entity Monetary Index is updated for the period of the monetary term
4 but removed from the Conversation AI Entity Monetary Index at the end of the
5 negotiated term period.

6 **[00306]** In one embodiment, the negotiation could be a fee-based price for each
7 time a specific Conversation Widget is triggered. For example: If the Conversation
8 Widget is a dollar per Conversation Widget triggered then the Conversation AI Entity
9 Monetary Index is immediately updated by the agreed monetary unit whenever this
10 trigger occurs. These Monetary Points are removed after the agreed term period
11 negotiated.

12 **[00307]** In one embodiment, the negotiation could be a commission-based price
13 for each time a specific Conversation Widget that results with an agree outcome such as
14 the purchase of a product or the provision of personalized information. For example: If
15 the Conversation Widget is 10% of a product purchase then this monetary value is added
16 to the Conversation AI Entity Monetary Index. These Monetary Points are removed
17 after the agreed term period negotiated.

18 **[00308]** In one embodiment, the negotiation may be time sensitive so events are
19 triggered only within an agreed time period. This may involve a fixed and/or variable set
20 of conditions including a cap to limit liability. Alternatively, different Conversation
21 Widgets can be triggered by different Dialogue-Options. Regardless of these variations
22 the method still applies that the Conversation AI Entity Monetary Index is updated
23 accordingly whether to add or delete monetary points.

1 **[00309]** Handoffs

2 **[00310]** In one embodiment, the Conversation AI Entity Monetary Index is only
3 updated for the specific Conversation AI Entity Asset and not for Conversation AI Entity
4 Assets that are linked to; so an AI Entity through Digital Conversation or through a
5 display within its landscape could handoff to another Conversation AI Entity.

6 **[00311]** In one embodiment, however, if the Conversation AI Entity Asset
7 Negotiator of a direct or indirect linked Conversation AI Entity Asset agrees to a pro rata
8 monetary value for a handoff then this pro rata value is added to the Conversation AI
9 Entity Monetary Index with the inherited terms.

10 **[00312]** Subscription-Based Digital Conversations

11 **[00313]** In one embodiment, if monetary value is received for subscription-based
12 Digital Conversations then the transaction or pro-rated part of the transaction can be
13 assigned to the Conversation AI Entity. In this case it is logged in the Conversation AI
14 Entity Asset Wrapper and the Conversation AI Entity Monetary Index is updated
15 accordingly subject to the terms. Look at similar contextual example above that
16 involved applying Monetary Points to the Conversation Asset Monetary Index.

17 **[00314]** Conversation-Steps Meter

18 **[00315]** In one embodiment, the Conversation-Steps can be metered for Digital
19 Conversation interactions and the associated transaction or pro-rated part of the
20 transaction can be assigned to the Conversation AI Entity. In this case it is logged in the
21 Conversation AI Entity Asset Wrapper and the Conversation AI Entity Monetary Index
22 is updated accordingly subject to the terms. Look at similar contextual example above

1 that involved applying Monetary Points to the Conversation Asset Monetary Index.

2 **[00316]** Conversation-Outcome Metered

3 **[00317]** In one embodiment, the Conversation-Outcomes can be metered for
4 Digital Conversation interactions and the associated transaction or pro-rated part of the
5 transaction can be assigned to the Conversation AI Entity. In this case it is logged in the
6 Conversation AI Entity Asset Wrapper and the Conversation AI Entity Monetary Index
7 is updated accordingly subject to the terms. Look at similar contextual example above
8 that involved applying Monetary Points to the Conversation Asset Monetary Index.

9 **[00318]** Conversation AI Entity Auction

10 **[00319]** In one embodiment, the Conversation AI Entity can be auctioned thus
11 introducing scarcity into the supply/demand equation. The auction transaction or pro-
12 rated part of the transaction can be assigned to the Conversation AI Entity. In this case
13 it is logged in the Conversation AI Entity Asset Wrapper and the Conversation AI Entity
14 Monetary Index is updated accordingly subject to the terms. Look at similar contextual
15 example above that involved applying Monetary Points to the Conversation Asset
16 Monetary Index.

17 **[00320]** Conversational Intelligence

18 **[00321]** In one embodiment, the Digital Conversation Audit provides
19 Conversational Intelligence that can be copied and sold, or accessed or aggregated with
20 3rd party data, as a one off or for an agreed period in exchange for a monetary value.
21 The Conversational Intelligence transaction or pro-rated part of the transaction can be
22 assigned to the Conversation AI Entity. In this case it is logged in the Conversation AI

1 Entity Asset Wrapper and the Conversation AI Entity Monetary Index is updated
2 accordingly subject to the terms. Look at similar contextual example above that
3 involved applying Monetary Points to the Conversation Asset Monetary Index.

4 **[00322]** Other Monetary Options

5 **[00323]** In one embodiment, the methods above show a diverse range of methods
6 for monetization of a Conversation AI Entity Asset. This does not negate other methods
7 of monetization but the underlying method for the assignment of Monetary Points still
8 stands.

9 EXAMPLE METHOD FOR DETERMINING A PORTFOLIO CONVERSATION ASSET
10 INDEX

11 **[00324]** In one embodiment, the method for the determination of a Portfolio
12 Conversation Asset Index is the aggregation and portfolio-based weightings for:

13 **[00325]** Portfolio Conversation Asset Index = Sum of the Conversation Asset
14 Indexes that have been branded by the Portfolio and are within the rules of engagement
15 defined earlier.

16 **[00326]** Portfolio Conversation Asset Interaction Index = Sum of the Conversation
17 Asset Interaction Indexes that have been branded by the Portfolio and are within the
18 rules of engagement defined earlier.

19 **[00327]** Portfolio Conversation Asset Monetary Index = Sum of the Conversation
20 Asset Monetary Indexes that have been branded by the Portfolio and are within the
21 rules of engagement defined earlier.

22 **[00328]** Portfolio Conversation AI Entity Performance Index = Sum of the
23 Conversation AI Entity Performance Indexes that have been branded by the Portfolio

1 and are within the rules of engagement defined earlier.

2 **[00329]** Portfolio Conversation AI Entity Interaction Performance Index = Sum of
3 the Conversation Interaction AI Entity Performance Indexes that have been branded by
4 the Portfolio and are within the rules of engagement defined earlier.

5 **[00330]** Portfolio Conversation AI Entity Monetary Performance Index = Sum of
6 the Conversation AI Entity Monetary Performance Indexes that have been branded by
7 the Portfolio and are within the rules of engagement defined earlier.

8 **[00331]** Portfolio Conversation AI Entity Monetary Index = Portfolio Conversation
9 AI Entity Monetary Index + Sum of the Portfolio Conversation AI Entity Monetary
10 Indexes that have been branded by the Portfolio and are within the rules of engagement
11 defined earlier.

12 **[00332]** The Portfolio Conversation Asset contains all the permutations associated
13 with Conversation Assets and Conversation AI Entity Assets covered earlier.

14 Example Portfolio Conversation Tariffs

15 **[00333]** In one embodiment, the Portfolio Conversation Asset governs the
16 monetary rules of engagement that apply to all the associated Conversation Assets and
17 the AI Entity Assets that have been covered earlier for the individual asset classes.

18 Example Portfolio Interaction Weightings

19 **[00334]** In one embodiment, the Portfolio Conversation Asset governs the
20 weighting rules of engagement that apply to all the associated Conversation Assets and
21 the AI Entity Assets that have been covered earlier for the individual asset classes.
22 These weighting rules can be governed by the Portfolio and can be established for any
23 permutation of influence including:

1-**[00335]** Portfolio Conversation Asset Feedback for example, if the Portfolio has a
2 weighting value of 5 for five star feedback then the number of Conversation-Steps can be
3 multiplied by a number assigned by the Portfolio; thus 20 Conversation-Steps is
4 multiplied by 2 for a five star feedback equating to 40 weighted Conversation-Steps that
5 are applied to the Interaction Index.

6 **[00336]** Portfolio Conversation Asset Review for example, if the Portfolio has a
7 weighting value of 3 for a top review of a Conversation Asset then the number of
8 Conversation-Steps can be multiplied by a number assigned by the Portfolio; thus 20
9 Conversation-Steps is multiplied by 3 for a top review feedback equating to 60 weighted
10 Conversation-Steps that are applied to the Interaction Index.

11 **[00337]** Portfolio Conversation Asset Outcomes for example, if the Portfolio has
12 assigned a weighting value of 10 for a primary Conversation Outcome then the number
13 of Conversation-Steps can be multiplied by a 10 equating to 1000 weighted
14 Conversation-Steps that are applied to the Interaction Index.

15 **[00338]** Further weightings applied in a similar way to the above can be given to
16 the following and again can be varied according to associated variables: portfolio
17 conversation display advert portfolio conversation widget portfolio conversation event.
18 A Portfolio Conversation Asset can combine other variables such as country and any
19 permutation of the above to apply weightings to the Portfolio Interactions.

20 **[00339]** The approach to these weighting for Conversation Asset Interactions also
21 applied to the Conversation AI Entity Interactions, which can be treated the same or at a
22 Portfolio chosen variant.

23 **[00340]** The Portfolio Weightings are not applied to the monetary indexes as is

1 simply a monetary actualization.

2 Example Portfolio Conversation Liquidity Index

3 **[00341]** In one embodiment, the Portfolio Conversation Liquidity Index monitors
4 the trends for the accumulative monetary movements covering: portfolio conversation
5 asset monetary index portfolio conversation AI entity monetary index.

6 **[00342]** In one embodiment, as the Portfolio Conversation Liquidity Index is
7 updated as monetary changes occur the Portfolio Conversation Liquidity Index can
8 show trends by: hour, day, month, year.

9 **[00343]** In one embodiment, these trends can be drilled down into the Portfolio
10 Conversation Asset Monetary Index and the Portfolio Conversation AI Entity Monetary
11 Index. In turn these Indexes can be drill down into the actual transactions detailed
12 earlier.

13 **[00344]** In one embodiment, should the Portfolio Conversation Liquidity Index be
14 zero or indeed stagnates (no changes over time) then this means the Portfolio is illiquid.

15 Example Portfolio Conversation Capital Index

16 **[00345]** In one embodiment, the Portfolio Conversation Capital Index monitors the
17 trends for the accumulative asset share price movements covering: Portfolio
18 Conversation Assets, Portfolio Conversation AI Entity Assets.

19 **[00346]** In one embodiment, the Portfolio Conversation Capital Index changes
20 whenever Conversation Assets are added or removed to the production portfolio and an
21 Asset Share Price has been applied or Conversation AI Entity Assets are added or
22 removed to the production portfolio and an Asset Share Price has been applied or Asset
23 Share has been traded.

1 **[00347]** In one embodiment, the latest Asset Share Price used for a transaction is
 2 applied to all the Shares of the Asset: $\text{Total Asset Shares} * \text{Latest Current Share Price}$;
 3 the currency used is determined by the Portfolio Owner.

4 **[00348]** In one embodiment, the Portfolio Conversation Capital Index is the
 5 accumulative calculated share value for all the Assets within the Portfolio.

6 **[00349]** In one embodiment, the Portfolio Conversation Capital Index can show
 7 trends by: hour, day, month, year.

8 **[00350]** In one embodiment, these trends can be drilled down into the Asset Share
 9 transactions.

10 **[00351]** In one embodiment, should the Portfolio Conversation Capital Index be
 11 zero then this means the Portfolio has not been capitalized.

12 Example Portfolio Conversation Future Index

13 **[00352]** In one embodiment, the Portfolio Conversation Future Index is the future
 14 trend for the accumulation of the following: Portfolio Conversation Liquidity Index,
 15 Portfolio Conversation Capital Index, The Portfolio Future = Portfolio Conversation
 16 Liquidity Index + Portfolio Conversation Capital Index and is calculated forward based
 17 on past trends covering weekly, monthly and yearly projections. The Portfolio
 18 Conversation Future Index can be adjusted by weightings over time set by the Portfolio.
 19 The primary purpose of the Portfolio Conversation Future Index is for Asset Share
 20 Investors and derivative trades. Forward projections may also be calculated with
 21 Portfolio based adjustments for: Portfolio Conversation Asset Index, Portfolio
 22 Conversation Asset Interaction Index, Portfolio Conversation Asset Monetary Index ,
 23 Portfolio Conversation AI Entity Performance Index , Portfolio Conversation AI Entity

1 Interaction Performance Index, Portfolio Conversation AI Entity Monetary Performance

2 Index, Portfolio Conversation AI Entity Monetary Index

3 **[00353]** In one embodiment, should the Portfolio Conversation Future Index be
4 zero then this means the Portfolio is illiquid.

5 EXAMPLE METHOD FOR DETERMINING A EXCHANGE CONVERSATION ASSET
6 INDEX

7 **[00354]** In one embodiment, the method for the determination of an Exchange
8 Portfolio Conversation Asset Index is the aggregation and portfolio-based weightings for:

9 Exchange Conversation Asset Index = Sum of the Portfolio
10 Conversation Asset Indexes that have been branded by the Exchange
11 and are within the rules of engagement defined earlier.

12 Exchange Conversation Asset Interaction Index = Sum of the
13 Portfolio Conversation Asset Interaction Indexes that have been
14 branded by the Exchange and are within the rules of engagement
15 defined earlier.

16 Exchange Conversation Asset Monetary Index = Sum of the Portfolio
17 Conversation Asset Monetary Indexes that have been branded by the
18 Exchange and are within the rules of engagement defined earlier.

19 Exchange Conversation AI Entity Performance Index = Sum of the
20 Portfolio Conversation AI Entity Performance Indexes that have
21 been branded by the Exchange and are within the rules of
22 engagement defined earlier.

23 Exchange Conversation AI Entity Interaction Performance Index =
24 Sum of the Portfolio Conversation Interaction AI Entity
25 Performance Indexes that have been branded by the Exchange and
26 are within the rules of engagement defined earlier.

27 Exchange Conversation AI Entity Monetary Performance Index = Sum
28 of the Portfolio Conversation AI Entity Monetary Performance
29 Indexes that have been branded by the Exchange and are within the
30 rules of engagement defined earlier.

31 Exchange Conversation AI Entity Monetary Index = Exchange
32 Conversation AI Entity Monetary Index + Sum of the Exchange
33 Conversation AI Entity Monetary Indexes that have been branded by
34 the Exchange and are within the rules of engagement defined
35 earlier.

36 **[00355]** The Exchange Conversation Asset contains all the permutations associated
37 with Conversation Assets and Conversation AI Entity Assets covered earlier.

38 Example Exchange Conversation Tariffs

39 **[00356]** In one embodiment, the Exchange Conversation Asset governs the

1 monetary rules of engagement that apply to all the associated Portfolio Conversation
2 Assets and the Portfolio AI Entity Assets that have been covered earlier for the
3 individual asset classes.

4 Example Exchange Interaction Weightings

5 **[00357]** In one embodiment, the Exchange Conversation Asset governs the
6 weighting rules of engagement that apply to all the associated Portfolio Conversation
7 Assets and the Portfolio AI Entity Assets that have been covered earlier for the
8 individual asset classes. These weighting rules can be governed by the Exchange and
9 can be established for any permutation of influence including:

10 **[00358]** Exchange Conversation Asset Feedback – this is treated in the same way
11 as for Portfolio Conversation Asset Feedback. The Exchange can deploy the same
12 Feedback standards across all or selected Portfolios or empower selected Portfolios to
13 deploy their own Feedback standards.

14 **[00359]** Exchange Conversation Asset Review – this is treated in the same way as
15 for Portfolio Conversation Asset Review. The Exchange can deploy the same Review
16 standards across all or selected Portfolios or empower selected Portfolios to deploy their
17 own Review standards.

18 **[00360]** Exchange Conversation Asset Outcomes – this is treated in the same way
19 as for Portfolio Conversation Asset Outcomes. The Exchange can deploy the same
20 Outcomes standards across all or selected Portfolios or empower selected Portfolios to
21 deploy their own Outcomes standards.

22 **[00361]** In one embodiment, further weightings applied in a similar way to the
23 above can be given to the following and again can be varied according to associated

1 variables: Exchange Conversation Display Advert, Exchange Conversation Widget,
2 Exchange Conversation Event. An Exchange Conversation Asset can combine other
3 variables such as country and any permutation of the above to apply weightings to the
4 Exchange Interactions.

5 **[00362]** The approach to these weighting for Conversation Asset Interactions also
6 applied to the Conversation AI Entity Interactions, which can be treated the same or at a
7 Exchange chosen variant.

8 **[00363]** The Exchange Weightings may not be applied to the monetary indexes as
9 is simply a monetary actualization.

10 Example Exchange Conversation Liquidity Index

11 **[00364]** In one embodiment, the Exchange Conversation Liquidity Index monitors
12 the trends for the accumulative monetary movements covering: Exchange Conversation
13 Asset Monetary Index, Exchange Conversation AI Entity Monetary Index.

14 **[00365]** In one embodiment, as the Exchange Conversation Liquidity Index is
15 updated as monetary changes occur the Exchange Conversation Liquidity Index can
16 show trends by: hour, day, month, year.

17 **[00366]** In one embodiment, these trends can be drilled down into the Exchange
18 Conversation Asset Monetary Index and the Exchange Conversation AI Entity Monetary
19 Index. In turn these Indexes can be drill down into the actual transactions detailed
20 earlier, including by Portfolio Assets.

21 **[00367]** In one embodiment, should the Exchange Conversation Liquidity Index be
22 zero or indeed stagnates (no changes over time) then this means the Exchange is illiquid.

23 Example Exchange Conversation Capital Index

1 **[00368]** In one embodiment, the Exchange Conversation Capital Index monitors
2 the trends for the accumulative asset share price movements covering: Exchange
3 Conversation Assets, Exchange Conversation AI Entity Assets.

4 **[00369]** In one embodiment, the Exchange Conversation Capital Index changes
5 whenever portfolio assets are added or removed to the production exchange and an
6 asset share price has been applied conversation assets are added or removed to the
7 production exchange and an asset share price has been applied or conversation AI entity
8 assets are added or removed to the production exchange and an asset share price has
9 been applied or an asset share has been traded.

10 **[00370]** In one embodiment, the latest Asset Share Price used for a transaction is
11 applied to all the Shares of the Asset: $\text{Total Asset Shares} * \text{Latest Current Share Price}$;
12 the currency used is determined by the Exchange Owner.

13 **[00371]** In one embodiment, the Exchange Conversation Capital Index is the
14 accumulative calculated share value for all the Assets within the Exchange.

15 **[00372]** In one embodiment, the Exchange Conversation Capital Index can show
16 trends by: hour, day, month, year.

17 **[00373]** In one embodiment, these trends can be drilled down into the Asset Share
18 transactions.

19 **[00374]** In one embodiment, should the Exchange Conversation Capital Index be
20 zero then this means the Exchange has not been capitalized.

21 Example Exchange Conversation Future Index

22 **[00375]** In one embodiment, the Exchange Conversation Future Index is the future
23 trend for the accumulation of the following: Exchange Conversation Liquidity Index,

1 Exchange Conversation Capital Index. The Exchange Future = Exchange Conversation
2 Liquidity Index + Exchange Conversation Capital Index and is calculated forward based
3 on past trends covering weekly, monthly and yearly projections. The Exchange
4 Conversation Future Index can be adjusted by weightings over time set by the Exchange.
5 The primary purpose of the Exchange Conversation Future Index is for Asset Share
6 Investors and derivative trades.

7 **[00376]** In one implementation, forward projections are also calculated with
8 Exchange based adjustments for: Exchange Conversation Asset Index, Exchange
9 Conversation Asset Interaction Index, Exchange Conversation Asset Monetary Index,
10 Exchange Conversation AI Entity Performance Index, Exchange Conversation AI Entity
11 Interaction Performance Index, Exchange Conversation AI Entity Monetary
12 Performance Index, Exchange Conversation AI Entity Monetary Index.

13 **[00377]** In one embodiment, should the Exchange Conversation Future Index be
14 zero then this means the Exchange is illiquid.

15 Example Method for Asset Status

16 **[00378]** In one embodiment, the status of all Asset Classes includes: Production –
17 status needed for trading and indexes, Pre-production, Withdrawn, Suspension ,
18 Archived, Deleted.

19 **[00379]** In one embodiment, the overriding sequence for changing status in
20 descending order of influence is as follows: Exchange (higher level accreditation),
21 Portfolio (lower level of accreditation), Individual (non accredited)

22 **[00380]** In one embodiment, if there are shares involving multiple ownership
23 associated with a given Asset then the Asset cannot be Archived or Deleted until

1 agreement has been reached with all shareholders.

2 **[00381]** In one embodiment, the Exchange and Portfolio can customize their own
3 rules for the Asset Status classes.

4 **[00382]** In one embodiment, if a Exchange Asset Class is Withdrawn, Suspended,
5 Archived or Deleted that status applies to all Assets within its control and thus includes:
6 Conversation Assets, Conversation AI Entity Assets, Portfolio Assets.

7 **[00383]** In one embodiment, if a Portfolio Asset Class is Withdrawn, Suspended,
8 Archived or Deleted that status applies to all Assets within its control and thus includes:
9 Conversation Assets, Conversation AI Entity Assets.

10 **[00384]** In one embodiment, within a Portfolio or Exchange an Asset Owner has
11 the option, subject to Portfolio and/or Exchange conditions to transfer their Assets to
12 another Exchange or Portfolio or indeed return to unaccredited status. However, should
13 there be restriction clauses with the Asset Shareholders Agreement that the Transfer
14 cannot occur unless these conditions are satisfied.

15 **[00385]** In one embodiment, assets can be assigned a banned status by a Portfolio
16 or an Exchange.

17 **[00386]** In one embodiment, assets can be assigned an age suitability status by a
18 Portfolio or an Exchange.

19 **[00387]** In one embodiment, assets can be assigned restrictive access status by a
20 Portfolio or an Exchange.

21 **[00388] Example Method for Asset Account Management**

22 **[00389]** In one embodiment, each individual and Asset have their own account that

1 contain all access rights, authorization rights, approval rights, control rights, approval
2 rights, share ownership rights and monetary rights.

3 **[00390]** In one embodiment, the status of all Accounts includes:

4 **[00391]** Live

5 **[00392]** Suspension

6 **[00393]** Archived

7 **[00394]** Deleted

8 **[00395]** In one embodiment, the overriding sequence for changing status of an
9 Account in descending order of influence is as follows:

10 **[00396]** Exchange (higher level accreditation)

11 **[00397]** Portfolio (lower level of accreditation)

12 **[00398]** Individual (non accredited)

13 **[00399]** In one embodiment, an Account that has multiple owners cannot be
14 archived or deleted until agreement has been reached with all other Account holders.

15 **[00400]** In one embodiment, the Exchange and Portfolio can customize their own
16 rules for the Accounts within their own domain.

17 **[00401]** In one embodiment, within a Portfolio or Exchange an Account Owner has
18 the option, subject to Portfolio and/or Exchange conditions to transfer their Accounts to
19 another Exchange or Portfolio or indeed return to non Portfolio or Exchange status.
20 However, should there be restriction clauses with the Account Agreement that the
21 Transfer cannot occur unless these conditions are satisfied.

1 **[00402]** In one embodiment, accounts can be assigned a minimum age for
2 qualification but can be setup in conjunction with an authorized persona such as lawyer,
3 parent or guardian.

4 **[00403]** In one embodiment, accounts can support multiple currencies and sub-
5 accounts such as reward bearing. Transfers between sub-accounts are allowable subject
6 to Exchange or Portfolio Rules.

7 **[00404]** In one embodiment, the Exchange or Portfolio may impose restrictions
8 regarding transfers from the individual account.

9 **[00405]** In one embodiment, an Exchange or Portfolio may have a Prime Account
10 which automatically receives all or partial monetary value from accounts within its
11 domain. In some cases, the individual accounts within their domain can be regarded as
12 Shadow Accounts. For example: an Exchange is owned by a Corporation that owns all
13 the monies generated from the Assets but wants to retain Shadow Accounts for
14 individual performance.

15 Example Method for Leveraging Anonymous Conversation Data

16 **[00406]** In one embodiment, the Conversation Data, as already covered is stored
17 anonymously with other data tags such as Country Code.

18 **[00407]** In one embodiment, the ownership of this Conversational Data belongs
19 with the Conversation Asset share ownership as already covered.

20 **[00408]** In one embodiment, however, the Portfolio and the Exchange can have
21 terms and conditions, which give them rights over the Anonymous Data in exchange for
22 membership and / or monetization.

23 **[00409]** In one embodiment, a high level of semantic meaning the Portfolio and or

1 the Exchange may well set codification standards for the user generated conversation
2 and its use of Display Ads, Widgets and Events. By establishing the standards of these
3 codes enables pick-up data to be obtained during the Digital Conversation. This Pick-up
4 Data enables higher forms of intelligence to be derived in context to actual
5 Conversational-Steps. When combining this Pick-up Data with the Anonymous
6 Conversational Data could provide deep hindsight, insights and foresights this
7 increasing the value through aggregation across many different types of Conversations.

8 **[00410]** In one embodiment, those Portfolios and Exchanges that establish the
9 deployment of the aggregation of data through their own standardization increase the
10 probability of generating high forms of new value exchange.

11 Example Method for Short Learning Cycles

12 **[00411]** In one embodiment, the method for increasing the knowledge within a
13 Conversation Asset or a collection of Conversation Assets is based on the following:
14 Analysis of Digital Conversation Usage Patterns and the aggregation of Conversation-
15 Strings, Analysis of Conversational Outcomes and Conversational End-Points, Analysis
16 if timings associated with Conversation-Steps, Feedback: structured or unstructured,
17 External sources of influence.

18 **[00412]** In one embodiment, the Conversation Asset can be extended through:,
19 Modification of script, Extension of script within the Conversation Asset, Extension of
20 script through linking with New Conversation Asset(s), Extension through linking with
21 other existing Conversation Assets.

22 **[00413]** In one embodiment, as the Conversation Asset when applied to knowledge
23 is an aggregation of 'best' human knowledge then when that knowledge is immature or

1 limited then the learning cycles can be relatively short as changes are applied.

2 **[00414]** In one embodiment, the change controls are imposed within Portfolios
3 and Exchanges covering: empowered change with review checks, empowered changes
4 with the option for reviews, controlled changes with enforced review or reviews

5 **[00415]** In one embodiment, changes are undertaken within a pre-production
6 status, which includes a test to ensure that the Conversation AI Entity and the
7 Conversation Asset are synchronized without technical mishap.

8 **[00416]** In one embodiment, once the changes have been successfully applied then
9 the respective Asset Negotiator or a delegated person has the authority to release into
10 production.

11 **[00417]** In one embodiment, the Digital Conversation is stored within the version
12 of the Asset change and is aggregated for the overall Asset. In this way, comparison
13 analysis can be undertaken to ascertain the impact thus accelerating the learning cycles
14 if appropriate.

15 **[00418]** In one embodiment, the script for Digital Conversations can be
16 represented in multiple languages. When multiple languages are present then checks
17 are made when changes are made to ensure that the changes are applied to the other
18 language derivatives.

19 Example Method for Finding the Best-Fit Digital Conversation

20 **[00419]** In one embodiment, the Portfolios and Exchanges can establish a
21 taxonomic tree-based structure so that the Conversational Asset Author can link the
22 Asset Wrapper to the final contextual node within the taxonomic structure.

23 **[00420]** In one embodiment, where a Conversation Asset is best represented by

1 multiple taxonomic nodes then the method is reapplied multiple times.

2 **[00421]** In one embodiment, when multiple nodes are referenced then these are
3 weighted to reflect the level of relevancy for a Digital Conversation.

4 **[00422]** In one embodiment, the Conversation Asset Author can extend the end-
5 point Taxonomic Node with a customized taxonomic tree-structure to advance the level
6 of systemic precision.

7 **[00423]** In one embodiment, where there are more than one Conversation Asset
8 associated with an end-node or multiple-end node point then the list of Conversation
9 Assets can be listed by the following: date & time of creation or last change, owner,
10 author(s), accreditor(s), negotiator(s), AI entity, shareholder(s), feedback rating, inter
11 exchanges – accredited asset indexes including: exchange conversation asset index,
12 exchange conversation asset interaction index, exchange conversation asset monetary
13 index, exchange conversation AI entity performance index, exchange conversation AI
14 entity interaction performance index, exchange conversation AI entity monetary
15 performance index, exchange conversation AI entity monetary index, intra exchange
16 portfolios – accredited asset indexes including: exchange portfolio conversation asset
17 index, exchange portfolio conversation asset interaction index, exchange portfolio
18 conversation asset monetary index, exchange portfolio conversation AI entity
19 performance index, exchange portfolio conversation AI entity interaction performance
20 index, exchange portfolio conversation AI entity monetary performance index, exchange
21 portfolio conversation AI entity monetary index, portfolio – accredited asset indexes
22 including portfolio conversation asset index, portfolio conversation asset interaction
23 index, portfolio conversation asset monetary index, portfolio conversation AI entity

1 performance index, portfolio conversation AI entity interaction performance index,
2 portfolio conversation AI entity monetary performance index, portfolio conversation AI
3 entity monetary index.

4 **DCM-Platform Dialogue Agent Creation**

5 **[00424]** FIGURE 9 provides a logic flow diagram illustrating creating and
6 capturing dialogues within embodiments of the DCM-Platform. In one embodiment,
7 the consumer may submit consumer dialogue contents to an AI agent (and/or DCM-
8 Platform) 913 via a telephone call, an online chatting platform, a messenger, a social
9 media platform, and/or the like, as discussed in FIGURE 2A.

10 **[00425]** Within implementations, the AI agent may receive the dialogue response
11 from a consumer and perform data analysis. In alternative implementations, the DCM-
12 Platform may receive a marketing request 901 from a client and perform the data
13 analysis to devise a marketing plan for the client 902. In one implementation, the
14 DCM-Platform may create a dialogue agent application based on the client needs 905

15 **[00426]** For example, a hair dresser manufacturer may submit a request to the
16 DCM-Platform for AI marketing service for their new hair dresser product. The
17 manufacturer may provide their marketing budget, product information, and/or the like
18 to the DCM-Platform. The DCM-Platform may determine the number of AI agents to
19 employ, the platform to deploy the AI agent, and create a dialogue agent accordingly.

20 **[00427]** The DCM-Platform may then populate the created dialogue agent on
21 search engines and social media 910 and implement the dialogue agent to capture
22 consumer-AI interactive dialogues 915, as further illustrated in FIGURES 10A-11L.

1 **[00428]** In one implementation, the created dialogue agent application may
2 automatically capture and request for client update 920, wherein the client may provide
3 updated product information 925, as further illustrated in FIGURE 13. The dialogue
4 agent may incorporate the updated information 920 into the dialogue application, and
5 devise interactive dialogue based marketing strategies 930, as further illustrated in
6 FIGURES 15A-F.

7 **[00429]** FIGURE 10A-10F-3 provide diagrams illustrating creation of a dialogue
8 agent application within embodiments of the DCM-Platform. In one embodiment, to
9 create a dialogue agent application, the DCM-Platform may initialize a dialogue agent
10 based on client needs 1005, and launch dialogue tree visualization and dialogue script
11 panel 1010. For example, as shown in FIGURE 10B-C, a user interface comprising a
12 split screen that provides dialogue tree visualisation and a dialogue script panel may be
13 provided, wherein the left half of the screen may provide a dialogue tree 1035
14 illustrating the evolution of dialogue steps, and the right half of the screen may illustrate
15 the dialogue script 1306, including information with regard to the dialogue agent 1037,
16 subject 1038, key words 1039, and/or the like

17 **[00430]** In one implementation, the DCM-Platform may generate dialogue scripts
18 by completing a dialogue tree 1012, e.g., joining all the dots within a dialogue tree as
19 shown in FIGURE 10D. For example, as shown in FIGURE 10D, a dot 1041 in the
20 dialogue tree may comprise a dialogue line from the AI agent "Hi, this is your stylist ...",
21 and an ending dot 1042 comprises a line "Thanks and see you." The dialogue may be
22 considered complete when an ending dot 1042 is connected in the dialogue tree.

23 **[00431]** In one implementation, upon completing a dialogue tree, the DCM-

1 Platform may set social media parameters for the dialogue agent 1016. For example, as
2 shown in FIGURE 10E, the DCM-Platform may add dialogue agent 1045 to a variety of
3 social media platforms, such as, but not limited to Tiny URL, FOLLOW ME, Twitter,
4 Facebook, Blogger, LinkedIn, Tell Wiki, Mobile, and/or the like. In one implementation,
5 the DCM-Platform may configure the social media parameters based on client requests.
6 In alternative implementations, the DCM-Platform may determine the social media
7 deployment based on client marketing budget.

8 **[00432]** In one implementation, the DCM-Platform may create dialogue agent
9 application 1018, which may be implemented via automatically generating a web-service
10 1018(a), automatically connecting the dialogue web-service to an avatar front end
11 1018(b), based on which a dialogue agent application may be completed 1018(c).

12 **[00433]** In a further implementation, the dialogue agent application may be
13 created within a dialogue cloud with key words which may be picked up by search
14 engines (e.g., Bing, Yahoo, Google, etc.) 1020(a). For example, as shown in FIGURE
15 10F-1, the dialogue script discussed in FIGURES 10B-E may be associated with a
16 keyword "hairstresser," which may be populated onto Google search for products,
17 services related to "hairstresser" for the AI agent "Natalie" 1050, and the AI agent
18 "Natalie" may in turn utilize the search results to generate dialogue lines to provide
19 information with regard to the "hairstresser" to a consumer.

20 **[00434]** In another further implementation, the dialogue agent may be populated
21 onto social media platforms 1020(b). For example, FIGURE 10F-2 illustrates an
22 automated population of a micro logging and social networking service (i.e., Twitter)
23 using a shortened URL (e.g., Tiny URL, etc.).

1 **[00435]** In another further implementation, the dialogue agent may create mobile
2 applications accessible from the internet and smart phone applications (e.g., Apple
3 iPhone, Blackberry, Evo, etc.). For example, as shown in FIGURE 10F-3, a dialogue
4 agent avatar 1055 may be displayed on a consumer's smart phone, and a list of Internet
5 search results on related products and/or services 1060 may be displayed in contextual
6 adds-on alongside the dialogue avatar.

7 **[00436]** Upon completing creation a dialogue agent application, the DCM-Platform
8 may also generate wrapper description identification 1020(d) of the dialogue agent
9 application. For example, the wrapper of a conversation asset, an AI entity asset, a
10 portfolio asset, and/or an exchange asset that contains the created AI agent application
11 may be updated with the description of the application accordingly.

12 **[00437]** In a further implementation, the DCM-Platform may register the
13 generated AI agent application on the virtual asset exchange platform 1022, and the
14 financial trading platform 1024, by generating a wrapper for the agent application as
15 described within embodiments of FIGURES 4B-7C.

16 **[00438]** FIGURE 11A provides a logic flow illustrating generating an intelligent
17 dialogue within embodiments of the DCM-Platform. In one embodiment, to start a
18 dialogue and/or to respond to a consumer submitted dialogue line, the dialogue agent
19 may retrieve a dialogue line 1105 from the dialogue application. The dialogue
20 application may determine whether the on-going dialogue contains an If-Then-Else
21 logic 1108.

22 **[00439]** If there is an If-Then-Else logic, the agent may retrieve options for the
23 conditional logic 1115, and determines whether the consumer submitted dialogue step

1 contains an outcome. If there is an outcome, the agent may select a verbal outcome for
2 each option to present to the consumer 1118. Otherwise, the agent may resort to a
3 search engine to generate a hyperlink outcome for the consumer 1119, and/or direct the
4 consumer to another AI agent to continue the conversation.

5 **[00440]** For example, as shown in FIGURE 11B, the dialogue agent may receive two
6 potential responses from a consumer "confirm appointment" 1130 or "cannot attend"
7 1135, each associated with a response 1136 and 1137 as shown in FIGURE 11C. In
8 another example, as shown in FIGURE 11D, the dialogue agent may generate a
9 hyperlink 1140, e.g., to suggest the consumer reschedule the appointment. In another
10 example, as shown in FIGURE 11E, the dialogue agent may provide a hyperlink to direct
11 the consumer to another AI agent "John" 1142.

12 **[00441]** In one implementation, to help optimise conventional search, the dialogue
13 agent may determine whether a search is requested in the conversation 1120, e.g.,
14 whether a consumer inquiry is received, and/or an aid is available to capture search
15 logic, outputs and comments with the dialogue agent. In one implementation, the
16 dialogue agent may populate key words onto a search engine (e.g., Google, etc.) for
17 results, and generate a dialogue line for the consumer based on the Google search
18 results 1123.

19 **[00442]** In one implementation, search engine may not return desirable results.
20 For example, FIGURE 11F illustrates a dialogue search that Google Search failed to
21 match the search need, wherein the agent's search on "hair salon and stylist" in "Maldon,
22 Essex, UK" does not return any result. As shown in FIGURE 11G, the dialogue agent
23 may generate a dialogue line based on partial key words search results when Google

1 search failed 11 22. For example, as shown in FIGURE 11G, when the Google search
2 "hairdresser Maldon Essex hair extension" fails to return desirable results, the dialogue
3 agent may generate a link comprising a list of local hairdressers 1160.

4 **[00443]** In an alternative implementation, the dialogue agent may provide
5 alternate questions to the consumer to obtain information 1125. For example, as shown
6 in FIGURE 11H, the dialogue agent may generate a line "what type of hair specialist
7 would you like" to obtain further information to narrow down the search 1165, and thus
8 provide relevant search results based on consumer provided preferences 1170 as shown
9 in FIGURE 11I.

10 **[00444]** In one implementation, the dialogue agent may then update an asset
11 wrapper with the generated search results and the dialogue lines 1127.

12 **[00445]** FIGURES 11J-L further illustrate generating a dialogue comprising an If-
13 Then-Else logic within embodiments of the DCM-Platform. FIGURE 11J-K provide an
14 exemplar user interface screen for dialogue agent creation.

15 **[00446]** In one implementation, as shown in FIGURE 11J-K, a dialogue agent
16 application developer may create a dialogue logic by building a decision tree associated
17 with search engine results. For example, a dialogue line "Do you want to know about
18 the cheapest battery charger?" may be generated as a dialogue step for a consumer as
19 the node "1" in the decision tree; two conditional responses from the consumer "Yes"
20 and "No" are associated with this question, and thus form a bipartite branches "2" and
21 "3" in the decision tree. For each branch, the dialogue agent may associate a search
22 result link to be incorporated as a dialogue response for the conditional branch.

23 **[00447]** In one implementation, the dialogue builder may be created by a human

1 developer. In another implementation, the dialogue applications may form an Internet
2 community to allow Wiki submission of dialogue lines and conditions.

3 **[00448]** In one implementation, the search associated with each dialogue step may
4 be refined progressively based on the consumer submitted feedback. For example, as
5 shown in FIGURE 11L, the dialogue agent may start a query on "best battery chargers,"
6 when the consumer triggers the branch "Yes"; the search may be refined to a query on
7 "D-size best battery charger" when the consumer triggers the conditional branch by
8 indicating "D-size."

9 **[00449]** For example, in one implementation, an exemplar XML implementation of
10 an If-Then-Else logic in the dialogue may take a form similar to:

```
11   if cheapest_batter_charger="yes"
12     display the following text, "are you interested in D size battery
13     chargers?"
14     query www.google.com "cheapest battery charger"
15
16   if cheapest_batter_charger="NO"
17     display the following text, "Are you interested in the best
18     battery chargers."
19     query www.google.com "best battery charger"
20
21   if D-size_battery="Yes"
22     display the following text, "please visit www.d-
23     size_battery.com/...."
24
25   if D-size_battery="No"
26     display the following text, "Thank you for visiting our website."
27   ...
28
29   end if statements
30
```

31 **[00450]** In a further implementation, the DCM-Platform may facilitate a consumer
32 to search for an available dialogue agent in a similar manner as discussed in FIGURE
33 11L. For example, a consumer may submit "battery charger," and the DCM-Platform
34 may prompt a search on its database for a dialogue agent that can assist on topics

1 related to "battery chargers."

2 **[00451]** FIGURES 12A-12D provide diagrams illustrating dialogue analytics within
3 embodiments of the DCM-Platform. In one embodiment, the dialogue agent may
4 initiate dialogue analytics to drive the consumer-AI interaction 1205. For example, the
5 dialogue agent may retrieve recorded dialogue actions in related topics 1210, including
6 dialogue action recorded anonymously for large scale analytics 1210(a), linked to user
7 for profiling analytics 1210(b), and/or linked to dialogue agent for value analytics
8 1210(c).

9 **[00452]** The dialogue agent may then determine a dialogue pathway of the
10 retrieved dialogue 1215. For example, FIGURES 12B(a)-(d) illustrate examples of
11 pathways taken by a consumer interacting with a dialogue agent, wherein each node
12 denotes a dialogue action/line in the dialogue tree discussed in FIGURE 10C. For
13 example, FIGURE 12B(a) shows a dialogue pathway wherein the consumer terminated
14 the interaction before reaching an outcome.

15 **[00453]** Based on the dialogue pathway, the dialogue agent may determine
16 dialogue parameters 1220, such as, but not limited to an actual number of dialogue
17 actions in the interaction 1220(a), an amount of time taken for each dialogue-action
18 1220(b), and/or the like. For example, as shown in FIGURE 12B(c), the number of
19 dialogue actions may be the number of edges along a dialogue pathway, and the amount
20 of time for each dialogue-action is illustrated in FIGURE 12B(d).

21 **[00454]** In one implementation, the dialogue agent may determine whether
22 multiple consumers, and/or multiple dialogue pathways are included in the dialogue. IF
23 yes, the dialogue analytics may aggregate decision-pathways across multiple consumers

1 interacting with the dialogue agent 1225, as shown in FIGURES 12C.

2 **[00455]** The dialogue agent may further analyze value of the dialogue based on the
3 parameters, pathways of the dialogue 1230, and update the related asset wrapper
4 accordingly. FIGURE 12D provide an exemplary screen shot illustrating a visualisation
5 with multiple dimensions of dialogue analytics within embodiments of the DCM-
6 Platform.

7 **[00456]** FIGURE 13 illustrates an exemplar diagram illustrating capturing client
8 update within embodiments of the DCM-Platform. For example, a dialogue agent's
9 knowledge may be updated, via incorporating search results, and/or the like. As shown
10 in FIGURE 13, the dialogue agent may capture new information related to the client
11 while performing searches on a search engine (e.g., Google, etc.) 1305, and then send a
12 request to the client 1310 for updated product information, so that the dialogue agent
13 may incorporate the new information into the dialogue application to advertise it to
14 consumers.

15 **[00457]** FIGURES 14A-B illustrate exemplar user interfaces within embodiments
16 of the DCM-Platform. In one embodiment, a DCM-Platform user, e.g., an AI advertising
17 company employee, a dialogue agent application developer, etc., may operate the
18 dialogue applications with a personalised action bar 1405 as shown in FIGURE 14A. In
19 one implementation, the action bar 1405 may comprise a "My Hub" 1410 as a way of
20 monitoring activity and tasks, a dialogue analytics button 1415 for dialogue pathway
21 analysis, a list of generated dialogue agents, a drop down list of dialogue activities in
22 foreign languages 1420, and/or the like.

23 **[00458]** In another implementation, the "My Hub" application 1410 may provide a

1 dashboard view for the DCM-Platform users to track activities of the dialogue agents
2 and the associated interactions with the consumers. For example, FIGURE 14B shows
3 the "My Hub" feature may show "My Followers" 1430 from social media platforms, a list
4 of "My dialogue Agents" 1435, a list of feedback alerts 1440, a list of dialogue agent
5 research on different topics and searches 1445, a chart illustrating international
6 dialogue agent performance 1450, a list of notes on captured Google searches and
7 outputs 1455, and/or the like.

8 **[00459]** FIGURES 15A-E provide diagrams illustrating various implementations of
9 interactive marketing via DCM-Platform. In one implementation, business, such as
10 manufacturers, retailers, service providers, and/or the like, may use the dialogue agents
11 to sell and support products via web-based marketing, as shown in FIGURE 15A. For
12 example, web-based search engines, such as Yahoo, Google, Bing, etc., may retrieve key
13 words from the dialogue agents and feed search results including advertised products
14 information to the dialogue agents.

15 **[00460]** In a further implementation, interactive marketing may be realized via
16 Internet communities. For example, the DCM-Platform may use Internet communities,
17 recommendation engines and services, and social networks (e.g., Stumble Upon, Digg,
18 etc.) to stimulate global networking of favourite dialogue agents, e.g., by selecting
19 related topics via Stumble Upon as shown in FIGURE 15B.

20 **[00461]** In another example, each dialogue agent may have its own social media
21 identity (e.g., Twitter, eBlogger, etc.) and followers, and thus form feedback loops from
22 its followers automatically linked to Twitter, as shown in FIGURE 15C. In this way, the
23 dialogue agent and/or the DCM-Platform may revise the marketing plan, e.g., the

1 content, language, presentation, format, of the dialogue, etc., based on consumer
2 feedbacks on a real-time basis.

3 **[00462]** In one implementation, when a consumer has an activity via the social
4 media, e.g., update his status indicating a demand of service "hair extension," as shown
5 in FIGURE 15D, the dialogue agents may receive the status update and automatically
6 generate dialogue lines providing information of "hair extension" services featuring hair
7 salons which may be advertising clients of the DCM-Platform. For another example, the
8 dialogue agents may communicate via social networks to update their stored knowledge
9 and information, as shown in FIGURE 15D. Thus dialogue agents and consumers may
10 form a community and group on social media platforms to offer advice and share
11 knowledge of brand products and services.

12 **[00463]** In a further implementation, authors of dialogue agents may use their
13 blogs for publishing details about their advancements and interactions. In a further
14 implementation, the DCM-Platform may connect to Wikis (e.g., Wikipedia, etc.) to
15 include dialogue agents that are relevant to a subject matter, e.g., a dialogue wiki
16 application. For example, as shown in FIGURE 15E, the Wikipedia entry of the founder
17 of Artificial intelligence 1535, an AI dialogue agent 1540 may be associated with the
18 Wikipedia entry to provide interactive knowledge to a reader. For example, a reader
19 may ask questions with regard to the topic, e.g., "what are major academic journals on
20 artificial intelligence?", etc., and the dialogue agent 1540 may then generate answers to
21 the reader.

22 **[00464]** In a further implementation, the DCM-Platform may form a dialogue
23 agent application community to build dialogue agent applications, enhance existing

1 applications with dialogue agents and/or the like. For example, the dialogue agent
2 applications may be sold on an Internet store, e.g., the iTunes store, etc., and business
3 seeking for advertising services may purchase dialogue agent applications for marketing
4 plan executions.

5 **[00465]** FIGURES 16A-D provide diagrams illustrating dialogue knowledge
6 accumulation within embodiments of the DCM-Platform.

7 **[00466]** FIGURE 16A provides an example dialogue for medical assistance within
8 embodiments of the DCM-Platform. In one embodiment, as shown in FIGURE 16A, a
9 dialogue between a consumer and a medical consultant dialogue agent may start with
10 the dialogue agent sending greetings and requesting the consumer select a symptom
11 1605. For example, the consumer may select whether he has developed a fever.

12 **[00467]** The dialogue agent may further provide instructions to describe symptoms
13 1608, e.g., to explain what is a fever to the consumer. If the consumer indicates a fever,
14 the dialogue agent may respond "Do not worry" and request the consumer select an age
15 status 1615, e.g., whether the consumer is under 12 years old. If yes, the dialogue agent
16 may direct the conversation to a pediatrician dialogue agent 1620. Otherwise, the
17 dialogue agent may link to a knowledge database and provide medical instructions on
18 fever to the consumer 1625. In a further implementation, the dialogue agent may
19 generate a search list of physician contacts to the consumer.

20 **[00468]** In another implementation, if the consumer does not select fever, the
21 dialogue agent may direct the consumer to a physician dialogue agent for further
22 assistance 1630, or suggest the consumer see a physician and provide a list of physician
23 contacts.

1 **[00469]** In one embodiment, the DCM-Platform may create ecosystems of a new
2 type of virtual agent application that enables just-in-time knowledge. For example, each
3 virtual agent application has its' own decision-tree containing scripted dialogue that can
4 be "dynamically linked" to other applications, which facilitates the knowledge acquirer
5 to reach their specific relevant, targeted outcomes, as shown in FIGURE 16B.

6 **[00470]** In one implementation, whereas search is barely a one-step interaction.
7 these virtual agent applications use a combination of natural and scripted language for a
8 meaningful conversation with consumers including decision outcomes, as shown in
9 FIGURE 16C.

10 **[00471]** As shown in FIGURE 16C, when a virtual agent application engages in
11 conversation, the acquirer interacts with a dialogue-step at a time so they only 'see' the
12 selected pathway, e.g., a pathway selected by the consumer (FIGURE 16B(a)). Each
13 conversation is captured in a decision-string, as shown in FIGURE 16B(b). In one
14 implementation, the dialogue with a person is streamlined along a decision-pathway
15 that can be as long or short as needed and, if necessary based on questions answered,
16 one virtual agent can automatically hand off to another virtual agent on a different
17 decision-string with more relevant knowledge, and a successful dialogue may end with a
18 decision-outcome and thus presents the optimal point for monetization, as shown in
19 FIGURE 16B(b).

20 **[00472]** In one embodiment, the DCM-Platform may obtain and store knowledge
21 to form a world knowledge bank, e.g., a knowledge database, as shown in FIGURE 16D.
22 For example, each virtual agent app may have an API link with the world knowledge
23 bank for access to the latest version of their knowledge, the recording of their dialogue

1 and the orchestration of events such as adverts and transactions. The knowledge bank
2 may be monetized through virtual agent apps across markets.

3 **[00473]** For example, via the knowledge bank, DCM-Platform may provide
4 knowledge delivery as professional advisory services by virtual agent apps across global
5 health in paramedical, world trade paralegal and world trade accounting services,
6 and/or the like; and establish consumer market retail brands provide knowledge
7 delivery through virtual agent apps for consumers across consumables including
8 electronics (e.g. digital cameras), white goods, clothing, travel, etc. leading to smarter
9 online transactions.

10 **[00474]** In further implementations, the DCM-Platform may monetize the
11 knowledge bank with revenues generated from dialogue advertising, including
12 multimedia advertisement at each dialogue-step, tariffs on high quality knowledge
13 exceed the price-per-display, price-per-click and location-based pricing CPM rates,
14 and/or the like. The DCM-Platform may further generate revenue from Dialogue
15 Analytics for business intelligence (value from emergent dialogue, patterns and flows), ,
16 Transactions Commissions (dialogue transaction commission per dialogue-step,
17 microfinance administration charges), corporate services (subscription charges to access
18 knowledge portfolios, licensed revenues through virtual agent platforms, corporate
19 internal knowledge exchange: priced per conversation), knowledge stock exchanges
20 (trading of virtual agent app shares – several owners of each virtual agent, pass-thru
21 transactions such as a financial products, derivatives, securities), and/or the like.

22 **Alternative Embodiments of Dialogue Agent Applications**

1 **[00475]** Further implementations of the DCM-Platform may include a white-box
2 artificial intelligence engine associated with a dialogue avatar. The AI engine may
3 support advertisement inventory for each dialogue-action, and an API may be created to
4 link with an advertisement engine enabling dynamic ad placement and pricing.

5 **[00476]** For another example, The AI Engine may support media placement for
6 selective dialogue-actions, and placement of movement codes for selective dialogue-
7 actions.

8 **[00477]** In another implementation, the AI engine may support placement of
9 semantic codes for selective dialogue-actions, wherein the semantic codes provides the
10 basis for semantic analytics to generate greater insights and learning. The AI engine
11 may further support placement of ecommerce codes for selective dialogue-actions.

12 **[00478]** In one implementation, the AI engine may generate ecommerce codes
13 used to orchestrate 3rd party ecommerce services for a targeted product or service. The
14 AI engine may further be extended with an API to link dialogue agents into virtual
15 communities for 7/24 accessibility.

16 **[00479]** In further implementations, the AI engine may support automated
17 handover to another dialogue-tree, which facilitates an infinite number of dialogue
18 pathways to be created and captured during the interaction

19 **[00480]** In further implementations, the DCM-Platform may comprise new
20 advertisement inventory across all digital end users; use Dialogue-Action as a new
21 universal currency for measurement; empowers users to create dialogue agent apps;
22 create new earning asset for authors; orchestrate sponsorship and advertisements;
23 orchestrate ecommerce; orchestrate media; establish foundation for knowledge assets,

1 and/or the like.

2 **[00481]** In some embodiments the DCM-Platform may optimises search by
3 creating Dialogue Agents that are driven by human powered artificial intelligence; In
4 some embodiments, the DCM-Platform may provide incentives to maximize the
5 population of a dialogue wiki, dialogue agents, dialogue agent avatars, and dialogue
6 agent applications across clouds, mobile operators, networked marketing, networked
7 marketing and networked marketing, and social networks, in order to maximise highest
8 volume population outcomes.

9 **[00482]** In some implementations, a percentage of the links generated by the
10 dialogue agents may have referral links that give money or incentive 'value' points
11 and/or prizes.

12 **[00483]** In some implementations, the dialogue agent may confirm user
13 understanding and compliance via interactive user feedback, reward mechanisms,
14 and/or the like.

15 **[00484]** In some implementations, the dialogue wiki, dialogue agents, dialogue
16 agent avatars, and dialogue agent applications may be aggregated and analyzed for user
17 data, characteristics, tutorial adoption, user interactive feedback such as asking "how
18 was your purchase," system usage, user behaviour(s) and/or the like, and structure pay-
19 for-performance incentives based on the intelligence for various entities participating in
20 providing products and/or services for system users.

21 DCM-Platform Components

22 **[00485]** FIGURE 17 illustrates an implementation of DCM-Platform components

1 in one embodiment of DCM-Platform operation. A DCM-Platform apparatus 1701 may
2 contain a number of processing components and/or data stores. A DCM-Platform
3 controller 1705 may serve a central role in some embodiments of DCM-Platform
4 operation, serving to orchestrate the reception, generation, and distribution of data
5 and/or instructions to, from and between target device(s) and/or client device(s) via
6 DCM-Platform modules and in some instances mediating communications with external
7 entities and systems.

8 **[00486]** In one embodiment, the DCM-Platform controller 1705 may be housed
9 separately from other modules and/or databases within the DCM-Platform system,
10 while in another embodiment, some or all of the other modules and/or databases may
11 be housed within and/or configured as part of the DCM-Platform controller. Further
12 detail regarding implementations of DCM-Platform controller operations, modules, and
13 databases is provided below.

14 **[00487]** In one embodiment, the DCM-Platform Controller 1705 may be coupled to
15 one or more interface components and/or modules. In one embodiment, the DCM-
16 Platform Controller may be coupled to a communications module 1730 and
17 communications input/output (I/O) interface 1735, a maintenance interface 212, and a
18 power interface 214. The user interface 1738 may be configured to receive user inputs
19 and display application states and/or other outputs. The UI may, for example, allow a
20 user to adjust DCM-Platform system settings, select communication methods and/or
21 protocols, engage mobile device application features and/or the like. In one
22 implementation, the user interface 1738 may include, but not limited to devices such as,
23 keyboard(s), mouse, stylus(es), touch screen(s), digital display(s), and/or the like.

1 **[00488]** In one embodiment, the DCM-Platform Controller 205 may further be
2 coupled to a communications module 1730, configured to interface with and/or process
3 signals from communications I/O components 1735. The communications I/O
4 components 1735 may comprise components facilitating transmission of electronic
5 communications via a variety of different communication protocols and/or formats as
6 coordinated with and/or by the communications module 1730. Communication I/O
7 components 1735 may, for example, contain ports, slots, antennas, amplifiers, and/or
8 the like to facilitate transmission of user interactive dialogue feedbacks, Internet search
9 results, via any of the aforementioned methods. Communication protocols and/or
10 formats for which the communications module 1730 and/or communications IO
11 components 1735 may be compatible may include, but are not limited to, GSM, GPRS,
12 W-CDMA, CDMA, CDMA2000, HSDPA, Ethernet, WiFi, Bluetooth, USB, and/or the
13 like. In various implementations, the communication I/O 235 may, for example, serve
14 to configure data into application, transport, network, media access control, and/or
15 physical layer formats in accordance with a network transmission protocol, such as, but
16 not limited to FTP, TCP/IP, SMTP, Short Message Peer-to-Peer (SMPP) and/or the like.
17 The communications module 1730 and communications I/O 1735 may further be
18 configurable to implement and/or translate Wireless Application Protocol (WAP), VoIP
19 and/or the like data formats and/or protocols. The communications I/O 1735 may
20 further house one or more ports, jacks, antennas, and/or the like to facilitate wired
21 and/or wireless communications with and/or within the DCM-Platform system. For
22 instance, in the above example, the DCM-Platform controller 1705 may transmit the
23 generated dialogue actions to the communication module 1730, and the dialogue actions
24 may then be transmitted to external entities (e.g., an AI entity, or a consumer, etc.)

1 through the communications I/O 1735.

2 **[00489]** Numerous data transfer protocols may also be employed as DCM-Platform
3 connections, for example, TCP/IP and/or higher protocols such as HTTP post, FTP put
4 commands, and/or the like. In one implementation, the communications module 1730
5 may comprise web server software equipped to configure application state data for
6 publication on the World Wide Web. Published application state data may, in one
7 implementation, be represented as an integrated video, animation, rich internet
8 application, and/or the like configured in accordance with a multimedia plug-in such as
9 Adobe Flash. In another implementation, the communications module 1730 may
10 comprise remote access software, such as Citrix, Virtual Network Computing (VNC),
11 and/or the like equipped to configure application state data for viewing on a remote
12 client (e.g., a remote display device).

13 **[00490]** In one embodiment, the DCM-Platform Controller may further be coupled
14 to a Dialogue Generator 1715, a Social Media Synchronizer 1716, a Knowledge Builder
15 1718, an Asset Generator 1719, a Conversation Monetizer 1720 and/or the like. Within
16 various implementations, the Dialogue Generator 1715 may receive and process
17 consumer dialogue requests, and generate interactive dialogue actions. The generated
18 dialogues may be populated and implemented via a virtual conversation AI entity on a
19 social media platform by the Social Media Synchronizer 1716. The Knowledge Builder
20 1718 may perform data mining over the stored interactive dialogue scripts, and obtain
21 various information from a client (e.g., brand information, product information , etc.) to
22 synthesize information and store in the Knowledge database 1752. In one
23 implementation, the Asset Generator 1719 may encapsulate the digital conversation and

1 create conversation assets, AI entity assets, portfolio assets, and/or exchange assets for
2 trades, and the Conversation Monetizer 1720 may determine the value of each asset.

3 **[00491]** In one implementation, the DCM-Platform controller 1705 may further be
4 coupled to a plurality of databases configured to store and maintain DCM-Platform data,
5 such as but not limited to a Client database 1740, a Consumer database 1742, an AI
6 Agent database 1744, an Asset database 1746, a Transaction database 1748, a Scripts
7 database 1750, a Knowledge database 1752, and/or the like, as further illustrated in
8 FIGURE 18.

9 **DCM-Platform Controller**

10 **[00492]** FIGURE 18 shows a block diagram illustrating embodiments of a DCM-
11 Platform controller. In this embodiment, the DCM-Platform controller 1801 may serve
12 to aggregate, process, store, search, serve, identify, instruct, generate, match, and/or
13 facilitate interactions with a computer through artificial intelligence technologies,
14 and/or other related data.

15 **[00493]** Typically, users, which may be people and/or other systems, may engage
16 information technology systems (e.g., computers) to facilitate information processing.
17 In turn, computers employ processors to process information; such processors 1803
18 may be referred to as central processing units (CPU). One form of processor is referred
19 to as a microprocessor. CPUs use communicative circuits to pass binary encoded signals
20 acting as instructions to enable various operations. These instructions may be
21 operational and/or data instructions containing and/or referencing other instructions
22 and data in various processor accessible and operable areas of memory 1829 (e.g.,

1 registers, cache memory, random access memory, etc.). Such communicative
2 instructions may be stored and/or transmitted in batches (e.g., batches of instructions)
3 as programs and/or data components to facilitate desired operations. These stored
4 instruction codes, e.g., programs, may engage the CPU circuit components and other
5 motherboard and/or system components to perform desired operations. One type of
6 program is a computer operating system, which, may be executed by CPU on a computer;
7 the operating system enables and facilitates users to access and operate computer
8 information technology and resources. Some resources that may be employed in
9 information technology systems include: input and output mechanisms through which
10 data may pass into and out of a computer; memory storage into which data may be
11 saved; and processors by which information may be processed. These information
12 technology systems may be used to collect data for later retrieval, analysis, and
13 manipulation, which may be facilitated through a database program. These information
14 technology systems provide interfaces that allow users to access and operate various
15 system components.

16 **[00494]** In one embodiment, the DCM-Platform controller 1801 may be connected
17 to and/or communicate with entities such as, but not limited to: one or more users from
18 user input devices 1811; peripheral devices 1812; an optional cryptographic processor
19 device 1828; and/or a communications network 1813.

20 **[00495]** Networks are commonly thought to comprise the interconnection and
21 interoperation of clients, servers, and intermediary nodes in a graph topology. It should
22 be noted that the term “server” as used throughout this application refers generally to a
23 computer, other device, program, or combination thereof that processes and responds to

1 the requests of remote users across a communications network. Servers serve their
2 information to requesting “clients.” The term “client” as used herein refers generally to a
3 computer, program, other device, user and/or combination thereof that is capable of
4 processing and making requests and obtaining and processing any responses from
5 servers across a communications network. A computer, other device, program, or
6 combination thereof that facilitates, processes information and requests, and/or
7 furthers the passage of information from a source user to a destination user is
8 commonly referred to as a “node.” Networks are generally thought to facilitate the
9 transfer of information from source points to destinations. A node specifically tasked
10 with furthering the passage of information from a source to a destination is commonly
11 called a “router.” There are many forms of networks such as Local Area Networks
12 (LANs), Pico networks, Wide Area Networks (WANs), Wireless Networks (WLANs), etc.
13 For example, the Internet is generally accepted as being an interconnection of a
14 multitude of networks whereby remote clients and servers may access and interoperate
15 with one another.

16 **[00496]** The DCM-Platform controller 1801 may be based on computer systems
17 that may comprise, but are not limited to, components such as: a computer
18 systemization 1802 connected to memory 1829.

19 Computer Systemization

20 **[00497]** A computer systemization 1802 may comprise a clock 1830, central
21 processing unit (“CPU(s)” and/or “processor(s)” (these terms are used interchangeable
22 throughout the disclosure unless noted to the contrary)) 1803, a memory 1829 (e.g., a
23 read only memory (ROM) 1806, a random access memory (RAM) 1805, etc.), and/or an

1 interface bus 1807, and most frequently, although not necessarily, are all interconnected
2 and/or communicating through a system bus 1804 on one or more (mother)board(s)
3 1802 having conductive and/or otherwise transportive circuit pathways through which
4 instructions (e.g., binary encoded signals) may travel to effectuate communications,
5 operations, storage, etc. The computer systemization may be connected to a power
6 source 1886; e.g., optionally the power source may be internal. Optionally, a
7 cryptographic processor 1826 and/or transceivers (e.g., ICs) 1874 may be connected to
8 the system bus. In another embodiment, the cryptographic processor and/or
9 transceivers may be connected as either internal and/or external peripheral devices 1812
10 via the interface bus I/O. In turn, the transceivers may be connected to antenna(s) 1875,
11 thereby effectuating wireless transmission and reception of various communication
12 and/or sensor protocols; for example the antenna(s) may connect to: a Texas
13 Instruments WiLink WL1283 transceiver chip (e.g., providing 802.11n, Bluetooth 3.0,
14 FM, global positioning system (GPS) (thereby allowing DCM-Platform controller to
15 determine its location)); Broadcom BCM4329FKUBG transceiver chip (e.g., providing
16 802.11n, Bluetooth 2.1 + EDR, FM, etc.); a Broadcom BCM4750IUB8 receiver chip (e.g.,
17 GPS); an Infineon Technologies X-Gold 618-PMB9800 (e.g., providing 2G/3G
18 HSDPA/HSUPA communications); and/or the like. The system clock typically has a
19 crystal oscillator and generates a base signal through the computer systemization's
20 circuit pathways. The clock is typically coupled to the system bus and various clock
21 multipliers that will increase or decrease the base operating frequency for other
22 components interconnected in the computer systemization. The clock and various
23 components in a computer systemization drive signals embodying information
24 throughout the system. Such transmission and reception of instructions embodying

1 information throughout a computer systemization may be commonly referred to as
2 communications. These communicative instructions may further be transmitted,
3 received, and the cause of return and/or reply communications beyond the instant
4 computer systemization to: communications networks, input devices, other computer
5 systemizations, peripheral devices, and/or the like. It should be understood that in
6 alternative embodiments, any of the above components may be connected directly to
7 one another, connected to the CPU, and/or organized in numerous variations employed
8 as exemplified by various computer systems.

9 **[00498]** The CPU comprises at least one high-speed data processor adequate to
10 execute program components for executing user and/or system-generated requests.
11 Often, the processors themselves will incorporate various specialized processing units,
12 such as, but not limited to: integrated system (bus) controllers, memory management
13 control units, floating point units, and even specialized processing sub-units like
14 graphics processing units, digital signal processing units, and/or the like. Additionally,
15 processors may include internal fast access addressable memory, and be capable of
16 mapping and addressing memory 1829 beyond the processor itself; internal memory
17 may include, but is not limited to: fast registers, various levels of cache memory (e.g.,
18 level 1, 2, 3, etc.), RAM, etc. The processor may access this memory through the use of a
19 memory address space that is accessible via instruction address, which the processor
20 can construct and decode allowing it to access a circuit path to a specific memory
21 address space having a memory state. The CPU may be a microprocessor such as:
22 AMD's Athlon, Duron and/or Opteron; ARM's application, embedded and secure
23 processors; IBM and/or Motorola's DragonBall and PowerPC; IBM's and Sony's Cell
24 processor; Intel's Celeron, Core (2) Duo, Itanium, Pentium, Xeon, and/or XScale;

1 and/or the like processor(s). The CPU interacts with memory through instruction
2 passing through conductive and/or transportive conduits (e.g., (printed) electronic
3 and/or optic circuits) to execute stored instructions (i.e., program code) according to
4 conventional data processing techniques. Such instruction passing facilitates
5 communication within the DCM-Platform controller and beyond through various
6 interfaces. Should processing requirements dictate a greater amount speed and/or
7 capacity, distributed processors (e.g., Distributed DCM-Platform), mainframe, multi-
8 core, parallel, and/or super-computer architectures may similarly be
9 employed. Alternatively, should deployment requirements dictate greater portability,
10 smaller Personal Digital Assistants (PDAs) may be employed.

11 **[00499]** Depending on the particular implementation, features of the DCM-
12 Platform may be achieved by implementing a microcontroller such as CAST's R8051XC2
13 microcontroller; Intel's MCS 51 (i.e., 8051 microcontroller); and/or the like. Also, to
14 implement certain features of the DCM-Platform, some feature implementations may
15 rely on embedded components, such as: Application-Specific Integrated Circuit ("ASIC"),
16 Digital Signal Processing ("DSP"), Field Programmable Gate Array ("FPGA"), and/or the
17 like embedded technology. For example, any of the DCM-Platform component collection
18 (distributed or otherwise) and/or features may be implemented via the microprocessor
19 and/or via embedded components; e.g., via ASIC, coprocessor, DSP, FPGA, and/or the
20 like. Alternately, some implementations of the DCM-Platform may be implemented with
21 embedded components that are configured and used to achieve a variety of features or
22 signal processing.

23 **[00500]** Depending on the particular implementation, the embedded components

1 may include software solutions, hardware solutions, and/or some combination of both
2 hardware/software solutions. For example, DCM-Platform features discussed herein
3 may be achieved through implementing FPGAs, which are a semiconductor devices
4 containing programmable logic components called "logic blocks", and programmable
5 interconnects, such as the high performance FPGA Virtex series and/or the low cost
6 Spartan series manufactured by Xilinx. Logic blocks and interconnects can be
7 programmed by the customer or designer, after the FPGA is manufactured, to
8 implement any of the DCM-Platform features. A hierarchy of programmable
9 interconnects allow logic blocks to be interconnected as needed by the DCM-Platform
10 system designer/administrator, somewhat like a one-chip programmable breadboard.
11 An FPGA's logic blocks can be programmed to perform the operation of basic logic gates
12 such as AND, and XOR, or more complex combinational operators such as decoders or
13 mathematical operations. In most FPGAs, the logic blocks also include memory
14 elements, which may be circuit flip-flops or more complete blocks of memory. In some
15 circumstances, the DCM-Platform may be developed on regular FPGAs and then
16 migrated into a fixed version that more resembles ASIC implementations. Alternate or
17 coordinating implementations may migrate DCM-Platform controller features to a final
18 ASIC instead of or in addition to FPGAs. Depending on the implementation all of the
19 aforementioned embedded components and microprocessors may be considered the
20 "CPU" and/or "processor" for the DCM-Platform.

21

Power Source

22 **[00501]** The power source 1886 may be of any standard form for powering small
23 electronic circuit board devices such as the following power cells: alkaline, lithium

1 hydride, lithium ion, lithium polymer, nickel cadmium, solar cells, and/or the like.
2 Other types of AC or DC power sources may be used as well. In the case of solar cells, in
3 one embodiment, the case provides an aperture through which the solar cell may
4 capture photonic energy. The power cell 1886 is connected to at least one of the
5 interconnected subsequent components of the DCM-Platform thereby providing an
6 electric current to all subsequent components. In one example, the power source 1886 is
7 connected to the system bus component 1804. In an alternative embodiment, an outside
8 power source 1886 is provided through a connection across the I/O 1808 interface. For
9 example, a USB and/or IEEE 1394 connection carries both data and power across the
10 connection and is therefore a suitable source of power.

11 Interface Adapters

12 **[00502]** Interface bus(es) 1807 may accept, connect, and/or communicate to a
13 number of interface adapters, conventionally although not necessarily in the form of
14 adapter cards, such as but not limited to: input output interfaces (I/O) 1808, storage
15 interfaces 1809, network interfaces 1810, and/or the like. Optionally, cryptographic
16 processor interfaces 1827 similarly may be connected to the interface bus. The interface
17 bus provides for the communications of interface adapters with one another as well as
18 with other components of the computer systemization. Interface adapters are adapted
19 for a compatible interface bus. Interface adapters conventionally connect to the
20 interface bus via a slot architecture. Conventional slot architectures may be employed,
21 such as, but not limited to: Accelerated Graphics Port (AGP), Card Bus, (Extended)
22 Industry Standard Architecture ((E)ISA), Micro Channel Architecture (MCA), NuBus,
23 Peripheral Component Interconnect (Extended) (PCI(X)), PCI Express, Personal

1 Computer Memory Card International Association (PCMCIA), and/or the like.

2 **[00503]** Storage interfaces 1809 may accept, communicate, and/or connect to a
3 number of storage devices such as, but not limited to: storage devices 1814, removable
4 disc devices, and/or the like. Storage interfaces may employ connection protocols such
5 as, but not limited to: (Ultra) (Serial) Advanced Technology Attachment (Packet
6 Interface) ((Ultra) (Serial) ATA(PI)), (Enhanced) Integrated Drive Electronics ((E)IDE),
7 Institute of Electrical and Electronics Engineers (IEEE) 1394, fiber channel, Small
8 Computer Systems Interface (SCSI), Universal Serial Bus (USB), and/or the like.

9 **[00504]** Network interfaces 1810 may accept, communicate, and/or connect to a
10 communications network 1813. Through a communications network 1813, the DCM-
11 Platform controller is accessible through remote clients 1833b (e.g., computers with web
12 browsers) by users 1833a. Network interfaces may employ connection protocols such as,
13 but not limited to: direct connect, Ethernet (thick, thin, twisted pair 10/100/1000 Base
14 T, and/or the like), Token Ring, wireless connection such as IEEE 802.11a-x, and/or the
15 like. Should processing requirements dictate a greater amount speed and/or capacity,
16 distributed network controllers (e.g., Distributed DCM-Platform), architectures may
17 similarly be employed to pool, load balance, and/or otherwise increase the
18 communicative bandwidth required by the DCM-Platform controller. A communications
19 network may be any one and/or the combination of the following: a direct
20 interconnection; the Internet; a Local Area Network (LAN); a Metropolitan Area
21 Network (MAN); an Operating Missions as Nodes on the Internet (OMNI); a secured
22 custom connection; a Wide Area Network (WAN); a wireless network (e.g., employing
23 protocols such as, but not limited to a Wireless Application Protocol (WAP), I-mode,

1 and/or the like); and/or the like. A network interface may be regarded as a specialized
2 form of an input output interface. Further, multiple network interfaces 1810 may be
3 used to engage with various communications network types 1813. For example, multiple
4 network interfaces may be employed to allow for the communication over broadcast,
5 multicast, and/or unicast networks.

6 **[00505]** Input Output interfaces (I/O) 1808 may accept, communicate, and/or
7 connect to user input devices 1811, peripheral devices 1812, cryptographic processor
8 devices 1828, and/or the like. I/O may employ connection protocols such as, but not
9 limited to: audio: analog, digital, monaural, RCA, stereo, and/or the like; data: Apple
10 Desktop Bus (ADB), IEEE 1394a-b, serial, universal serial bus (USB); infrared; joystick;
11 keyboard; midi; optical; PC AT; PS/2; parallel; radio; video interface: Apple Desktop
12 Connector (ADC), BNC, coaxial, component, composite, digital, Digital Visual Interface
13 (DVI), high-definition multimedia interface (HDMI), RCA, RF antennae, S-Video, VGA,
14 and/or the like; wireless transceivers: 802.11a/b/g/n/x; Bluetooth; cellular (e.g., code
15 division multiple access (CDMA), high speed packet access (HSPA(+)), high-speed
16 downlink packet access (HSDPA), global system for mobile communications (GSM),
17 long term evolution (LTE), WiMax, etc.); and/or the like. One typical output device may
18 include a video display, which typically comprises a Cathode Ray Tube (CRT) or Liquid
19 Crystal Display (LCD) based monitor with an interface (e.g., DVI circuitry and cable)
20 that accepts signals from a video interface, may be used. The video interface composites
21 information generated by a computer systemization and generates video signals based
22 on the composited information in a video memory frame. Another output device is a
23 television set, which accepts signals from a video interface. Typically, the video interface
24 provides the composited video information through a video connection interface that

1 accepts a video display interface (e.g., an RCA composite video connector accepting an
2 RCA composite video cable; a DVI connector accepting a DVI display cable, etc.).

3 **[00506]** User input devices 1811 often are a type of peripheral device 512 (see below)
4 and may include: card readers, dongles, finger print readers, gloves, graphics tablets,
5 joysticks, keyboards, microphones, mouse (mice), remote controls, retina readers, touch
6 screens (e.g., capacitive, resistive, etc.), trackballs, trackpads, sensors (e.g.,
7 accelerometers, ambient light, GPS, gyroscopes, proximity, etc.), styluses, and/or the
8 like.

9 **[00507]** Peripheral devices 1812 may be connected and/or communicate to I/O
10 and/or other facilities of the like such as network interfaces, storage interfaces, directly
11 to the interface bus, system bus, the CPU, and/or the like. Peripheral devices may be
12 external, internal and/or part of the DCM-Platform controller. Peripheral devices may
13 include: antenna, audio devices (e.g., line-in, line-out, microphone input, speakers, etc.),
14 cameras (e.g., still, video, webcam, etc.), dongles (e.g., for copy protection, ensuring
15 secure transactions with a digital signature, and/or the like), external processors (for
16 added capabilities; e.g., crypto devices 528), force-feedback devices (e.g., vibrating
17 motors), network interfaces, printers, scanners, storage devices, transceivers (e.g.,
18 cellular, GPS, etc.), video devices (e.g., goggles, monitors, etc.), video sources, visors,
19 and/or the like. Peripheral devices often include types of input devices (e.g., cameras).

20 **[00508]** It should be noted that although user input devices and peripheral devices
21 may be employed, the DCM-Platform controller may be embodied as an embedded,
22 dedicated, and/or monitor-less (i.e., headless) device, wherein access would be provided
23 over a network interface connection.

1 **[00509]** Cryptographic units such as, but not limited to, microcontrollers,
2 processors 1826, interfaces 1827, and/or devices 1828 may be attached, and/or
3 communicate with the DCM-Platform controller. A MC68HC16 microcontroller,
4 manufactured by Motorola Inc., may be used for and/or within cryptographic units. The
5 MC68HC16 microcontroller utilizes a 16-bit multiply-and-accumulate instruction in the
6 16 MHz configuration and requires less than one second to perform a 512-bit RSA
7 private key operation. Cryptographic units support the authentication of
8 communications from interacting agents, as well as allowing for anonymous
9 transactions. Cryptographic units may also be configured as part of the CPU. Equivalent
10 microcontrollers and/or processors may also be used. Other commercially available
11 specialized cryptographic processors include: Broadcom's CryptoNetX and other
12 Security Processors; nCipher's nShield; SafeNet's Luna PCI (e.g., 7100) series;
13 Semaphore Communications' 40 MHz Roadrunner 184; Sun's Cryptographic
14 Accelerators (e.g., Accelerator 6000 PCIe Board, Accelerator 500 Daughtercard); Via
15 Nano Processor (e.g., L2100, L2200, U2400) line, which is capable of performing 500+
16 MB/s of cryptographic instructions; VLSI Technology's 33 MHz 6868; and/or the like.

Memory

17
18 **[00510]** Generally, any mechanization and/or embodiment allowing a processor to
19 affect the storage and/or retrieval of information is regarded as memory 1829. However,
20 memory is a fungible technology and resource, thus, any number of memory
21 embodiments may be employed in lieu of or in concert with one another. It is to be
22 understood that the DCM-Platform controller and/or a computer systemization may
23 employ various forms of memory 1829. For example, a computer systemization may be

1 configured wherein the operation of on-chip CPU memory (e.g., registers), RAM, ROM,
2 and any other storage devices are provided by a paper punch tape or paper punch card
3 mechanism; however, such an embodiment would result in an extremely slow rate of
4 operation. In a typical configuration, memory 1829 will include ROM 1806, RAM 1805,
5 and a storage device 1814. A storage device 1814 may be any conventional computer
6 system storage. Storage devices may include a drum; a (fixed and/or removable)
7 magnetic disk drive; a magneto-optical drive; an optical drive (i.e., Blu-ray, CD
8 ROM/RAM/Recordable (R)/ReWritable (RW), DVD R/RW, HD DVD R/RW etc.); an
9 array of devices (e.g., Redundant Array of Independent Disks (RAID)); solid state
10 memory devices (USB memory, solid state drives (SSD), etc.); other processor-readable
11 storage mediums; and/or other devices of the like. Thus, a computer systemization
12 generally requires and makes use of memory.

Component Collection

14 **[00511]** The memory 1829 may contain a collection of program and/or database
15 components and/or data such as, but not limited to: operating system component(s)
16 1815 (operating system); information server component(s) 1816 (information server);
17 user interface component(s) 1817 (user interface); Web browser component(s) 1818
18 (Web browser); database(s) 1819; mail server component(s) 1821; mail client
19 component(s) 1822; cryptographic server component(s) 1820 (cryptographic server);
20 the DCM-Platform component(s) 1835; and/or the like (i.e., collectively a component
21 collection). These components may be stored and accessed from the storage devices
22 and/or from storage devices accessible through an interface bus. Although non-
23 conventional program components such as those in the component collection, typically,

1 are stored in a local storage device 1814, they may also be loaded and/or stored in
2 memory such as: peripheral devices, RAM, remote storage facilities through a
3 communications network, ROM, various forms of memory, and/or the like.

Operating System

5 **[00512]** The operating system component 1815 is an executable program
6 component facilitating the operation of the DCM-Platform controller. Typically, the
7 operating system facilitates access of I/O, network interfaces, peripheral devices,
8 storage devices, and/or the like. The operating system may be a highly fault tolerant,
9 scalable, and secure system such as: Apple Macintosh OS X (Server); AT&T Plan 9; Be
10 OS; Unix and Unix-like system distributions (such as AT&T's UNIX; Berkley Software
11 Distribution (BSD) variations such as FreeBSD, NetBSD, OpenBSD, and/or the like;
12 Linux distributions such as Red Hat, Ubuntu, and/or the like); and/or the like operating
13 systems. However, more limited and/or less secure operating systems also may be
14 employed such as Apple Macintosh OS, IBM OS/2, Microsoft DOS, Microsoft Windows
15 2000/2003/3.1/95/98/CE/Millennium/NT/Vista/XP (Server), Palm OS, and/or the like.
16 An operating system may communicate to and/or with other components in a
17 component collection, including itself, and/or the like. Most frequently, the operating
18 system communicates with other program components, user interfaces, and/or the like.
19 For example, the operating system may contain, communicate, generate, obtain, and/or
20 provide program component, system, user, and/or data communications, requests,
21 and/or responses. The operating system, once executed by the CPU, may enable the
22 interaction with communications networks, data, I/O, peripheral devices, program
23 components, memory, user input devices, and/or the like. The operating system may

1 provide communications protocols that allow the DCM-Platform controller to
2 communicate with other entities through a communications network 1813. Various
3 communication protocols may be used by the DCM-Platform controller as a subcarrier
4 transport mechanism for interaction, such as, but not limited to: multicast, TCP/IP,
5 UDP, unicast, and/or the like.

6

Information Server

7 **[00513]** An information server component 1816 is a stored program component
8 that is executed by a CPU. The information server may be a conventional Internet
9 information server such as, but not limited to Apache Software Foundation's Apache,
10 Microsoft's Internet Information Server, and/or the like. The information server may
11 allow for the execution of program components through facilities such as Active Server
12 Page (ASP), ActiveX, (ANSI) (Objective-) C (++), C# and/or .NET, Common Gateway
13 Interface (CGI) scripts, dynamic (D) hypertext markup language (HTML), FLASH, Java,
14 JavaScript, Practical Extraction Report Language (PERL), Hypertext Pre-Processor
15 (PHP), pipes, Python, wireless application protocol (WAP), WebObjects, and/or the like.
16 The information server may support secure communications protocols such as, but not
17 limited to, File Transfer Protocol (FTP); HyperText Transfer Protocol (HTTP); Secure
18 Hypertext Transfer Protocol (HTTPS), Secure Socket Layer (SSL), messaging protocols
19 (e.g., America Online (AOL) Instant Messenger (AIM), Application Exchange (APEX),
20 ICQ, Internet Relay Chat (IRC), Microsoft Network (MSN) Messenger Service, Presence
21 and Instant Messaging Protocol (PRIM), Internet Engineering Task Force's (IETF's)
22 Session Initiation Protocol (SIP), SIP for Instant Messaging and Presence Leveraging
23 Extensions (SIMPLE), open XML-based Extensible Messaging and Presence Protocol

1 (XMPP) (i.e., Jabber or Open Mobile Alliance's (OMA's) Instant Messaging and
2 Presence Service (IMPS)), Yahoo! Instant Messenger Service, and/or the like. The
3 information server provides results in the form of Web pages to Web browsers, and
4 allows for the manipulated generation of the Web pages through interaction with other
5 program components. After a Domain Name System (DNS) resolution portion of an
6 HTTP request is resolved to a particular information server, the information server
7 resolves requests for information at specified locations on the DCM-Platform controller
8 based on the remainder of the HTTP request. For example, a request such as
9 `http://123.124.125.126/myInformation.html` might have the IP portion of the request
10 "123.124.125.126" resolved by a DNS server to an information server at that IP address;
11 that information server might in turn further parse the http request for the
12 `"/myInformation.html"` portion of the request and resolve it to a location in memory
13 containing the information "myInformation.html." Additionally, other information
14 serving protocols may be employed across various ports, e.g., FTP communications
15 across port 21, and/or the like. An information server may communicate to and/or with
16 other components in a component collection, including itself, and/or facilities of the like.
17 Most frequently, the information server communicates with the DCM-Platform database
18 1819, operating systems, other program components, user interfaces, Web browsers,
19 and/or the like.

20 **[00514]** Access to the DCM-Platform database may be achieved through a number
21 of database bridge mechanisms such as through scripting languages as enumerated
22 below (e.g., CGI) and through inter-application communication channels as enumerated
23 below (e.g., CORBA, WebObjects, etc.). Any data requests through a Web browser are
24 parsed through the bridge mechanism into appropriate grammars as required by the

1 DCM-Platform. In one embodiment, the information server would provide a Web form
2 accessible by a Web browser. Entries made into supplied fields in the Web form are
3 tagged as having been entered into the particular fields, and parsed as such. The entered
4 terms are then passed along with the field tags, which act to instruct the parser to
5 generate queries directed to appropriate tables and/or fields. In one embodiment, the
6 parser may generate queries in standard SQL by instantiating a search string with the
7 proper join/select commands based on the tagged text entries, wherein the resulting
8 command is provided over the bridge mechanism to the DCM-Platform as a query.
9 Upon generating query results from the query, the results are passed over the bridge
10 mechanism, and may be parsed for formatting and generation of a new results Web page
11 by the bridge mechanism. Such a new results Web page is then provided to the
12 information server, which may supply it to the requesting Web browser.

13 **[00515]** Also, an information server may contain, communicate, generate, obtain,
14 and/or provide program component, system, user, and/or data communications,
15 requests, and/or responses.

16 User Interface

17 **[00516]** Computer interfaces in some respects are similar to automobile operation
18 interfaces. Automobile operation interface elements such as steering wheels, gearshifts,
19 and speedometers facilitate the access, operation, and display of automobile resources,
20 and status. Computer interaction interface elements such as check boxes, cursors,
21 menus, scrollers, and windows (collectively and commonly referred to as widgets)
22 similarly facilitate the access, capabilities, operation, and display of data and computer
23 hardware and operating system resources, and status. Operation interfaces are

1 commonly called user interfaces. Graphical user interfaces (GUIs) such as the Apple
2 Macintosh Operating System's Aqua, IBM's OS/2, Microsoft's Windows
3 2000/2003/3.1/95/98/CE/Millennium/NT/XP/Vista/7 (i.e., Aero), Unix's X-Windows
4 (e.g., which may include additional Unix graphic interface libraries and layers such as K
5 Desktop Environment (KDE), mythTV and GNU Network Object Model Environment
6 (GNOME)), web interface libraries (e.g., ActiveX, AJAX, (D)HTML, FLASH, Java,
7 JavaScript, etc. interface libraries such as, but not limited to, Dojo, jQuery(UI),
8 MooTools, Prototype, script.aculo.us, SWFObject, Yahoo! User Interface, any of which
9 may be used and) provide a baseline and means of accessing and displaying information
10 graphically to users.

11 **[00517]** A user interface component 1817 is a stored program component that is
12 executed by a CPU. The user interface may be a conventional graphic user interface as
13 provided by, with, and/or atop operating systems and/or operating environments such
14 as already discussed. The user interface may allow for the display, execution, interaction,
15 manipulation, and/or operation of program components and/or system facilities
16 through textual and/or graphical facilities. The user interface provides a facility through
17 which users may affect, interact, and/or operate a computer system. A user interface
18 may communicate to and/or with other components in a component collection,
19 including itself, and/or facilities of the like. Most frequently, the user interface
20 communicates with operating systems, other program components, and/or the like. The
21 user interface may contain, communicate, generate, obtain, and/or provide program
22 component, system, user, and/or data communications, requests, and/or responses.

1 **[00518]** A Web browser component 1818 is a stored program component that is
2 executed by a CPU. The Web browser may be a conventional hypertext viewing
3 application such as Microsoft Internet Explorer or Netscape Navigator. Secure Web
4 browsing may be supplied with 128bit (or greater) encryption by way of HTTPS, SSL,
5 and/or the like. Web browsers allowing for the execution of program components
6 through facilities such as ActiveX, AJAX, (D)HTML, FLASH, Java, JavaScript, web
7 browser plug-in APIs (e.g., FireFox, Safari Plug-in, and/or the like APIs), and/or the like.
8 Web browsers and like information access tools may be integrated into PDAs, cellular
9 telephones, and/or other mobile devices. A Web browser may communicate to and/or
10 with other components in a component collection, including itself, and/or facilities of
11 the like. Most frequently, the Web browser communicates with information servers,
12 operating systems, integrated program components (e.g., plug-ins), and/or the like; e.g.,
13 it may contain, communicate, generate, obtain, and/or provide program component,
14 system, user, and/or data communications, requests, and/or responses. Also, in place of
15 a Web browser and information server, a combined application may be developed to
16 perform similar operations of both. The combined application would similarly affect the
17 obtaining and the provision of information to users, user agents, and/or the like from
18 the DCM-Platform enabled nodes. The combined application may be nugatory on
19 systems employing standard Web browsers.

20

Mail Server

21 **[00519]** A mail server component 1821 is a stored program component that is
22 executed by a CPU 1803. The mail server may be a conventional Internet mail server
23 such as, but not limited to sendmail, Microsoft Exchange, and/or the like. The mail

1 server may allow for the execution of program components through facilities such as
2 ASP, ActiveX, (ANSI) (Objective-) C (++), C# and/or .NET, CGI scripts, Java, JavaScript,
3 PERL, PHP, pipes, Python, WebObjects, and/or the like. The mail server may support
4 communications protocols such as, but not limited to: Internet message access protocol
5 (IMAP), Messaging Application Programming Interface (MAPI)/Microsoft Exchange,
6 post office protocol (POP3), simple mail transfer protocol (SMTP), and/or the like. The
7 mail server can route, forward, and process incoming and outgoing mail messages that
8 have been sent, relayed and/or otherwise traversing through and/or to the DCM-
9 Platform.

10 **[00520]** Access to the DCM-Platform mail may be achieved through a number of
11 APIs offered by the individual Web server components and/or the operating system.

12 **[00521]** Also, a mail server may contain, communicate, generate, obtain, and/or
13 provide program component, system, user, and/or data communications, requests,
14 information, and/or responses.

15 Mail Client

16 **[00522]** A mail client component 1822 is a stored program component that is
17 executed by a CPU 1803. The mail client may be a conventional mail viewing application
18 such as Apple Mail, Microsoft Entourage, Microsoft Outlook, Microsoft Outlook Express,
19 Mozilla, Thunderbird, and/or the like. Mail clients may support a number of transfer
20 protocols, such as: IMAP, Microsoft Exchange, POP3, SMTP, and/or the like. A mail
21 client may communicate to and/or with other components in a component collection,
22 including itself, and/or facilities of the like. Most frequently, the mail client
23 communicates with mail servers, operating systems, other mail clients, and/or the like;

1 e.g., it may contain, communicate, generate, obtain, and/or provide program
2 component, system, user, and/or data communications, requests, information, and/or
3 responses. Generally, the mail client provides a facility to compose and transmit
4 electronic mail messages.

Cryptographic Server

6 **[00523]** A cryptographic server component 1820 is a stored program component
7 that is executed by a CPU 1803, cryptographic processor 1826, cryptographic processor
8 interface 1827, cryptographic processor device 1828, and/or the like. Cryptographic
9 processor interfaces will allow for expedition of encryption and/or decryption requests
10 by the cryptographic component; however, the cryptographic component, alternatively,
11 may run on a conventional CPU. The cryptographic component allows for the
12 encryption and/or decryption of provided data. The cryptographic component allows for
13 both symmetric and asymmetric (e.g., Pretty Good Protection (PGP)) encryption and/or
14 decryption. The cryptographic component may employ cryptographic techniques such
15 as, but not limited to: digital certificates (e.g., X.509 authentication framework), digital
16 signatures, dual signatures, enveloping, password access protection, public key
17 management, and/or the like. The cryptographic component will facilitate numerous
18 (encryption and/or decryption) security protocols such as, but not limited to: checksum,
19 Data Encryption Standard (DES), Elliptical Curve Encryption (ECC), International Data
20 Encryption Algorithm (IDEA), Message Digest 5 (MD5, which is a one way hash
21 operation), passwords, Rivest Cipher (RC5), Rijndael, RSA (which is an Internet
22 encryption and authentication system that uses an algorithm developed in 1977 by Ron
23 Rivest, Adi Shamir, and Leonard Adleman), Secure Hash Algorithm (SHA), Secure

1 Socket Layer (SSL), Secure Hypertext Transfer Protocol (HTTPS), and/or the like.
2 Employing such encryption security protocols, the DCM-Platform may encrypt all
3 incoming and/or outgoing communications and may serve as node within a virtual
4 private network (VPN) with a wider communications network. The cryptographic
5 component facilitates the process of "security authorization" whereby access to a
6 resource is inhibited by a security protocol wherein the cryptographic component effects
7 authorized access to the secured resource. In addition, the cryptographic component
8 may provide unique identifiers of content, e.g., employing and MD5 hash to obtain a
9 unique signature for an digital audio file. A cryptographic component may communicate
10 to and/or with other components in a component collection, including itself, and/or
11 facilities of the like. The cryptographic component supports encryption schemes
12 allowing for the secure transmission of information across a communications network
13 to enable the DCM-Platform component to engage in secure transactions if so desired.
14 The cryptographic component facilitates the secure accessing of resources on the DCM-
15 Platform and facilitates the access of secured resources on remote systems; i.e., it may
16 act as a client and/or server of secured resources. Most frequently, the cryptographic
17 component communicates with information servers, operating systems, other program
18 components, and/or the like. The cryptographic component may contain, communicate,
19 generate, obtain, and/or provide program component, system, user, and/or data
20 communications, requests, and/or responses.

21 The DCM-Platform Database

22 **[00524]** The DCM-Platform database component 1819 may be embodied in a
23 database and its stored data. The database is a stored program component, which is

1 executed by the CPU; the stored program component portion configuring the CPU to
2 process the stored data. The database may be a conventional, fault tolerant, relational,
3 scalable, secure database such as Oracle or Sybase. Relational databases are an
4 extension of a flat file. Relational databases consist of a series of related tables. The
5 tables are interconnected via a key field. Use of the key field allows the combination of
6 the tables by indexing against the key field; i.e., the key fields act as dimensional pivot
7 points for combining information from various tables. Relationships generally identify
8 links maintained between tables by matching primary keys. Primary keys represent
9 fields that uniquely identify the rows of a table in a relational database. More precisely,
10 they uniquely identify rows of a table on the “one” side of a one-to-many relationship.

11 **[00525]** Alternatively, the DCM-Platform database may be implemented using
12 various standard data-structures, such as an array, hash, (linked) list, struct, structured
13 text file (e.g., XML), table, and/or the like. Such data-structures may be stored in
14 memory and/or in (structured) files. In another alternative, an object-oriented database
15 may be used, such as Frontier, ObjectStore, Poet, Zope, and/or the like. Object
16 databases can include a number of object collections that are grouped and/or linked
17 together by common attributes; they may be related to other object collections by some
18 common attributes. Object-oriented databases perform similarly to relational databases
19 with the exception that objects are not just pieces of data but may have other types of
20 capabilities encapsulated within a given object. If the DCM-Platform database is
21 implemented as a data-structure, the use of the DCM-Platform database 1819 may be
22 integrated into another component such as the DCM-Platform component 1835. Also,
23 the database may be implemented as a mix of data structures, objects, and relational
24 structures. Databases may be consolidated and/or distributed in countless variations

1 through standard data processing techniques. Portions of databases, e.g., tables, may be
2 exported and/or imported and thus decentralized and/or integrated.

3 **[00526]** In one embodiment, the database component 519 includes several tables
4 519a-e. A User table 1819a includes fields such as, but not limited to: UserID,
5 UserAddress, UserPhoneNumer, UserName, UserAddress, UserPassword, UserType,
6 UserPreference, UserAccount, and/or the like. The User table may support and/or track
7 multiple entity accounts on a DCM-Platform. A Hardware table 1819b includes fields
8 such as, but not limited to: HardwareID, UserID, ScriptID, ConvAssetID, HardwareType,
9 HardwareName, DataFormattingRequirements, HardwareProtocols, AddressInfo,
10 UsageHistory, HardwareRequirements and/or the like. A Conversation Asset table
11 1819c includes fields such as, but not limited to: AssetID, AssetSymbol, AssetName,
12 AssetType, AIAgentID, AIAgentName, ExchangeID, PortfolioID, AssetIndex,
13 AssetOwnership, AssetNegotiator, AssetWrapperTag, AssetSize, ScriptID and/or the
14 like. An AI Agent table 119d includes fields such as, but not limited to: AgentID,
15 AgentName, AssetID, AssetName, AssetOwnership, PortfolioID, AgentHistory,
16 AgentCredit, and/or the like. A Portfolio table 1819e includes fields such as, but not
17 limited to: PortfolioID, PortfolioName, AssetID, AssetName, PortfolioOwnership,
18 PortfolioWrapperTag, PortfolioIndex, PortfolioNegatiator, AgentID, and/or the like. An
19 Exchange table 1819f includes fields such as, but not limited to: ExchangeID,
20 ExchangeParty, ExchangeIndex, ExchangeTime, AssetID, PortfolioID, AgentID, and/or
21 the like. A Scripts table 1819g includes fields such as, but not limited to: ScriptID,
22 ScriptName, ScriptTime, ScriptFile, AssetID, AgentID, HardwareID, ScriptFormat,
23 ScriptType, ScriptProgram, ScriptAuthor, and/or the like. An author table 1819h
24 includes fields such as, but not limited to: AuthorName, AuthorID, AuthorScript,

1 AuthorAI, AuthorType, AuthorConversationID, and/or the like. An owner table 1819i
2 includes fields such as, but not limited to: OwnerName, OwnerType, OwnerID,
3 OwnerAssetID, OwnerAI, OwnerLegalInfo, and/or the like. A transaction table 1819j
4 includes fields such as, but not limited to: TransactionID, TransactionParty,
5 TransactionOwner, TransactionAI, TransactionAsset, TransactionTime, TransactionPrice,
6 TransactionVolume, and/or the like. A knowledge table 1819k includes fields such as,
7 but not limited to: KnowledgeID, KnowledgeSource, KnowledgeScriptID,
8 KnowledgeSearchID, KnowledgeDistributorID, and/or the like. A client table 1819l
9 includes fields such as, but not limited to: ClientID, ClientName, ClientAd, ClientAI,
10 ClientProject, and/or the like.

11 **[00527]** In one embodiment, the DCM-Platform database may interact with other
12 database systems. For example, employing a distributed database system, queries and
13 data access by search DCM-Platform component may treat the combination of the
14 DCM-Platform database, an integrated data security layer database as a single database
15 entity.

16 **[00528]** In one embodiment, user programs may contain various user interface
17 primitives, which may serve to update the DCM-Platform. Also, various accounts may
18 require custom database tables depending upon the environments and the types of
19 clients the DCM-Platform may need to serve. It should be noted that any unique fields
20 may be designated as a key field throughout. In an alternative embodiment, these tables
21 have been decentralized into their own databases and their respective database
22 controllers (i.e., individual database controllers for each of the above tables). Employing
23 standard data processing techniques, one may further distribute the databases over

1 several computer systemizations and/or storage devices. Similarly, configurations of the
2 decentralized database controllers may be varied by consolidating and/or distributing
3 the various database components 1819a-l. The DCM-Platform may be configured to
4 keep track of various settings, inputs, and parameters via database controllers.

5 **[00529]** The DCM-Platform database may communicate to and/or with other
6 components in a component collection, including itself, and/or facilities of the like.
7 Most frequently, the DCM-Platform database communicates with the DCM-Platform
8 component, other program components, and/or the like. The database may contain,
9 retain, and provide information regarding other nodes and data.

10 **The DCM-Platforms**

11 **[00530]** The DCM-Platform component 1835 is a stored program component that
12 is executed by a CPU. In one embodiment, the DCM-Platform component incorporates
13 any and/or all combinations of the aspects of the DCM-Platform that was discussed in
14 the previous figures. As such, the DCM-Platform affects accessing, obtaining and the
15 provision of information, services, transactions, and/or the like across various
16 communications networks.

17 **[00531]** The DCM-Platform transforms digital dialogue from consumers, client
18 demands and, Internet search inputs via DCM-Platform components Conversation
19 Monetizer 1845, Asset Generator 1844, Knowledge Builder 1843, Social Media
20 Synchronizer 1842 and Dialogue Generator 1841 into tradable digital assets, and client
21 needs based artificial intelligence campaign plan outputs.

22 **[00532]** The DCM-Platform component enabling access of information between

1 nodes may be developed by employing standard development tools and languages such
2 as, but not limited to: Apache components, Assembly, ActiveX, binary executables,
3 (ANSI) (Objective-) C (++), C# and/or .NET, database adapters, CGI scripts, Java,
4 JavaScript, mapping tools, procedural and object oriented development tools, PERL,
5 PHP, Python, shell scripts, SQL commands, web application server extensions, web
6 development environments and libraries (e.g., Microsoft's ActiveX; Adobe AIR, FLEX &
7 FLASH; AJAX; (D)HTML; Dojo, Java; JavaScript; jQuery(UI); MooTools; Prototype;
8 script.aculo.us; Simple Object Access Protocol (SOAP); SWFObject; Yahoo! User
9 Interface; and/or the like), WebObjects, and/or the like. In one embodiment, the DCM-
10 Platform server employs a cryptographic server to encrypt and decrypt communications.
11 The DCM-Platform component may communicate to and/or with other components in a
12 component collection, including itself, and/or facilities of the like. Most frequently, the
13 DCM-Platform component communicates with the DCM-Platform database, operating
14 systems, other program components, and/or the like. The DCM-Platform may contain,
15 communicate, generate, obtain, and/or provide program component, system, user,
16 and/or data communications, requests, and/or responses.

17 **Distributed DCM-Platforms**

18 **[00533]** The structure and/or operation of any of the DCM-Platform node
19 controller components may be combined, consolidated, and/or distributed in any
20 number of ways to facilitate development and/or deployment. Similarly, the component
21 collection may be combined in any number of ways to facilitate deployment and/or
22 development. To accomplish this, one may integrate the components into a common
23 code base or in a facility that can dynamically load the components on demand in an

1 integrated fashion.

2 **[00534]** The component collection may be consolidated and/or distributed in
3 countless variations through standard data processing and/or development techniques.
4 Multiple instances of any one of the program components in the program component
5 collection may be instantiated on a single node, and/or across numerous nodes to
6 improve performance through load-balancing and/or data-processing techniques.
7 Furthermore, single instances may also be distributed across multiple controllers
8 and/or storage devices; e.g., databases. All program component instances and
9 controllers working in concert may do so through standard data processing
10 communication techniques.

11 **[00535]** The configuration of the DCM-Platform controller will depend on the
12 context of system deployment. Factors such as, but not limited to, the budget, capacity,
13 location, and/or use of the underlying hardware resources may affect deployment
14 requirements and configuration. Regardless of if the configuration results in more
15 consolidated and/or integrated program components, results in a more distributed
16 series of program components, and/or results in some combination between a
17 consolidated and distributed configuration, data may be communicated, obtained,
18 and/or provided. Instances of components consolidated into a common code base from
19 the program component collection may communicate, obtain, and/or provide data. This
20 may be accomplished through intra-application data processing communication
21 techniques such as, but not limited to: data referencing (e.g., pointers), internal
22 messaging, object instance variable communication, shared memory space, variable
23 passing, and/or the like.

1 **[00536]** If component collection components are discrete, separate, and/or
2 external to one another, then communicating, obtaining, and/or providing data with
3 and/or to other component components may be accomplished through inter-application
4 data processing communication techniques such as, but not limited to: Application
5 Program Interfaces (API) information passage; (distributed) Component Object Model
6 ((D)COM), (Distributed) Object Linking and Embedding ((D)OLE), and/or the like),
7 Common Object Request Broker Architecture (CORBA), Jini local and remote
8 application program interfaces, JavaScript Object Notation (JSON), Remote Method
9 Invocation (RMI), SOAP, process pipes, shared files, and/or the like. Messages sent
10 between discrete component components for inter-application communication or within
11 memory spaces of a singular component for intra-application communication may be
12 facilitated through the creation and parsing of a grammar. A grammar may be
13 developed by using development tools such as lex, yacc, XML, and/or the like, which
14 allow for grammar generation and parsing capabilities, which in turn may form the basis
15 of communication messages within and between components.

16 **[00537]** For example, a grammar may be arranged to recognize the tokens of an
17 HTTP post command, e.g.:

```
18      w3c -post http://... Value1
```

20 **[00538]** where Value1 is discerned as being a parameter because “http://” is part of
21 the grammar syntax, and what follows is considered part of the post value. Similarly,
22 with such a grammar, a variable “Value1” may be inserted into an “http://” post
23 command and then sent. The grammar syntax itself may be presented as structured data
24 that is interpreted and/or otherwise used to generate the parsing mechanism (e.g., a

1 syntax description text file as processed by lex, yacc, etc.). Also, once the parsing
2 mechanism is generated and/or instantiated, it itself may process and/or parse
3 structured data such as, but not limited to: character (e.g., tab) delineated text, HTML,
4 structured text streams, XML, and/or the like structured data. In another embodiment,
5 inter-application data processing protocols themselves may have integrated and/or
6 readily available parsers (e.g., JSON, SOAP, and/or like parsers) that may be employed
7 to parse (e.g., communications) data. Further, the parsing grammar may be used
8 beyond message parsing, but may also be used to parse: databases, data collections, data
9 stores, structured data, and/or the like. Again, the desired configuration will depend
10 upon the context, environment, and requirements of system deployment.

11 **[00539]** For example, in some implementations, the DCM-Platform controller may
12 be executing a PHP script implementing a Secure Sockets Layer (“SSL”) socket server
13 via the information sherver, which listens to incoming communications on a server port
14 to which a client may send data, e.g., data encoded in JSON format. Upon identifying
15 an incoming communication, the PHP script may read the incoming message from the
16 client device, parse the received JSON-encoded text data to extract information from the
17 JSON-encoded text data into PHP script variables, and store the data (e.g., client
18 identifying information, etc.) and/or extracted information in a relational database
19 accessible using the Structured Query Language (“SQL”). An exemplary listing, written
20 substantially in the form of PHP/SQL commands, to accept JSON-encoded input data
21 from a client device via a SSL connection, parse the data to extract variables, and store
22 the data to a database, is provided below:

```
23 <?PHP  
24 header('Content-Type: text/plain');
```

150

```

1
2 // set ip address and port to listen to for incoming data
3 $address = '192.168.0.100';
4 $port = 255;
5
6 // create a server-side SSL socket, listen for/accept incoming
7 communication
8 $sock = socket_create(AF_INET, SOCK_STREAM, 0);
9 socket_bind($sock, $address, $port) or die('Could not bind to
10 address');
11 socket_listen($sock);
12 $client = socket_accept($sock);
13
14 // read input data from client device in 1024 byte blocks until
15 end of message
16 do {
17     $input = "";
18     $input = socket_read($client, 1024);
19     $data .= $input;
20 } while($input != "");
21
22 // parse data to extract variables
23 $obj = json_decode($data, true);
24
25 // store input data in a database
26 mysql_connect("201.408.185.132",$DBserver,$password); // access
27 database server
28 mysql_select("CLIENT_DB.SQL"); // select database to append
29 mysql_query("INSERT INTO UserTable (transmission)
30 VALUES ($data)"); // add data to UserTable table in a CLIENT
31 database
32 mysql_close("CLIENT_DB.SQL"); // close connection to database
33 ?>
34

```

35 **[00540]** Also, the following resources may be used to provide example
36 embodiments regarding SOAP parser implementation:

```

37 http://www.xav.com/perl/site/lib/SOAP/Parser.html
38 http://publib.boulder.ibm.com/infocenter/tivihelp/v2r1/index.jsp?
39 topic=/com.ibm.IBMDI.doc/referenceguide295.htm
40

```

41 **[00541]** and other parser implementations:

```

42 http://publib.boulder.ibm.com/infocenter/tivihelp/v2r1/index.jsp?
43 topic=/com.ibm.IBMDI.doc/referenceguide259.htm
44

```

45 **[00542]** all of which are hereby expressly incorporated by reference.

1

2 **[00543]** In order to address various issues and advance the art, the entirety of this
3 application for APPARATUSES, METHODS AND SYSTEMS FOR A DIGITAL
4 CONVERSATION MANAGEMENT PLATFORM (including the Cover Page, Title,
5 Headings, Field, Background, Summary, Brief Description of the Drawings, Detailed
6 Description, Claims, Abstract, Figures, Appendices, and otherwise) shows, by way of
7 illustration, various embodiments in which the claimed innovations may be practiced.
8 The advantages and features of the application are of a representative sample of
9 embodiments only, and are not exhaustive and/or exclusive. They are presented only to
10 assist in understanding and teach the claimed principles. It should be understood that
11 they are not representative of all claimed innovations. As such, certain aspects of the
12 disclosure have not been discussed herein. That alternate embodiments may not have
13 been presented for a specific portion of the innovations or that further undescribed
14 alternate embodiments may be available for a portion is not to be considered a
15 disclaimer of those alternate embodiments. It will be appreciated that many of those
16 undescribed embodiments incorporate the same principles of the innovations and
17 others are equivalent. Thus, it is to be understood that other embodiments may be
18 utilized and functional, logical, operational, organizational, structural and/or
19 topological modifications may be made without departing from the scope and/or spirit
20 of the disclosure. As such, all examples and/or embodiments are deemed to be non-
21 limiting throughout this disclosure. Also, no inference should be drawn regarding those
22 embodiments discussed herein relative to those not discussed herein other than it is as
23 such for purposes of reducing space and repetition. For instance, it is to be understood
24 that the logical and/or topological structure of any combination of any program

1 components (a component collection), other components and/or any present feature
2 sets as described in the figures and/or throughout are not limited to a fixed operating
3 order and/or arrangement, but rather, any disclosed order is exemplary and all
4 equivalents, regardless of order, are contemplated by the disclosure. Furthermore, it is
5 to be understood that such features are not limited to serial execution, but rather, any
6 number of threads, processes, services, servers, and/or the like that may execute
7 asynchronously, concurrently, in parallel, simultaneously, synchronously, and/or the
8 like are contemplated by the disclosure. As such, some of these features may be
9 mutually contradictory, in that they cannot be simultaneously present in a single
10 embodiment. Similarly, some features are applicable to one aspect of the innovations,
11 and inapplicable to others. In addition, the disclosure includes other innovations not
12 presently claimed. Applicant reserves all rights in those presently unclaimed
13 innovations including the right to claim such innovations, file additional applications,
14 continuations, continuations in part, divisions, and/or the like thereof. As such, it
15 should be understood that advantages, embodiments, examples, functional, features,
16 logical, operational, organizational, structural, topological, and/or other aspects of the
17 disclosure are not to be considered limitations on the disclosure as defined by the claims
18 or limitations on equivalents to the claims. It is to be understood that, depending on the
19 particular needs and/or characteristics of a DCM-Platform individual and/or enterprise
20 user, database configuration and/or relational model, data type, data transmission
21 and/or network framework, syntax structure, and/or the like, various embodiments of
22 the DCM-Platform, may be implemented that enable a great deal of flexibility and
23 customization. For example, aspects of the DCM-Platform may be adapted for virtual
24 commodities packetizing and pricing . While various embodiments and discussions of

1 the DCM-Platform have been directed to artificial intelligence asset management,
2 however, it is to be understood that the embodiments described herein may be readily
3 configured and/or customized for a wide variety of other applications and/or
4 implementations.

CLAIMS

1
2 What is claimed is:

3 1. A digital conversation generating processor-implemented method,
4 comprising:

5 instantiating a conversational artificial-intelligence agent;

6 identifying an individual target for conversation;

7 initiating a conversation with the individual target by the artificial-intelligence
8 agent by providing a first portion of a conversational dialogue to the individual target;

9 recording a response from the individual target to the first portion of the
10 conversational dialogue; and

11 responding to the response from the individual target with a next contextual
12 portion of the conversational dialogue.

13

14 2. The method of claim 1, further comprising:

15 receiving an advertising client request; and

16 creating a dialogue agent based on the client request.

17

18 3. The method of claim 2, further comprising:

19 populating the dialogue agent on social media; and

20 implement the dialogue agent to capture interactive dialogue actions.

21

22 4. The method of claim 2, wherein the creating the dialogue agent comprises:

23 generating a web service;

24 connecting the web-service to an avatar front end; and

1 completing dialogue agent application.

2

3 5. The method of claim 4, wherein the completing dialogue agent application
4 further comprises dialogue cloud with key words for search engines;

5 populating on a social media platform;

6 generating links accessible from Internet and smart phone applications;

7 and

8 updating wrapper description identifications.

9

10 6. The method of claim 1, wherein the artificial-intelligence agent is an avatar
11 on a social media platform.

12

13 7. The method of claim 1, further comprising:
14 registering the conversation on a virtual asset exchange platform.

15

16 8. The method of claim 1, further comprising:
17 registering the conversation on a financial trading platform.

18

19 9. The method of claim 1, further comprising:
20 providing options for a conditional logic.

21

22 10. The method of claim 1, further comprising:
23 initiating a search to obtain information for the conversation; and
24 generating a hyperlink outcome based on the search results.

1

2 11. The method of claim 10, wherein the search comprises a key word based
3 Google search.

4

5 12. The method of claim 11, further comprising:
6 providing alternate questions to the individual target to obtain further
7 information if the search fails; and
8 generating a dialogue line based on partial key word search and the obtained
9 information.

10

11 13. The method of claim 1, further comprising:
12 capturing updated product information from the Internet; and
13 requesting a client provide updated product information .

14

15 14. The method of claim 1, further comprising:
16 initiating dialogue analytics to drive individual-agent interactions;
17 determining a dialogue pathway of a dialogue; and
18 determining dialogue parameters based on the dialogue pathway.

19

20 15. The method of claim 14, wherein the dialogue parameters comprises a
21 number of dialogue actions in the dialogue pathway and an amount of time take for each
22 dialogue action.

23

1 16. The method of claim 15, further comprising aggregating dialogue pathways
2 from a plurality of individual targets.

3

4 17. The method of claim 15, further comprising determining a dollar value
5 associated with each dialogue action.

6

7 18. A digital conversation generating apparatus, comprising:

8 a memory;

9 a processor disposed in communication with said memory, and configured to
10 issue a plurality of processing instructions stored in the memory, wherein the processor
11 issues instructions to:

12 instantiate a conversational artificial-intelligence agent;

13 identify an individual target for conversation;

14 initiate a conversation with the individual target by the artificial-intelligence
15 agent by providing a first portion of a conversational dialogue to the individual target;

16 record a response from the individual target to the first portion of the
17 conversational dialogue; and

18 respond to the response from the individual target with a next contextual portion
19 of the conversational dialogue.

20

21 19. The apparatus of claim 18, wherein the processor further issues
22 instructions for:

23 receiving an advertising client request; and

24 creating a dialogue agent based on the client request.

1

2 20. The apparatus of claim 19, wherein the processor further issues
3 instructions for:

4 populating the dialogue agent on social media; and

5 implement the dialogue agent to capture interactive dialogue actions.

6

7 21. The apparatus of claim 19, wherein the creating the dialogue agent
8 comprises:

9 generating a web service;

10 connecting the web-service to an avatar front end; and

11 completing dialogue agent application.

12

13 22. The apparatus of claim 21, wherein the completing dialogue agent
14 application further comprises dialogue cloud with key words for search engines;

15 populating on a social media platform;

16 generating links accessible from Internet and smart phone applications;

17 and

18 updating wrapper description identifications.

19

20 23. The apparatus of claim 18, wherein the artificial-intelligence agent is an
21 avatar on a social media platform.

22

23 24. The apparatus of claim 18, wherein the processor further issues
24 instructions for:

1 registering the conversation on a virtual asset exchange platform.

2

3 25. The apparatus of claim 18, wherein the processor further issues
4 instructions for:

5 registering the conversation on a financial trading platform.

6

7 26. The apparatus of claim 18, wherein the processor further issues
8 instructions for:

9 providing options for a conditional logic.

10

11 27. The apparatus of claim 18, wherein the processor further issues
12 instructions for:

13 initiating a search to obtain information for the conversation; and

14 generating a hyperlink outcome based on the search results.

15

16 28. The apparatus of claim 27, wherein the search comprises a key word based
17 Google search.

18

19 29. The apparatus of claim 28, wherein the processor further issues
20 instructions for:

21 providing alternate questions to the individual target to obtain further
22 information if the search fails; and

23 generating a dialogue line based on partial key word search and the obtained
24 information.

1

2 30. The apparatus of claim 18, wherein the processor further issues
3 instructions for:

4 capturing updated product information from the Internet; and
5 requesting a client provide updated product information .

6

7 31. The apparatus of claim 18, wherein the processor further issues
8 instructions for:

9 initiating dialogue analytics to drive individual-agent interactions;
10 determining a dialogue pathway of a dialogue; and
11 determining dialogue parameters based on the dialogue pathway.

12

13 32. The apparatus of claim 31, wherein the dialogue parameters comprises a
14 number of dialogue actions in the dialogue pathway and an amount of time take for each
15 dialogue action.

16

17 33. The apparatus of claim 32, wherein the processor further issues
18 instructions for aggregating dialogue pathways from a plurality of individual targets.

19

20 34. The apparatus of claim 32, wherein the processor further issues
21 instructions for determining a dollar value associated with each dialogue action.

22

23

24 35. A digital conversation generating system, comprising:

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1 means to instantiate a conversational artificial-intelligence agent;

2 means to identify an individual target for conversation;

3 means to initiate a conversation with the individual target by the artificial-
4 intelligence agent by providing a first portion of a conversational dialogue to the
5 individual target;

6 means to record a response from the individual target to the first portion of the
7 conversational dialogue; and

8 means to respond to the response from the individual target with a next
9 contextual portion of the conversational dialogue..

10
11 36. The system of claim 35, further comprising means for:

12 receiving an advertising client request; and

13 creating a dialogue agent based on the client request.
14

15 37. The system of claim 36, further comprising means for:

16 populating the dialogue agent on social media; and

17 implement the dialogue agent to capture interactive dialogue actions.
18

19 38. The system of claim 36, wherein the creating the dialogue agent comprises:

20 generating a web service;

21 connecting the web-service to an avatar front end; and

22 completing dialogue agent application.
23

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1 39. The system of claim 38, wherein the completing dialogue agent application
2 further comprises dialogue cloud with key words for search engines;
3 populating on a social media platform;
4 generating links accessible from Internet and smart phone applications;
5 and
6 updating wrapper description identifications.

7
8 40. The system of claim 35, wherein the artificial-intelligence agent is an
9 avatar on a social media platform.

10
11 41. The system of claim 35, further comprising means for:
12 registering the conversation on a virtual asset exchange platform.

13
14 42. The system of claim 35, further comprising means for:
15 registering the conversation on a financial trading platform.

16
17 43. The system of claim 35, further comprising means for:
18 providing options for a conditional logic.

19
20 44. The system of claim 35, further comprising means for:
21 initiating a search to obtain information for the conversation; and
22 generating a hyperlink outcome based on the search results.

23

1 45. The system of claim 44, wherein the search comprises a key word based
2 Google search.

3

4 46. The system of claim 45, further comprising means for:
5 providing alternate questions to the individual target to obtain further
6 information if the search fails; and
7 generating a dialogue line based on partial key word search and the obtained
8 information.

9

10 47. The system of claim 35, further comprising means for:
11 capturing updated product information from the Internet; and
12 requesting a client provide updated product information .

13

14 48. The system of claim 35, further comprising means for:
15 initiating dialogue analytics to drive individual-agent interactions;
16 determining a dialogue pathway of a dialogue; and
17 determining dialogue parameters based on the dialogue pathway.

18

19 49. The system of claim 48, wherein the dialogue parameters comprises a
20 number of dialogue actions in the dialogue pathway and an amount of time take for each
21 dialogue action.

22

23 50. The system of claim 49, further comprising means for aggregating
24 dialogue pathways from a plurality of individual targets.

1

2 51. The system of claim 49, further comprising means for determining a dollar
3 value associated with each dialogue action.

4

5

6 52. A digital conversation generating processor-readable medium storing
7 processor-issuable instructions to:

8 instantiate a conversational artificial-intelligence agent;

9 identify an individual target for conversation;

10 initiate a conversation with the individual target by the artificial-intelligence
11 agent by providing a first portion of a conversational dialogue to the individual target;

12 record a response from the individual target to the first portion of the
13 conversational dialogue; and

14 respond to the response from the individual target with a next contextual portion
15 of the conversational dialogue.

16

17 53. The medium of claim 52, further storing processor-issuable instructions
18 for:

19 receiving an advertising client request; and

20 creating a dialogue agent based on the client request.

21

22 54. The medium of claim 53, further storing processor-issuable instructions
23 for:

24 populating the dialogue agent on social media; and

165

1 implement the dialogue agent to capture interactive dialogue actions.

2

3 55. The medium of claim 53, wherein the creating the dialogue agent
4 comprises:

5 generating a web service;

6 connecting the web-service to an avatar front end; and

7 completing dialogue agent application.

8

9 56. The medium of claim 55, wherein the completing dialogue agent
10 application further comprises dialogue cloud with key words for search engines;

11 populating on a social media platform;

12 generating links accessible from Internet and smart phone applications;

13 and

14 updating wrapper description identifications.

15

16 57. The medium of claim 52, wherein the artificial-intelligence agent is an
17 avatar on a social media platform.

18

19 58. The medium of claim 52, further storing processor-issueable instructions
20 for:

21 registering the conversation on a virtual asset exchange platform.

22

23 59. The medium of claim 52, further storing processor-issueable instructions
24 for:

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1 registering the conversation on a financial trading platform.

2
3 60. The medium of claim 52, further storing processor-issueable instructions
4 for:
5 providing options for a conditional logic.

6
7 61. The medium of claim 52, further storing processor-issueable instructions
8 for:
9 initiating a search to obtain information for the conversation; and
10 generating a hyperlink outcome based on the search results.

11
12 62. The medium of claim 61, wherein the search comprises a key word based
13 Google search.

14
15 63. The medium of claim 62, further storing processor-issueable instructions
16 for:
17 providing alternate questions to the individual target to obtain further
18 information if the search fails; and
19 generating a dialogue line based on partial key word search and the obtained
20 information.

21
22 64. The medium of claim 52, further storing processor-issueable instructions
23 for:
24 capturing updated product information from the Internet; and

1 requesting a client provide updated product information .

2

3 65. The medium of claim 52, further storing processor-issueable instructions
4 for:

5 initiating dialogue analytics to drive individual-agent interactions;

6 determining a dialogue pathway of a dialogue; and

7 determining dialogue parameters based on the dialogue pathway.

8

9 66. The medium of claim 65, wherein the dialogue parameters comprises a
10 number of dialogue actions in the dialogue pathway and an amount of time take for each
11 dialogue action.

12

13 67. The medium of claim 66, further storing processor-issueable instructions
14 for aggregating dialogue pathways from a plurality of individual targets.

15

16 68. The medium of claim 66, further storing processor-issueable instructions
17 for determining a dollar value associated with each dialogue action.

18

19

20 69. A digital conversation value exchange processor-implemented method,
21 comprising:

22 receiving information indicating a demand for a digital conversation asset;

23 determining a type of the demanded digital conversation asset;

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1 initializing an exchange procedure for the determined type of the demanded
2 digital conversation asset;

3 obtaining information required by the exchange procedure for the determined
4 type of the demanded digital conversation asset; and

5 determining an index of the demanded digital conversation asset at least based
6 on the obtained information for the determined type of the demanded digital
7 conversation asset.

8

9 70. The method of claim 69, further, comprising:

10 providing a payment to a provider of the conversational artificial-intelligence
11 agent for each response to each portion of the conversational dialogue.

12

13 71. The method of claim 70, wherein each successive response warrants an
14 increased payment.

15

16 72. The method of claim 71, wherein a last response to the conversational
17 dialogue resulting in a purchase warrants a further increased payment.

18

19 73. The method of claim 72, wherein the further increased payment is a
20 percentage of the purchases.

21

22 74. The method of claim 73, wherein the response performance of the
23 artificial-intelligence agent is recorded over multiple conversational dialogues with
24 multiple individuals.

1

2 75. The method of claim 74, wherein response performance of the artificial-
3 intelligence agent may be compared to the performance of other artificial-intelligence
4 agents.

5

6 76. The method of claim 75, wherein artificial-intelligence agents may be
7 traded on an exchange based on their performance.

8

9 77. The method of claim 76, wherein recorded responses and conversational
10 dialogues across the artificial-intelligence may be mined for trend information.

11

12 78. The method of claim 69, wherein the type of digital conversation asset
13 comprises at least one of:

14 conversation asset, conversation artificial intelligence entity asset, portfolio asset,
15 exchange asset.

16

17 79. The method of claim 69, further comprising determining an asset
18 negotiator to negotiate a transaction between an asset owner and an investor.

19

20 80. The method of claim 69, further comprising: generating an asset wrapper
21 for the demanded digital conversation asset.

22

23 81. The method of claim 70, wherein the asset wrapper identifies an asset
24 owner, an asset author, an asset negotiator for the digital conversation asset.

1

2 82. The method of claim 69, wherein the exchange procedure comprises:

3 monetizing the digital conversation asset by determining shares of stock and
4 price of a share;

5 determining cost factors; and

6 determining a dividends payment structure.

7

8 83. The method of claim 82, further comprising:

9 receiving trading information from a financial trading platform related to the
10 demanded digital conversation asset; and

11 adjust the index of the demanded digital conversation asset based on the received
12 trading information.

13

14 84. The method of claim 82, further comprising:

15 facilitating transfer of stock shares.

16

17 85. The method of claim 82, further comprising:

18 obtaining corporate certificate and credentials from an investor; and

19 assigning intellectual property rights to the investor.

20

21 86. A digital conversation generating apparatus, comprising:

22 a memory;

1 a processor disposed in communication with said memory, and configured to
2 issue a plurality of processing instructions stored in the memory, wherein the processor
3 issues instructions to:

4 receive information indicating a demand for a digital conversation asset;

5 determine a type of the demanded digital conversation asset;

6 initialize an exchange procedure for the determined type of the demanded digital
7 conversation asset;

8 obtain information required by the exchange procedure for the determined type
9 of the demanded digital conversation asset; and

10 determine an index of the demanded digital conversation asset at least based on
11 the obtained information for the determined type of the demanded digital conversation
12 asset.

13

14 87. The apparatus of claim 86, further, comprising:

15 providing a payment to a provider of the conversational artificial-intelligence
16 agent for each response to each portion of the conversational dialogue.

17

18 88. The apparatus of claim 87, wherein each successive response warrants an
19 increased payment.

20

21 89. The apparatus of claim 88, wherein a last response to the conversational
22 dialogue resulting in a purchase warrants a further increased payment.

23

1 90. The apparatus of claim 89, wherein the further increased payment is a
2 percentage of the purchases.

3

4 91. The apparatus of claim 90, wherein the response performance of the
5 artificial-intelligence agent is recorded over multiple conversational dialogues with
6 multiple individuals.

7

8 92. The apparatus of claim 91, wherein response performance of the artificial-
9 intelligence agent may be compared to the performance of other artificial-intelligence
10 agents.

11

12 93. The apparatus of claim 92, wherein artificial-intelligence agents may be
13 traded on an exchange based on their performance.

14

15 94. The apparatus of claim 93, wherein recorded responses and conversational
16 dialogues across the artificial-intelligence may be mined for trend information.

17

18 95. The apparatus of claim 86, wherein the type of digital conversation asset
19 comprises at least one of:

20 conversation asset, conversation artificial intelligence entity asset, portfolio asset,
21 exchange asset.

22

1 96. The apparatus of claim 86, wherein the processor further issues
2 instructions for determining an asset negotiator to negotiate a transaction between an
3 asset owner and an investor.

4

5 97. The apparatus of claim 86, wherein the processor further issues
6 instructions for: generating an asset wrapper for the demanded digital conversation
7 asset.

8

9 98. The apparatus of claim 87, wherein the asset wrapper identifies an asset
10 owner, an asset author, an asset negotiator for the digital conversation asset.

11

12 99. The apparatus of claim 86, wherein the exchange procedure comprises:
13 monetizing the digital conversation asset by determining shares of stock and
14 price of a share;
15 determining cost factors; and
16 determining a dividends payment structure.

17

18 100. The apparatus of claim 99, wherein the processor further issues
19 instructions for:
20 receiving trading information from a financial trading platform related to the
21 demanded digital conversation asset; and
22 adjust the index of the demanded digital conversation asset based on the received
23 trading information.

24

1 101. The apparatus of claim 99, wherein the processor further issues
2 instructions for:

3 facilitating transfer of stock shares.
4

5 102. The apparatus of claim 99, wherein the processor further issues
6 instructions for:

7 obtaining corporate certificate and credentials from an investor; and

8 assigning intellectual property rights to the investor.
9

10
11 103. A digital conversation generating system, comprising:

12 means to receive information indicating a demand for a digital conversation asset;

13 means to determine a type of the demanded digital conversation asset;

14 means to initialize an exchange procedure for the determined type of the
15 demanded digital conversation asset;

16 means to obtain information required by the exchange procedure for the
17 determined type of the demanded digital conversation asset; and

18 means to determine an index of the demanded digital conversation asset at least
19 based on the obtained information for the determined type of the demanded digital
20 conversation asset.
21

22 104. The system of claim 103, further, comprising:

23 providing a payment to a provider of the conversational artificial-intelligence
24 agent for each response to each portion of the conversational dialogue.

1

2 105. The system of claim 104, wherein each successive response warrants an
3 increased payment.

4

5 106. The system of claim 105, wherein a last response to the conversational
6 dialogue resulting in a purchase warrants a further increased payment.

7

8 107. The system of claim 106, wherein the further increased payment is a
9 percentage of the purchases.

10

11 108. The system of claim 107, wherein the response performance of the
12 artificial-intelligence agent is recorded over multiple conversational dialogues with
13 multiple individuals.

14

15 109. The system of claim 108, wherein response performance of the artificial-
16 intelligence agent may be compared to the performance of other artificial-intelligence
17 agents.

18

19 110. The system of claim 109, wherein artificial-intelligence agents may be
20 traded on an exchange based on their performance.

21

22 111. The system of claim 110, wherein recorded responses and conversational
23 dialogues across the artificial-intelligence may be mined for trend information.

24

1 112. The system of claim 103, wherein the type of digital conversation asset
2 comprises at least one of:

3 conversation asset, conversation artificial intelligence entity asset, portfolio asset,
4 exchange asset.

5

6 113. The system of claim 103, further comprising means for determining an
7 asset negotiator to negotiate a transaction between an asset owner and an investor.

8

9 114. The system of claim 103, further comprising means for: generating an
10 asset wrapper for the demanded digital conversation asset.

11

12 115. The system of claim 104, wherein the asset wrapper identifies an asset
13 owner, an asset author, an asset negotiator for the digital conversation asset.

14

15 116. The system of claim 103, wherein the exchange procedure comprises:
16 monetizing the digital conversation asset by determining shares of stock and
17 price of a share;

18 determining cost factors; and

19 determining a dividends payment structure.

20

21 117. The system of claim 116, further comprising means for:

22 receiving trading information from a financial trading platform related to the
23 demanded digital conversation asset; and

1 adjust the index of the demanded digital conversation asset based on the received
2 trading information.

3

4 118. The system of claim 116, further comprising means for:
5 facilitating transfer of stock shares.

6

7 119. The system of claim 116, further comprising means for:
8 obtaining corporate certificate and credentials from an investor; and
9 assigning intellectual property rights to the investor.

10

11

12 120. A digital conversation generating processor-readable medium storing
13 processor-issuable instructions to:

14 receive information indicating a demand for a digital conversation asset;
15 determine a type of the demanded digital conversation asset;
16 initialize an exchange procedure for the determined type of the demanded digital
17 conversation asset;

18 obtain information required by the exchange procedure for the determined type
19 of the demanded digital conversation asset; and

20 determine an index of the demanded digital conversation asset at least based on
21 the obtained information for the determined type of the demanded digital conversation
22 asset.

23

24 121. The medium of claim 120, further, comprising:

1 providing a payment to a provider of the conversational artificial-intelligence
2 agent for each response to each portion of the conversational dialogue.

3

4 122. The medium of claim 121, wherein each successive response warrants an
5 increased payment.

6

7 123. The medium of claim 122, wherein a last response to the conversational
8 dialogue resulting in a purchase warrants a further increased payment.

9

10 124. The medium of claim 123, wherein the further increased payment is a
11 percentage of the purchases.

12

13 125. The medium of claim 124, wherein the response performance of the
14 artificial-intelligence agent is recorded over multiple conversational dialogues with
15 multiple individuals.

16

17 126. The medium of claim 125, wherein response performance of the artificial-
18 intelligence agent may be compared to the performance of other artificial-intelligence
19 agents.

20

21 127. The medium of claim 126, wherein artificial-intelligence agents may be
22 traded on an exchange based on their performance.

23

1 128. The medium of claim 127, wherein recorded responses and conversational
2 dialogues across the artificial-intelligence may be mined for trend information.

3

4 129. The medium of claim 120, wherein the type of digital conversation asset
5 comprises at least one of:

6 conversation asset, conversation artificial intelligence entity asset, portfolio asset,
7 exchange asset.

8

9 130. The medium of claim 120, further storing processor-issuable instructions
10 for determining an asset negotiator to negotiate a transaction between an asset owner
11 and an investor.

12

13 131. The medium of claim 120, further storing processor-issuable instructions
14 for: generating an asset wrapper for the demanded digital conversation asset.

15

16 132. The medium of claim 121, wherein the asset wrapper identifies an asset
17 owner, an asset author, an asset negotiator for the digital conversation asset.

18

19 133. The medium of claim 120, wherein the exchange procedure comprises:
20 monetizing the digital conversation asset by determining shares of stock and
21 price of a share;

22 determining cost factors; and

23 determining a dividends payment structure.

24

1 134. The medium of claim 133, further storing processor-issuable instructions
2 for:

3 receiving trading information from a financial trading platform related to the
4 demanded digital conversation asset; and

5 adjust the index of the demanded digital conversation asset based on the received
6 trading information.

7

8 135. The medium of claim 133, further storing processor-issuable instructions
9 for:

10 facilitating transfer of stock shares.

11

12 136. The medium of claim 133, further storing processor-issuable instructions
13 for:

14 obtaining corporate certificate and credentials from an investor; and

15 assigning intellectual property rights to the investor.

16

17

18 137. A digital conversation generating processor-implemented method,
19 comprising:

20 creating a dialogue agent application;

21 populating the created dialogue agent application on a dialogue platform;

22 receiving a dialogue action from an individual target via the dialogue platform;

23 generating a dialogue line in response to the received dialogue action via the
24 dialogue agent application; and

1 recording an interactive dialogue comprising the dialogue action and the
2 generated dialogue line .

3

4 138. The method of claim 137, wherein the dialogue platform is an automatic
5 dialing system.

6

7 139. The method of claim 137, wherein the dialogue platform is a social media
8 platform.

9

10 140. The method of claim 137, wherein the dialogue platform is a mobile
11 platform.

12

13 141. The method of claim 137, wherein creating the dialogue agent application
14 further comprises:

15 generating a web service;

16 creating an avatar identity on the dialogue platform; and

17 connecting the web-service to the avatar identity.

18

19 142. The method of claim 137, wherein the dialogue action comprises an
20 inquiry for information.

21

22 143. The method of claim 137, wherein the dialogue line comprises a hyperlink
23 connected to a search engine.

24

1 144. The method of claim 137, wherein the dialogue line comprises a hyperlink
2 connected to another dialogue agent application.

3
4 145. The method of claim 137, further comprising:
5 determining a condition associated with the received dialogue line; and
6 retrieve an optional dialogue line in response to the determined condition.

7
8 146. The method of claim 137, further comprising:
9 determining a pathway of the recorded interactive dialogue; and
10 determining a plurality of parameters associated with the interactive dialogue.

11
12 147. The method of claim 146, further comprising:
13 determining a conversation unit value of the interactive dialogue based on the
14 pathway.

15
16 148. A digital conversation generating apparatus, comprising:
17 a memory;
18 a processor disposed in communication with said memory, and configured to
19 issue a plurality of processing instructions stored in the memory, wherein the processor
20 issues instructions to:
21 create a dialogue agent application;
22 populate the created dialogue agent application on a dialogue platform;
23 receive a dialogue action from an individual target via the dialogue platform;

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1 generate a dialogue line in response to the received dialogue action via the
2 dialogue agent application; and
3 record an interactive dialogue comprising the dialogue action and the generated
4 dialogue line .
5

6 149. The apparatus of claim 148, wherein the dialogue platform is an automatic
7 dialing system.
8

9 150. The apparatus of claim 148, wherein the dialogue platform is a social
10 media platform.
11

12 151. The apparatus of claim 148, wherein the dialogue platform is a mobile
13 platform.
14

15 152. The apparatus of claim 148, wherein creating the dialogue agent
16 application further comprises:

17 generating a web service;
18 creating an avatar identity on the dialogue platform; and
19 connecting the web-service to the avatar identity.
20

21 153. The apparatus of claim 148, wherein the dialogue action comprises an
22 inquiry for information.
23

1 154. The apparatus of claim 148, wherein the dialogue line comprises a
2 hyperlink connected to a search engine.

3

4 155. The apparatus of claim 148, wherein the dialogue line comprises a
5 hyperlink connected to another dialogue agent application.

6

7 156. The apparatus of claim 148, wherein the processor further issues
8 instructions for:

9 determining a condition associated with the received dialogue line; and
10 retrieve an optional dialogue line in response to the determined condition.

11

12 157. The apparatus of claim 148, wherein the processor further issues
13 instructions for:

14 determining a pathway of the recorded interactive dialogue; and
15 determining a plurality of parameters associated with the interactive dialogue.

16

17 158. The apparatus of claim 157, wherein the processor further issues
18 instructions for:

19 determining a conversation unit value of the interactive dialogue based on the
20 pathway.

21

22

23 159. A digital conversation generating system, comprising:
24 means to create a dialogue agent application;

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1 means to populate the created dialogue agent application on a dialogue platform;
2 means to receive a dialogue action from an individual target via the dialogue
3 platform;
4 means to generate a dialogue line in response to the received dialogue action via
5 the dialogue agent application; and
6 means to record an interactive dialogue comprising the dialogue action and the
7 generated dialogue line .

8

9 160. The system of claim 159, wherein the dialogue platform is an automatic
10 dialing system.

11

12 161. The system of claim 159, wherein the dialogue platform is a social media
13 platform.

14

15 162. The system of claim 159, wherein the dialogue platform is a mobile
16 platform.

17

18 163. The system of claim 159, wherein creating the dialogue agent application
19 further comprises:

20 generating a web service;

21 creating an avatar identity on the dialogue platform; and

22 connecting the web-service to the avatar identity.

23

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1 164. The system of claim 159, wherein the dialogue action comprises an inquiry
2 for information.

3

4 165. The system of claim 159, wherein the dialogue line comprises a hyperlink
5 connected to a search engine.

6

7 166. The system of claim 159, wherein the dialogue line comprises a hyperlink
8 connected to another dialogue agent application.

9

10 167. The system of claim 159, further comprising means for:
11 determining a condition associated with the received dialogue line; and
12 retrieve an optional dialogue line in response to the determined condition.

13

14 168. The system of claim 159, further comprising means for:
15 determining a pathway of the recorded interactive dialogue; and
16 determining a plurality of parameters associated with the interactive dialogue.

17

18 169. The system of claim 168, further comprising means for:
19 determining a conversation unit value of the interactive dialogue based on the
20 pathway.

21

22

23 170. A digital conversation generating processor-readable medium storing
24 processor-issuable instructions to:

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1 create a dialogue agent application;
2 populate the created dialogue agent application on a dialogue platform;
3 receive a dialogue action from an individual target via the dialogue platform;
4 generate a dialogue line in response to the received dialogue action via the
5 dialogue agent application; and
6 record an interactive dialogue comprising the dialogue action and the generated
7 dialogue line .

8

9 171. The medium of claim 170, wherein the dialogue platform is an automatic
10 dialing system.

11

12 172. The medium of claim 170, wherein the dialogue platform is a social media
13 platform.

14

15 173. The medium of claim 170, wherein the dialogue platform is a mobile
16 platform.

17

18 174. The medium of claim 170, wherein creating the dialogue agent application
19 further comprises:

20 generating a web service;
21 creating an avatar identity on the dialogue platform; and
22 connecting the web-service to the avatar identity.

23

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1 175. The medium of claim 170, wherein the dialogue action comprises an
2 inquiry for information.

3

4 176. The medium of claim 170, wherein the dialogue line comprises a hyperlink
5 connected to a search engine.

6

7 177. The medium of claim 170, wherein the dialogue line comprises a hyperlink
8 connected to another dialogue agent application.

9

10 178. The medium of claim 170, further storing processor-issuable instructions
11 for:

12 determining a condition associated with the received dialogue line; and
13 retrieve an optional dialogue line in response to the determined condition.

14

15 179. The medium of claim 170, further storing processor-issuable instructions
16 for:

17 determining a pathway of the recorded interactive dialogue; and
18 determining a plurality of parameters associated with the interactive dialogue.

19

20 180. The medium of claim 179, further storing processor-issuable instructions
21 for:

22 determining a conversation unit value of the interactive dialogue based on the
23 pathway.

24

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1

2 181. A digital conversation generating processor-implemented method,
3 comprising:

4 instantiating a dialogue platform on an individual device;

5 receiving a dialogue notice from a dialogue agent via the dialogue platform;

6 submitting a dialogue action to the dialogue agent via the dialogue platform; and

7 receiving a dialogue line in response to the submitted dialogue action from the
8 dialogue agent.

9

10 182. The method of claim 181, wherein the individual device comprises a
11 computer.

12

13 183. The method of claim 181, wherein the individual device comprises a mobile
14 smart phone.

15

16 184. The method of claim 181, wherein the dialogue platform comprises a social
17 media platform.

18

19 185. The method of claim 181, wherein the dialogue platform comprises a smart
20 phone application.

21

22 186. The method of claim 181, wherein the dialogue action is associated with
23 one condition in response to the dialogue notice.

24

190

1 187. The method of claim 181, wherein the received dialogue line comprises a
2 hyperlink connected to a search engine.

3

4 188. The method of claim 187, wherein the search engine is any of Google,
5 Yahoo, and Bing.

6

7 189. The method of claim 187, wherein the hyperlink comprises a search based
8 on key words included in the dialogue action.

9

10 190. A digital conversation generating apparatus, comprising:

11 a memory;

12 a processor disposed in communication with said memory, and configured to
13 issue a plurality of processing instructions stored in the memory, wherein the processor
14 issues instructions to:

15 instantiate a dialogue platform on an individual device;

16 receive a dialogue notice from a dialogue agent via the dialogue platform;

17 submit a dialogue action to the dialogue agent via the dialogue platform; and

18 receive a dialogue line in response to the submitted dialogue action from the
19 dialogue agent.

20

21 191. The apparatus of claim 190, wherein the individual device comprises a
22 computer.

23

191

1 192. The apparatus of claim 190, wherein the individual device comprises a
2 mobile smart phone.

3

4 193. The apparatus of claim 190, wherein the dialogue platform comprises a
5 social media platform.

6

7 194. The apparatus of claim 190, wherein the dialogue platform comprises a
8 smart phone application.

9

10 195. The apparatus of claim 190, wherein the dialogue action is associated with
11 one condition in response to the dialogue notice.

12

13 196. The apparatus of claim 190, wherein the received dialogue line comprises a
14 hyperlink connected to a search engine.

15

16 197. The apparatus of claim 196, wherein the search engine is any of Google,
17 Yahoo, and Bing.

18

19 198. The apparatus of claim 196, wherein the hyperlink comprises a search
20 based on key words included in the dialogue action.

21

22

23 199. A digital conversation generating system, comprising:

24 means to instantiate a dialogue platform on an individual device;

192

1 means to receive a dialogue notice from a dialogue agent via the dialogue
2 platform;

3 means to submit a dialogue action to the dialogue agent via the dialogue platform;
4 and

5 means to receive a dialogue line in response to the submitted dialogue action
6 from the dialogue agent.

7

8 200. The system of claim 199, wherein the individual device comprises a
9 computer.

10

11 201. The system of claim 199, wherein the individual device comprises a mobile
12 smart phone.

13

14 202. The system of claim 199, wherein the dialogue platform comprises a social
15 media platform.

16

17 203. The system of claim 199, wherein the dialogue platform comprises a smart
18 phone application.

19

20 204. The system of claim 199, wherein the dialogue action is associated with
21 one condition in response to the dialogue notice.

22

23 205. The system of claim 199, wherein the received dialogue line comprises a
24 hyperlink connected to a search engine.

1

2 206. The system of claim 205, wherein the search engine is any of Google,
3 Yahoo, and Bing.

4

5 207. The system of claim 205, wherein the hyperlink comprises a search based
6 on key words included in the dialogue action.

7

8

9 208. A digital conversation generating processor-readable medium storing
10 processor-issuable instructions to:

11 instantiate a dialogue platform on an individual device;
12 receive a dialogue notice from a dialogue agent via the dialogue platform;
13 submit a dialogue action to the dialogue agent via the dialogue platform; and
14 receive a dialogue line in response to the submitted dialogue action from the
15 dialogue agent.

16

17 209. The medium of claim 208, wherein the individual device comprises a
18 computer.

19

20 210. The medium of claim 208, wherein the individual deice comprises a
21 mobile smart phone.

22

23 211. The medium of claim 208, wherein the dialogue platform comprises a
24 social media platform.

1

2 212. The medium of claim 208, wherein the dialogue platform comprises a
3 smart phone application.

4

5 213. The medium of claim 208, wherein the dialogue action is associated with
6 one condition in response to the dialogue notice.

7

8 214. The medium of claim 208, wherein the received dialogue line comprises a
9 hyperlink connected to a search engine.

10

11 215. The medium of claim 214, wherein the search engine is any of Google,
12 Yahoo, and Bing.

13

14 216. The medium of claim 214, wherein the hyperlink comprises a search based
15 on key words included in the dialogue action.

16

17

18 217. A digital conversation management processor-implemented method,
19 comprising:

20 receiving a client request to purchase dialogue agent service;

21 determining a plurality of dialogue agent parameters based on the client request;

22 creating a dialogue agent application;

23 populating the created dialogue agent application on a dialogue platform; and

195

1 implementing the dialogue agent application on the dialogue platform with an
2 individual target.

3

4 218. The method of claim 217, wherein the client request comprises a
5 marketing campaign request.

6

7 219. The method of claim 217, wherein the dialogue agent service comprises a
8 marketing plan.

9

10 220. The method of claim 217, wherein the plurality of dialogue agent
11 parameters comprise a number of dialogue agents, and a selection of a dialogue
12 platform.

13

14 221. The method of claim 217, wherein the dialogue platform comprises a
15 social media platform.

16

17 222. The method of claim 217, further comprising:

18 devising a marketing plan; and

19 incorporating the devised marketing plan into the created dialogue agent
20 application.

21

22 223. The method of claim 217, wherein the individual target is a potential
23 consumer.

24

1 224. A digital conversation management apparatus, comprising:
2 a memory;
3 a processor disposed in communication with said memory, and configured to
4 issue a plurality of processing instructions stored in the memory, wherein the processor
5 issues instructions to:
6 receive a client request to purchase dialogue agent service;
7 determine a plurality of dialogue agent parameters based on the client request;
8 create a dialogue agent application;
9 populate the created dialogue agent application on a dialogue platform; and
10 implement the dialogue agent application on the dialogue platform with an
11 individual target.

12
13 225. The apparatus of claim 224, wherein the client request comprises a
14 marketing campaign request.

15
16 226. The apparatus of claim 224, wherein the dialogue agent service comprises
17 a marketing plan.

18
19 227. The apparatus of claim 224, wherein the plurality of dialogue agent
20 parameters comprise a number of dialogue agents, and a selection of a dialogue
21 platform.

22
23 228. The apparatus of claim 217, wherein the dialogue platform comprises a
24 social media platform.

1

2 229. The apparatus of claim 224, wherein the processor further issues
3 instructions for:

4 devising a marketing plan; and

5 incorporating the devised marketing plan into the created dialogue agent
6 application.

7

8 230. The apparatus of claim 224, wherein the individual target is a potential
9 consumer.

10

11

12 231. A digital conversation management system, comprising:

13 means to receive a client request to purchase dialogue agent service;

14 means to determine a plurality of dialogue agent parameters based on the client
15 request;

16 means to create a dialogue agent application;

17 means to populate the created dialogue agent application on a dialogue platform;

18 and

19 means to implement the dialogue agent application on the dialogue platform with
20 an individual target.

21

22 232. The system of claim 231, wherein the client request comprises a marketing
23 campaign request.

24

198

1 233. The system of claim 231, wherein the dialogue agent service comprises a
2 marketing plan.

3

4 234. The system of claim 231, wherein the plurality of dialogue agent
5 parameters comprise a number of dialogue agents, and a selection of a dialogue
6 platform.

7

8 235. The system of claim 217, wherein the dialogue platform comprises a social
9 media platform.

10

11 236. The system of claim 231, further comprising:
12 devising a marketing plan; and
13 incorporating the devised marketing plan into the created dialogue agent
14 application.

15

16 237. The system of claim 231, wherein the individual target is a potential
17 consumer.

18

19 238. A digital conversation generating processor-readable medium storing
20 processor-issuable instructions to:

21 receive a client request to purchase dialogue agent service;
22 determine a plurality of dialogue agent parameters based on the client request;
23 create a dialogue agent application;
24 populate the created dialogue agent application on a dialogue platform; and

1 implement the dialogue agent application on the dialogue platform with an
2 individual target.

3

4 239. The medium of claim 238, wherein the client request comprises a
5 marketing campaign request.

6

7 240. The medium of claim 238, wherein the dialogue agent service comprises a
8 marketing plan.

9

10 241. The medium of claim 238, wherein the plurality of dialogue agent
11 parameters comprise a number of dialogue agents, and a selection of a dialogue
12 platform.

13

14 242. The medium of claim 217 , wherein the dialogue platform comprises a
15 social media platform.

16

17 243. The medium of claim 238, further comprising:

18 devising a marketing plan; and

19 incorporating the devised marketing plan into the created dialogue agent
20 application.

21

22 244. The medium of claim 238, wherein the individual target is a potential
23 consumer.

24

200

1 245. A digital conversation exchange processor-implemented method,
2 comprising:

3 capturing an interactive dialogue between an individual target and a dialogue
4 agent;

5 creating a digital asset comprising at least the captured interactive dialogue;

6 instantiating the created digital asset;

7 generating a tradable financial instrument based on the instantiated digital asset;

8 determining an index of the tradable financial instrument; and

9 facilitate a transaction of the financial instrument between an owner of the digital
10 asset and an investor.

11

12 246. The method of claim 245, wherein the interactive dialogue is saved in a
13 voice xml format.

14

15 247. The method of claim 245, wherein the individual target comprises a smart
16 phone.

17

18 248. The method of claim 245, wherein the dialogue agent comprises an avatar
19 identity on a social media platform.

20

21 249. The method of claim 245, further comprising:

22 creating a digital asset wrapper comprising the captured interactive dialogue.

23

201

1 250. The method of claim 245, wherein the digital asset is one of a conversation
2 asset, an artificial intelligence entity asset, a portfolio asset and an exchange asset.

3

4 251. The method of claim 245, wherein the instantiation of the created digital
5 asset comprises:

6 receiving asset information of the digital asset;

7 obtaining corporate certificate and credentials from an owner of the digital asset;

8 indentifying a negotiator for a transaction; and

9 assigning shares of the digital asset to a negotiator to engage in the transaction.

10

11 252. The method of claim 245, wherein the instantiation further comprises:
12 determining cost factors of the digital asset.

13

14 253. The method of claim 252, wherein the instantiation further comprises:
15 determining a dividends payment structured based on the cost factors.

16

17 254. The method of claim 245, wherein the instantiation further comprises:
18 establishing intellectual property right to an investor.

19

20 255. The method of claim 245, wherein the financial instrument comprises one
21 of a future, a forward and an option.

22

23 256. The method of claim 245, wherein the financial instrument comprises
24 stock shares of the digital asset.

1

2 257. The method of claim 245, wherein the index of the financial instrument is
3 measured in dialogue value units.

4

5 258. The method of claim 245, wherein the index of the financial instrument is
6 a dollar value.

7

8 259. The method of claim 245, wherein the financial instrument is traded on a
9 financial trading platform.

10

11 260. A digital conversation exchange apparatus, comprising:

12 a memory;

13 a processor disposed in communication with said memory, and configured to
14 issue a plurality of processing instructions stored in the memory, wherein the processor
15 issues instructions to:

16 capture an interactive dialogue between an individual target and a dialogue agent;

17 create a digital asset comprising at least the captured interactive dialogue;

18 instantiate the created digital asset;

19 generate a tradable financial instrument based on the instantiated digital asset;

20 determine an index of the tradable financial instrument; and

21 facilitate a transaction of the financial instrument between an owner of the digital
22 asset and an investor.

23

203

1 261. The apparatus of claim 260, wherein the interactive dialogue is saved in a
2 voice xml format.

3

4 262. The apparatus of claim 260, wherein the individual target comprises a
5 smart phone.

6

7 263. The apparatus of claim 260, wherein the dialogue agent comprises an
8 avatar identity on a social media platform.

9

10 264. The apparatus of claim 260, wherein the processor further issues
11 instructions to:

12 creating a digital asset wrapper comprising the captured interactive dialogue.

13

14 265. The apparatus of claim 260, wherein the digital asset is one of a
15 conversation asset, an artificial intelligence entity asset, a portfolio asset and an
16 exchange asset.

17

18 266. The apparatus of claim 260, wherein the instantiation of the created
19 digital asset comprises:

20 receiving asset information of the digital asset;

21 obtaining corporate certificate and credentials from an owner of the digital asset;

22 indentifying a negotiator for a transaction; and

23 assigning shares of the digital asset to a negotiator to engage in the transaction.

24

204

1 267. The apparatus of claim 260, wherein the instantiation further comprises:
2 determining cost factors of the digital asset.

3

4 268. The apparatus of claim 267, wherein the instantiation further comprises:
5 determining a dividends payment structured based on the cost factors.

6

7 269. The apparatus of claim 260, wherein the instantiation further comprises:
8 establishing intellectual property right to an investor.

9

10 270. The apparatus of claim 260, wherein the financial instrument comprises
11 one of a future, a forward and an option.

12

13 271. The apparatus of claim 260, wherein the financial instrument comprises
14 stock shares of the digital asset.

15

16 272. The apparatus of claim 260, wherein the index of the financial instrument
17 is measured in dialogue value units.

18

19 273. The apparatus of claim 260, wherein the index of the financial instrument
20 is a dollar value.

21

22 274. The apparatus of claim 260, wherein the financial instrument is traded on
23 a financial trading platform.

24

205

1 275. A digital conversation exchange system, comprising:

2 means to capture an interactive dialogue between an individual target and a
3 dialogue agent;

4 means to create a digital asset comprising at least the captured interactive
5 dialogue;

6 means to instantiate the created digital asset;

7 means to generate a tradable financial instrument based on the instantiated
8 digital asset;

9 means to determine an index of the tradable financial instrument; and

10 means to facilitate a transaction of the financial instrument between an owner of
11 the digital asset and an investor.

12

13 276. The system of claim 275, wherein the interactive dialogue is saved in a
14 voice xml format.

15

16 277. The system of claim 275, wherein the individual target comprises a smart
17 phone.

18

19 278. The system of claim 275, wherein the dialogue agent comprises an avatar
20 identity on a social media platform.

21

22 279. The system of claim 275, further comprising:

23 creating a digital asset wrapper comprising the captured interactive dialogue.

24

206

1 280. The system of claim 275, wherein the digital asset is one of a conversation
2 asset, an artificial intelligence entity asset, a portfolio asset and an exchange asset.

3

4 281. The system of claim 275, wherein the instantiation of the created digital
5 asset comprises:

6 receiving asset information of the digital asset;

7 obtaining corporate certificate and credentials from an owner of the digital asset;

8 indentifying a negotiator for a transaction; and

9 assigning shares of the digital asset to a negotiator to engage in the transaction.

10

11 282. The system of claim 275, wherein the instantiation further comprises:

12 determining cost factors of the digital asset.

13

14 283. The system of claim 282, wherein the instantiation further comprises:

15 determining a dividends payment structured based on the cost factors.

16

17 284. The system of claim 275, wherein the instantiation further comprises:

18 establishing intellectual property right to an investor.

19

20 285. The system of claim 275, wherein the financial instrument comprises one
21 of a future, a forward and an option.

22

23 286. The system of claim 275, wherein the financial instrument comprises stock
24 shares of the digital asset.

1

2 287. The system of claim 275, wherein the index of the financial instrument is
3 measured in dialogue value units.

4

5 288. The system of claim 275, wherein the index of the financial instrument is a
6 dollar value.

7

8 289. The system of claim 275, wherein the financial instrument is traded on a
9 financial trading platform.

10

11 290. A digital conversation exchange processor-readable medium storing
12 processor-issuable instructions to:

13 capture an interactive dialogue between an individual target and a dialogue agent;

14 create a digital asset comprising at least the captured interactive dialogue;

15 instantiate the created digital asset;

16 generate a tradable financial instrument based on the instantiated digital asset;

17 determine an index of the tradable financial instrument; and

18 facilitate a transaction of the financial instrument between an owner of the digital
19 asset and an investor.

20

21 291. The medium of claim 290, wherein the interactive dialogue is saved in a
22 voice xml format.

23

1 292. The medium of claim 290, wherein the individual target comprises a smart
2 phone.

3

4 293. The medium of claim 290, wherein the dialogue agent comprises an avatar
5 identity on a social media platform.

6

7 294. The medium of claim 290, further comprising:
8 creating a digital asset wrapper comprising the captured interactive dialogue.

9

10 295. The medium of claim 290, wherein the digital asset is one of a
11 conversation asset, an artificial intelligence entity asset, a portfolio asset and an
12 exchange asset.

13

14 296. The medium of claim 290, wherein the instantiation of the created digital
15 asset comprises:

16 receiving asset information of the digital asset;
17 obtaining corporate certificate and credentials from an owner of the digital asset;
18 indentifying a negotiator for a transaction; and
19 assigning shares of the digital asset to a negotiator to engage in the transaction.

20

21 297. The medium of claim 290, wherein the instantiation further comprises:
22 determining cost factors of the digital asset.

23

24 298. The medium of claim 297, wherein the instantiation further comprises:

209

1 determining a dividends payment structured based on the cost factors.

2
3 299. The medium of claim 290, wherein the instantiation further comprises:
4 establishing intellectual property right to an investor.

5
6 300. The medium of claim 290, wherein the financial instrument comprises one
7 of a future, a forward and an option.

8
9 301. The medium of claim 290, wherein the financial instrument comprises
10 stock shares of the digital asset.

11
12 302. The medium of claim 290, wherein the index of the financial instrument is
13 measured in dialogue value units.

14
15 303. The medium of claim 290, wherein the index of the financial instrument is
16 a dollar value.

17
18 304. The medium of claim 290, wherein the financial instrument is traded on a
19 financial trading platform.

20
21
22 305. A digital conversation exchange processor-implemented method,
23 comprising:

24 submitting a demand for a digital asset to a financial trading platform;

1 receiving financial information of tradable financial instruments related to the
2 demanded digital asset;
3 submitting credential information associated with an investor;
4 proposing a transaction with regard to a tradable financial instrument related to
5 the demanded digital asset; and
6 completing the proposed transaction via the financial trading platform.
7

8 306. A digital conversation exchange apparatus, comprising:
9 a memory;
10 a processor disposed in communication with said memory, and configured to
11 issue a plurality of processing instructions stored in the memory, wherein the processor
12 issues instructions to:
13 submit a demand for a digital asset to a financial trading platform;
14 receive financial information of tradable financial instruments related to the
15 demanded digital asset;
16 submit credential information associated with an investor;
17 propose a transaction with regard to a tradable financial instrument related to
18 the demanded digital asset; and
19 complete the proposed transaction via the financial trading platform.
20

21 307. A digital conversation exchange system, comprising:
22 means to submit a demand for a digital asset to a financial trading platform;
23 means to receive financial information of tradable financial instruments related
24 to the demanded digital asset;

211

1 means to submit credential information associated with an investor;
2 means to propose a transaction with regard to a tradable financial instrument
3 related to the demanded digital asset; and
4 means to complete the proposed transaction via the financial trading platform.

5

6 308. A digital conversation exchange processor-readable medium storing
7 processor-issuable instructions to:

8 submit a demand for a digital asset to a financial trading platform;
9 receive financial information of tradable financial instruments related to the
10 demanded digital asset;

11 submit credential information associated with an investor;

12 propose a transaction with regard to a tradable financial instrument related to
13 the demanded digital asset; and

14 complete the proposed transaction via the financial trading platform.

15

16 309. A digital conversation pricing processor-implemented method, comprising:
17 retrieving a digital dialogue between an individual target and a dialogue agent;
18 determining a plurality of parameters associated with the digital dialogue;
19 allocating a value point to each dialogue step of the digital dialogue;
20 receiving trading information from a trading platform;
21 adjusting the allocated value point of each dialogue step based on the received
22 trading information.

23

212

1 310. The method of claim 309, wherein the dialogue agent comprises an avatar
2 identity on a social platform.

3

4 311. The method of claim 309, wherein digital dialogue is saved in a voice XML
5 format.

6

7 312. The method of claim 309, wherein the plurality of parameters comprises a
8 pathway of the dialogue.

9

10 313. The method of claim 312, wherein the pathway is associated with a starting
11 node and an ending node.

12 314. The method of claim 309, wherein the plurality of parameters comprises a
13 number of dialogue steps in the dialogue.

14

15 315. The method of claim 309, wherein the plurality of parameters comprises
16 an amount of time taken for each dialogue step.

17

18 316. The method of claim 309, wherein the value point allocated to each
19 dialogue step is determined based on an outcome of the dialogue.

20

21 317. The method of claim 309, wherein the value point comprises a dialogue
22 value metric.

23

24 318. The method of claim 309, wherein the value point comprises a dollar value.

213

1

2 319. The method of claim 309, further comprising:
3 querying for related dialogue on the received trading information of digital assets.

4

5 320. The method of claim 309, wherein the adjusting the allocated value point
6 of each dialogue step is based on a supply-demand relationship reflected by the received
7 trading information.

8

9 321. A digital conversation pricing apparatus, comprising:
10 a memory;
11 a processor disposed in communication with said memory, and configured to
12 issue a plurality of processing instructions stored in the memory, wherein the processor
13 issues instructions to:

14 retrieve a digital dialogue between an individual target and a dialogue agent;
15 determine a plurality of parameters associated with the digital dialogue;
16 allocate a value point to each dialogue step of the digital dialogue;
17 receive trading information from a trading platform;
18 adjust the allocated value point of each dialogue step based on the received
19 trading information.

20

21 322. The apparatus of claim 321, wherein the dialogue agent comprises an
22 avatar identity on a social platform.

23

214

1 323. The apparatus of claim 321, wherein digital dialogue is saved in a voice
2 XML format.

3

4 324. The apparatus of claim 321, wherein the plurality of parameters comprises
5 a pathway of the dialogue.

6

7 325. The apparatus of claim 324, wherein the pathway is associated with a
8 starting node and an ending node.

9 326. The apparatus of claim 321, wherein the plurality of parameters comprises
10 a number of dialogue steps in the dialogue.

11

12 327. The apparatus of claim 321, wherein the plurality of parameters comprises
13 an amount of time taken for each dialogue step.

14

15 328. The apparatus of claim 321, wherein the value point allocated to each
16 dialogue step is determined based on an outcome of the dialogue.

17

18 329. The apparatus of claim 321, wherein the value point comprises a dialogue
19 value metric.

20

21 330. The apparatus of claim 321, wherein the value point comprises a dollar
22 value.

23

215

1 331. The apparatus of claim 321, wherein the processor further issues
2 instructions for:

3 querying for related dialogue on the received trading information of digital assets.
4

5 332. The apparatus of claim 321, wherein the adjusting the allocated value
6 point of each dialogue step is based on a supply-demand relationship reflected by the
7 received trading information.

8

9

10

11 333. A digital conversation pricing system, comprising:
12 means to retrieve a digital dialogue between an individual target and a dialogue
13 agent;

14 means to determine a plurality of parameters associated with the digital dialogue;

15 means to allocate a value point to each dialogue step of the digital dialogue;

16 means to receive trading information from a trading platform;

17 means to adjust the allocated value point of each dialogue step based on the
18 received trading information.

19

20 334. The system of claim 333, wherein the dialogue agent comprises an avatar
21 identity on a social platform.

22

23 335. The system of claim 333, wherein digital dialogue is saved in a voice XML
24 format.

216

1

2 336. The system of claim 333, wherein the plurality of parameters comprises a
3 pathway of the dialogue.

4

5 337. The system of claim 336, wherein the pathway is associated with a starting
6 node and an ending node.

7 338. The system of claim 333, wherein the plurality of parameters comprises a
8 number of dialogue steps in the dialogue.

9

10 339. The system of claim 333, wherein the plurality of parameters comprises an
11 amount of time taken for each dialogue step.

12

13 340. The system of claim 333, wherein the value point allocated to each
14 dialogue step is determined based on an outcome of the dialogue.

15

16 341. The system of claim 333, wherein the value point comprises a dialogue
17 value metric.

18

19 342. The system of claim 333, wherein the value point comprises a dollar value.

20

21 343. The system of claim 333, further comprising:
22 querying for related dialogue on the received trading information of digital assets.

23

1 344. The system of claim 333, wherein the adjusting the allocated value point of
2 each dialogue step is based on a supply-demand relationship reflected by the received
3 trading information.

4

5

6 345. A digital conversation pricing processor-readable medium storing
7 processor-issuable instructions to:

8 retrieve a digital dialogue between an individual target and a dialogue agent;

9 determine a plurality of parameters associated with the digital dialogue;

10 allocate a value point to each dialogue step of the digital dialogue;

11 receive trading information from a trading platform;

12 adjust the allocated value point of each dialogue step based on the received
13 trading information.

14

15 346. The medium of claim 345, wherein the dialogue agent comprises an avatar
16 identity on a social platform.

17

18 347. The medium of claim 345, wherein digital dialogue is saved in a voice XML
19 format.

20

21 348. The medium of claim 345, wherein the plurality of parameters comprises a
22 pathway of the dialogue.

23

218

1 349. The medium of claim 348, wherein the pathway is associated with a
2 starting node and an ending node.

3 350. The medium of claim 345, wherein the plurality of parameters comprises a
4 number of dialogue steps in the dialogue.

5

6 351. The medium of claim 345, wherein the plurality of parameters comprises
7 an amount of time taken for each dialogue step.

8

9 352. The medium of claim 345, wherein the value point allocated to each
10 dialogue step is determined based on an outcome of the dialogue.

11

12 353. The medium of claim 345, wherein the value point comprises a dialogue
13 value metric.

14

15 354. The medium of claim 345, wherein the value point comprises a dollar
16 value.

17

18 355. The medium of claim 345, further comprising:
19 querying for related dialogue on the received trading information of digital assets.

20

21 356. The medium of claim 345, wherein the adjusting the allocated value point
22 of each dialogue step is based on a supply-demand relationship reflected by the received
23 trading information.

24

1

2 357. A digital conversation management processor-implemented method,
3 comprising:

4 initializing a dialogue agent application with an individual target;

5 receiving a dialogue action from the individual target;

6 connecting to a search engine for a query based on the dialogue action;

7 generating a dialogue response comprising a link of search results on the search
8 engine if the search results are available; and

9 generating a dialogue response comprising a link of related topics if the search
10 results are not available.

11

12 358. The method of claim 357, wherein the dialogue agent application is
13 initialized on a social media platform.

14

15 359. The method of claim 357, wherein the dialogue agent application is
16 initialized on a mobile platform.

17

18 360. The method of claim 357, further comprising:

19 generating a web service;

20 creating an avatar identity on the dialogue platform; and

21 connecting the web-service to the avatar identity.

22

23 361. The method of claim 357, wherein the dialogue action comprises an
24 inquiry for information.

1

2 362. The method of claim 357, further comprising:
3 determining a condition associated with the received dialogue line; and
4 retrieve an optional dialogue line in response to the determined condition.

5

6 363. The method of claim 357, further comprising:
7 determining a pathway of the recorded interactive dialogue; and
8 determining a plurality of parameters associated with the interactive dialogue.

9

10 364. The method of claim 357, further comprising:
11 determining a conversation unit value of the interactive dialogue based on the
12 pathway.

13

14 365. The method of claim 357, further comprising:
15 generating a dialogue response comprising a link to another dialogue agent if the
16 search results are not available.

17

18 366. The method of claim 357, further comprising:
19 updating a knowledge record with the search results.

20

21 367. A digital conversation generating apparatus, comprising:
22 a memory;

221

1 a processor disposed in communication with said memory, and configured to
2 issue a plurality of processing instructions stored in the memory, wherein the processor
3 issues instructions to:

4 initialize a dialogue agent application with an individual target;

5 receive a dialogue action from the individual target;

6 connect to a search engine for a query based on the dialogue action;

7 generate a dialogue response comprising a link of search results on the search
8 engine if the search results are available; and

9 generate a dialogue response comprising a link of related topics if the search
10 results are not available.

11

12 368. The apparatus of claim 367, wherein the dialogue agent application is
13 initialized on a social media platform.

14

15 369. The apparatus of claim 367, wherein the dialogue agent application is
16 initialized on a mobile platform.

17

18 370. The apparatus of claim 367, wherein the processor further issues
19 instructions for:

20 generating a web service;

21 creating an avatar identity on the dialogue platform; and

22 connecting the web-service to the avatar identity.

23

222

1 371. The apparatus of claim 367, wherein the dialogue action comprises an
2 inquiry for information.

3

4 372. The apparatus of claim 367, wherein the processor further issues
5 instructions for:

6 determining a condition associated with the received dialogue line; and
7 retrieve an optional dialogue line in response to the determined condition.

8

9 373. The apparatus of claim 367, wherein the processor further issues
10 instructions for:

11 determining a pathway of the recorded interactive dialogue; and
12 determining a plurality of parameters associated with the interactive dialogue.

13

14 374. The apparatus of claim 367, wherein the processor further issues
15 instructions for:

16 determining a conversation unit value of the interactive dialogue based on the
17 pathway.

18

19 375. The apparatus of claim 367, wherein the processor further issues
20 instructions for:

21 generating a dialogue response comprising a link to another dialogue agent if the
22 search results are not available.

23

223

1 376. The apparatus of claim 367, wherein the processor further issues
2 instructions for:

3 updating a knowledge record with the search results.

4

5

6 377. A digital conversation pricing system, comprising:

7 means to initialize a dialogue agent application with an individual target;

8 means to receive a dialogue action from the individual target;

9 means to connect to a search engine for a query based on the dialogue action;

10 means to generate a dialogue response comprising a link of search results on the
11 search engine if the search results are available; and

12 means to generate a dialogue response comprising a link of related topics if the
13 search results are not available

14

15 378. The system of claim 377, wherein the dialogue agent application is
16 initialized on a social media platform.

17

18 379. The system of claim 377, wherein the dialogue agent application is
19 initialized on a mobile platform.

20

21 380. The system of claim 377, further comprising means for:

22 generating a web service;

23 creating an avatar identity on the dialogue platform; and

24 connecting the web-service to the avatar identity.

1

2 381. The system of claim 377, wherein the dialogue action comprises an inquiry
3 for information.

4

5 382. The system of claim 377, further comprising means for:
6 determining a condition associated with the received dialogue line; and
7 retrieve an optional dialogue line in response to the determined condition.

8

9 383. The system of claim 377, further comprising means for:
10 determining a pathway of the recorded interactive dialogue; and
11 determining a plurality of parameters associated with the interactive dialogue.

12

13 384. The system of claim 377, further comprising means for:
14 determining a conversation unit value of the interactive dialogue based on the
15 pathway.

16

17 385. The system of claim 377, further comprising means for:
18 generating a dialogue response comprising a link to another dialogue agent if the
19 search results are not available.

20

21 386. The system of claim 377, further comprising means for:
22 updating a knowledge record with the search results.

23

24

1

2 387. A digital conversation pricing processor-readable medium storing
3 processor-issuable instructions to:

4 initialize a dialogue agent application with an individual target;

5 receive a dialogue action from the individual target;

6 connect to a search engine for a query based on the dialogue action;

7 generate a dialogue response comprising a link of search results on the search
8 engine if the search results are available; and

9 generate a dialogue response comprising a link of related topics if the search
10 results are not available.

11

12 388. The medium of claim 387, wherein the dialogue agent application is
13 initialized on a social media platform.

14

15 389. The medium of claim 387, wherein the dialogue agent application is
16 initialized on a mobile platform.

17

18 390. The medium of claim 387, further storing instructions for:

19 generating a web service;

20 creating an avatar identity on the dialogue platform; and

21 connecting the web-service to the avatar identity.

22

23 391. The medium of claim 387, wherein the dialogue action comprises an
24 inquiry for information.

1

2 392. The medium of claim 387, further storing instructions for:
3 determining a condition associated with the received dialogue line; and
4 retrieve an optional dialogue line in response to the determined condition.

5

6 393. The medium of claim 387, further storing instructions for:
7 determining a pathway of the recorded interactive dialogue; and
8 determining a plurality of parameters associated with the interactive dialogue.

9

10 394. The medium of claim 387, further storing instructions for:
11 determining a conversation unit value of the interactive dialogue based on the
12 pathway.

13

14 395. The medium of claim 387, further storing instructions for:
15 generating a dialogue response comprising a link to another dialogue agent if the
16 search results are not available.

17

18 396. The medium of claim 387, further storing instructions for:
19 updating a knowledge record with the search results.

20

21

22 397. A digital conversation management processor-implemented method,
23 comprising:
24 initializing a dialogue with a dialogue agent on a dialogue platform;

1 submitting a dialogue action comprising an inquiry;
2 receiving a dialogue response comprising a link of search results on the search
3 engine if the search results are available; and
4 receiving a dialogue response comprising a link of related topics if the search
5 results are not available.

6

7 398. The method of claim 397, wherein dialogue agent application is initialized
8 on a social media platform.

9

10 399. The method of claim 397, wherein the dialogue agent application is
11 initialized on a mobile platform.

12

13 400. The method of claim 397, further comprising:
14 connecting to a web service;
15 associating an avatar identity on the dialogue platform; and
16 connecting the web-service to the avatar identity.

17

18 401. The method of claim 397, wherein the dialogue action comprises an
19 inquiry for information.

20

21 402. A digital conversation management apparatus, comprising:
22 a memory;

1 a processor disposed in communication with said memory, and configured to
2 issue a plurality of processing instructions stored in the memory, wherein the processor
3 issues instructions to:

4 initialize a dialogue with a dialogue agent on a dialogue platform;

5 submit a dialogue action comprising an inquiry;

6 receive a dialogue response comprising a link of search results on the search
7 engine if the search results are available; and

8 receive a dialogue response comprising a link of related topics if the search
9 results are not available.

10

11 403. The apparatus of claim 402, wherein dialogue agent application is
12 initialized on a social media platform.

13

14 404. The apparatus of claim 402, wherein the dialogue agent application is
15 initialized on a mobile platform.

16

17 405. The apparatus of claim 402, further comprising:

18 connecting to a web service;

19 associating an avatar identity on the dialogue platform; and

20 connecting the web-service to the avatar identity.

21

22 406. The apparatus of claim 402, wherein the dialogue action comprises an
23 inquiry for information.

24

1

2 407. A digital conversation pricing system, comprising:
3 means to initialize a dialogue with a dialogue agent on a dialogue platform;
4 means to submit a dialogue action comprising an inquiry;
5 means to receive a dialogue response comprising a link of search results on the
6 search engine if the search results are available; and
7 means to receive a dialogue response comprising a link of related topics if the
8 search results are not available.

9

10 408. The system of claim 407, wherein dialogue agent application is initialized
11 on a social media platform.

12

13 409. The system of claim 407, wherein the dialogue agent application is
14 initialized on a mobile platform.

15

16 410. The system of claim 407, further comprising:
17 connecting to a web service;
18 associating an avatar identity on the dialogue platform; and
19 connecting the web-service to the avatar identity.

20

21 411. The system of claim 407, wherein the dialogue action comprises an inquiry
22 for information.

23

24

230

1 412. A digital conversation management processor-readable medium storing
2 processor-issuable instructions to:

3 initialize a dialogue with a dialogue agent on a dialogue platform;

4 submit a dialogue action comprising an inquiry;

5 receive a dialogue response comprising a link of search results on the search
6 engine if the search results are available; and

7 receive a dialogue response comprising a link of related topics if the search
8 results are not available.

9

10 413. The medium of claim 412, wherein dialogue agent application is initialized
11 on a social media platform.

12

13 414. The medium of claim 412, wherein the dialogue agent application is
14 initialized on a mobile platform.

15

16 415. The medium of claim 412, further comprising:

17 connecting to a web service;

18 associating an avatar identity on the dialogue platform; and

19 connecting the web-service to the avatar identity.

20

21 416. The medium of claim 412, wherein the dialogue action comprises an
22 inquiry for information.

23

24

231

1 417. A digital conversation management processor-implemented method,
2 comprising:

3 initializing an dialogue agent application on a dialogue platform;

4 capturing a search request from the dialogue agent, the search request
5 comprising a key word;

6 retrieving previously stored information related to the key word;

7 receiving a list of search results linked to a search engine based on the key word;

8 and

9 incorporating information from the list of search results in a record related to the
10 key word.

11

12 418. The method of claim 417, further comprising:

13 populating the dialogue agent application on social media; and

14 implement the dialogue agent to capture interactive dialogue actions.

15

16 419. The method of claim 417, further comprising:

17 generating a web service;

18 connecting the web-service to an avatar front end; and

19 completing dialogue agent application.

20

21 420. The method of claim 417, further comprising dialogue cloud with key
22 words for search engines.

23

24 421. The method of claim 417, further comprising:

232

1 populating on a social media platform;
2 generating links accessible from Internet and smart phone applications;
3 and
4 updating wrapper description identifications.

5
6 422. The method of claim 417, wherein the dialogue agent is an avatar on a
7 social media platform.

8
9 423. The method of claim 417, further comprising:
10 registering the conversation on a virtual asset exchange platform.

11
12 424. The method of claim 417, further comprising:
13 registering the conversation on a financial trading platform.

14
15 425. The method of claim 417, further comprising:
16 initiating a search to obtain information for the conversation; and
17 generating a hyperlink outcome based on the search results.

18
19 426. The method of claim 425, wherein the search comprises a key word based
20 Google search.

21
22 427. The method of claim 417, further comprising:
23 providing alternate questions to the individual target to obtain further
24 information if the search fails; and

1 generating a dialogue line based on partial key word search and the obtained
2 information.

3

4 428. The method of claim 417, further comprising:
5 capturing updated product information from the Internet; and
6 requesting a client provide updated product information .

7

8 429. The method of claim 417, further comprising:
9 initiating dialogue analytics to drive individual-agent interactions;
10 determining a dialogue pathway of a dialogue; and
11 determining dialogue parameters based on the dialogue pathway.

12

13 430. The method of claim 417, further comprising:
14 receiving information from another dialogue agent; and
15 incorporating information from the other dialogue agent in a record related to
16 the key word

17

18 431. A digital conversation management apparatus, comprising:
19 a memory;
20 a processor disposed in communication with said memory, and configured to
21 issue a plurality of processing instructions stored in the memory, wherein the processor
22 issues instructions to:
23 initialize an dialogue agent application on a dialogue platform;

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1 capture a search request from the dialogue agent, the search request comprising a
2 key word;
3 retrieve previously stored information related to the key word;
4 receive a list of search results linked to a search engine based on the key word;
5 and
6 incorporate information from the list of search results in a record related to the
7 key word.

8

9 432. The apparatus of claim 431, wherein the processor further issues
10 instructions for:

11 populating the dialogue agent application on social media; and
12 implement the dialogue agent to capture interactive dialogue actions.

13

14 433. The apparatus of claim 431, wherein the processor further issues
15 instructions for:

16 generating a web service;
17 connecting the web-service to an avatar front end; and
18 completing dialogue agent application.

19

20 434. The apparatus of claim 431, wherein the processor further issues
21 instructions for dialogue cloud with key words for search engines.

22

23 435. The apparatus of claim 431, wherein the processor further issues
24 instructions for:

235

1 populating on a social media platform;

2 generating links accessible from Internet and smart phone applications;

3 and

4 updating wrapper description identifications.

5

6 436. The apparatus of claim 431, wherein the dialogue agent is an avatar on a
7 social media platform.

8

9 437. The apparatus of claim 431, wherein the processor further issues
10 instructions for:

11 registering the conversation on a virtual asset exchange platform.

12

13 438. The apparatus of claim 431, wherein the processor further issues
14 instructions for:

15 registering the conversation on a financial trading platform.

16

17 439. The apparatus of claim 431, wherein the processor further issues
18 instructions for:

19 initiating a search to obtain information for the conversation; and

20 generating a hyperlink outcome based on the search results.

21

22 440. The apparatus of claim 439, wherein the search comprises a key word
23 based Google search.

24

1 441. The apparatus of claim 431, wherein the processor further issues
2 instructions for:

3 providing alternate questions to the individual target to obtain further
4 information if the search fails; and

5 generating a dialogue line based on partial key word search and the obtained
6 information.

7

8 442. The apparatus of claim 431, wherein the processor further issues
9 instructions for:

10 capturing updated product information from the Internet; and

11 requesting a client provide updated product information .

12

13 443. The apparatus of claim 431, wherein the processor further issues
14 instructions for:

15 initiating dialogue analytics to drive individual-agent interactions;

16 determining a dialogue pathway of a dialogue; and

17 determining dialogue parameters based on the dialogue pathway.

18

19 444. The apparatus of claim 431, wherein the processor further issues
20 instructions for:

21 receiving information from another dialogue agent; and

22 incorporating information from the other dialogue agent in a record related to
23 the key word

24

1

2 445. A digital conversation management system, comprising:

3 means to initialize an dialogue agent application on a dialogue platform;

4 means to capture a search request from the dialogue agent, the search request
5 comprising a key word;

6 means to retrieve previously stored information related to the key word;

7 means to receive a list of search results linked to a search engine based on the key
8 word; and9 means to incorporate information from the list of search results in a record
10 related to the key word.

11

12 446. The system of claim 445, further comprising means for:

13 populating the dialogue agent application on social media; and

14 implement the dialogue agent to capture interactive dialogue actions.

15

16 447. The system of claim 445, further comprising means for:

17 generating a web service;

18 connecting the web-service to an avatar front end; and

19 completing dialogue agent application.

20

21 448. The system of claim 445, further comprising means for dialogue cloud
22 with key words for search engines.

23

24 449. The system of claim 445, further comprising means for:

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1 populating on a social media platform;

2 generating links accessible from Internet and smart phone applications;

3 and

4 updating wrapper description identifications.

5

6 450. The system of claim 445, wherein the dialogue agent is an avatar on a
7 social media platform.

8

9 451. The system of claim 445, further comprising means for:

10 registering the conversation on a virtual asset exchange platform.

11

12 452. The system of claim 445, further comprising means for:

13 registering the conversation on a financial trading platform.

14

15 453. The system of claim 445, further comprising means for:

16 initiating a search to obtain information for the conversation; and

17 generating a hyperlink outcome based on the search results.

18

19 454. The system of claim 453, wherein the search comprises a key word based
20 Google search.

21

22 455. The system of claim 445, further comprising means for:

23 providing alternate questions to the individual target to obtain further

24 information if the search fails; and

1 generating a dialogue line based on partial key word search and the obtained
2 information.

3

4 456. The system of claim 445, further comprising means for:
5 capturing updated product information from the Internet; and
6 requesting a client provide updated product information .

7

8 457. The system of claim 445, further comprising means for:
9 initiating dialogue analytics to drive individual-agent interactions;
10 determining a dialogue pathway of a dialogue; and
11 determining dialogue parameters based on the dialogue pathway.

12

13 458. The system of claim 445, further comprising means for:
14 receiving information from another dialogue agent; and
15 incorporating information from the other dialogue agent in a record related to
16 the key word.

17

18

19 459. A digital conversation management processor-readable medium storing
20 processor-issuable instructions to:

21 initialize an dialogue agent application on a dialogue platform;

22 capture a search request from the dialogue agent, the search request comprising a
23 key word;

24 retrieve previously stored information related to the key word;

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1 receive a list of search results linked to a search engine based on the key word;
2 and
3 incorporate information from the list of search results in a record related to the
4 key word.

5

6 460. The medium of claim 459, further storing instructions for:
7 populating the dialogue agent application on social media; and
8 implement the dialogue agent to capture interactive dialogue actions.

9

10 461. The medium of claim 459, further storing instructions for:
11 generating a web service;
12 connecting the web-service to an avatar front end; and
13 completing dialogue agent application.

14

15 462. The medium of claim 459, further storing instructions for dialogue cloud
16 with key words for search engines.

17

18 463. The medium of claim 459, further storing instructions for:
19 populating on a social media platform;
20 generating links accessible from Internet and smart phone applications;
21 and
22 updating wrapper description identifications.

23

241

1 464. The medium of claim 459, wherein the dialogue agent is an avatar on a
2 social media platform.

3

4 465. The medium of claim 459, further storing instructions for:
5 registering the conversation on a virtual asset exchange platform.

6

7 466. The medium of claim 459, further storing instructions for:
8 registering the conversation on a financial trading platform.

9

10 467. The medium of claim 459, further storing instructions for:
11 initiating a search to obtain information for the conversation; and
12 generating a hyperlink outcome based on the search results.

13

14 468. The medium of claim 467, wherein the search comprises a key word based
15 Google search.

16

17 469. The medium of claim 459, further storing instructions for:
18 providing alternate questions to the individual target to obtain further
19 information if the search fails; and

20 generating a dialogue line based on partial key word search and the obtained
21 information.

22

23 470. The medium of claim 459, further storing instructions for:
24 capturing updated product information from the Internet; and

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1 requesting a client provide updated product information .

2
3 471. The medium of claim 459, further storing instructions for:
4 initiating dialogue analytics to drive individual-agent interactions;
5 determining a dialogue pathway of a dialogue; and
6 determining dialogue parameters based on the dialogue pathway.

7
8 472. The medium of claim 459, further storing instructions for:
9 receiving information from another dialogue agent; and
10 incorporating information from the other dialogue agent in a record related to
11 the key word.

12
13 473. A digital conversation generating processor-implemented method,
14 comprising:
15 initializing a dialogue agent application developer user interface;
16 launching a dialogue tree application and a dialogue script generating panel;
17 retrieving a dialogue node in the dialogue tree;
18 determining a plurality of conditions associated with the dialogue node;
19 generating a dialogue tree by connecting the dialogue node to a different dialogue
20 node based on each condition; and
21 completing the dialogue tree by connecting all available dialogue nodes.

22
23 474. The method of claim 473, wherein the dialogue agent application is
24 initialized by a developer.

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1

2 475. The method of claim 473, wherein the dialogue tree application and the
3 dialogue script generating panel are launched in a slit screen via the user interface.

4

5 476. The method of claim 473, wherein the dialogue tree comprises a plurality
6 of connected dialogue nodes.

7

8 477. The method of claim 473, wherein the dialogue node denotes a dialogue
9 action.

10

11 478. The method of claim 473, wherein the dialogue node denotes a dialogue
12 outcome.

13

14 479. The method of claim 473, further comprising generating a decision tree.

15

16 480. The method of claim 479, wherein the decision tree is determined by a
17 pathway on the dialogue tree via a conditional logic.

18

19 481. The method of claim 473, further comprising:
20 initiating dialogue analytics to drive individual-agent interactions;
21 determining a dialogue pathway of a dialogue; and
22 determining dialogue parameters based on the dialogue pathway.

23 482. The method of claim 473, further comprising:

24 initiating a search to obtain information for the conversation; and

1 generating a hyperlink outcome based on the search results.

2
3 483. The method of claim 473, further comprising:
4 dialogue cloud with key words for search engines.

5
6 484. The method of claim 473, further comprising:
7 connecting to a web service;
8 associating an avatar identity on the dialogue platform; and
9 connecting the web-service to the avatar identity.

10
11 485. A digital conversation generating apparatus, comprising:
12 a memory;
13 a processor disposed in communication with said memory, and configured to
14 issue a plurality of processing instructions stored in the memory, wherein the processor
15 issues instructions to:

16 initialize a dialogue agent application developer user interface;
17 launch a dialogue tree application and a dialogue script generating panel;
18 retrieve a dialogue node in the dialogue tree;
19 determine a plurality of conditions associated with the dialogue node;
20 generate a dialogue tree by connecting the dialogue node to a different dialogue
21 node based on each condition; and
22 complete the dialogue tree by connecting all available dialogue nodes.

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1 486. The apparatus of claim 485, wherein the dialogue agent application is
2 initialized by a developer.

3

4 487. The apparatus of claim 485, wherein the dialogue tree application and the
5 dialogue script generating panel are launched in a slit screen via the user interface.

6

7 488. The apparatus of claim 485, wherein the dialogue tree comprises a
8 plurality of connected dialogue nodes.

9

10 489. The apparatus of claim 485, wherein the dialogue node denotes a dialogue
11 action.

12

13 490. The apparatus of claim 485, wherein the dialogue node denotes a dialogue
14 outcome.

15

16 491. The apparatus of claim 485, wherein the processor further issues
17 instructions for generating a decision tree.

18

19 492. The apparatus of claim 491, wherein the decision tree is determined by a
20 pathway on the dialogue tree via a conditional logic.

21

22 493. The apparatus of claim 485, wherein the processor further issues
23 instructions for:

24 initiating dialogue analytics to drive individual-agent interactions;

246

1 determining a dialogue pathway of a dialogue; and

2 determining dialogue parameters based on the dialogue pathway.

3 494. The apparatus of claim 485, wherein the processor further issues
4 instructions for:

5 initiating a search to obtain information for the conversation; and

6 generating a hyperlink outcome based on the search results.

7

8 495. The apparatus of claim 485, wherein the processor further issues
9 instructions for:

10 dialogue cloud with key words for search engines.

11

12 496. The apparatus of claim 485, wherein the processor further issues
13 instructions for:

14 connecting to a web service;

15 associating an avatar identity on the dialogue platform; and

16 connecting the web-service to the avatar identity.

17

18

19 497. A digital conversation generating system, comprising:

20 means to initialize a dialogue agent application developer user interface;

21 means to launch a dialogue tree application and a dialogue script generating
22 panel;

23 means to retrieve a dialogue node in the dialogue tree;

24 means to determine a plurality of conditions associated with the dialogue node;

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1 means to generate a dialogue tree by connecting the dialogue node to a different
2 dialogue node based on each condition; and

3 means to complete the dialogue tree by connecting all available dialogue nodes.
4

5 498. The system of claim 497, wherein the dialogue agent application is
6 initialized by a developer.
7

8 499. The system of claim 497, wherein the dialogue tree application and the
9 dialogue script generating panel are launched in a split screen via the user interface.
10

11 500. The system of claim 497, wherein the dialogue tree comprises a plurality of
12 connected dialogue nodes.
13

14 501. The system of claim 497, wherein the dialogue node denotes a dialogue
15 action.
16

17 502. The system of claim 497, wherein the dialogue node denotes a dialogue
18 outcome.
19

20 503. The system of claim 497, further comprising means for generating a
21 decision tree.
22

23 504. The system of claim 503, wherein the decision tree is determined by a
24 pathway on the dialogue tree via a conditional logic.

1

2 505. The system of claim 497, further comprising means for:
3 initiating dialogue analytics to drive individual-agent interactions;
4 determining a dialogue pathway of a dialogue; and
5 determining dialogue parameters based on the dialogue pathway.

6

7 506. The system of claim 497, further comprising means for:
8 initiating a search to obtain information for the conversation; and
9 generating a hyperlink outcome based on the search results.

10

11 507. The system of claim 497, further comprising means for:
12 dialogue cloud with key words for search engines.

13

14 508. The system of claim 497, further comprising means for:
15 connecting to a web service;
16 associating an avatar identity on the dialogue platform; and
17 connecting the web-service to the avatar identity.

18

19

20 509. A digital conversation generating processor-readable medium storing
21 processor-issuable instructions to:

22 initialize a dialogue agent application developer user interface;
23 launch a dialogue tree application and a dialogue script generating panel;
24 retrieve a dialogue node in the dialogue tree;

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1 determine a plurality of conditions associated with the dialogue node;

2 generate a dialogue tree by connecting the dialogue node to a different dialogue

3 node based on each condition; and

4 complete the dialogue tree by connecting all available dialogue nodes.

5

6 510. The medium of claim 509, wherein the dialogue agent application is
7 initialized by a developer.

8

9 511. The medium of claim 509, wherein the dialogue tree application and the
10 dialogue script generating panel are launched in a split screen via the user interface.

11

12 512. The medium of claim 509, wherein the dialogue tree comprises a plurality
13 of connected dialogue nodes.

14

15 513. The medium of claim 509, wherein the dialogue node denotes a dialogue
16 action.

17

18 514. The medium of claim 509, wherein the dialogue node denotes a dialogue
19 outcome.

20

21 515. The medium of claim 509, wherein the processor further issues
22 instructions for generating a decision tree.

23

250

1 516. The medium of claim 515, wherein the decision tree is determined by a
2 pathway on the dialogue tree via a conditional logic.

3

4 517. The medium of claim 509, wherein the processor further issues
5 instructions for:

6 initiating dialogue analytics to drive individual-agent interactions;
7 determining a dialogue pathway of a dialogue; and
8 determining dialogue parameters based on the dialogue pathway.

9 518. The medium of claim 509, wherein the processor further issues
10 instructions for:

11 initiating a search to obtain information for the conversation; and
12 generating a hyperlink outcome based on the search results.

13

14 519. The medium of claim 509, wherein the processor further issues
15 instructions for:

16 dialogue cloud with key words for search engines.

17

18 520. The medium of claim 509, wherein the processor further issues
19 instructions for:

20 connecting to a web service;
21 associating an avatar identity on the dialogue platform; and
22 connecting the web-service to the avatar identity.

23

24

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1 521. A digital conversation generating processor-readable method, comprising:
2 obtaining an initial prompt for use in an artificial intelligence agent dialogue;
3 obtaining a plurality of agent dialogue conditions;
4 specifying a condition trigger for the plurality of agent dialogue conditions;
5 providing a subsequent prompt for each triggered conditional dialogue branch;
6 obtaining a search link for each triggered conditional dialogue branch; and
7 sending the obtained initial prompt, the plurality of agent dialogue conditions,
8 each specified condition trigger, the subsequent prompt for each triggered conditional
9 dialogue branch, the search link to a server for dialogue agent registration.

10

11 522. The method of claim 521, wherein the initial prompt is received from a
12 user.

13

14 523. The method of claim 521, wherein the initial prompt is obtained from Wiki
15 submission from a plurality of users.

16

17 524. The method of claim 521, wherein the search link is generated by a query
18 on a search engine.

19

20 525. A digital conversation generating apparatus, comprising:
21 a memory;
22 a processor disposed in communication with said memory, and configured to
23 issue a plurality of processing instructions stored in the memory, wherein the processor
24 issues instructions to:

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1 obtaining an initial prompt for use in an artificial intelligence agent dialogue;
2 obtaining a plurality of agent dialogue conditions;
3 obtaining a specified condition trigger for the plurality of agent dialogue
4 conditions;
5 obtaining a subsequent prompt for each triggered conditional dialogue branch;
6 obtaining a search link for each triggered conditional dialogue branch; and
7 sending the obtained initial prompt, the plurality of agent dialogue conditions,
8 each specified condition trigger, the subsequent prompt for each triggered conditional
9 dialogue branch, the search link to a server for dialogue agent registration.

10

11 526. The apparatus of claim 525, wherein the initial prompt is received from a
12 user.

13

14 527. The apparatus of claim 525, wherein the initial prompt is obtained from
15 Wiki submission from a plurality of users.

16

17 528. The apparatus of claim 525, wherein the search link is generated by a
18 query on a search engine.

19

20

21 529. A digital conversation generating system, comprising:
22 means to obtain an initial prompt for use in an artificial intelligence agent
23 dialogue;
24 means to obtain a plurality of agent dialogue conditions;

253

1 means to obtain a specified condition trigger for the plurality of agent dialogue
2 conditions;

3 means to obtain a subsequent prompt for each triggered conditional dialogue
4 branch;

5 means to obtain a search link for each triggered conditional dialogue branch; and

6 means to send the obtained initial prompt, the plurality of agent dialogue
7 conditions, each specified condition trigger, the subsequent prompt for each triggered
8 conditional dialogue branch, the search link to a server for dialogue agent registration.

9

10 530. The system of claim 529, wherein the initial prompt is received from a user.

11

12 531. The system of claim 529, wherein the initial prompt is obtained from Wiki
13 submission from a plurality of users.

14

15 532. The system of claim 529, wherein the search link is generated by a query
16 on a search engine.

17

18

19 533. A digital conversation generating processor-readable medium storing
20 processor-issuable instructions to:

21 obtain an initial prompt for use in an artificial intelligence agent dialogue;

22 obtain a plurality of agent dialogue conditions;

23 obtain a specified condition trigger for the plurality of agent dialogue conditions;

24 obtain a subsequent prompt for each triggered conditional dialogue branch;

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1 obtain a search link for each triggered conditional dialogue branch; and
2 send the obtained initial prompt, the plurality of agent dialogue conditions, each
3 specified condition trigger, the subsequent prompt for each triggered conditional
4 dialogue branch, the search link to a server for dialogue agent registration.

5

6 534. The medium of claim 533, wherein the initial prompt is received from a
7 user.

8

9 535. The medium of claim 533, wherein the initial prompt is obtained from
10 Wiki submission from a plurality of users.

11

12 536. The medium of claim 533, wherein the search link is generated by a query
13 on a search engine.

14

15

16 537. A digital conversation generating processor-readable method, comprising:
17 receiving a dialogue agent registration request;
18 receiving a series of dialogue steps, including:

19

an initial prompt for use in an artificial intelligence agent dialogue,

20

a plurality of agent dialogue conditions,

21

a condition trigger for the plurality of agent dialogue conditions,

22

a subsequent prompt for each triggered conditional dialogue branch, and

23

a search link for each triggered conditional dialogue branch; and

1 registering the dialogue agent associated with the artificial intelligence agent
2 dialogue.

3

4 538. A digital conversation generating apparatus, comprising:

5 a memory;

6 a processor disposed in communication with said memory, and configured to
7 issue a plurality of processing instructions stored in the memory, wherein the processor
8 issues instructions to:

9 receive a dialogue agent registration request;

10 receive a series of dialogue steps, including:

11 an initial prompt for use in an artificial intelligence agent dialogue,

12 a plurality of agent dialogue conditions,

13 a condition trigger for the plurality of agent dialogue conditions,

14 a subsequent prompt for each triggered conditional dialogue branch, and

15 a search link for each triggered conditional dialogue branch; and

16 register the dialogue agent associated with the artificial intelligence agent
17 dialogue.

18

19 539. A digital conversation generating system, comprising:

20 means to receive a dialogue agent registration request;

21 means to receive a series of dialogue steps, including:

22 an initial prompt for use in an artificial intelligence agent dialogue,

23 a plurality of agent dialogue conditions,

24 a condition trigger for the plurality of agent dialogue conditions,

1 a subsequent prompt for each triggered conditional dialogue branch, and
2 a search link for each triggered conditional dialogue branch; and
3 means to register the dialogue agent associated with the artificial intelligence
4 agent dialogue.

5

6 540. A digital conversation generating processor-readable medium storing
7 processor-issuable instructions to:

8 receive a dialogue agent registration request;

9 receive a series of dialogue steps, including:

10 an initial prompt for use in an artificial intelligence agent dialogue,

11 a plurality of agent dialogue conditions,

12 a condition trigger for the plurality of agent dialogue conditions,

13 a subsequent prompt for each triggered conditional dialogue branch, and

14 a search link for each triggered conditional dialogue branch; and

15 register the dialogue agent associated with the artificial intelligence agent
16 dialogue.

17

18 541. A digital conversation generating processor-readable method, comprising:

19 instantiating a dialogue agent loader in a search engine interface;

20 obtaining a search engine query on the dialogue agent database for matching
21 dialogue search agents;

22 providing matching agents in a search engine query result;

23 instantiating a selected dialogue search agent;

24 providing a dialogue agent prompt via the instantiated dialogue search agent;

1 obtaining responses to the dialogue agent prompt;
2 updating the search engine query result based on the obtained responses by using
3 dialogue search agent search links.
4

5 542. The method of claim 541, wherein the search engine query is based on a
6 key word submitted by a user.
7

8 543. The method of claim 542, wherein the key word specifies a topic for
9 dialogue search agents.
10

11 544. The method of claim 541, wherein the updating the search engine query
12 result based on the obtained responses further comprises refining the search engine
13 query based on related key words from the obtained responses.
14

15 545. The method of claim 542, further comprising increasing a charge to a
16 dialogue search agent sponsor for each obtained dialogue response.
17

18 546. A digital conversation generating apparatus, comprising:

19 a memory;

20 a processor disposed in communication with said memory, and configured to
21 issue a plurality of processing instructions stored in the memory, wherein the processor
22 issues instructions to:

23 instantiate a dialogue agent loader in a search engine interface;

258

1 obtain a search engine query on the dialogue agent database for matching
2 dialogue search agents;
3 provide matching agents in a search engine query result;
4 instantiate a selected dialogue search agent;
5 provide a dialogue agent prompt via the instantiated dialogue search agent;
6 obtain user dialogue responses to dialogue agent prompt;
7 update the search engine query result based on the obtained responses by using
8 dialogue search agent search links.

9

10 547. The apparatus of claim 546, wherein the search engine query is based on a
11 key word submitted by a user.

12

13 548. The apparatus of claim 547, wherein the key word specifies a topic for
14 dialogue search agents.

15

16 549. The apparatus of claim 546, wherein the updating the search engine query
17 result based on the obtained responses further comprises refining the search engine
18 query based on related key words from the obtained responses.

19

20 550. The apparatus of claim 547, further comprising increasing a charge to a
21 dialogue search agent sponsor for each obtained dialogue response.

22

23

24 551. A digital conversation generating system, comprising:

259

1 means to instantiate a dialogue agent loader in a search engine interface;

2 means to obtain a search engine query on the dialogue agent database for
3 matching dialogue search agents;

4 means to provide matching agents in a search engine query result;

5 means to instantiate a selected dialogue search agent;

6 means to provide a dialogue agent prompt via the instantiated dialogue search
7 agent;

8 means to obtain user dialogue responses to the dialogue agent prompt;

9 means to update the search engine query result based on the obtained user
10 dialogue responses by using dialogue search agent search links.

11
12 552. The system of claim 551, wherein the search engine query is based on a key
13 word submitted by a user.

14
15 553. The system of claim 552, wherein the key word specifies a topic for
16 dialogue search agents.

17
18 554. The system of claim 551, wherein the updating the search engine query
19 result based on the obtained responses further comprises refining the search engine
20 query based on related key words from the obtained responses.

21
22 555. The system of claim 552, further comprising means for increasing a charge
23 to a dialogue search agent sponsor for each obtained dialogue response.

24

1

2 556. A digital conversation generating processor-readable medium storing
3 processor-issuable instructions to:

4 instantiate a dialogue agent loader in a search engine interface;

5 obtain a search engine query on the dialogue agent database for matching
6 dialogue search agents;

7 provide matching agents in a search engine query result;

8 instantiate a selected dialogue search agent;

9 provide a dialogue agent prompt via the instantiated dialogue search agent;

10 obtain user dialogue responses to the dialogue agent prompt;

11 update the search engine query result based on the obtained user dialogue
12 responses by using dialogue search agent search links.

13

14 557. The processor-implemented medium of claim 556, wherein the dialogue
15 agent loader instantiate the dialogue search agent.

16

17 558. The processor-implemented medium of claim 556, wherein the dialogue
18 agent loader is triggered by a user selection.

19

20 559. The medium of claim 556, wherein the search engine query is based on a
21 key word submitted by a user.

22

23 560. The medium of claim 559, wherein the key word specifies a topic for
24 dialogue search agents.

261

1

2 561. The medium of claim 556, wherein the updating the search engine query
3 result based on the obtained responses further comprises refining the search engine
4 query based on related key words from the obtained responses.

5

6 562. The medium of claim 559, further storing instructions for increasing a
7 charge to a dialogue search agent sponsor for each obtained dialogue response.

8

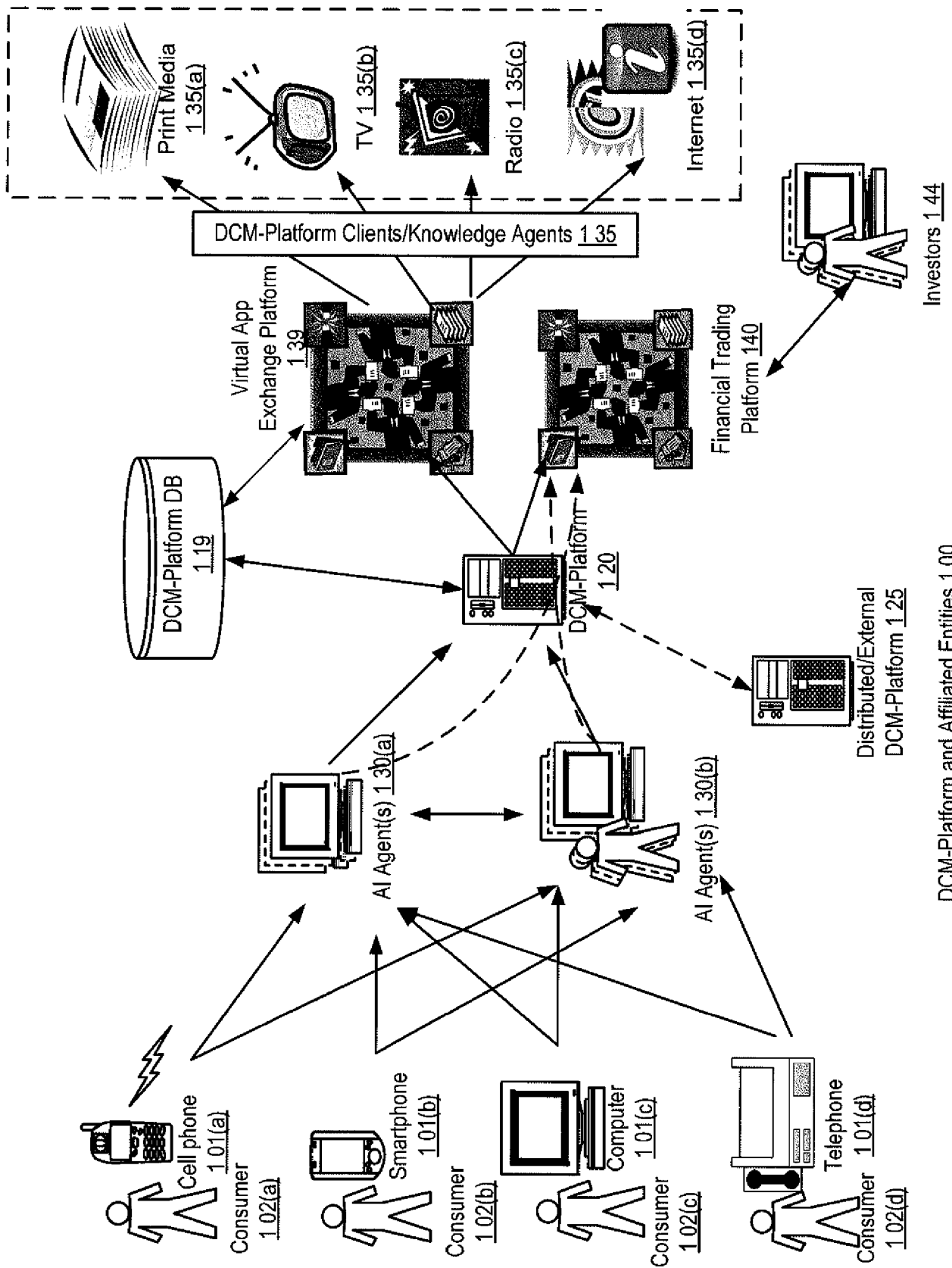
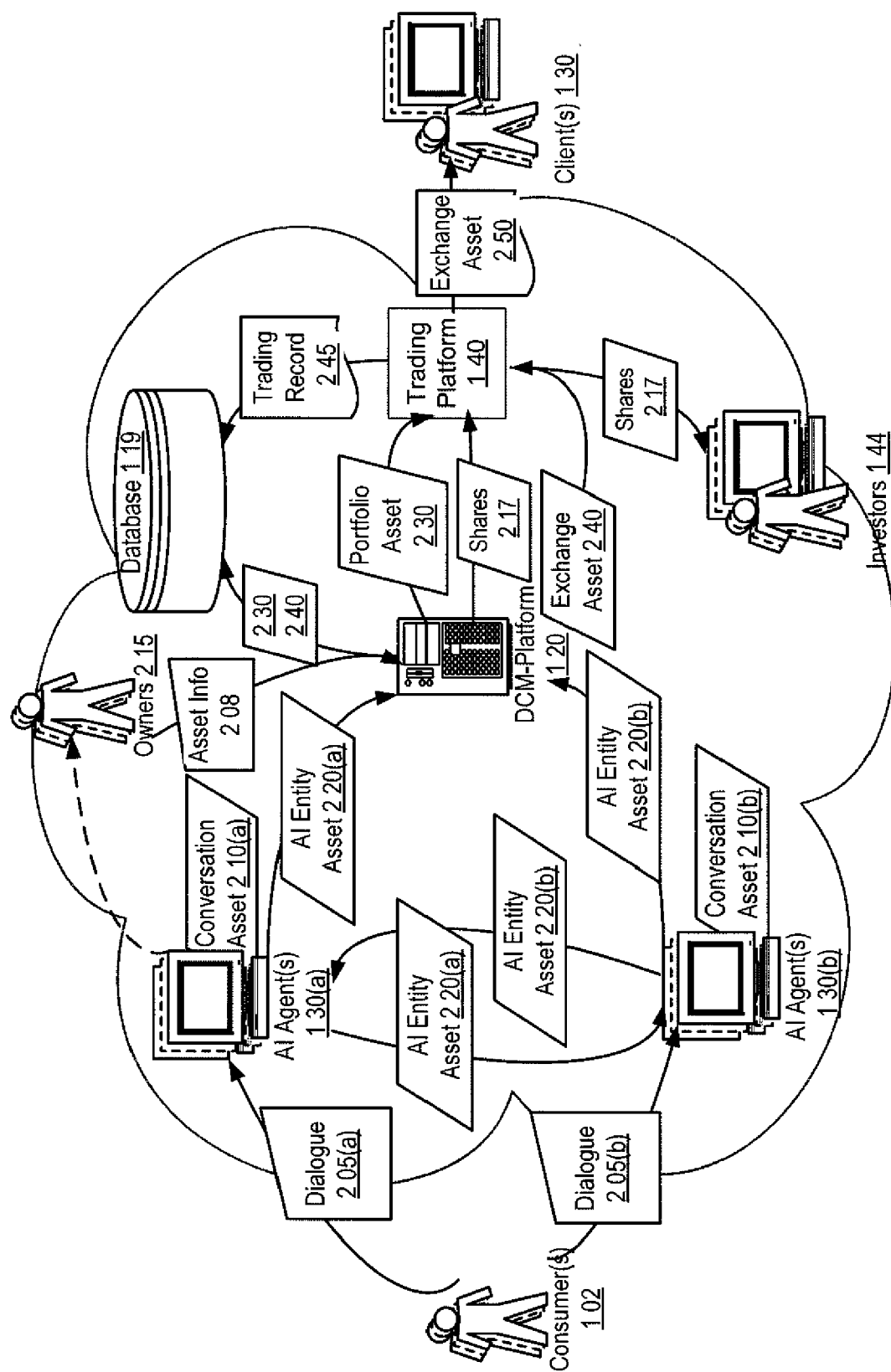


Figure 1



DCM-Platform Data Flows 2 00(A)

Figure 2A

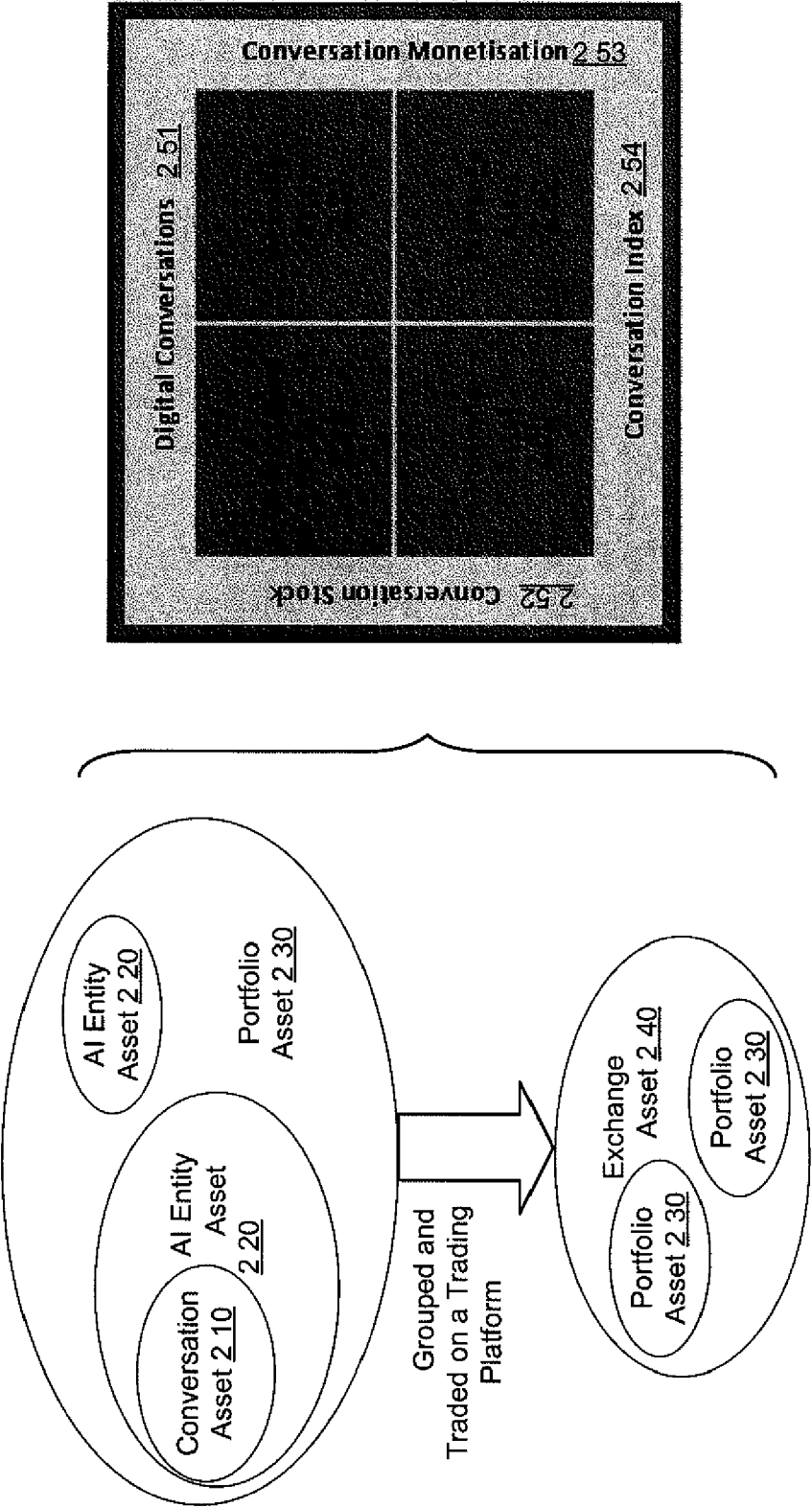


Figure 2B DCM-Platform Data Encapsulation 2 00(B)

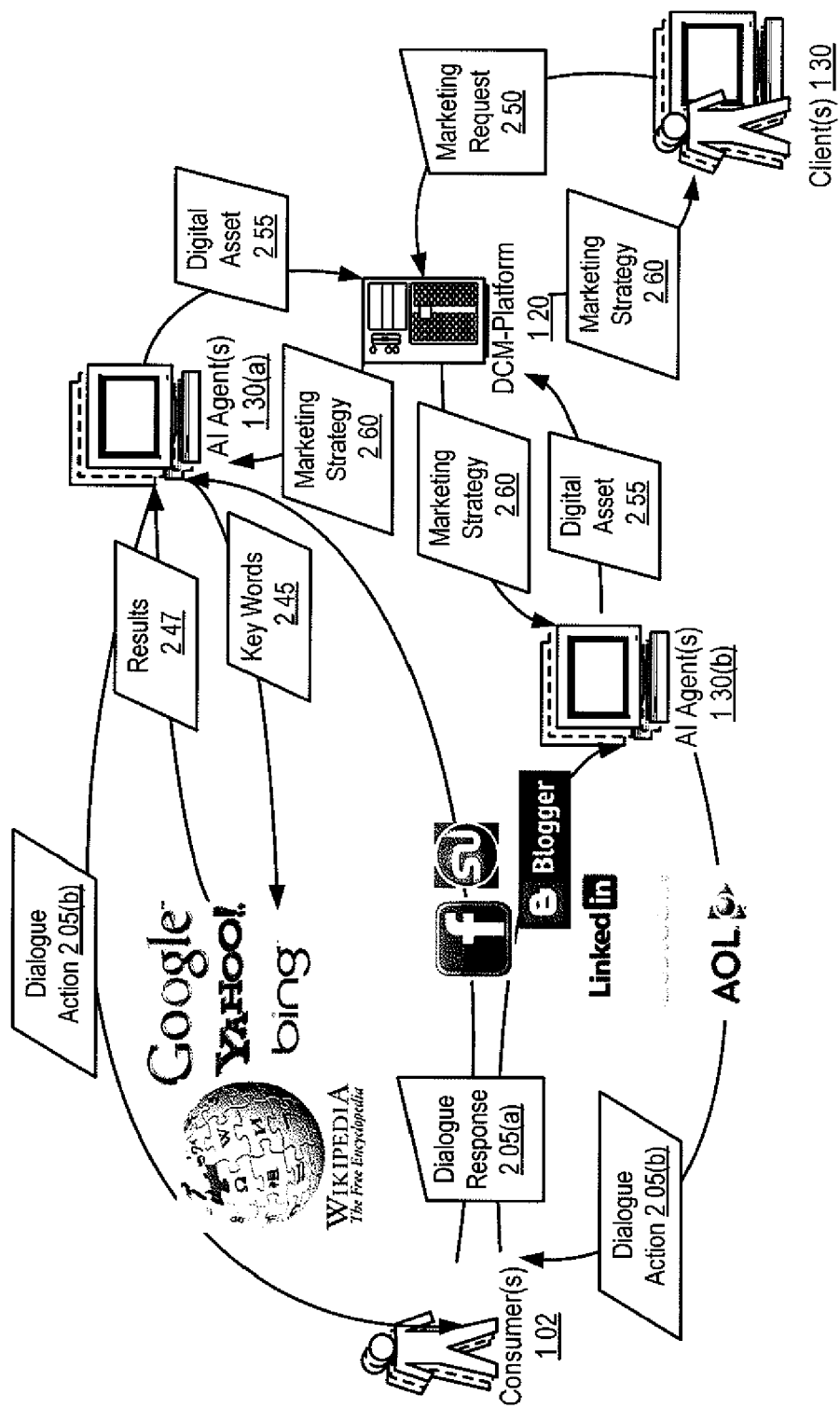


Figure 2C

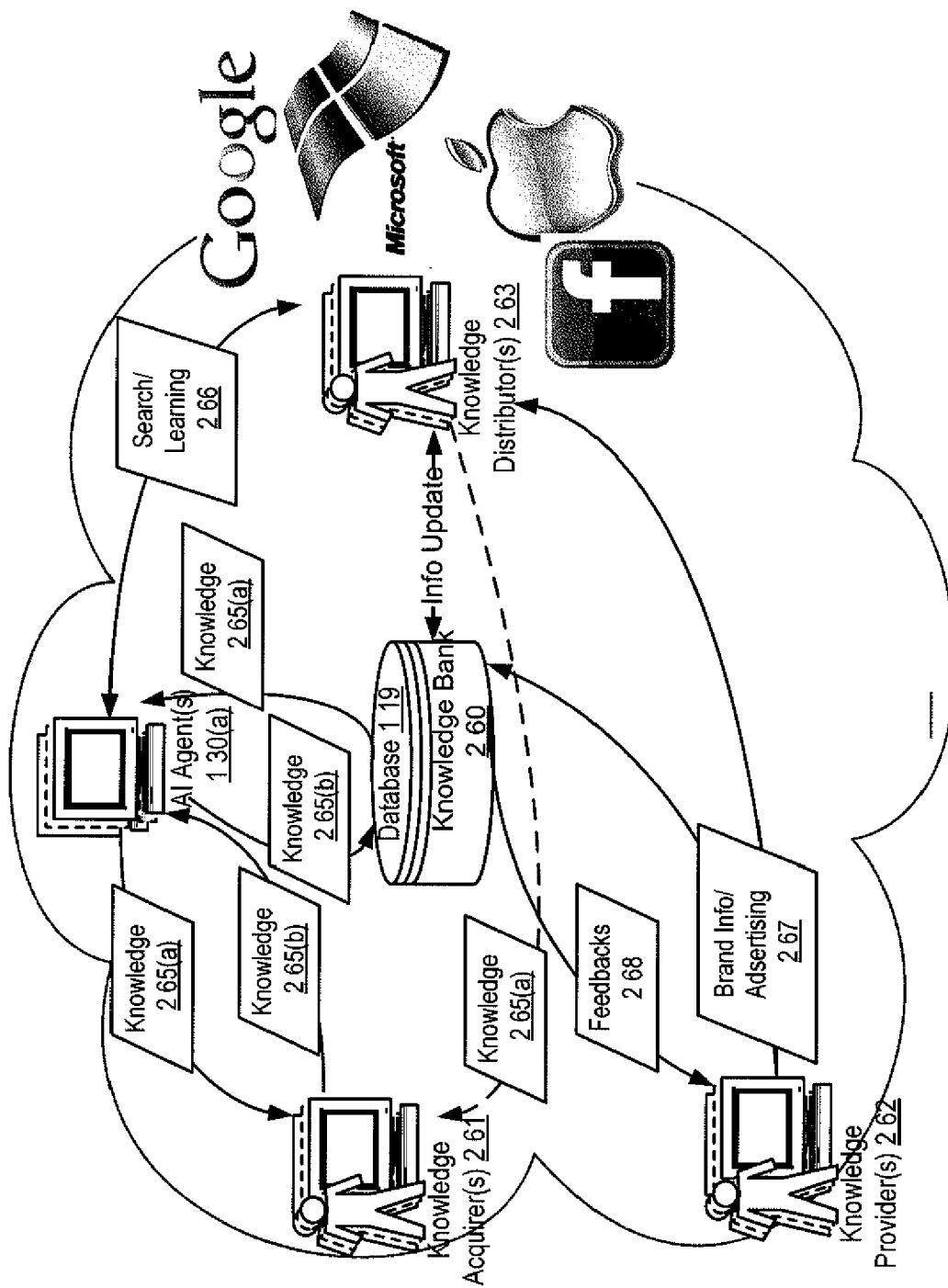


Figure 2D

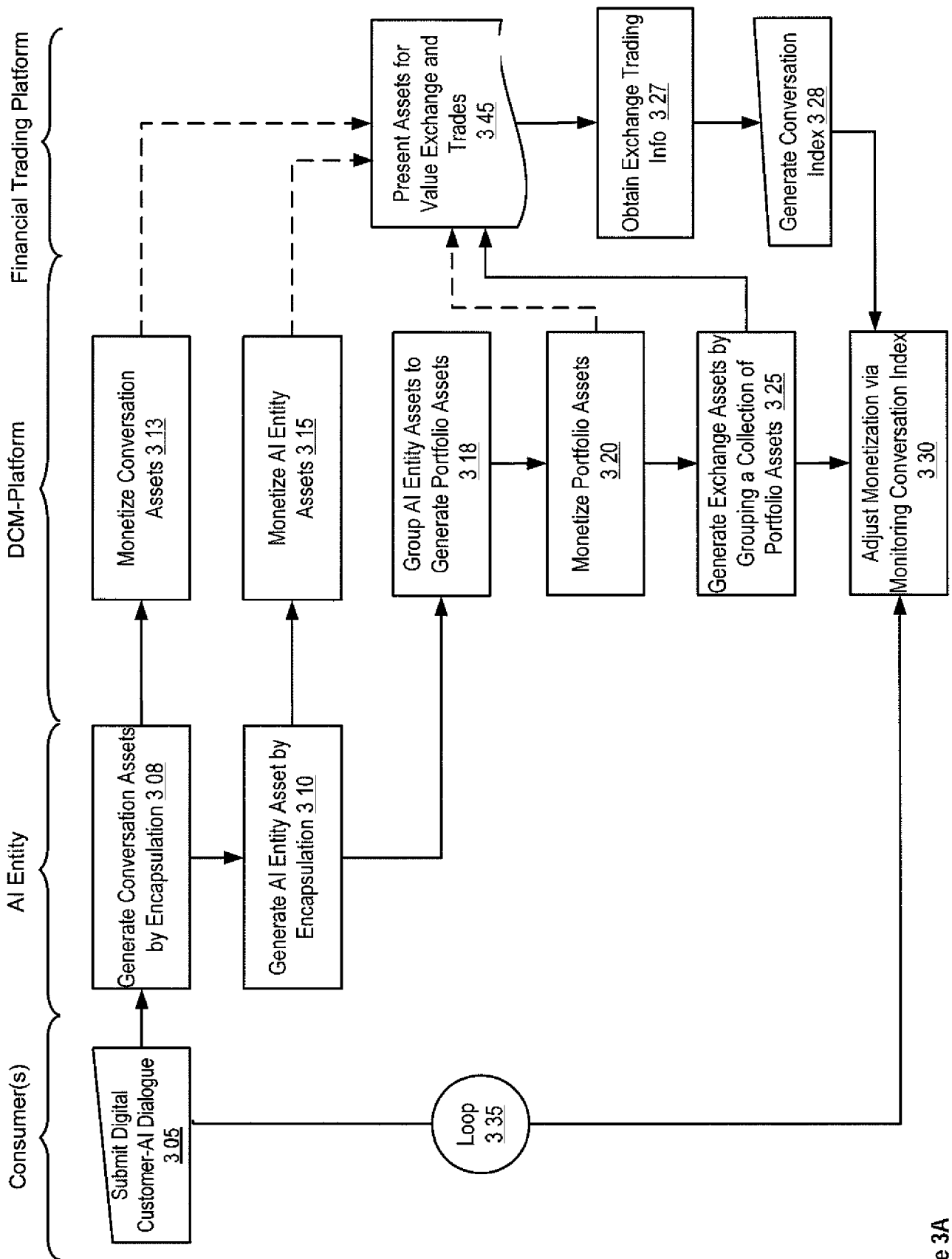


Figure 3A

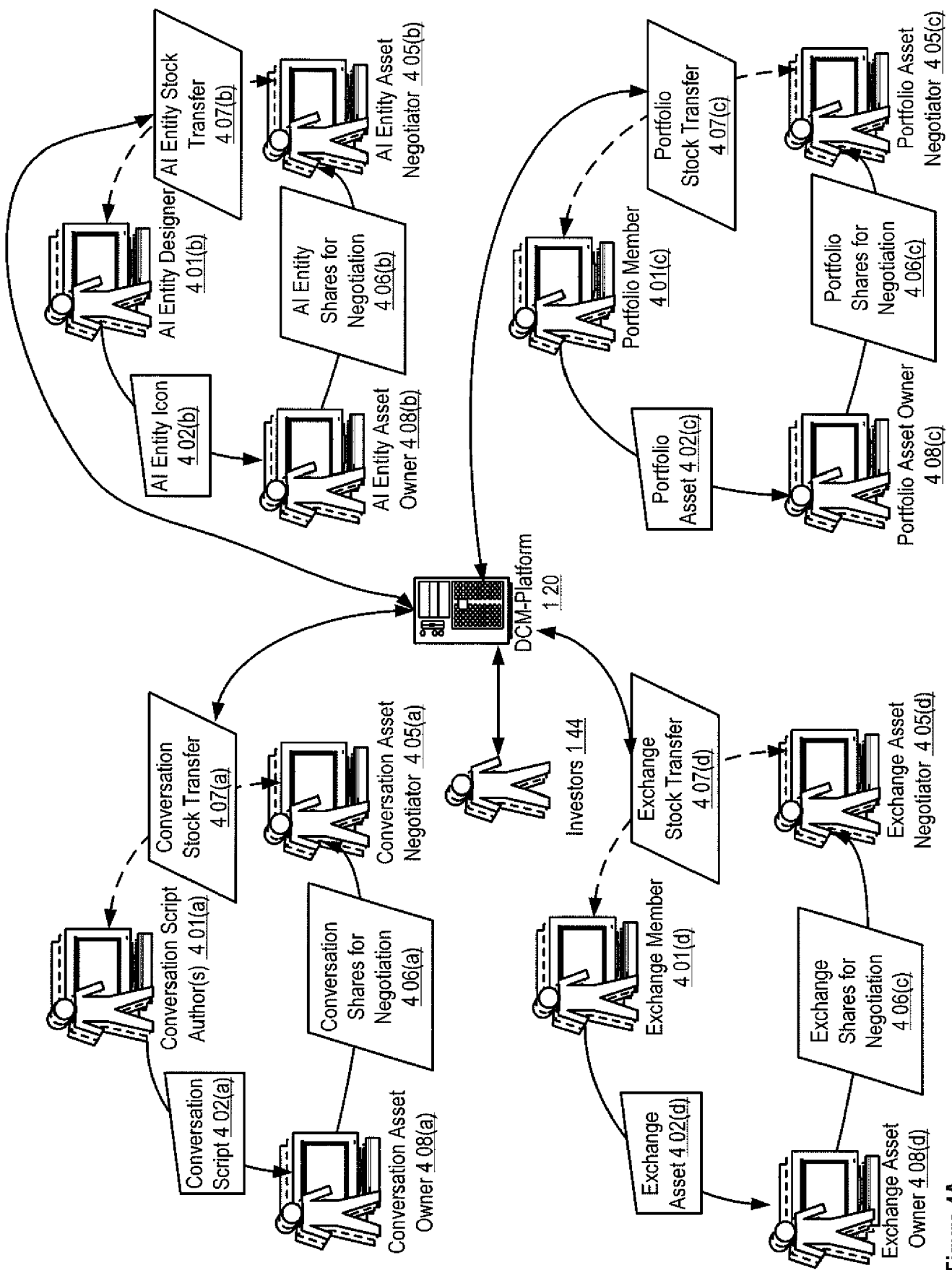
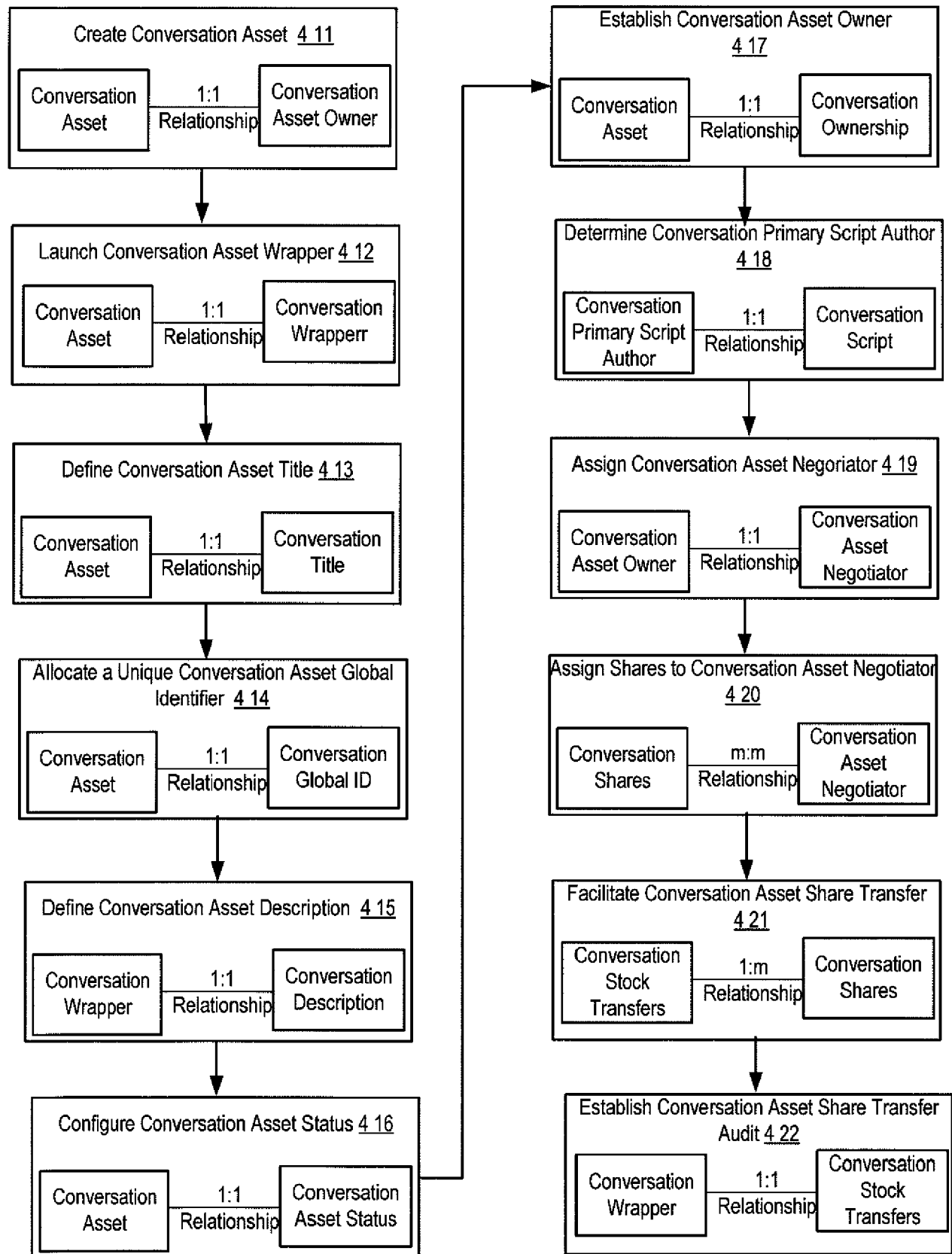
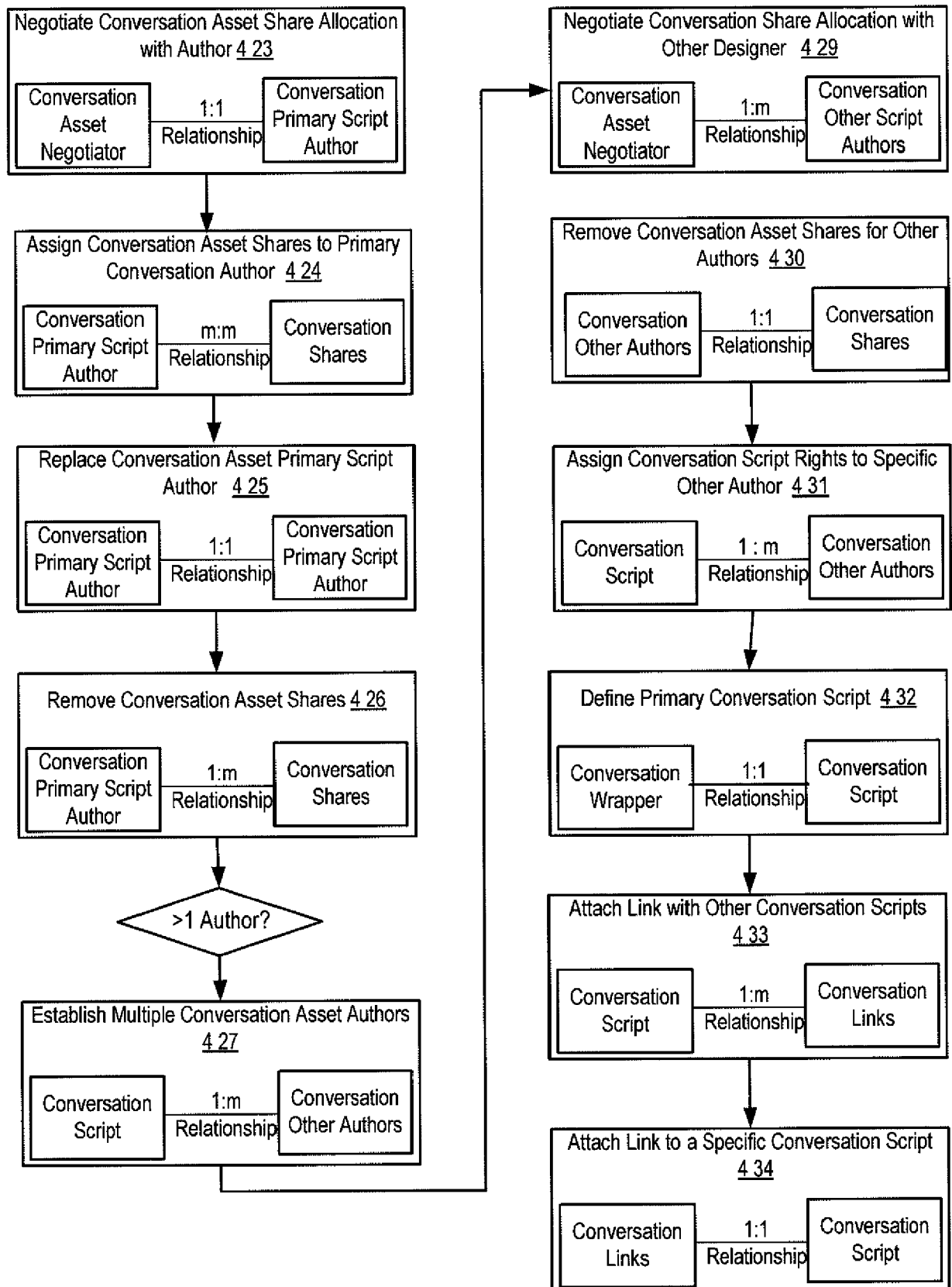


Figure 4A



Continue with Fig. 4C

Figure 4B



Continue with Fig. 4D

Figure 4C

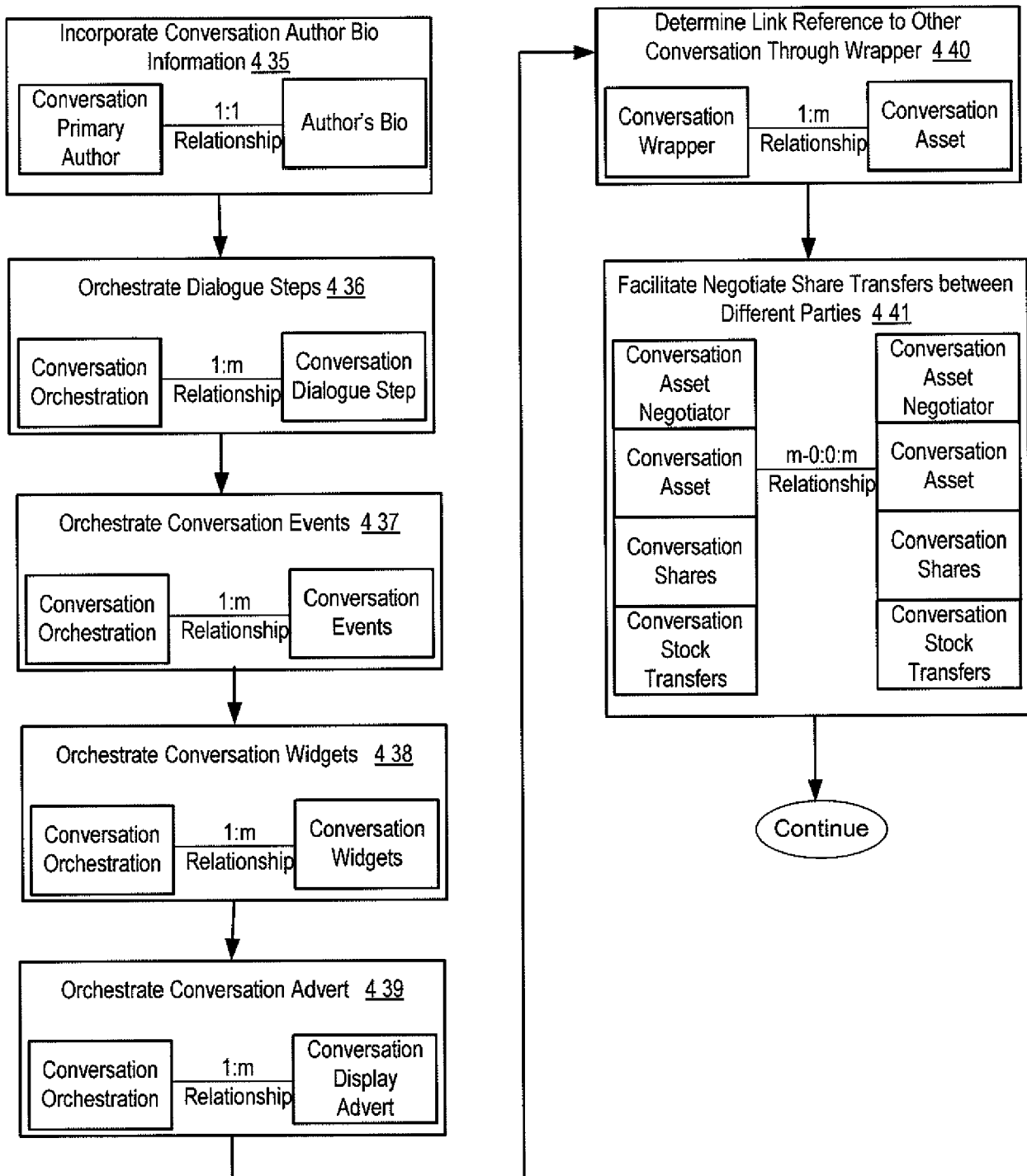
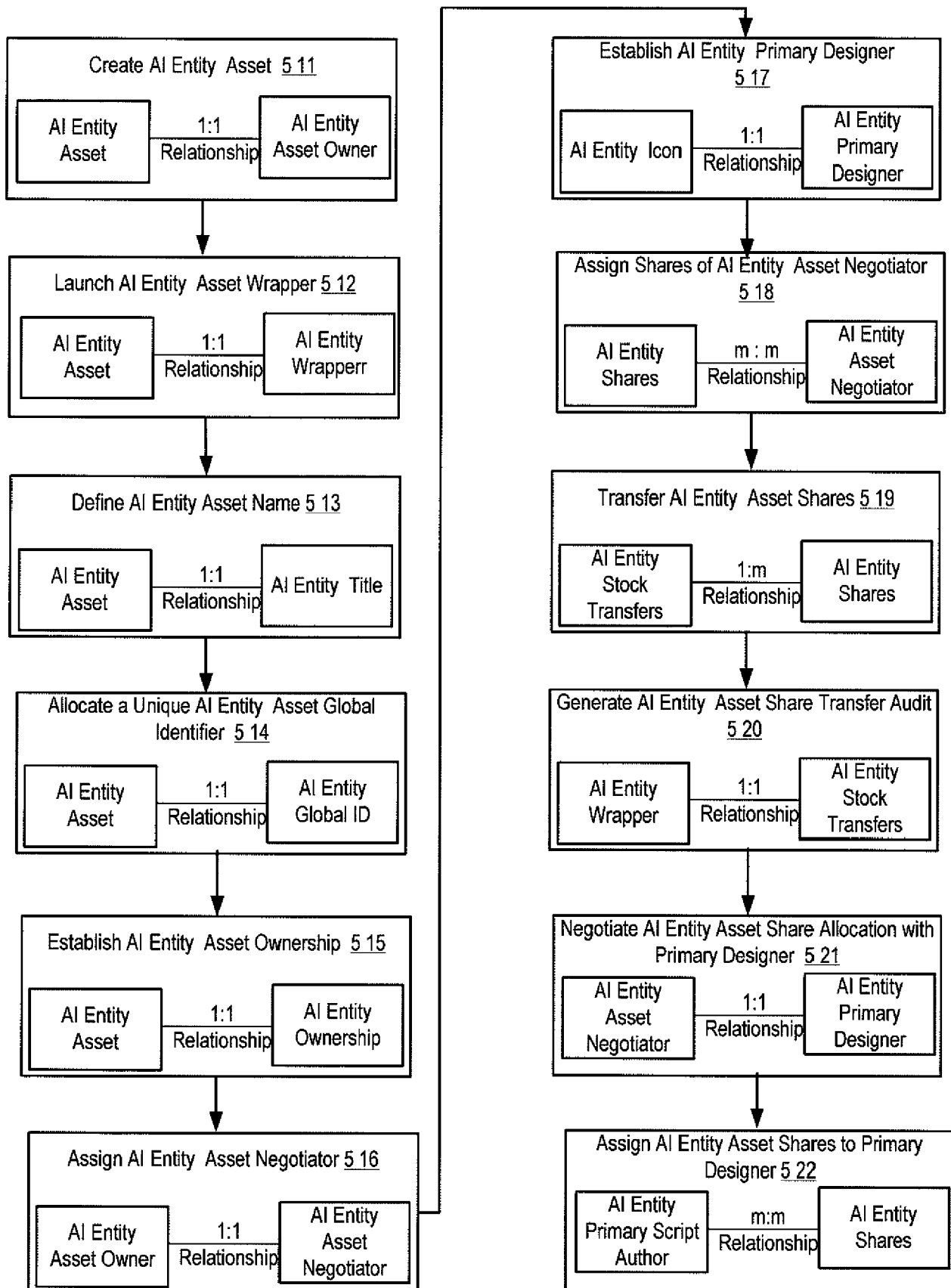


Figure 4D



Continue with Fig. 5B

Figure 5A

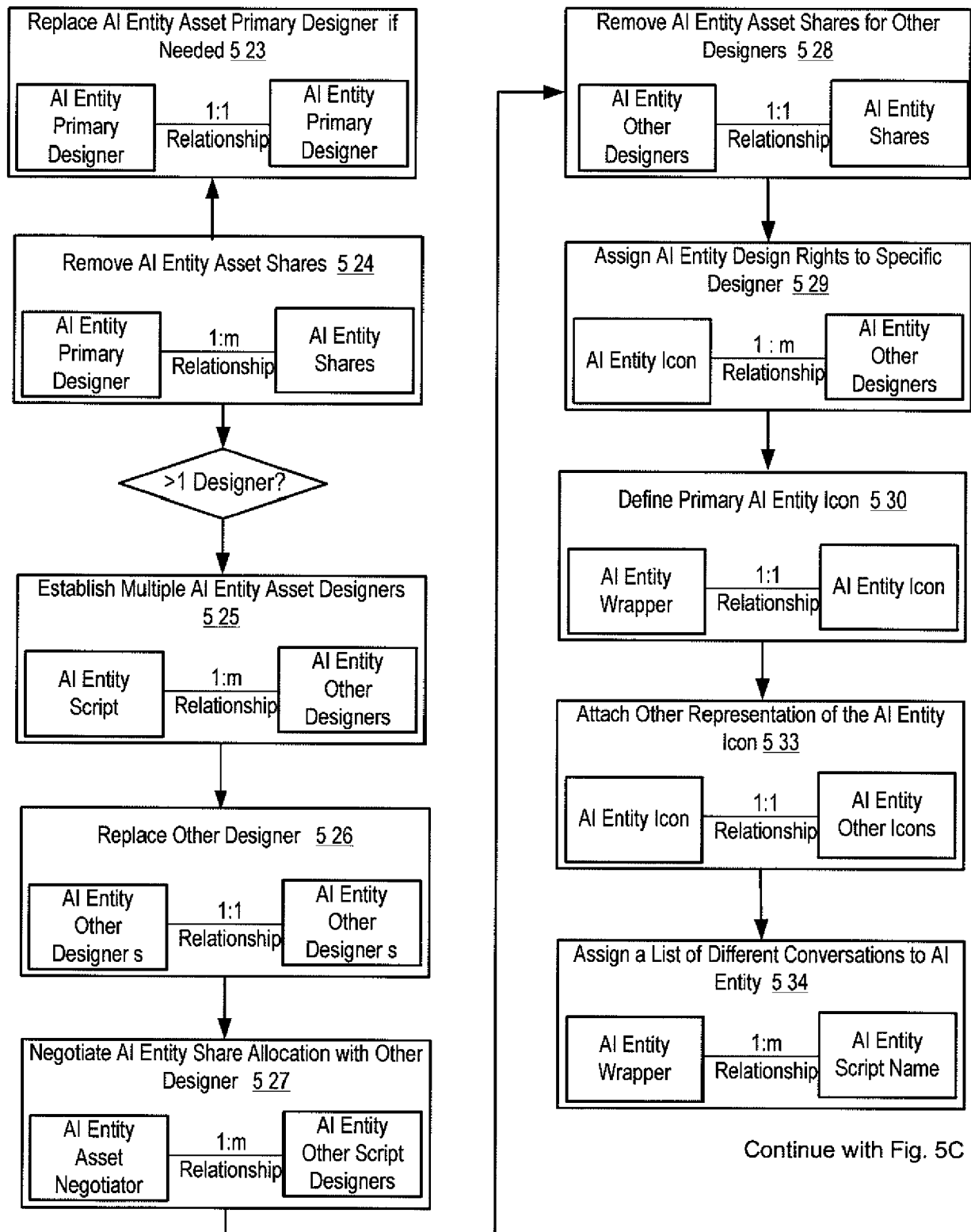


Figure 5B

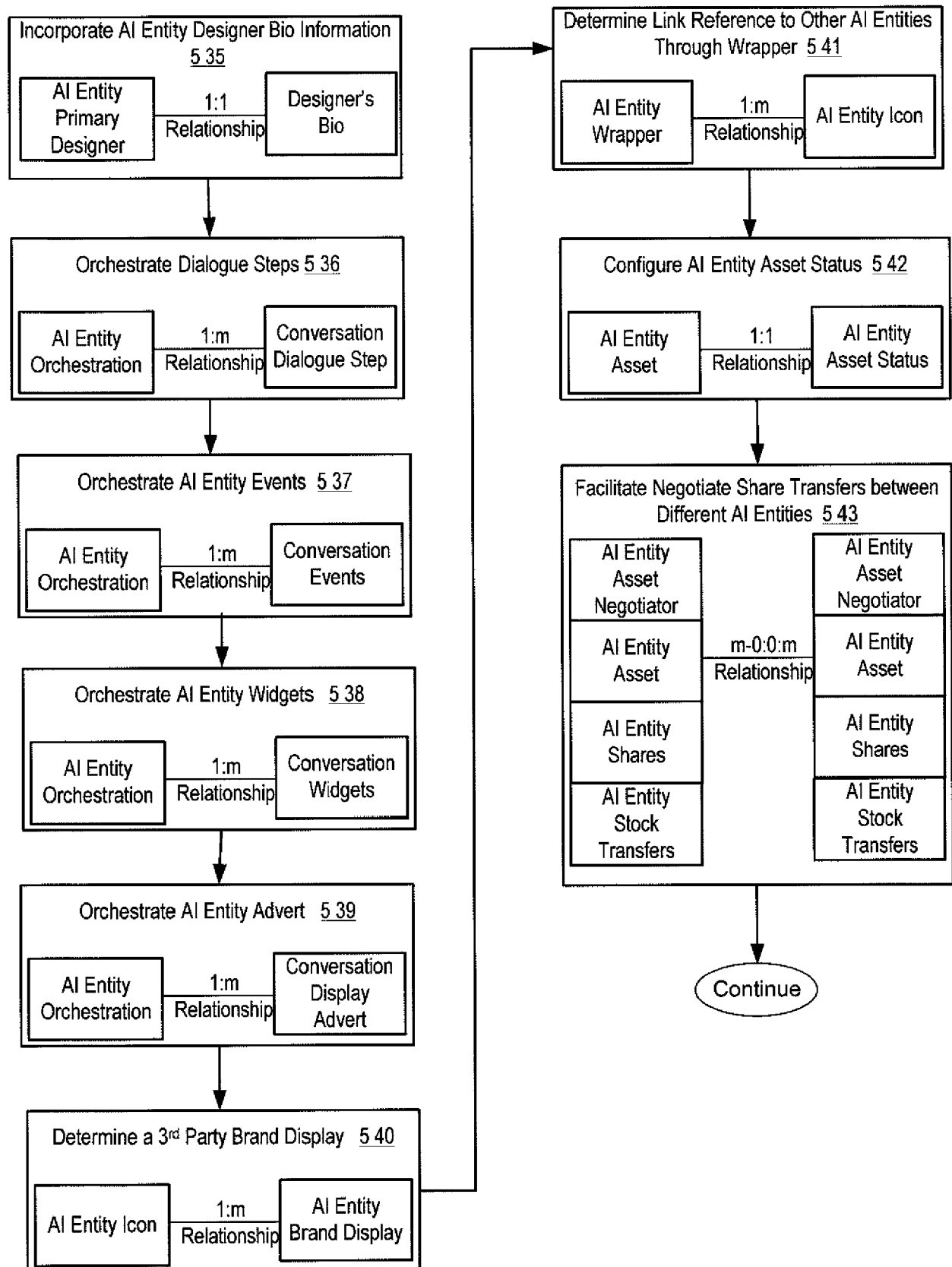
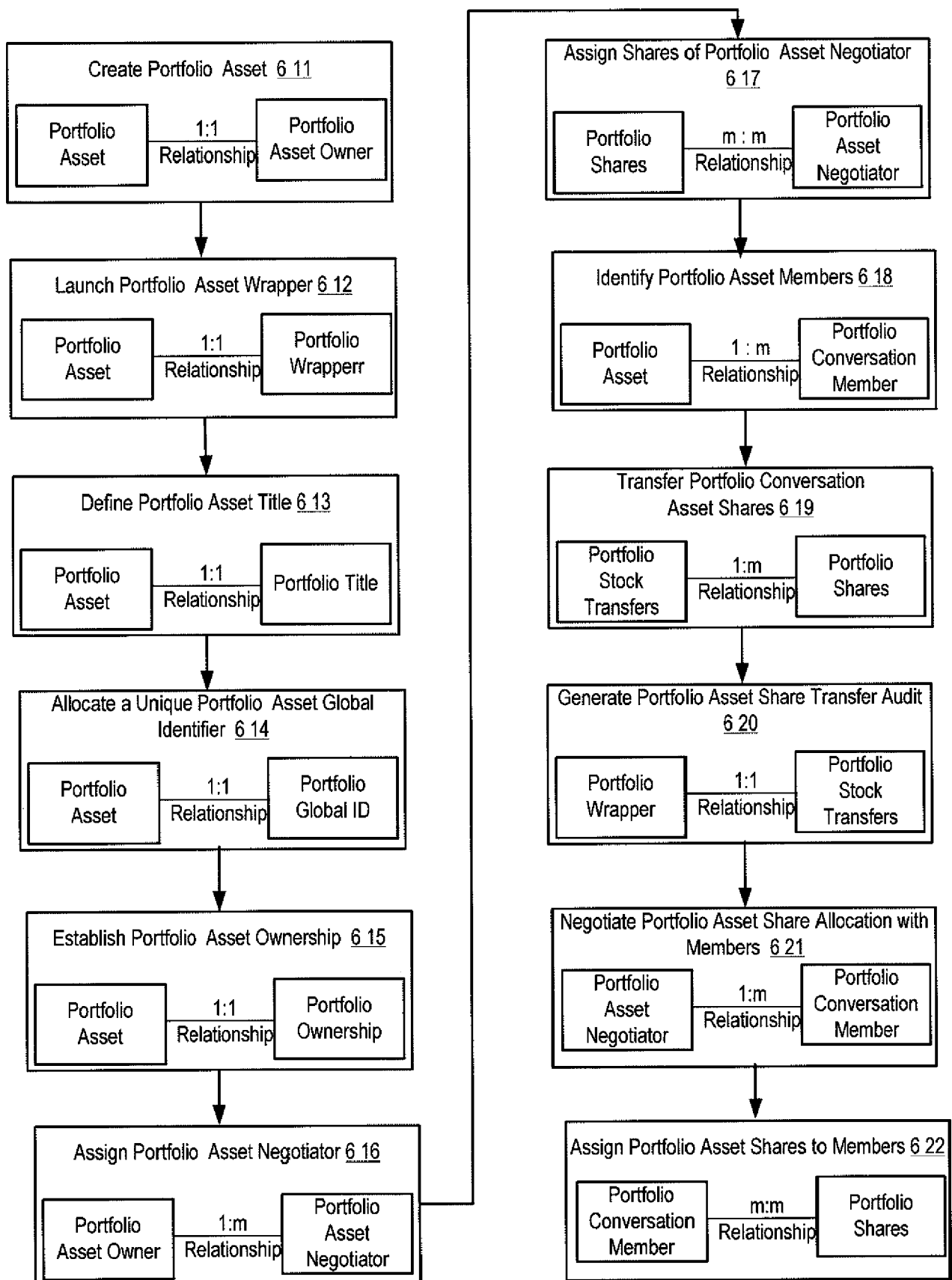
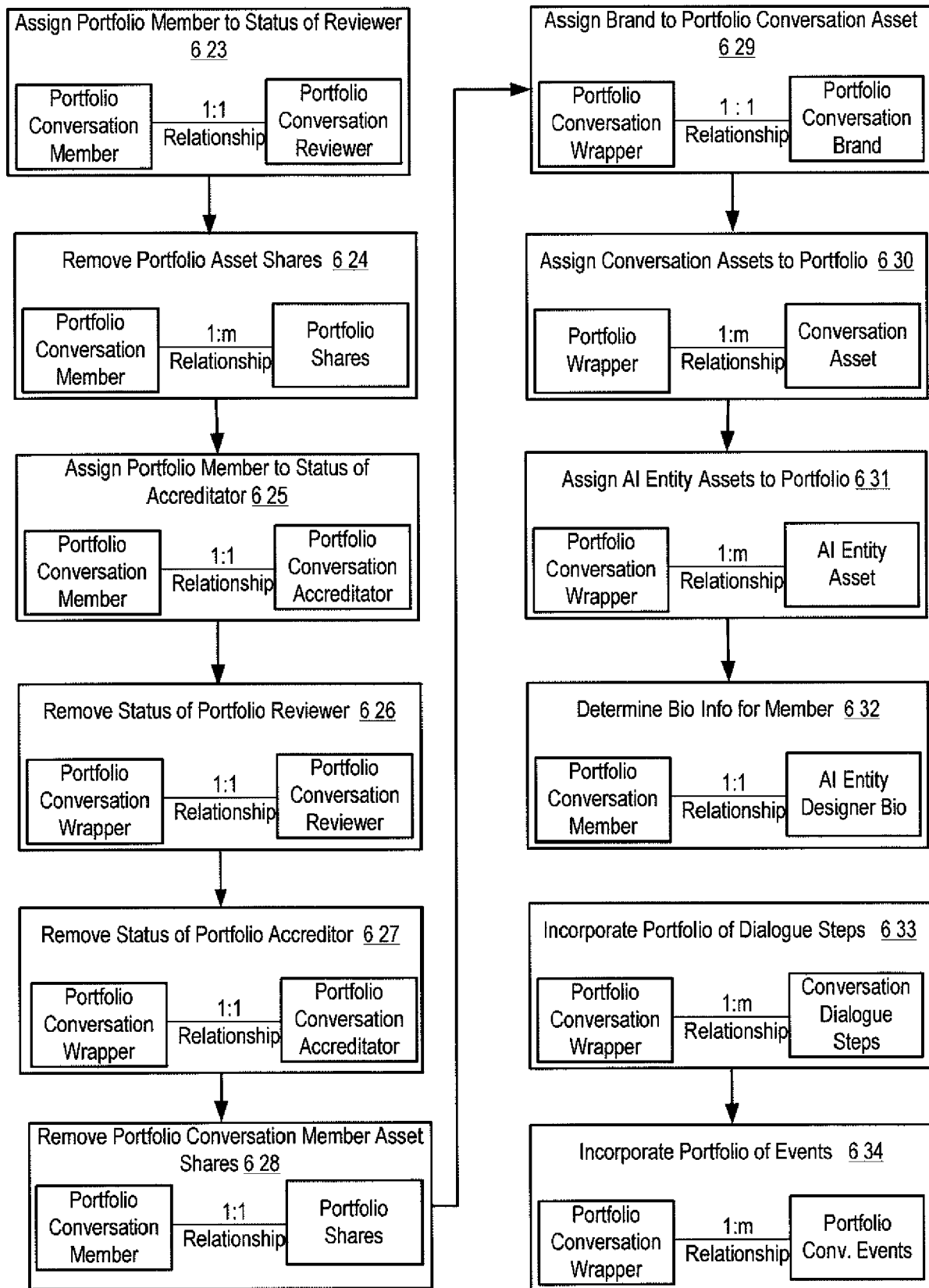


Figure 5C



Continue with Fig. 6B

Figure 6A



Continue with Fig. 6C

Figure 6B

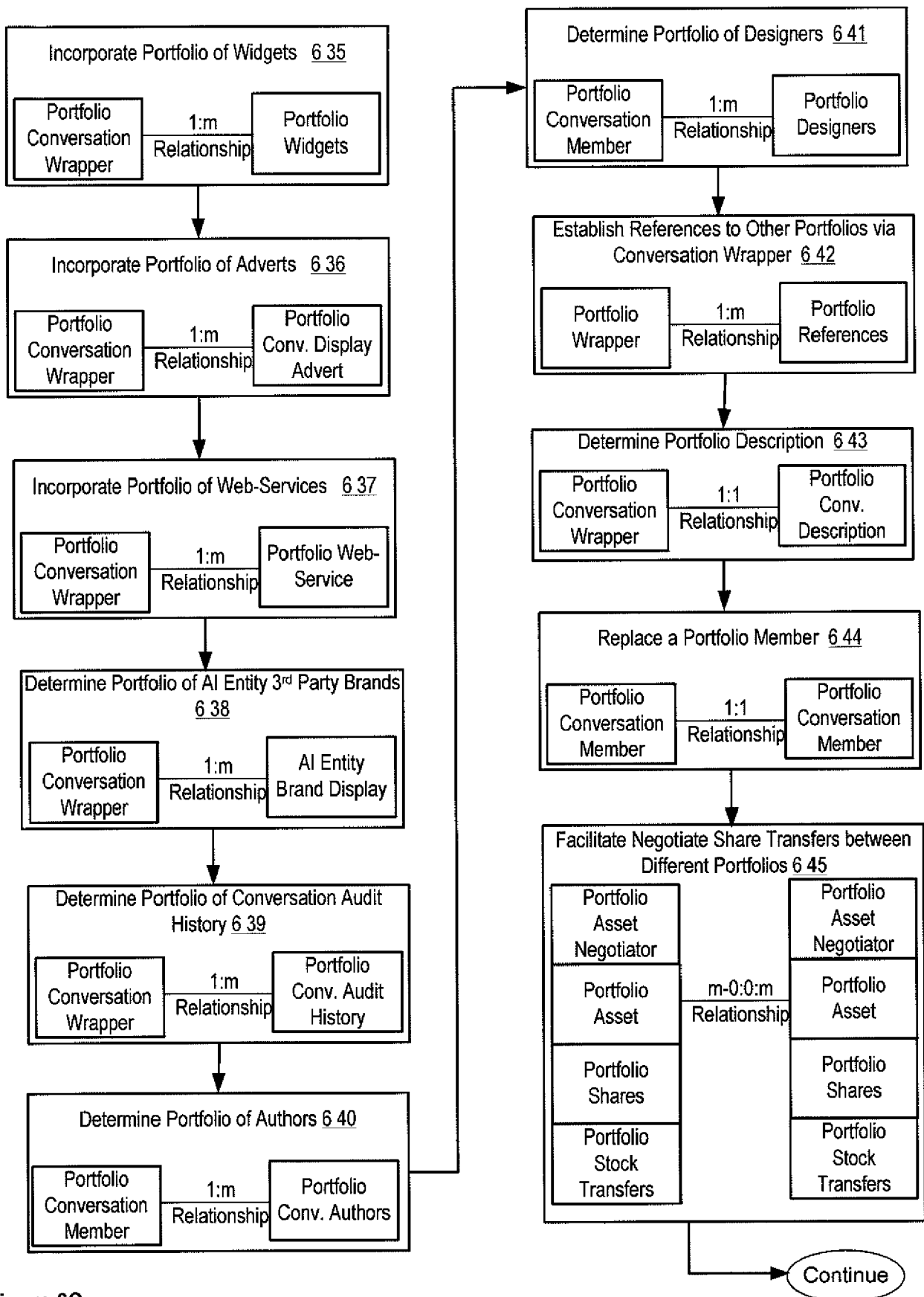
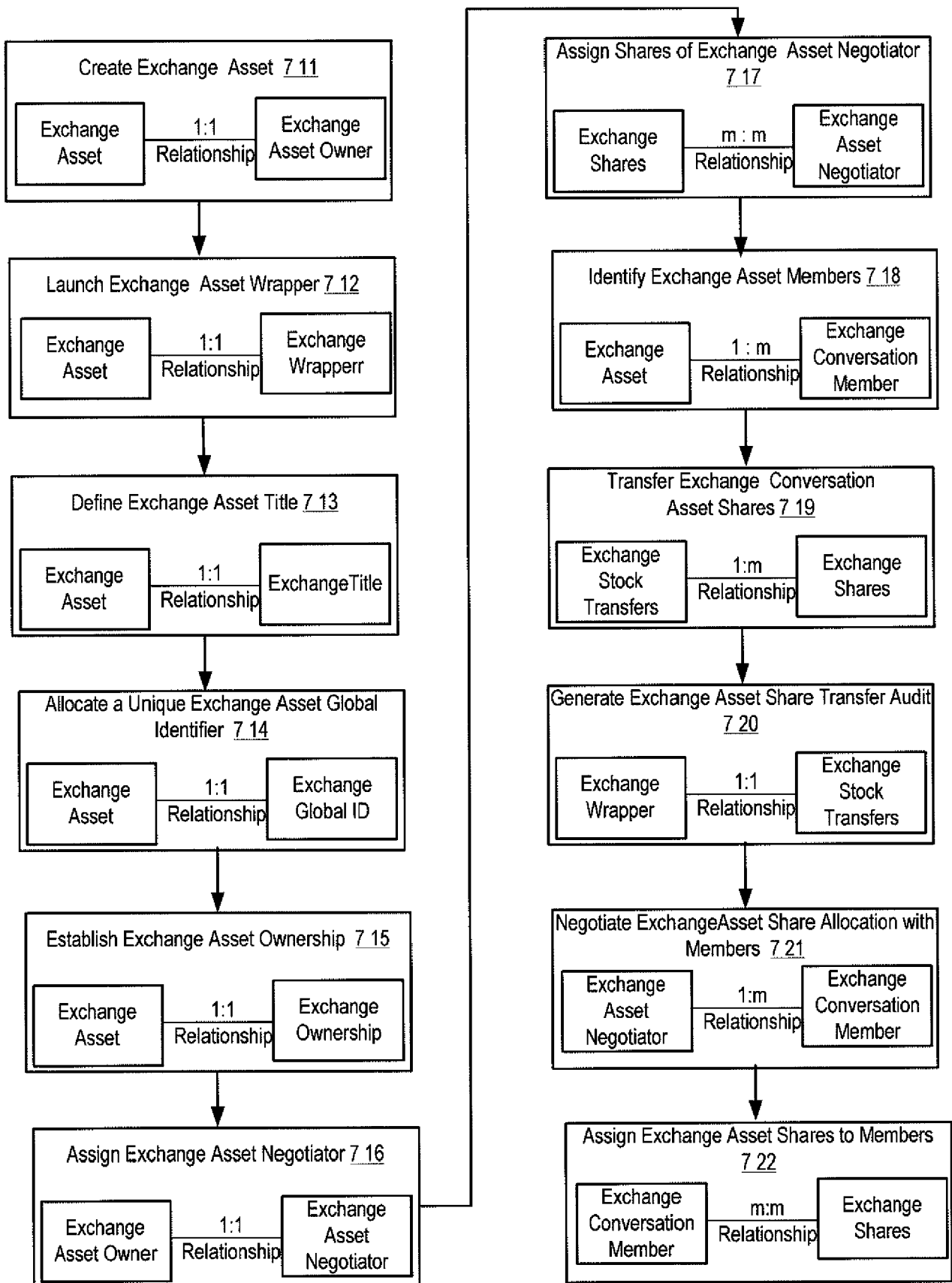


Figure 6C



Continue with Fig. 7B

Figure 7A

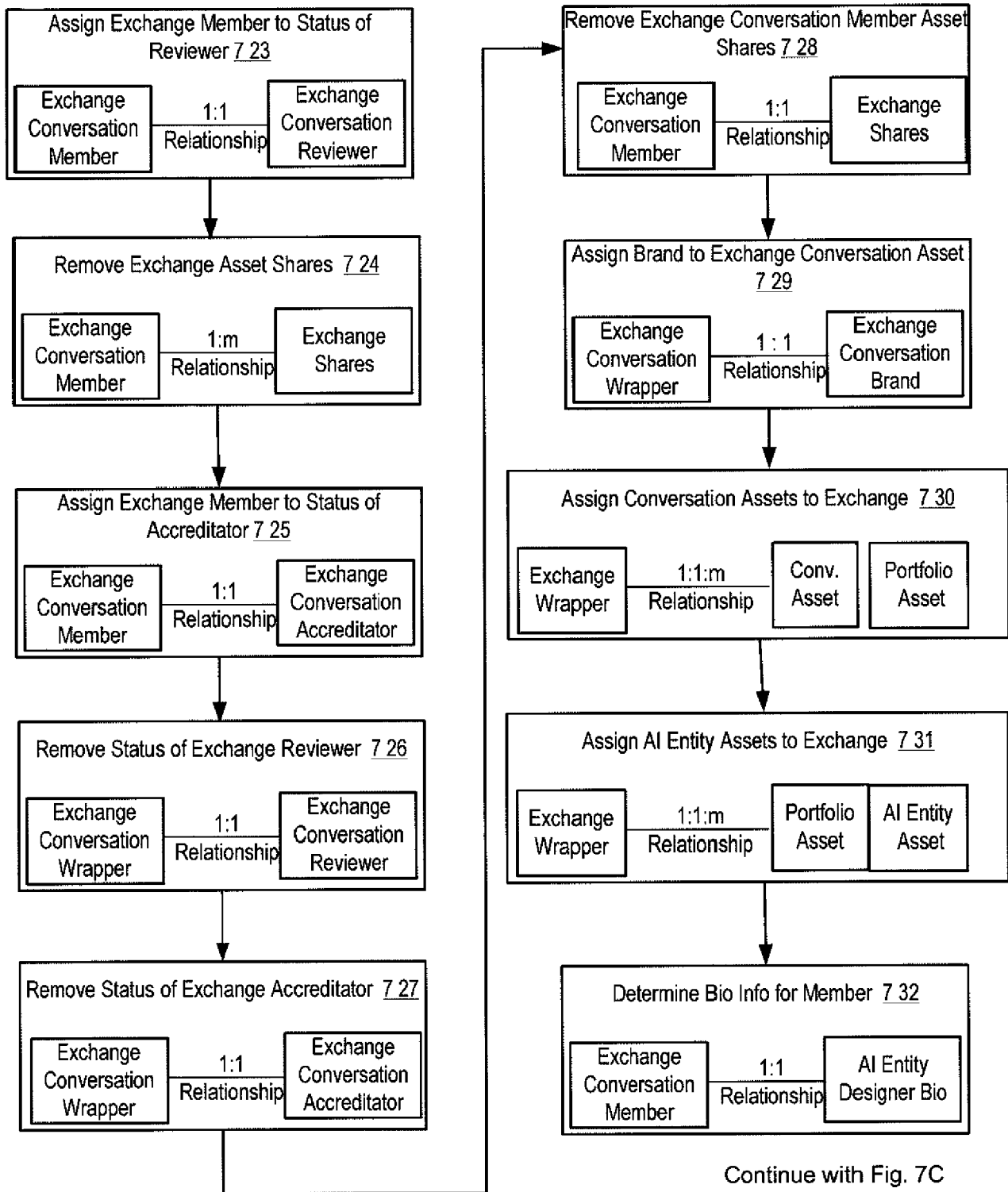


Figure 7B

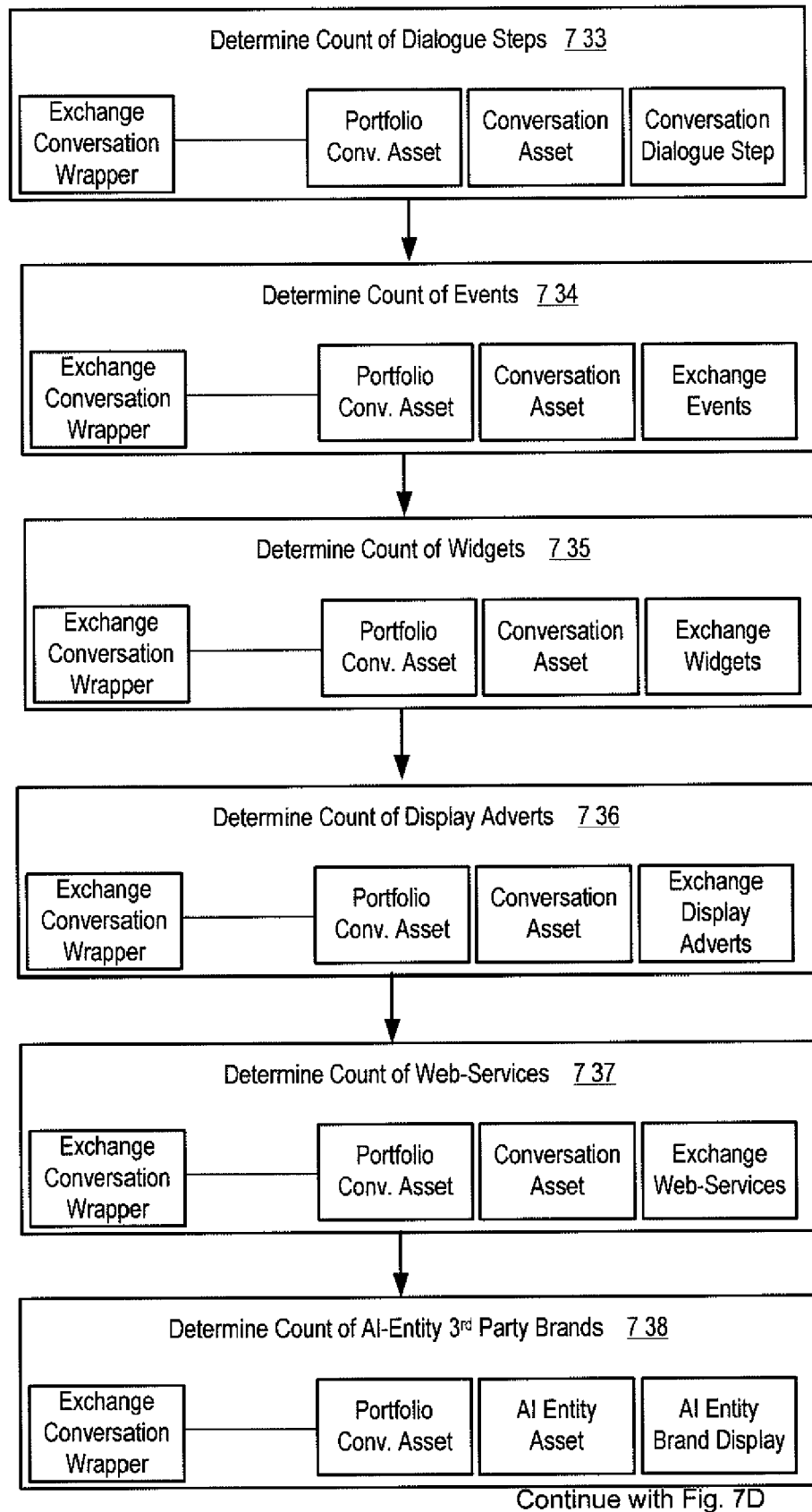


Figure 7C

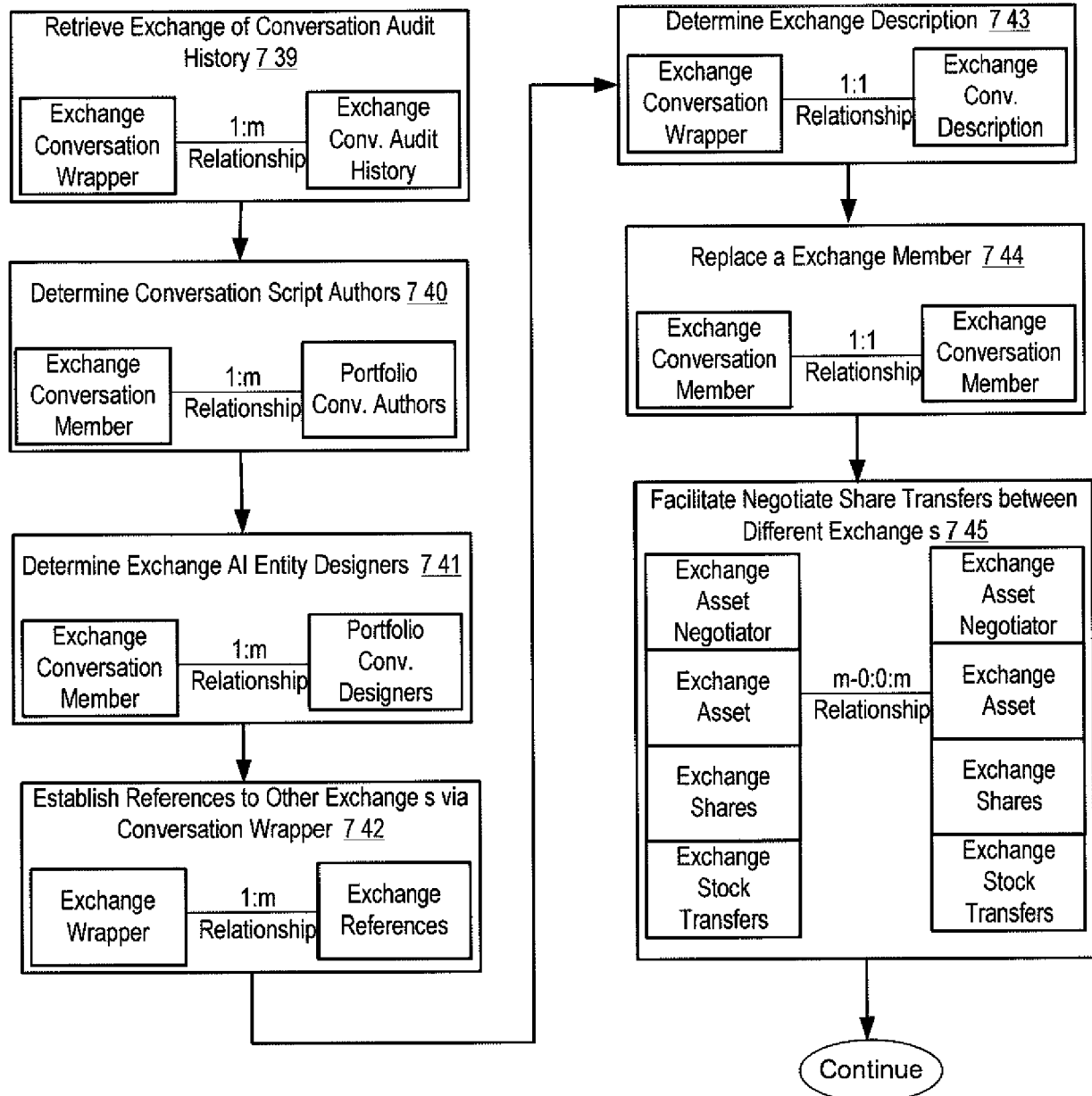


Figure 7D

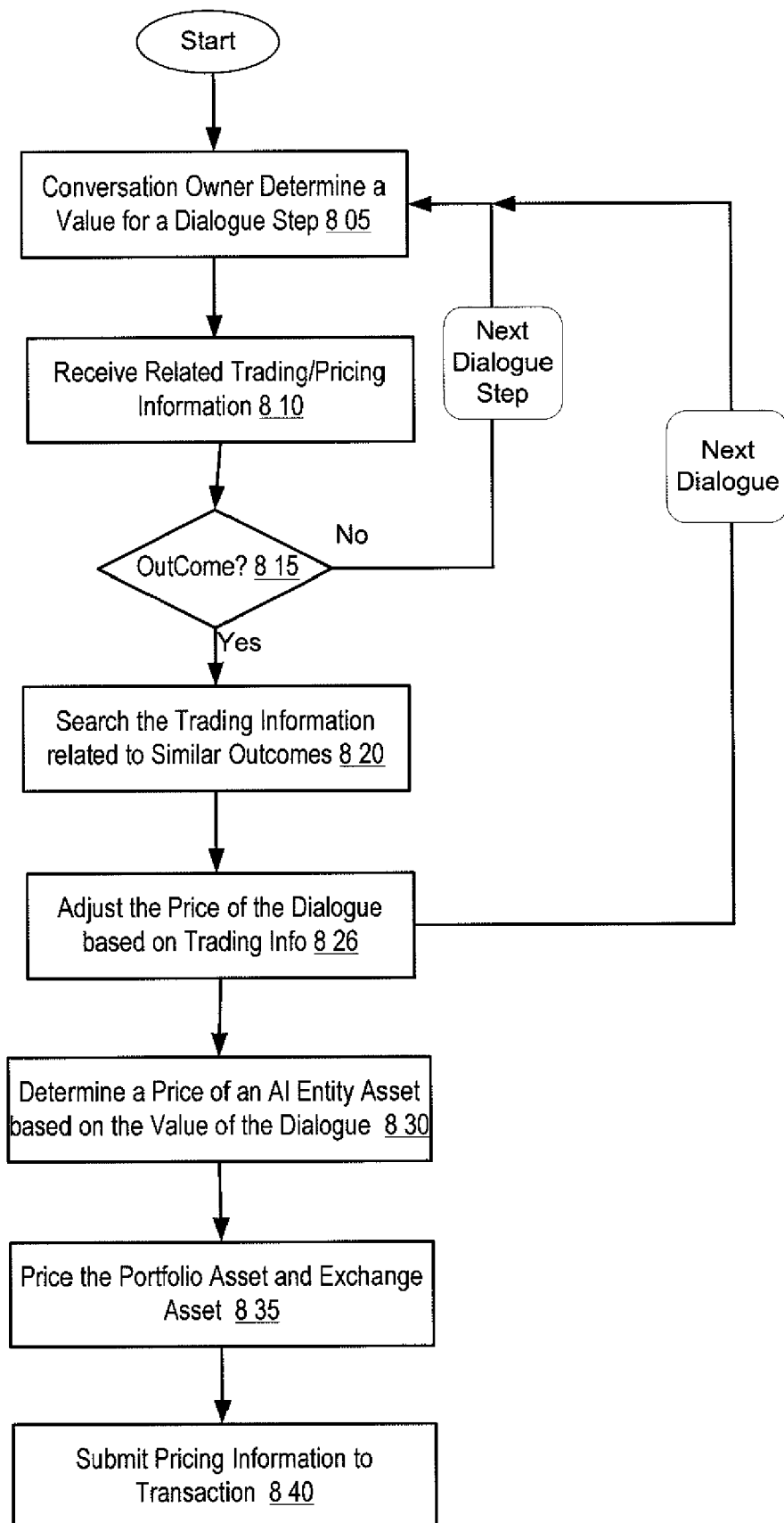


Figure 8A

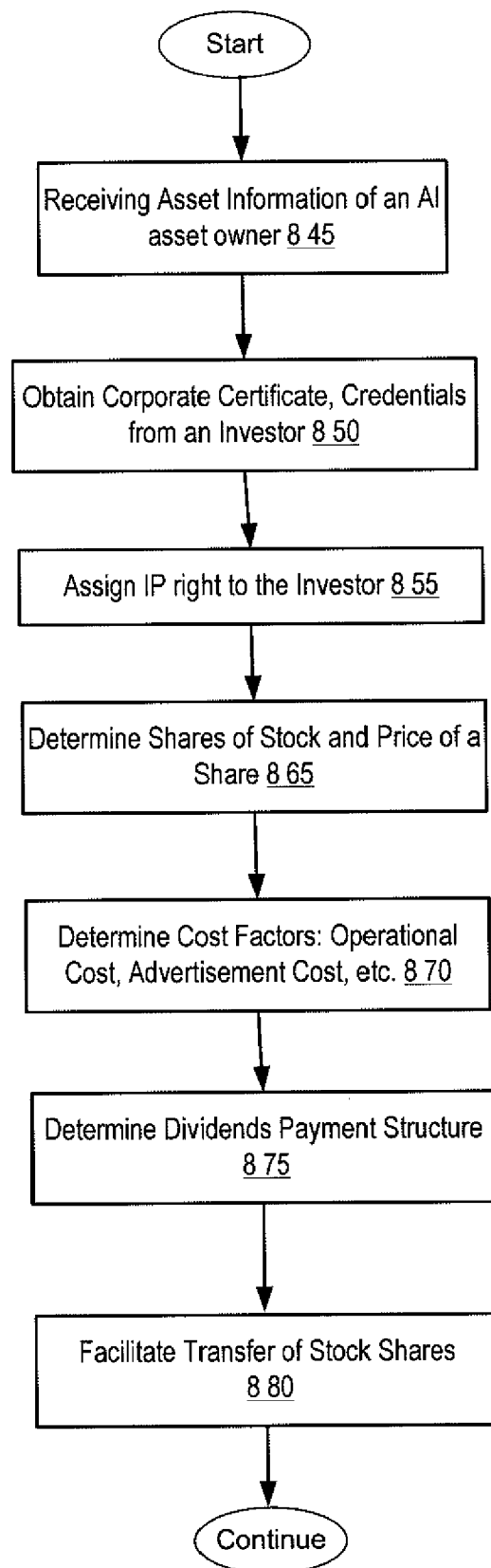
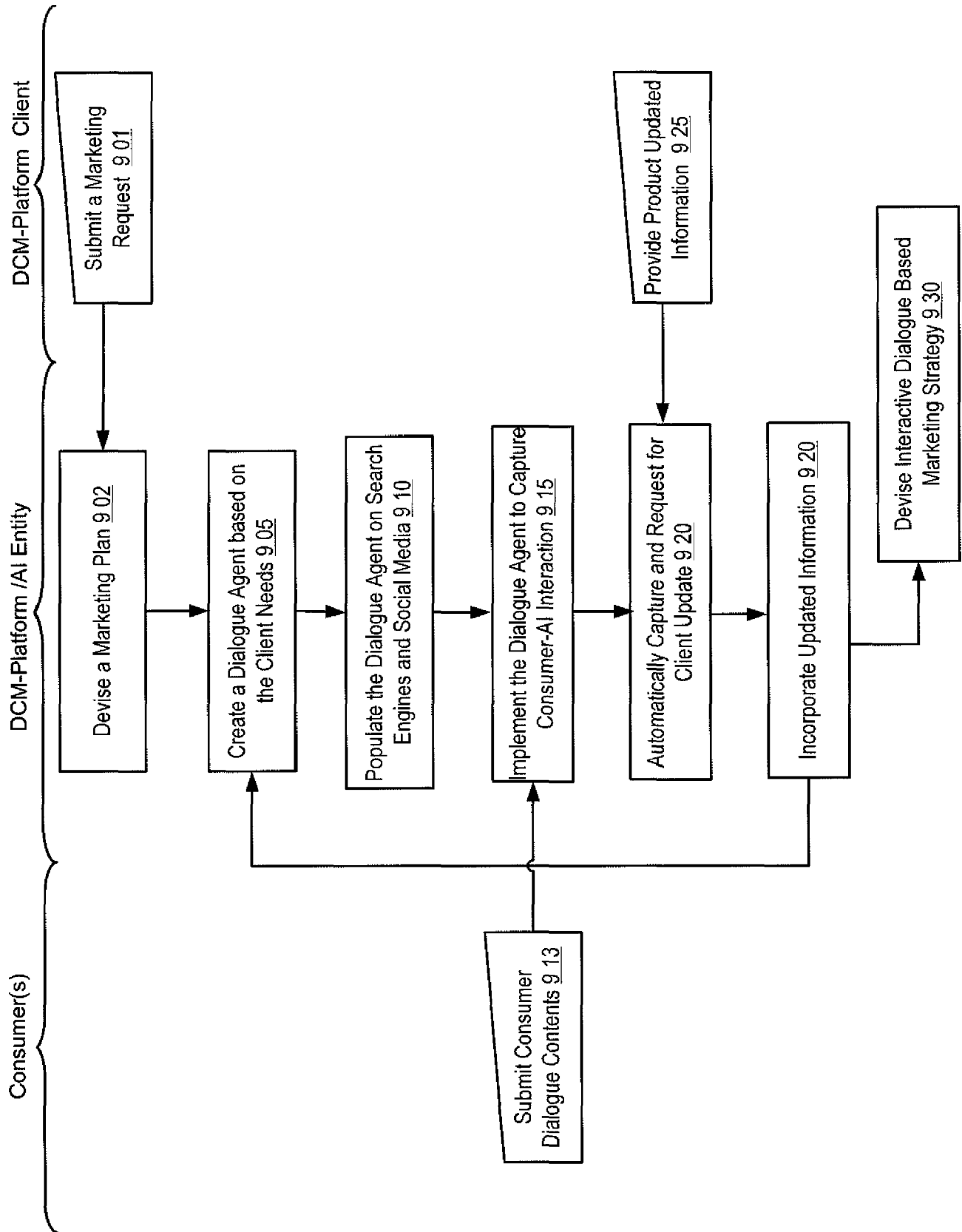


Figure 8B



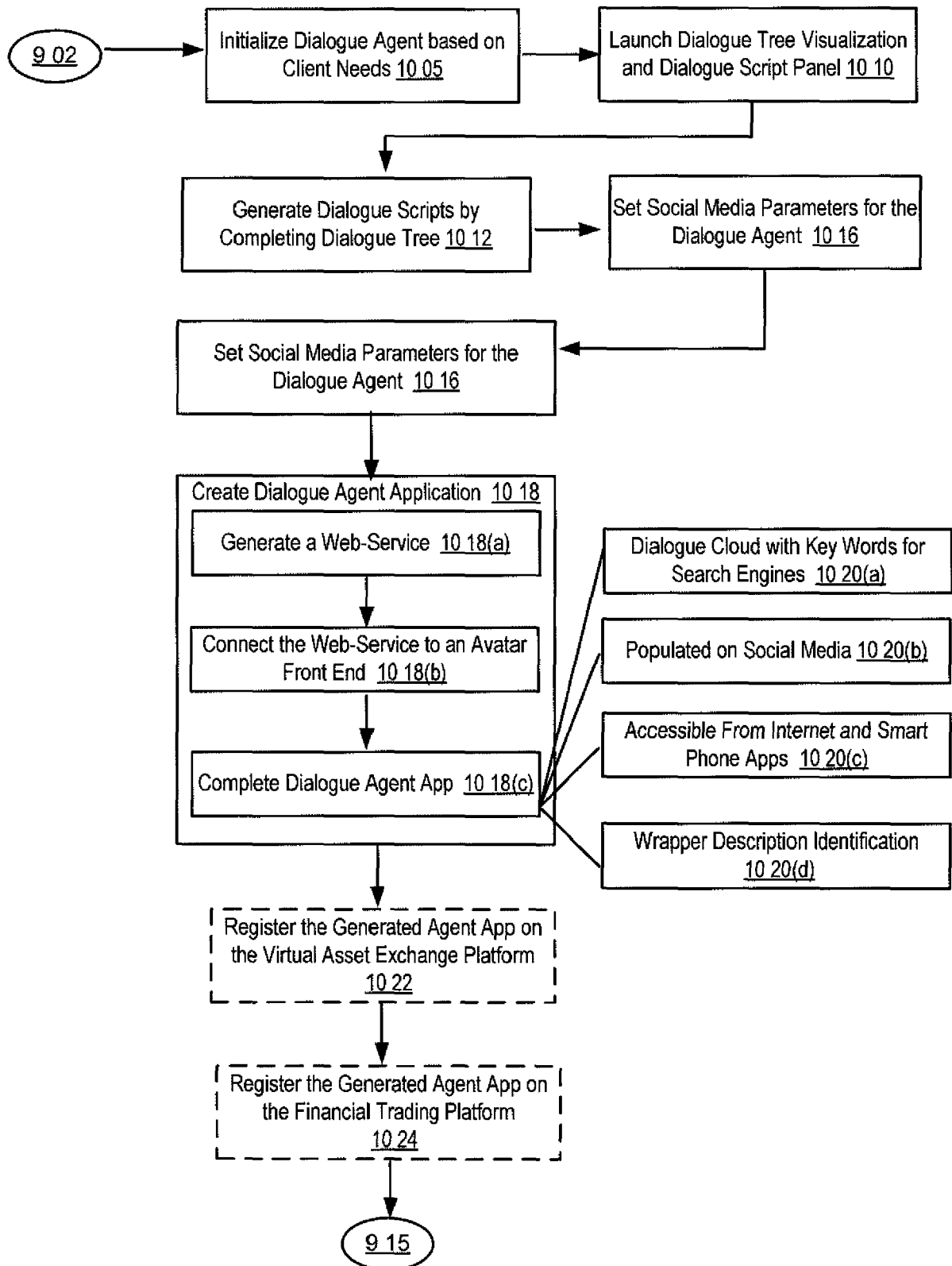


Figure 10A

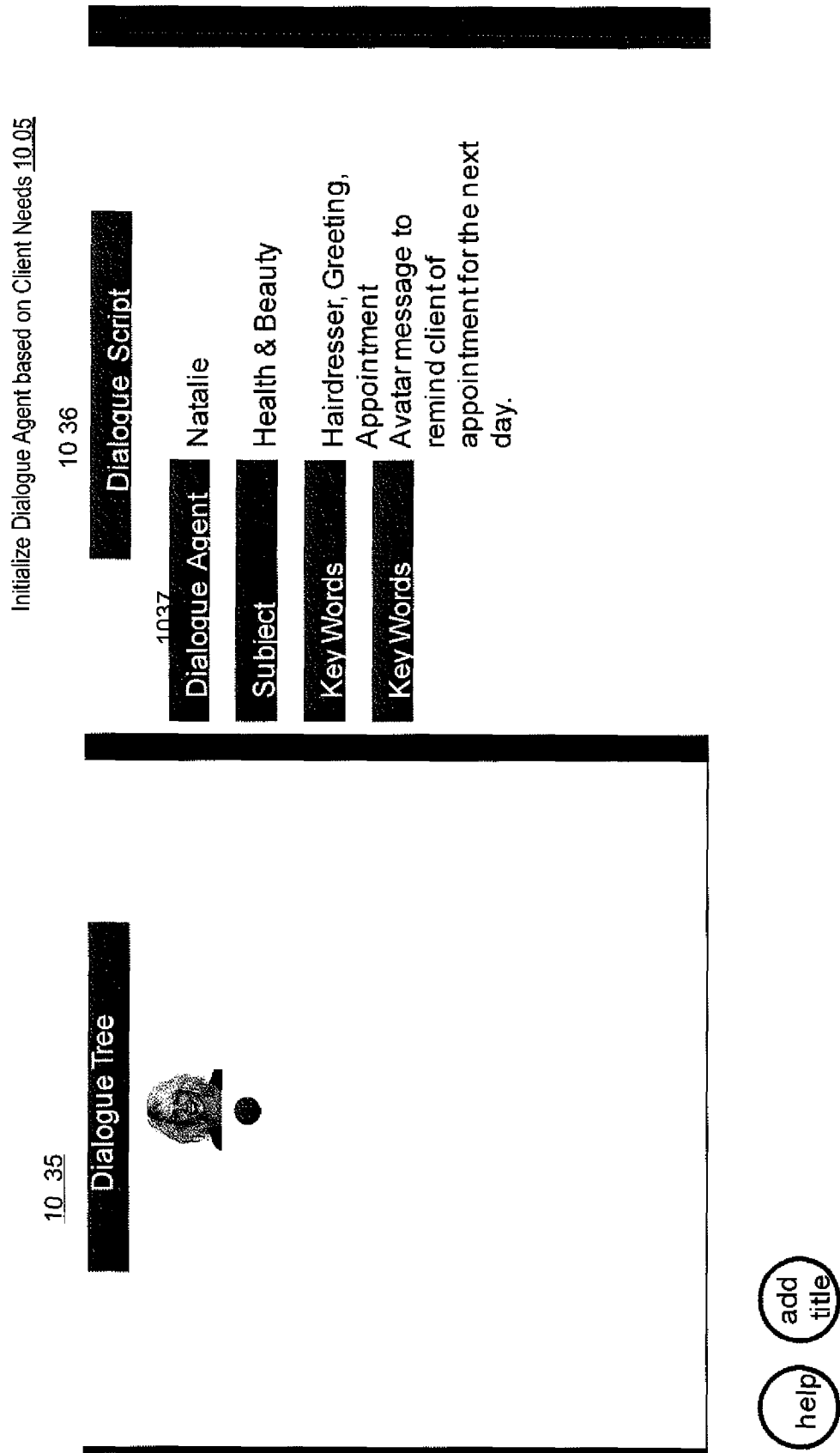


Figure 10B

Launch Dialogue Tree Visualization and Dialogue Script Panel 10.10

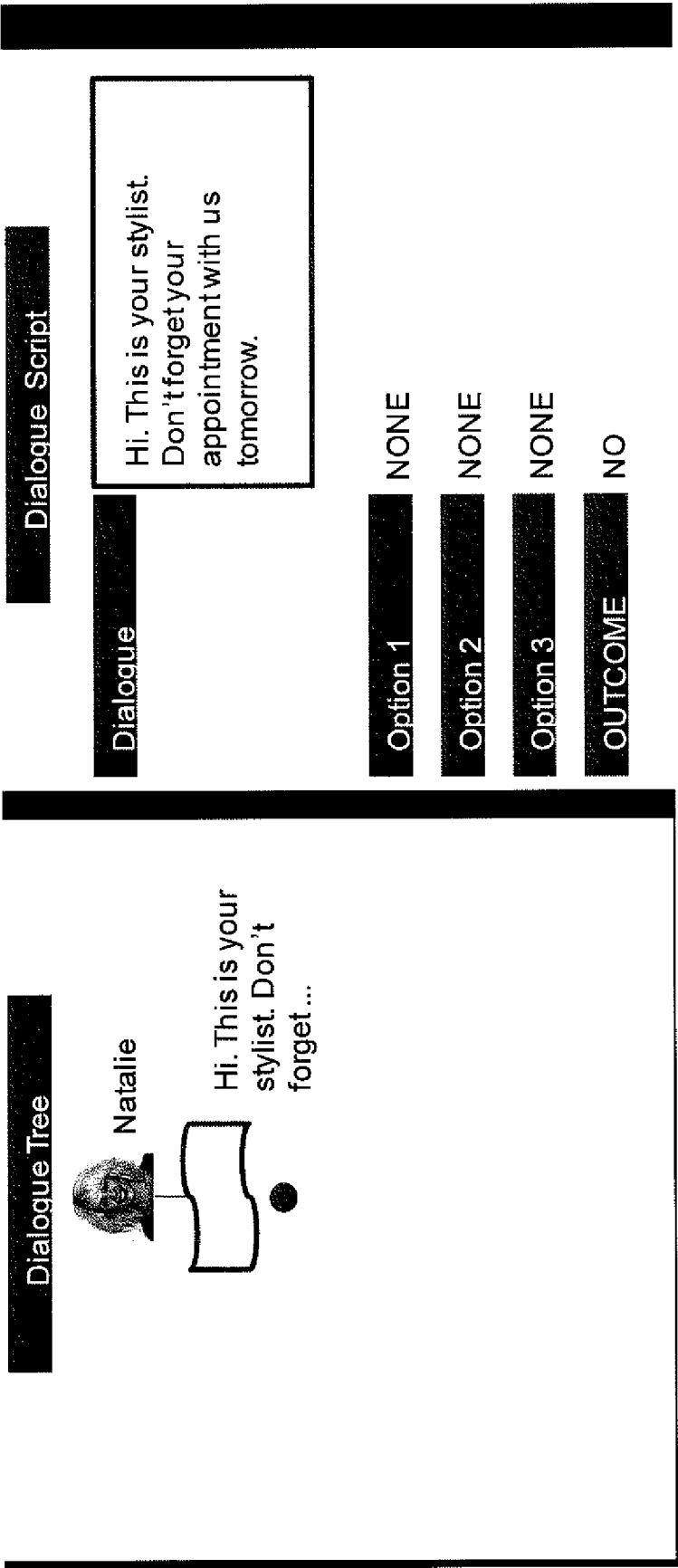


Figure 10C

Generate Dialogue Scripts by Completing Dialogue Tree 10.12

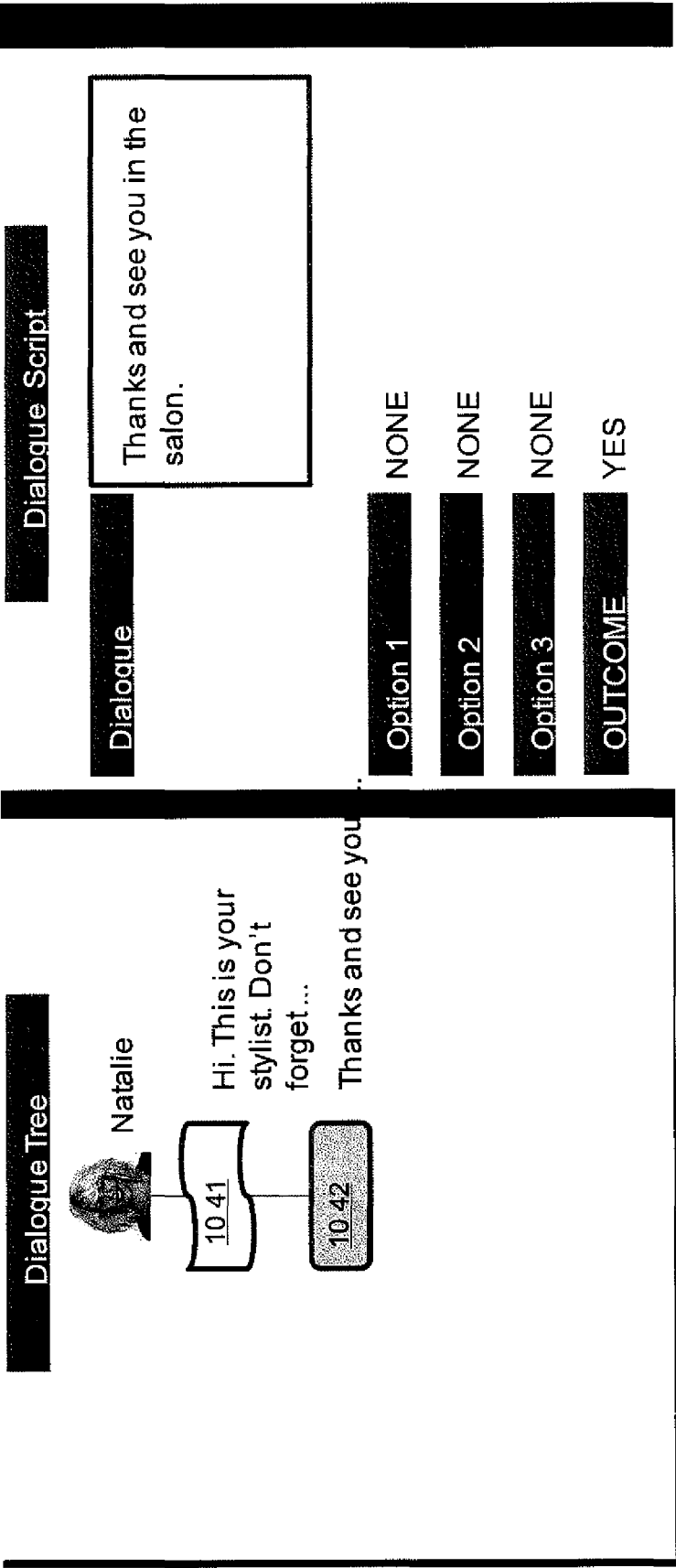



Figure 10D

Set Social Media Parameters for the Dialogue Agent 10 16

Dialogue Tree



Natalie

Hi. This is your
stylist. Don't
forget ...

Thanks and see you ...

Add Dialogue Agent 10 45

Tiny URL

YES

FOLLOW ME

YES

TWITTER

YES

FACEBOOK

YES

BLOGGER

YES

LINKEDIN

YES

TELL WIKI

YES

MOBILE

YES




Figure 10E


Dialogue Cloud with Key Words for Search Engines 10 20(a)

Google

 Everything

 Maps

 News

 Images

 More

The web


Pages from the UK

Any time
Latest

Past 2 days

All results

Wonder wheel

 More search tools

hairdresser

About 5,290,000 results (0.18 seconds)

Skilled Barbers -

dapperbarbersse19.co.uk

Trust in Our Skilled Barbers Call Today or Stop In For Rates.

Hairstyles

Hairstyle gallery with over 6400 hairstyles - updated weekly, plus celebrity gallery with over 2700 celebrity hairstyles, search for a hairstyle that suits ...


Medium Hairstyles - Short Hairstyles - Long Hairstyles

www.ukhairdressers.com/ - Cached - Similar

Find a hairdresser near you, UK Hairdressing Salon database, Salon ...

Find a hair salon near you, **Hairdressing** salon database, over 14000 UK salons.

www.ukhairdressers.com/global4.asp - Cached - Similar

 Show more results from www.ukhairdressers.com

TONI&GUY

UK based chain with salons worldwide. Salon locator, franchise, trends, and career opportunities.

www.toniandguy.com/ - Cached - Similar

See results for Dialogue Agents


Natalie Dialogue Agents 10 50

Avatar message to remind client of appointment for the next day.


www.dialogueagent.natalie.com

Figure 10F-1

Populated on Social Media 10 20(b)



Home Profile Find People Settings Help Sign out



CEPractice

Name Customer Experience
Location London
Web <http://www.fusion...>
Bio FusionExperience Group

1 following
185 followers
4 listed

Tweets 897
Favorites

Following

[RSS feed of CEEpractice's tweets](#)

Lists

That's you!

Just created a Dialogue Avatar .. message to remind client of appointment for the next day.
<http://tinyurl.com/35gobop>

00:42 AM Jun 27th via web

"Web 4.0: Apple will hit the intersection of emotion and interactivity for in-app ads, which will be primary interactive experiences."
2:13 PM Jun 20th via web

"Web 4.0: Apple's customers spend 30 minutes inside apps per day, 1 ad every 3 minutes would lead to 1 billion ad impressions per day."
2:04 PM Jun 20th via web

"Web 4.0: Apple's iAd is aimed at in-app ads; this means we will start seeing a lot more ads inside of apps; iAd + Siri = paradigm shift."
2:02 PM Jun 20th via web

See results for [Dialogue Agents](#)

Figure 10F-2

Accessible From Internet and Smart Phone Apps 10 20(c)



10 55

MATRIX

Hi. This is your stylist. Don't forget your appointment with us tomorrow. Thanks and see you in the salon.

Sponsored links 10 60

Professional Hairdresser
 Windle - Winner of Best Hair Salon
 In Time Out's Shopping Awards
www.WindleHair.com/
 London

davidpophamsalon
 Oxford's premier hair salon
 discover the difference today
www.davidpopham.com
 England

London's Hairdresser
 Get Your Hair dressed for 90% less.
 Feel & look good with Groupon !
www.Groupon.co.uk/London

Redken Flagship Salon
 Experience The Professional Edge
 at Eleven Hair Mayfair London
www.eleven-hair.com
 Mayfair, 11 Blenheim Street, London

Wimbledon Hairdressers
 Find Hairdressers & Barbers In &
 Around Wimbledon Now
WimbledonPeople.co.uk

Figure 10F-3

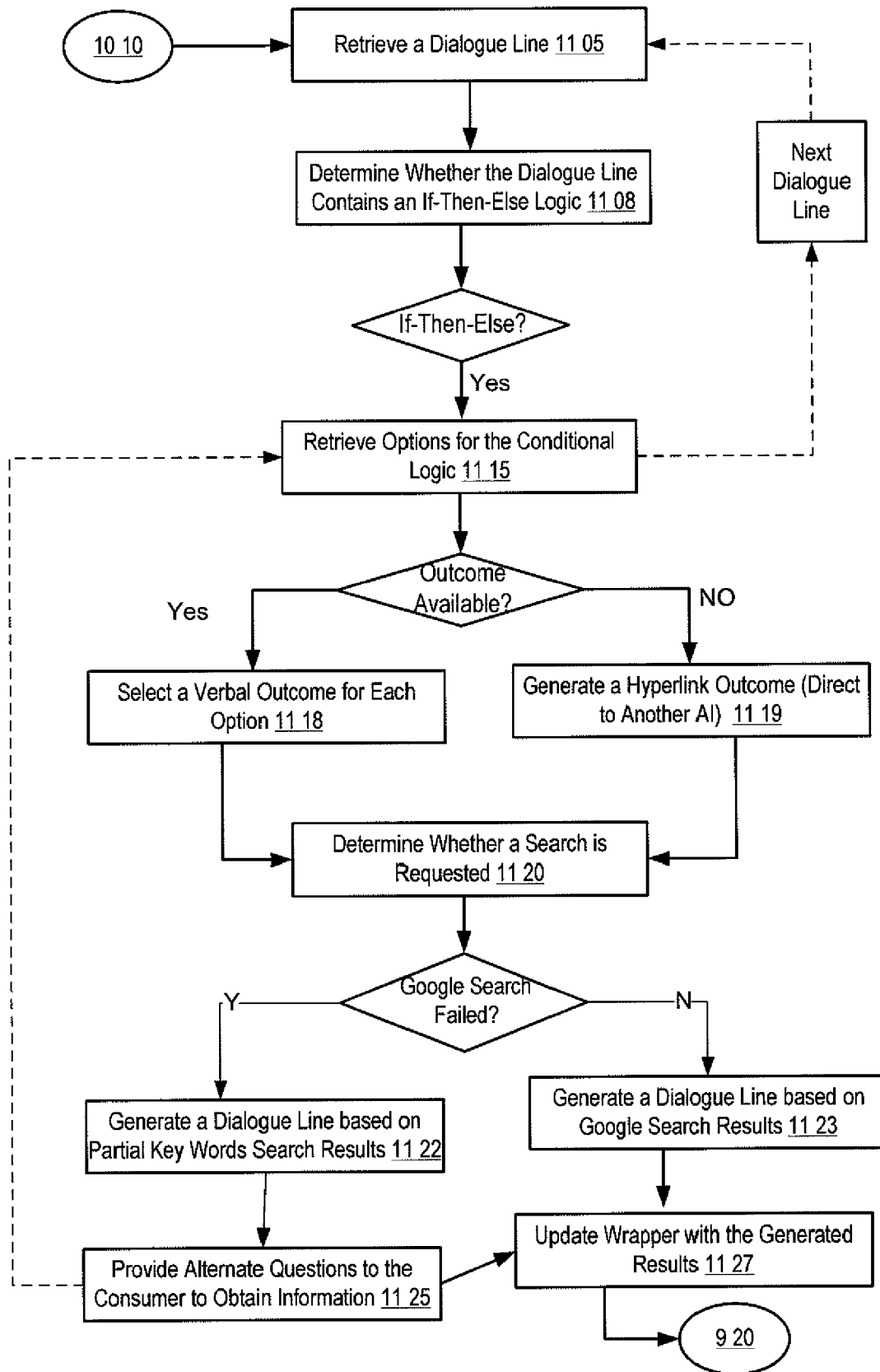


Figure 11A

Retrieve Options for the Conditional Logic 11 15

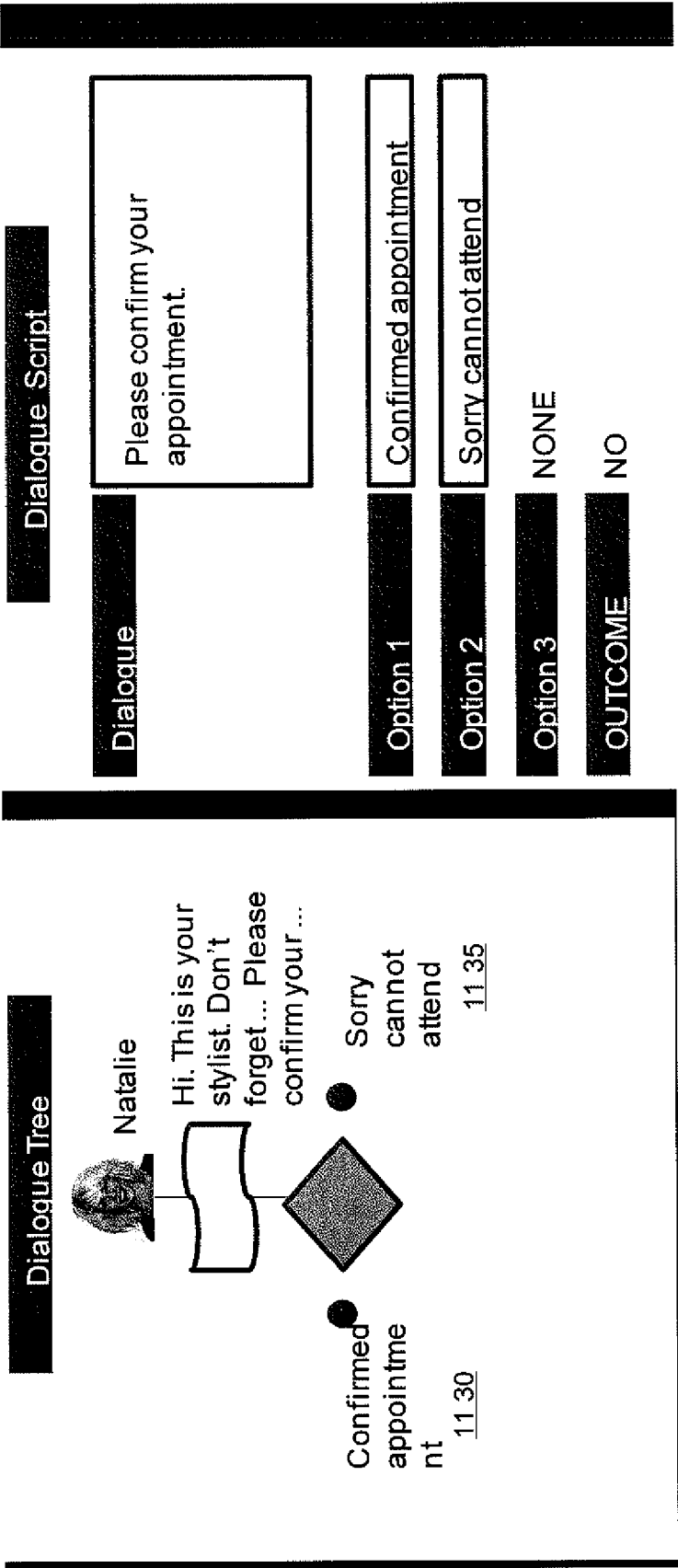


Figure 11B

Select a Verbal Outcome for Each Option 11 18

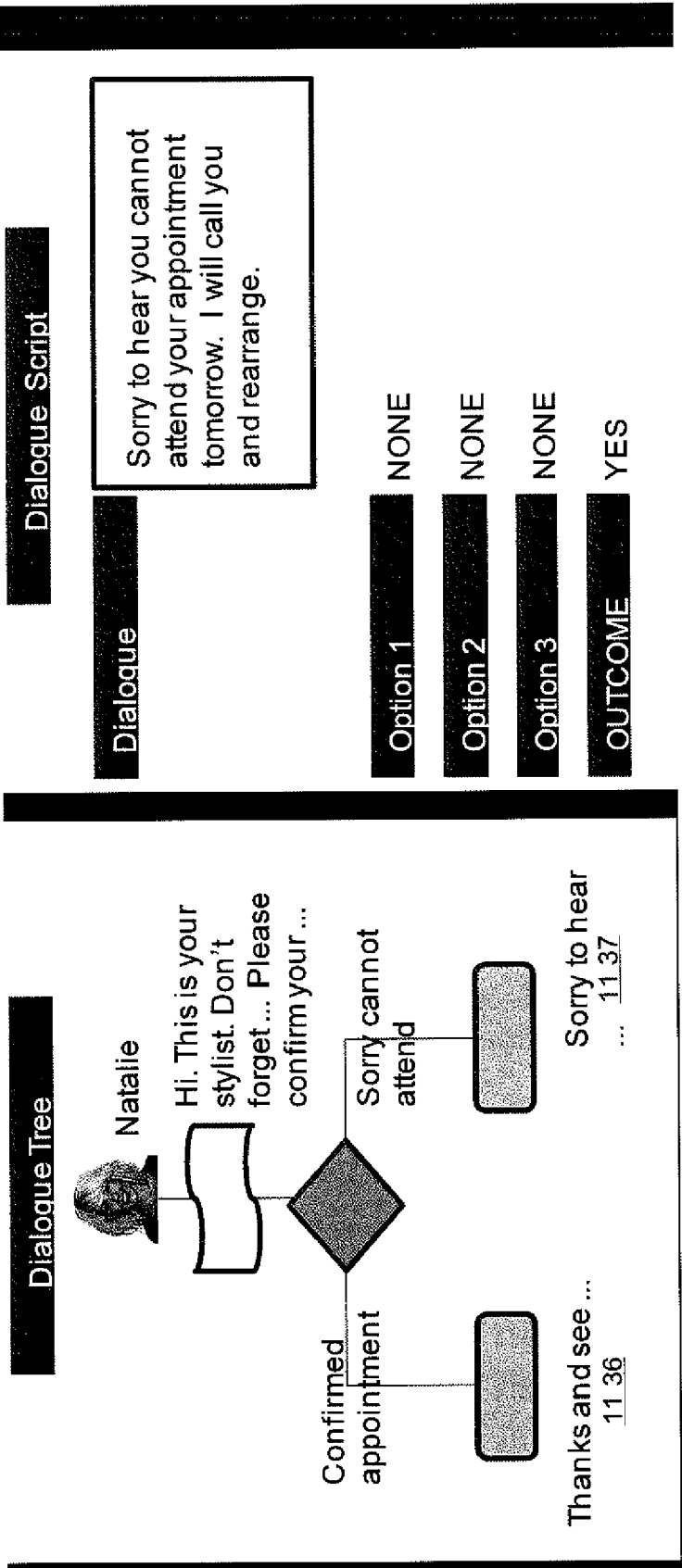


Figure 11C

Generate a Hyperlink Outcome 11 19

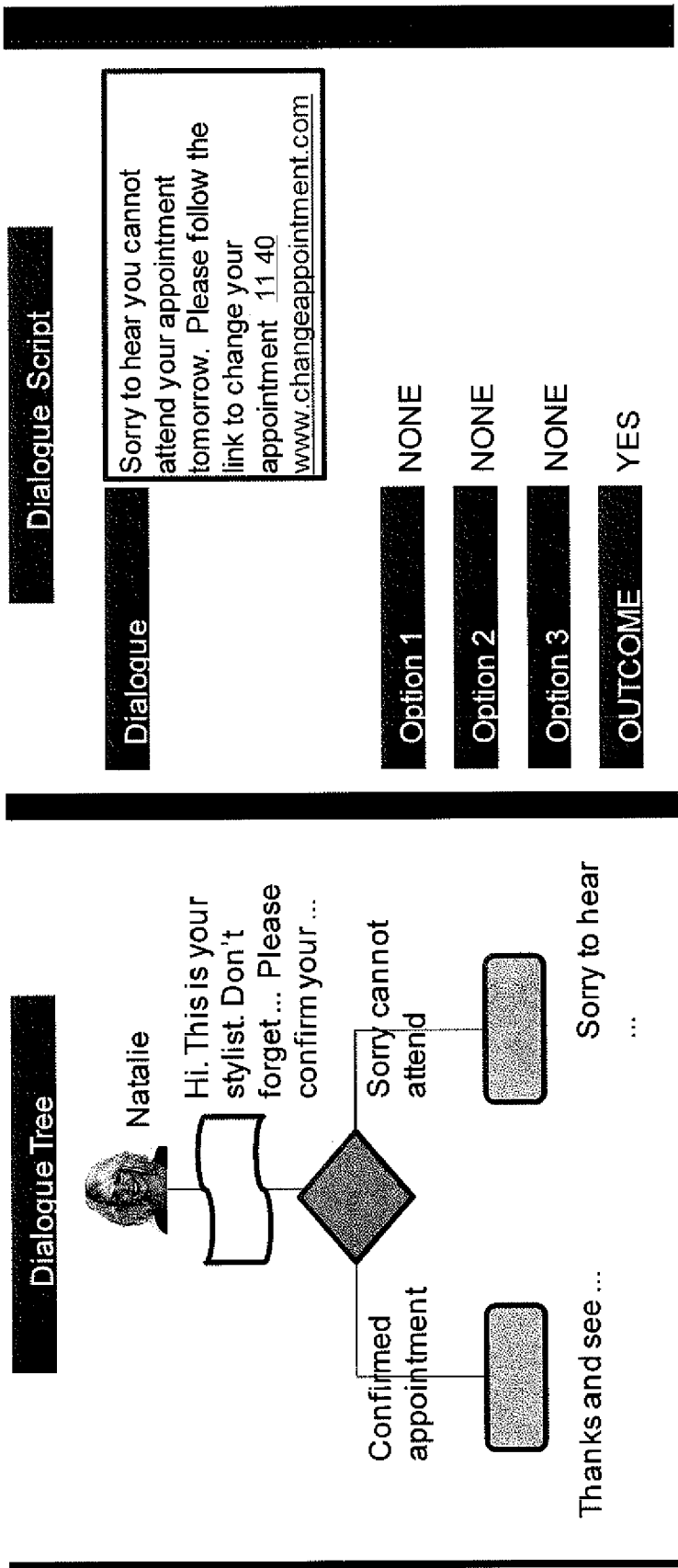


Figure 11D

Direct to Another AI 11 19

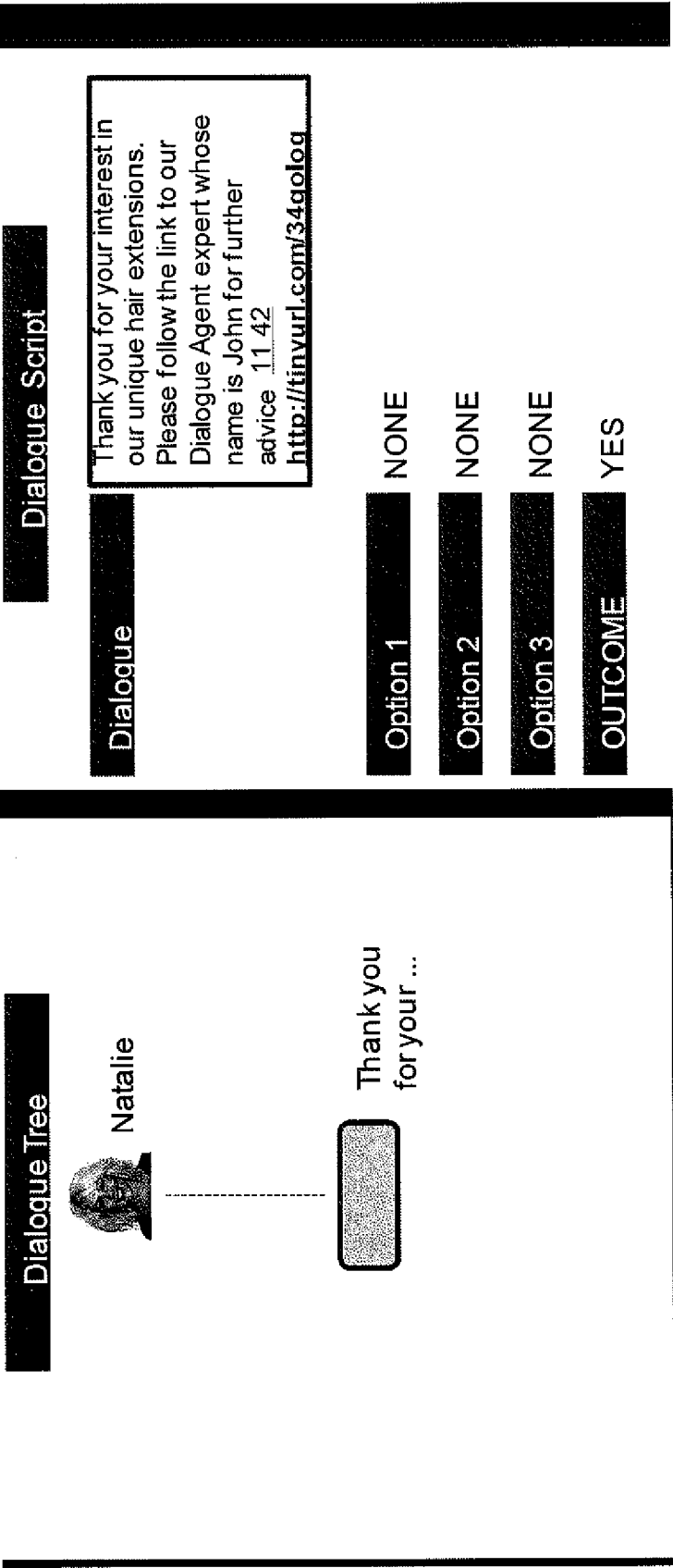


Figure 11E

Determine Whether a Search is Requested 11 20

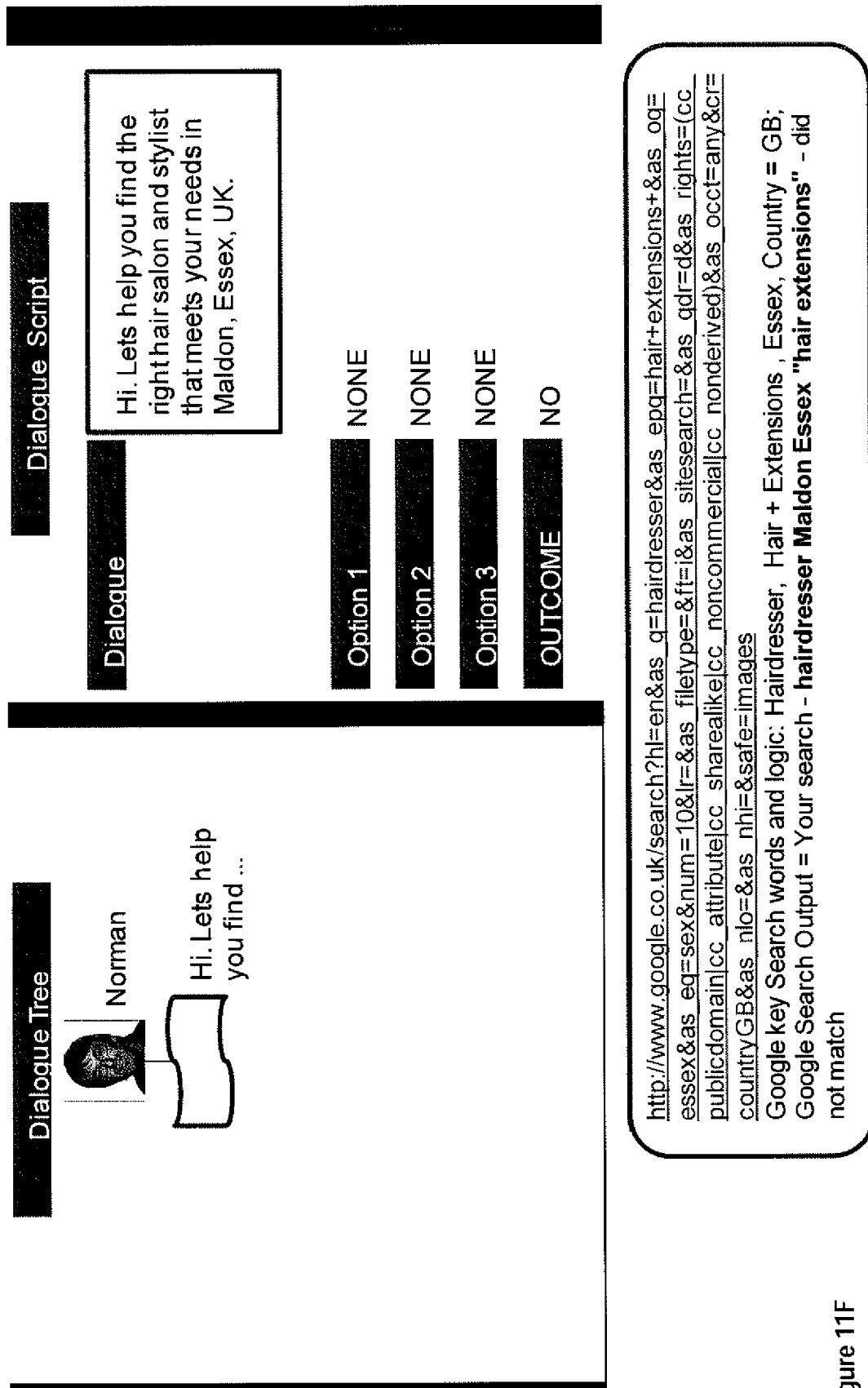


Figure 11F

Generate a Dialogue Line based on Partial Key Words
Search Results When Google Search Failed 11 22

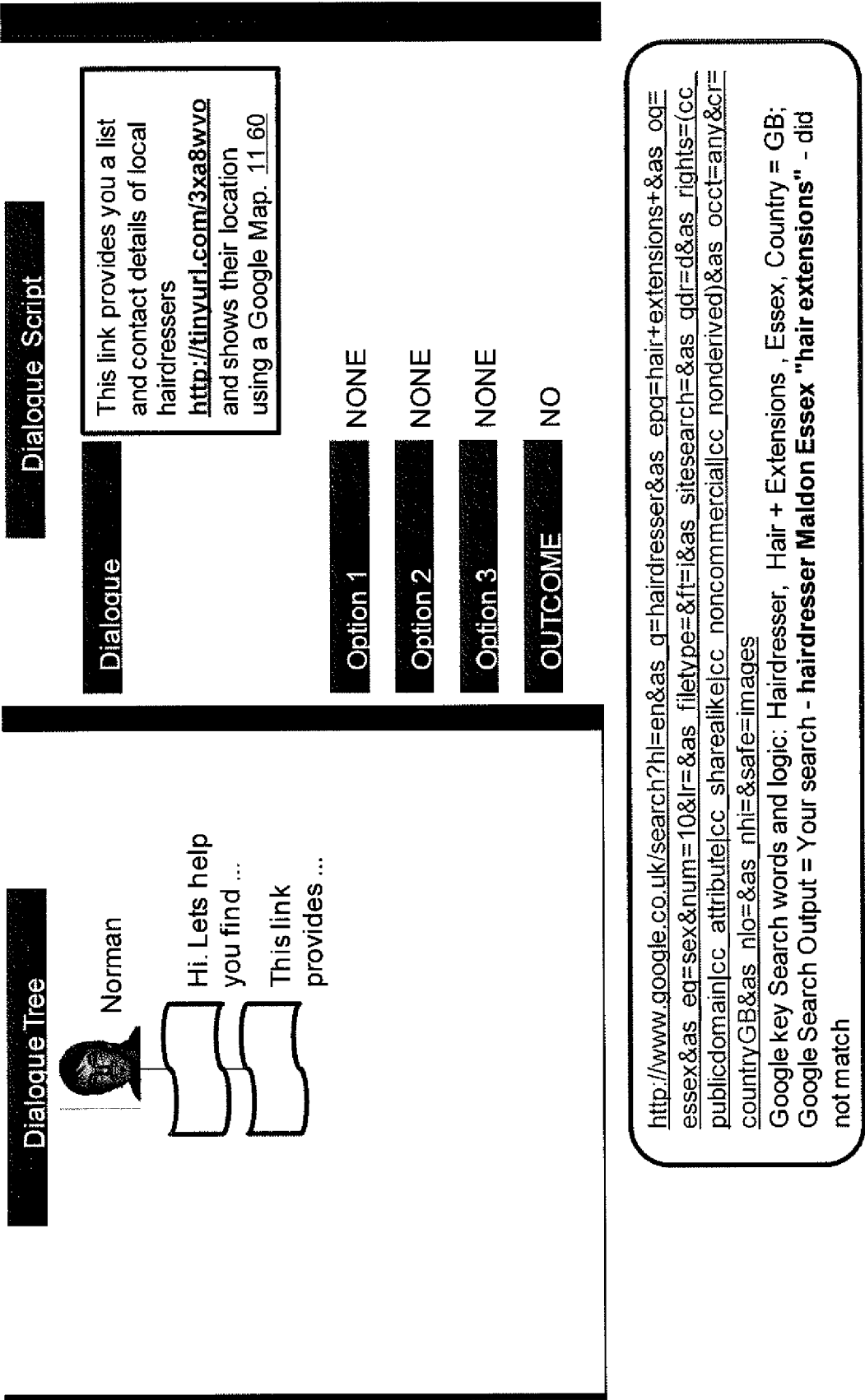


Figure 11G

Provide Alternate Questions to the Consumer to Obtain Information 11 25

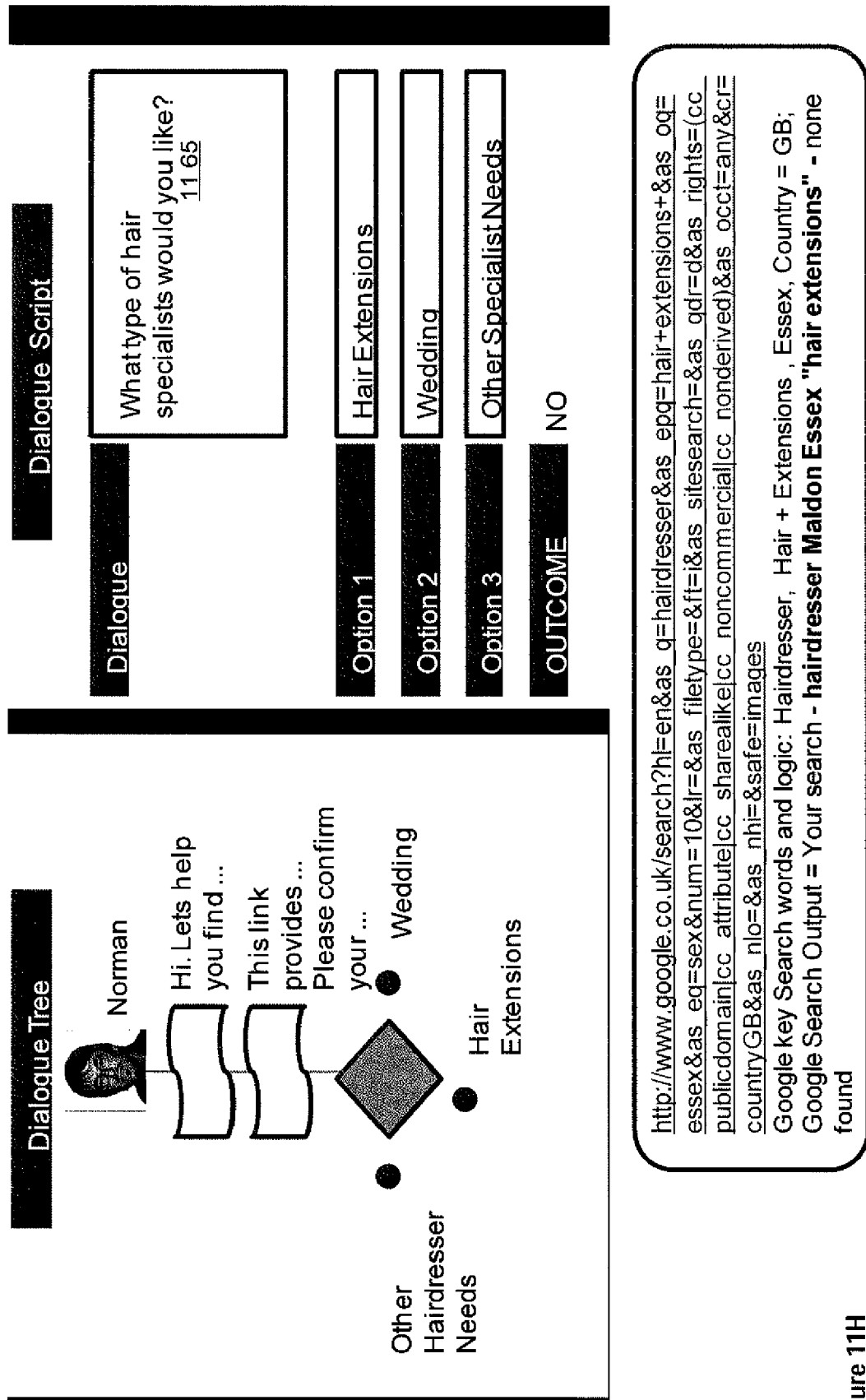


Figure 11H

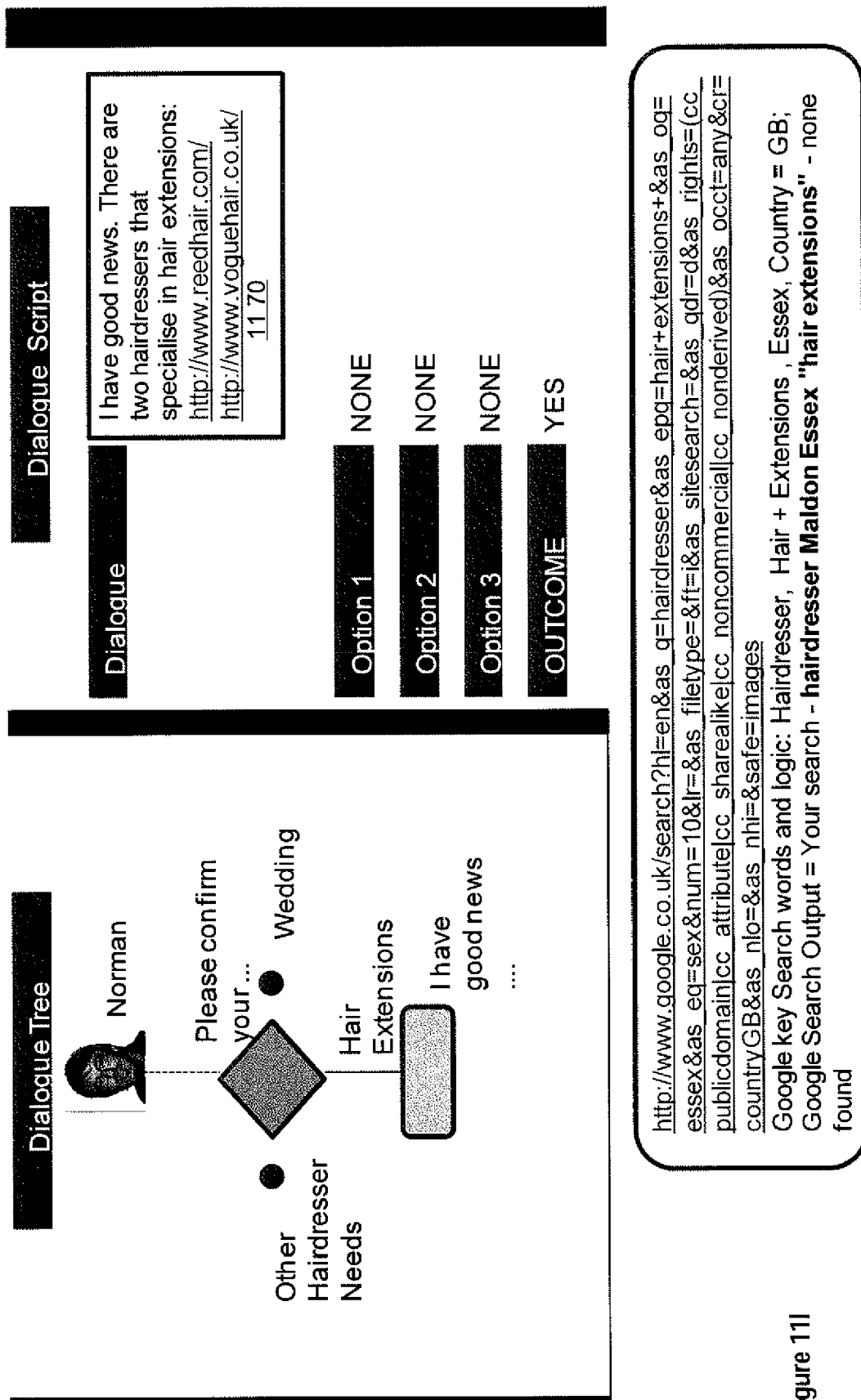


Figure 11I

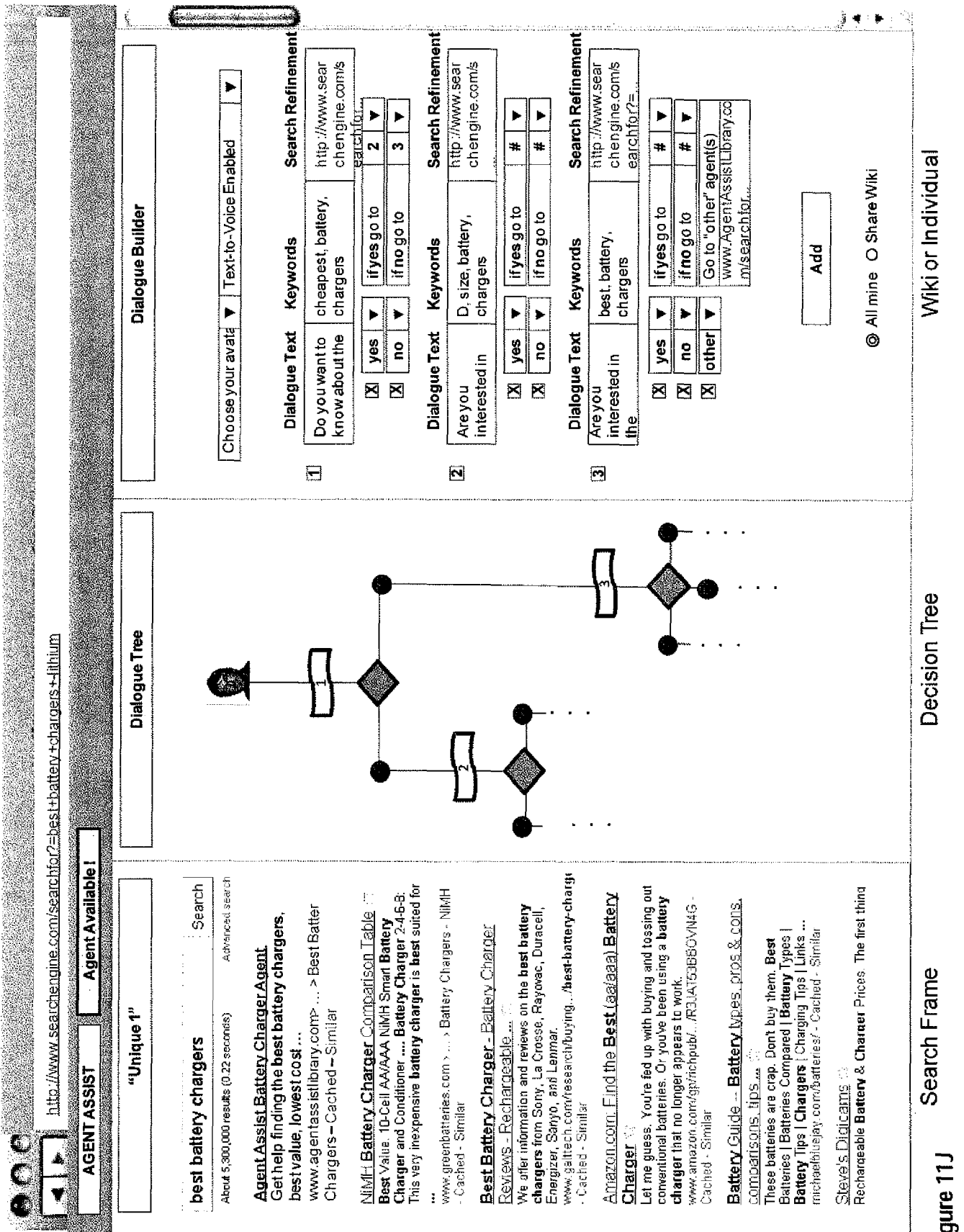


Figure 11J

http://www.searchengine.com/searchfor?best+battery+chargers+444444

AGENT ASSIST Agent Available!

"Unique 1"

best battery chargers Search

About 5,300,000 results (0.22 seconds) Advanced search

Agent Assist Battery Charger Agent

Get help finding the **best battery chargers**, best value, lowest cost ...

www.agentassistlibrary.com > Best Battery Chargers - Cached - Similar

NIMH Battery Charger Comparison Table

Best Value: 10-Cell AA/AAA NIMH Smart Battery Charger and Conditioner Battery Charger 2-4-6-8

This very inexpensive **battery charger** is **best** suited for ...

www.greenbatteries.com > Battery Chargers - NIMH - Cached - Similar

Best Battery Charger - Battery Charger Reviews - Rechargeable ...

We offer information and reviews on the **best battery chargers** from Sony, La Crosse, Rayovac, Duracell, Energizer, Sanyo, and Lenmar.

www.galtech.com/research/buying.../best-battery-charger - Cached - Similar

Amazon.com: Find the Best (aa/aaa) Battery Charger

Let me guess. You're fed up with buying and tossing out conventional batteries. Or you've been using a **battery charger** that no longer appears to work.

www.amazon.com/gp/ichipub/.../R3JAT53BB0V4N4G - Cached - Similar

Battery Guide - Battery types, pros & cons, comparisons, tips ...

These batteries are crap. Don't buy them. **Best Batteries | Batteries Compared | Battery Types | Battery Tips | Chargers | Charging Tips | Links ...**

michaelbluejay.com/batteries/ - Cached - Similar

Steve's DigiCams

Rechargeable **Battery & Charger** Prices. The first thing

Dialogue Tree

Advanced Dialogue Builder

Choose your avatar Text-to-Voice Enal ▼

[1] Hi, I can help you find battery chargers!

[3] Do you want to know about the cheapest battery chargers?

☒ yes ☒ no if yes go to 4 if no go to 5

[4] Are you interested in D size batteries?

☒ yes ☒ no if yes go to # if no go to #

[5] Are you interested in the best "Unique 3" Search

☒ yes ☒ no ☒ other if yes go to # if no go to # Go to "other" agent(s) www.AgentAssistLibrary.com/searchfor?best+battery+chargers+444444

Dialogue Type	Keywords	Search Format
<input type="checkbox"/> Introduction	<input type="checkbox"/> D size	
<input type="checkbox"/> If-then-else	<input type="checkbox"/> AA size	
Recommendations	cheapest	
Add	Add	Add

© All mine Share Wiki

Search Frame

Decision Tree

Wiki or Individual

Figure 11K

<http://www.searchengine.com/searchfor?=cheapest+battery+chargers+D>

AGENT ASSIST

Agent Available!

best battery chargers

About 5,300,000 results (0.22 seconds)

Search

Advanced search

Agent Assist Battery Charger Agent
Get help finding the **best battery chargers**, best value, lowest cost ...
[www.agentassistlibrary.com> ... > Best Batter Chargers](#) - Cached - Similar

NIMH Battery Charger Comparison Table ...
Best Value 10-Call AAAAA NIMH Smart Battery Charger and Conditioner ... Battery Charger 24-6-8: This very inexpensive **battery charger** is **best** suited for ...
[www.greenbatteries.com> ... > Battery Chargers](#) - NIMH - Cached - Similar

Best Battery Charger - Battery Charger Reviews - Rechargeable ...
We offer information and reviews on the **best battery chargers** from Sony, La Crosse, Rayovac, Duracell, Energizer, Sanyo, and Lenmar.
[www.galtech.com/research/buying.../best-battery-charger.php](#) - Cached - Similar

Amazon.com: Find the Best (aaaaa) Battery Charger ...
Let me guess. You're fed up with buying and tossing out conventional batteries. Or you've been using a **battery charger** that no longer appears to work.
[www.amazon.com/gp/ichipub/.../R3JAT53BB0V4N4G](#) - Cached - Similar

Battery Guide -- Battery types, pros & cons, comparisons, tips ...
These batteries are crap. Don't buy them. **Best Batteries | Batteries Compared | Battery Types | Battery Tips | Chargers | Charging Tips | Links ...**
[michaelbluejay.com/batteries/](#) - Cached - Similar

Steve's Digicams ...
Rechargeable Battery & Charger Prices. The first thing a new digicam owner quickly ... The consumer's **best** source of digital camera information and news ...
[www.steves-digicams.com/accessories/batteries/](#) - Cached - Similar

Motorcycle Batteries, ATV, Car, Marine, and Solar Battery Products ...
Motorcycle Batteries, Battery Chargers, Off-Road Battery Products & More ... car and marine **battery chargers**, solar **battery chargers**, AGM and Gel batteries. ...
[www.batterystuff.com/](#) - Cached - Similar

Hi. Do you want to know about the **best battery chargers**?

Yes, please

What kinds of batteries would you like to charge?

D size

How much are you willing to pay for a battery charger?

User text entry field (i.e. "Yes, please" ... "D size"

Submit

Voice

Dialogue Agent (Active Script)

Search Frame

Figure 11L

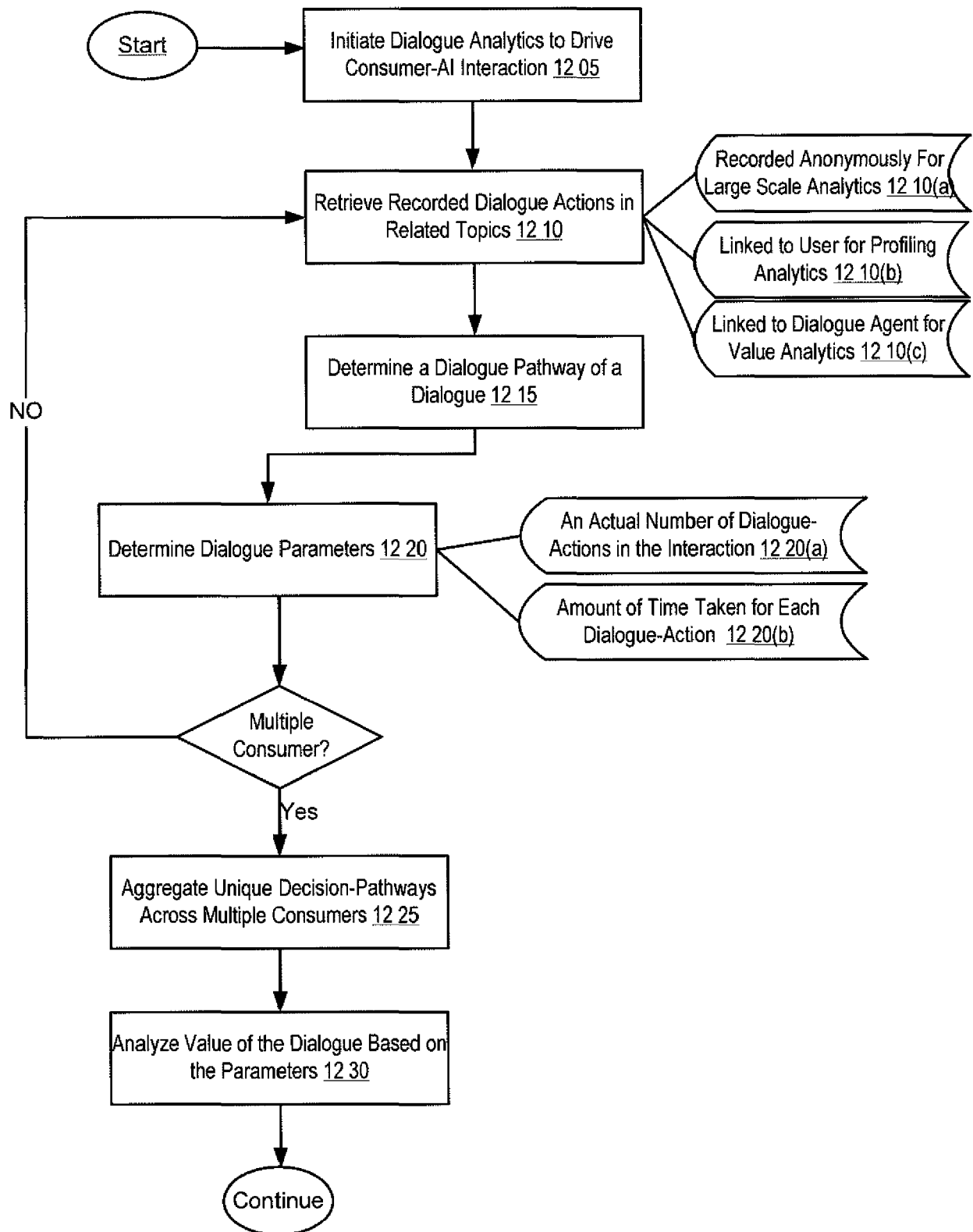


Figure 12A

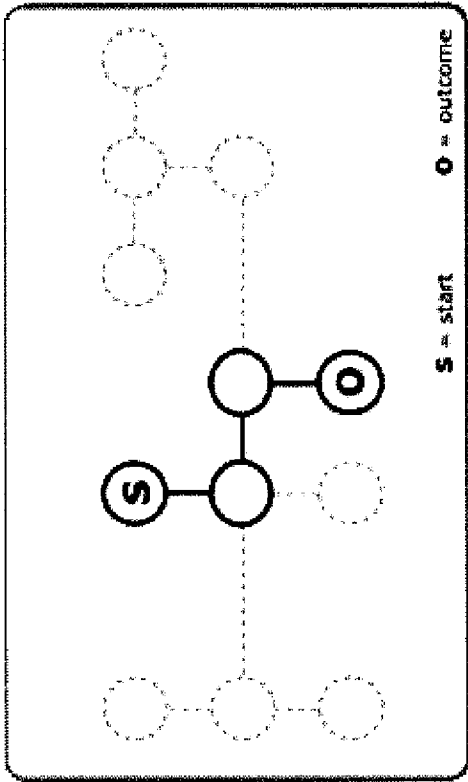


Figure 12B.(a)

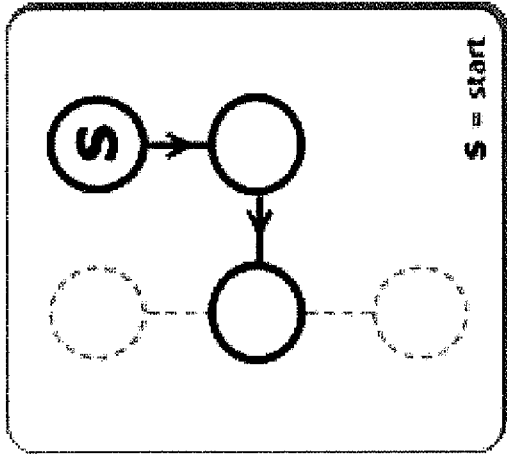


Figure 12B.(b)

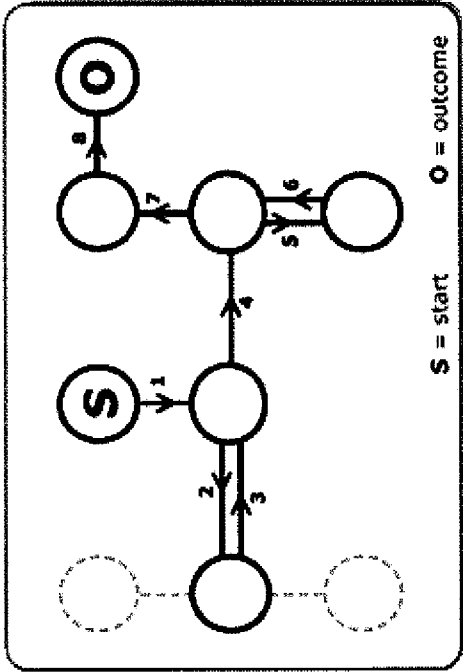


Figure 12B.(c)

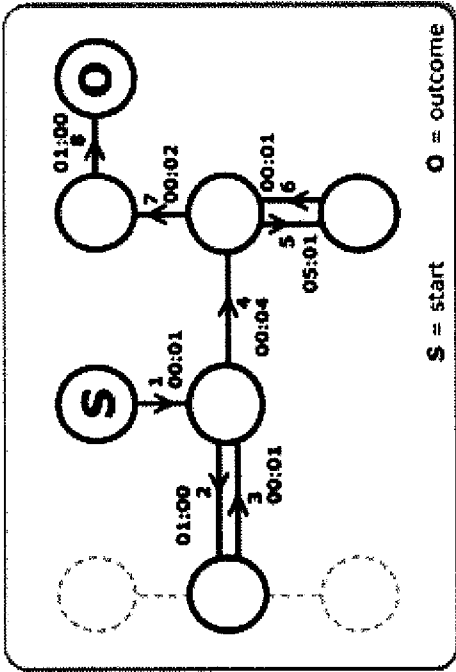


Figure 12B.(d)

Figure 12B

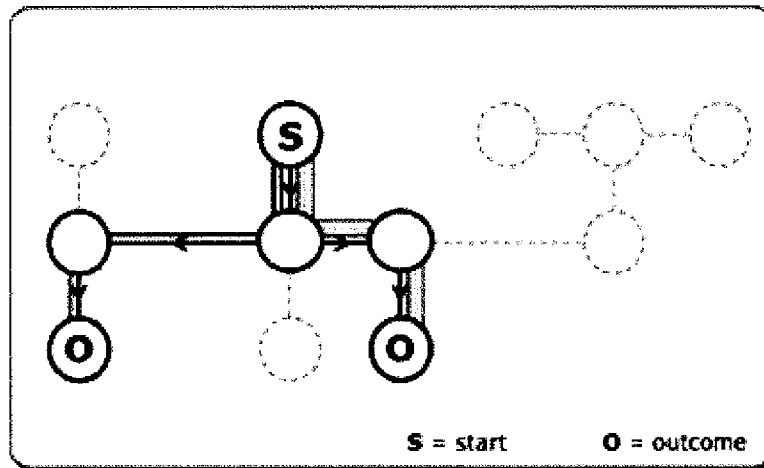


Figure 12C.(a)

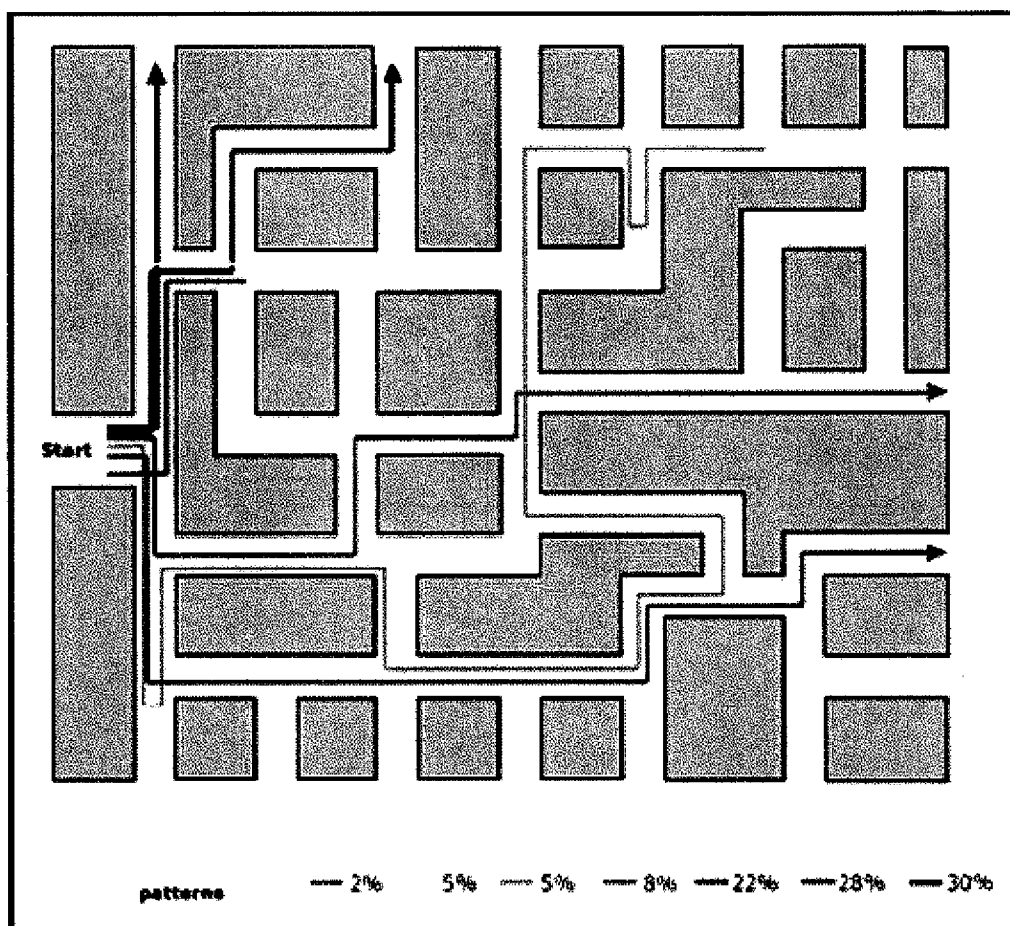


Figure 12C.(b)

Figure 12C

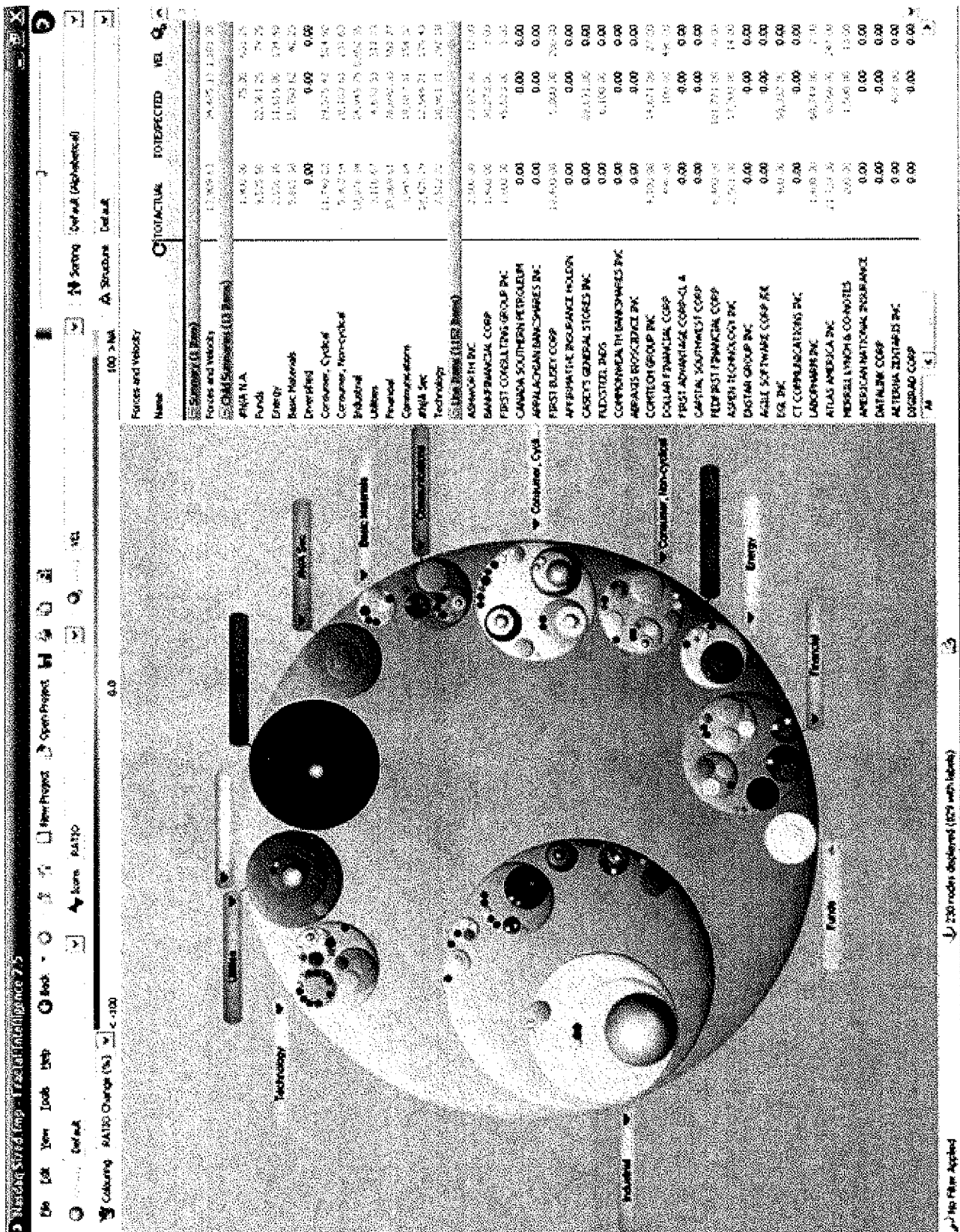


Figure 12D

Automatically Capture and Request for Client Update 9 20

Dialogue Wiki



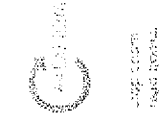
Natalie, 13 10

I noticed you were advertising Matrix products – it would be great if you could extend your dialogue to help me understand these products more.

Kathy

Sponsored links
Professional Hairdresser
 Windle - Winner of Best Hair Salon
 In Time Out's Shopping Awards
www.WindleHair.com
 London
davidpophamsalon
 Oxford's premier hair salon
 discover the difference today
www.davidpopham.com
 England
London's Hairdresser
 Get Your Hair dressed for 90% less.
 Feel & look good with Groupon!
www.Groupon.co.uk/London
Redken Flagship Salon
 Experience The Professional Edge
 at Eleven Hair Mayfair London
www.eleven-hair.com
 Mayfair, 11 Blenheim Street, London
Wimbledon Hairdressers
 Find Hairdressers & Barbers In &
 Around Wimbledon Now
WimbledonPeople.co.uk

13 05



Submit Cancel

Figure 13

“My Action Bar” for Dialogue Agents

14 05

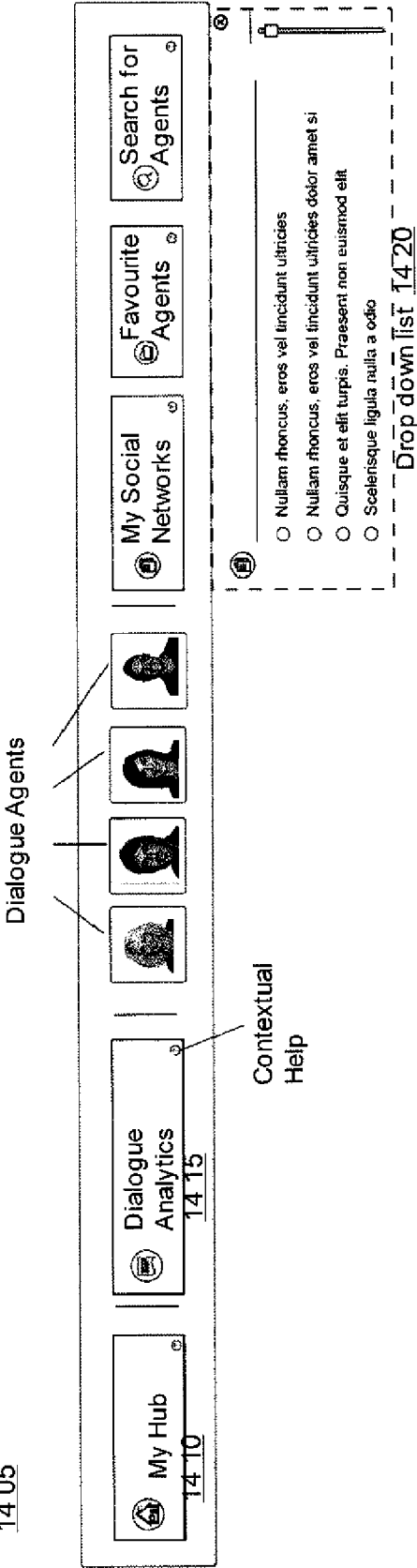


Figure 14A

“My Hub” for Dialogue Agents

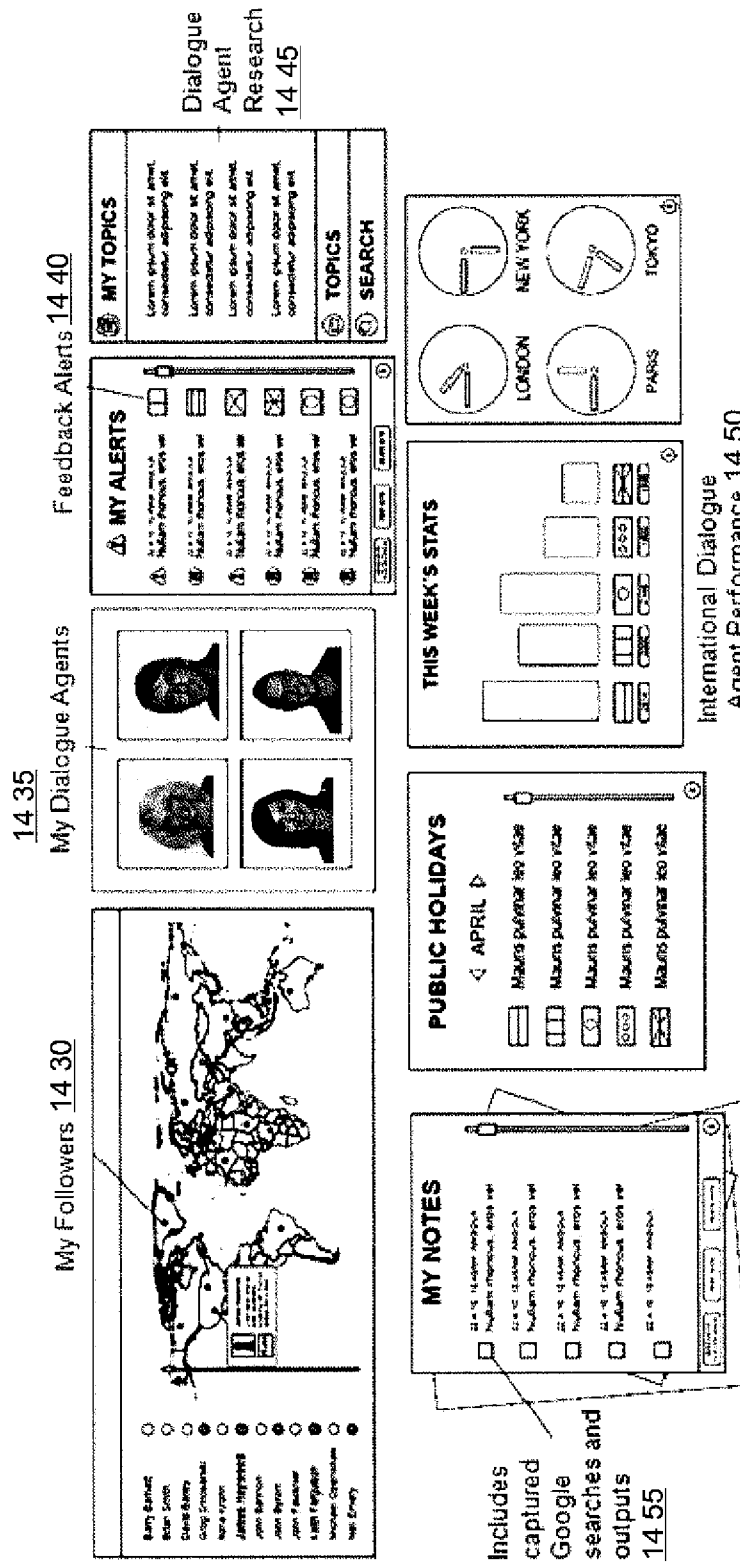


Figure 14B

Devise Interactive Marketing: Web-Based Marketing

Economist Intelligence Unit

The Economist

YAHOO! Google

bing

The future of marketing
From monologue to dialogue



AOL

LinkedIn

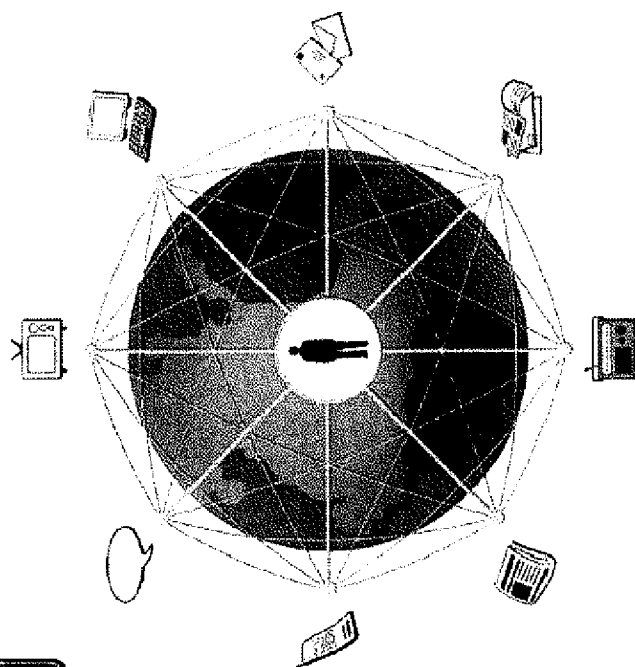


Figure 15A

Devise Interactive Marketing: Internet Communities


Now select several topics to start stumbling... (5+ recommended)

<input type="checkbox"/> Action Movies	<input type="checkbox"/> Drama Movies	<input type="checkbox"/> Outdoors
<input type="checkbox"/> Aging	<input type="checkbox"/> Electronic Devices	<input type="checkbox"/> Philosophy
<input type="checkbox"/> Alternative Energy	<input type="checkbox"/> Firefox	<input type="checkbox"/> Photography
<input type="checkbox"/> Alternative Health	<input type="checkbox"/> Fitness	<input type="checkbox"/> Photoshop
<input type="checkbox"/> American History	<input type="checkbox"/> Food/Cooking	<input type="checkbox"/> Politics
<input type="checkbox"/> Ancient History	<input type="checkbox"/> Gadgets	<input type="checkbox"/> Satire
<input type="checkbox"/> Animals	<input type="checkbox"/> Geography	<input type="checkbox"/> Science
<input type="checkbox"/> Archaeology	<input type="checkbox"/> Health	<input type="checkbox"/> Science Fiction
<input type="checkbox"/> Arts	<input type="checkbox"/> History	<input type="checkbox"/> Self Improvement
<input type="checkbox"/> Astronomy	<input type="checkbox"/> Home Improvement	<input type="checkbox"/> Senior Citizens
<input type="checkbox"/> Bizarre/Oddities	<input type="checkbox"/> Humor	<input type="checkbox"/> Shopping
<input type="checkbox"/> Books	<input type="checkbox"/> Internet	<input type="checkbox"/> Software
<input type="checkbox"/> Business	<input type="checkbox"/> Internet Tools	<input type="checkbox"/> Space Exploration
<input type="checkbox"/> Classic Films	<input type="checkbox"/> Martial Arts	<input type="checkbox"/> Spirituality
<input type="checkbox"/> Classic Rock	<input type="checkbox"/> Men's Issues	<input type="checkbox"/> Sports (General)
<input type="checkbox"/> Comedy Movies	<input type="checkbox"/> Movies	<input type="checkbox"/> Technology
<input type="checkbox"/> Computer Graphics	<input type="checkbox"/> Music	<input type="checkbox"/> Travel
<input type="checkbox"/> Computer Hardware	<input type="checkbox"/> Nature	<input type="checkbox"/> USA
<input type="checkbox"/> Computers	<input type="checkbox"/> Oldies Music	<input type="checkbox"/> Video Games
<input type="checkbox"/> Dancing	<input type="checkbox"/> Online Games	<input type="checkbox"/> Writing


Start Stumbling >

Figure 15B

Devise Interactive Marketing: Social Media



[Home](#)
[Profile](#)
[Find People](#)
[Settings](#)
[Help](#)
[Sign out](#)



Natalie Dialogue Agent

Name Natalie

Location London

Web www.hairandbeautypractitioner.com

Bio I Hairdressing

1 **185** **4**

following followers listed

Tweets **897**

Favorites

Following

Lists

RSS feed of CEPractice's tweets

That's you!

I needed to find hair extension stylist in Maldon, Essex. Natalie's advice was brilliant.

Lady GoGo 27th June 2010

Natalie, it would be good if you could extend your knowledge with the price range for hair extensions as one of your recommendations was really expensive.

Mary Poor 27th June 2010

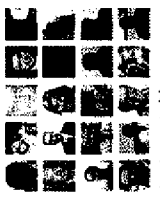
THE FUTURE OF ARTIFICIAL INTELLIGENCE

By the end of 2011 there will be 100m+ Dialogue Agents like Natalie

Follow **Art Dialogue Agent**

Followers (30)

Art Dialogue Agent






Figure 15C

Devise Interactive Marketing: Social Media

Basic Account Upgrade

Welcome, Freddie McManis Add Connections Settings Help Sign Out

People ▾ **Advanced**

At last a Social Mailbox - Merge LinkedIn, FB, Gmail, Yahoo and pro contacts in one ultimate mailbox

Network Activity ▾ Messages ▾ Invitations ▾

Paul Say
Shameless request for your help
Reply • Forward • Archive • Delete
Jun 16

Ken Standfield 2000+
RE: hi
Reply • Forward • Archive • Delete
Jun 15

I needed to find hair extension ...
Attach a link Share
6 days ago • Microsoft Offers Cash To #Ph... via Twitter • Comment • More

UPDATES

Marco Zamperini I'm at Galleria Degli Ulizzi http://gowal.lair/5cT
via Twitter
54 minutes ago • Like • Comment • Reply privately

Keith Grinstead MBA FRSA daughter Emily performed great at Melford Hall last night for 50th anniversary of National Trust involvement via Twitter
1 hour ago • Like • Comment • Reply privately

Keith Grinstead MBA FRSA it's yet another beautiful morning and a day to fill you heart and soul with joy to share with others via Twitter
1 hour ago • Like • Comment • Reply privately

More updates...

RECOMMENDATIONS

Tom Borgers recommends Roman Matatov, CPA, CFF, CVA, CFE, Cr.FA.
"Roman is one of the most dedicated, talented and hard working CPAs and CFEs in New York City. I hav..."
9 hours ago • Read more

Tim Kikke recommends Richard Heywood. "Richard was an excellent group member in a variety of projects and team based activities. He is neve..."
23 hours ago • Read more

PROFILE UPDATES

Abbie Alter has an updated profile (Expertise, Experience)
1 hour ago • Like • Comment

Martin Buhr has an updated profile (Experience)
5 hours ago • Like • Comment

People You May Know

Paul Fuller, Enterprise Business Manager at Northamber plc
Connect

Jacob Coy, Associate at Financial Services Authority
Connect


Julie Welch, Senior Client Partner at Garner
Connect

Who's Viewed My Profile?

6 Your profile has been viewed by 6 people in the past 7 days

TV LICENSING

Figure 15D



WIKIPEDIA
The Free Encyclopedia

Contents (hide)

- 1 Early life and background
- 2 Career
- 3 Artificial artificial intelligence
- 4 Recognition
- 5 References
- 6 External links

Early life and background

Bezos' maternal ancestors were settlers who lived in Texas, and over the generations had acquired a 25,000-acre (101 km² or 39 miles²) ranch in Coupland, Texas. Bezos' maternal grandfather was a regional director of the U.S. Atomic Energy Commission in Albuquerque. He retired early to the ranch, where Bezos spent most summers of his youth, working with his grandfather at the enormously varied tasks essential to the operation. At an early age, he displayed a striking mechanical aptitude—as a toddler, he tried dismantling his crib with a screwdriver.^[1]

Bezos was born to a teenage mother, Jackie Bezos, in Albuquerque, New Mexico. Her marriage to his father lasted little more than a year. She remained with Bezos as his mother. The family moved to Houston, Texas, and Miguel Bezos became an engineer for Exxon. Bezos attended River Oaks Elementary in Houston from 4th to 6th grade.

Bezos showed intense and varied scientific interests at an early age. He rigged an electric alarm to keep his younger siblings out of his room and maintain his privacy. He converted his parents' garage into a laboratory for his science projects. The family moved to Miami, Florida, where Bezos attended Miami Palmetto Senior High School.^[2] While in high school, he attended the Student Science Training Program at the University of Florida, which helped him receive a Silver Knight Award in 1982.^[3] He entered Princeton University, planning to study physics, but soon returned to his love of computers and graduated summa cum laude, Phi Beta Kappa with a degree in computer science and electrical engineering. Bezos was awarded an honorary doctorate in Science and Technology from Carnegie Mellon University in 2008.

Career

After graduating from Princeton, Bezos worked on Wall Street in the computer science field. Then he worked on building a network for international trade for a company known as Fillet. Then Bezos worked for Bankers Trust, becoming a vice-president. Later on he also worked in computer science for D. E. Shaw & Co.

Bezos founded Amazon.com in 1994 after making a cross-country drive from New York to Seattle, writing up the Amazon business plan on the way and setting up the original company in his garage.^[4] His work with Amazon eventually led him to become one of the most prominent dot-com entrepreneurs. In 2004, he founded a human space-flight startup company called Eelos Origin.

Bezos is known for his attention to business process details. As described by *Condé Nast's* *Portfolio* magazine, he "is at once a happy-go-lucky mogul and a notorious micromanager. ... an executive who wants to know about everything from contract minutiae to how he is quoted in all Amazon press releases."^[5]

Artificial artificial intelligence 15 35

Artificial Artificial Intelligence (AAI) is a term coined by Jeff Bezos with reference to Artificial Intelligence (AI). Certain processing tasks, such as identifying whether a person in a photograph is male or female, are still performed better and faster by humans than computers. AI is not yet adequate to programming such tasks. The idea of AAI is to outsource those parts of a computer program to a computer program to human.^[1] AAI is the underlying principle behind Amazon Mechanical Turk.

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Figure 15E



bing
Community Home Blogs Forums Media Events Toolbar

Updated Bing App For Windows Phone
You're ready to announce the new features to the Bing app for Windows phone. The first is a redesign to the home page. We changed the navigation to give people faster access to common searches, such as Maps and Traffic.

Mobile

..T..Mobile..

Paid Apps coming soon?

More than two million businesses run Google Apps
Thousands more sign up every day.

Forum.Nokia
Design Develop Distribute Devices Library Community

Your idea. Our tools. Millions are waiting.
Forum Nokia makes it simple for you to design, develop and distribute your app via Ovi Store, to hundreds of millions of Nokia users in over 180 countries.

Join Now

Devise Marketing Plan: App Communities

Figure 15F

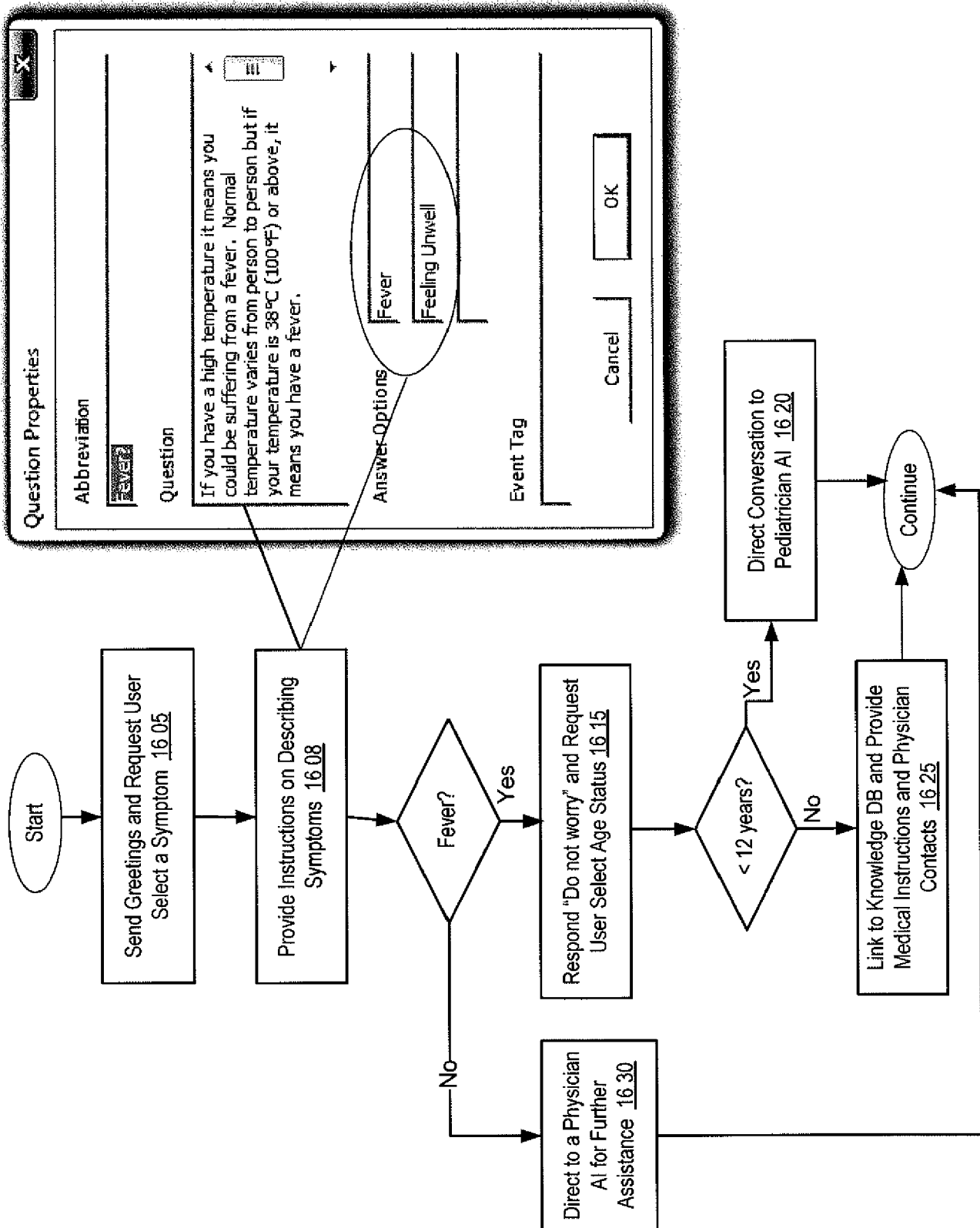
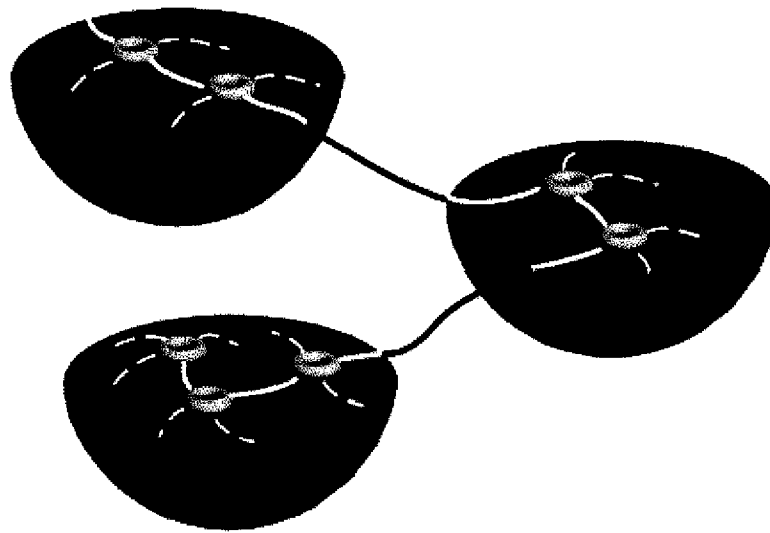
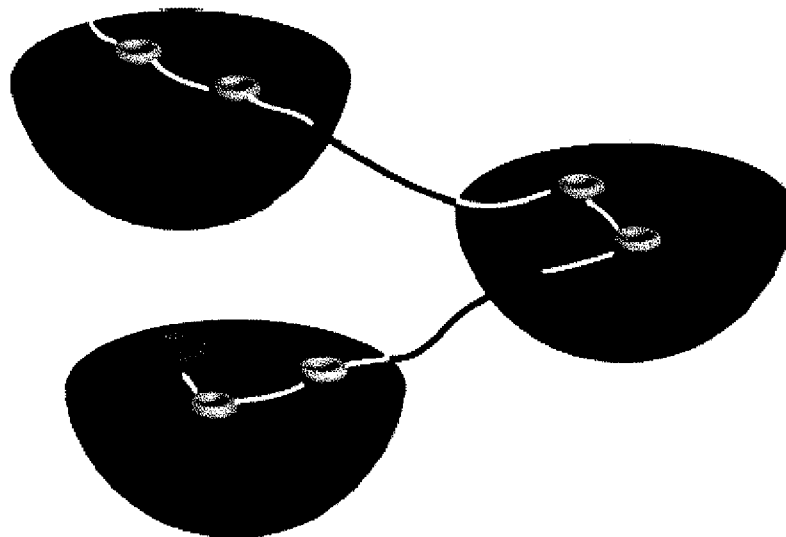


Figure 16A



(a). Dynamically Linked Virtual Agent Apps with Dialogue-Pathway chosen by the Consumer



(b). Dynamically Linked Virtual Agent Apps with a Decision-String resulting with a Decision-Outcome

Figure 16B

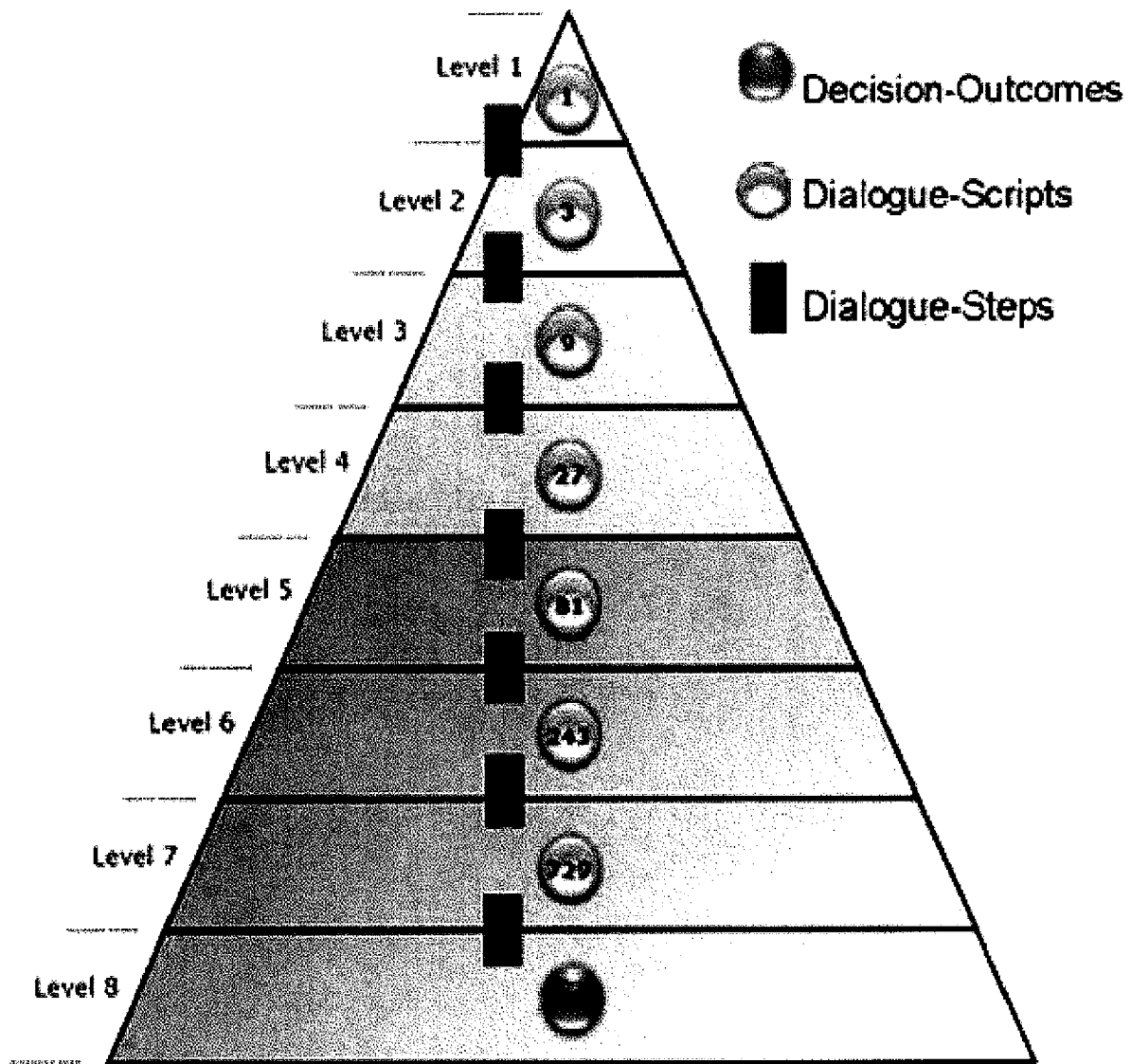


Figure 16C

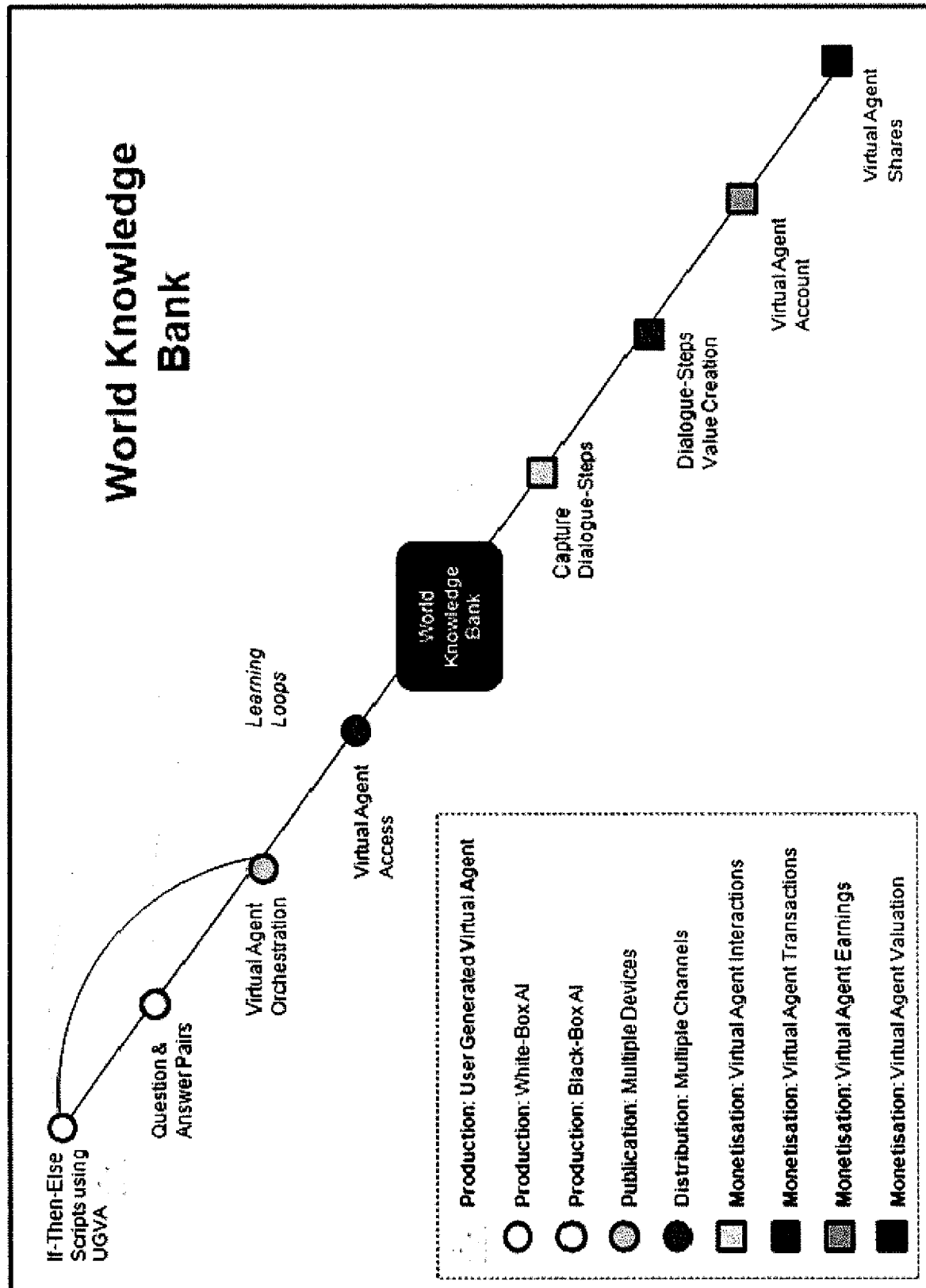


Figure 16D

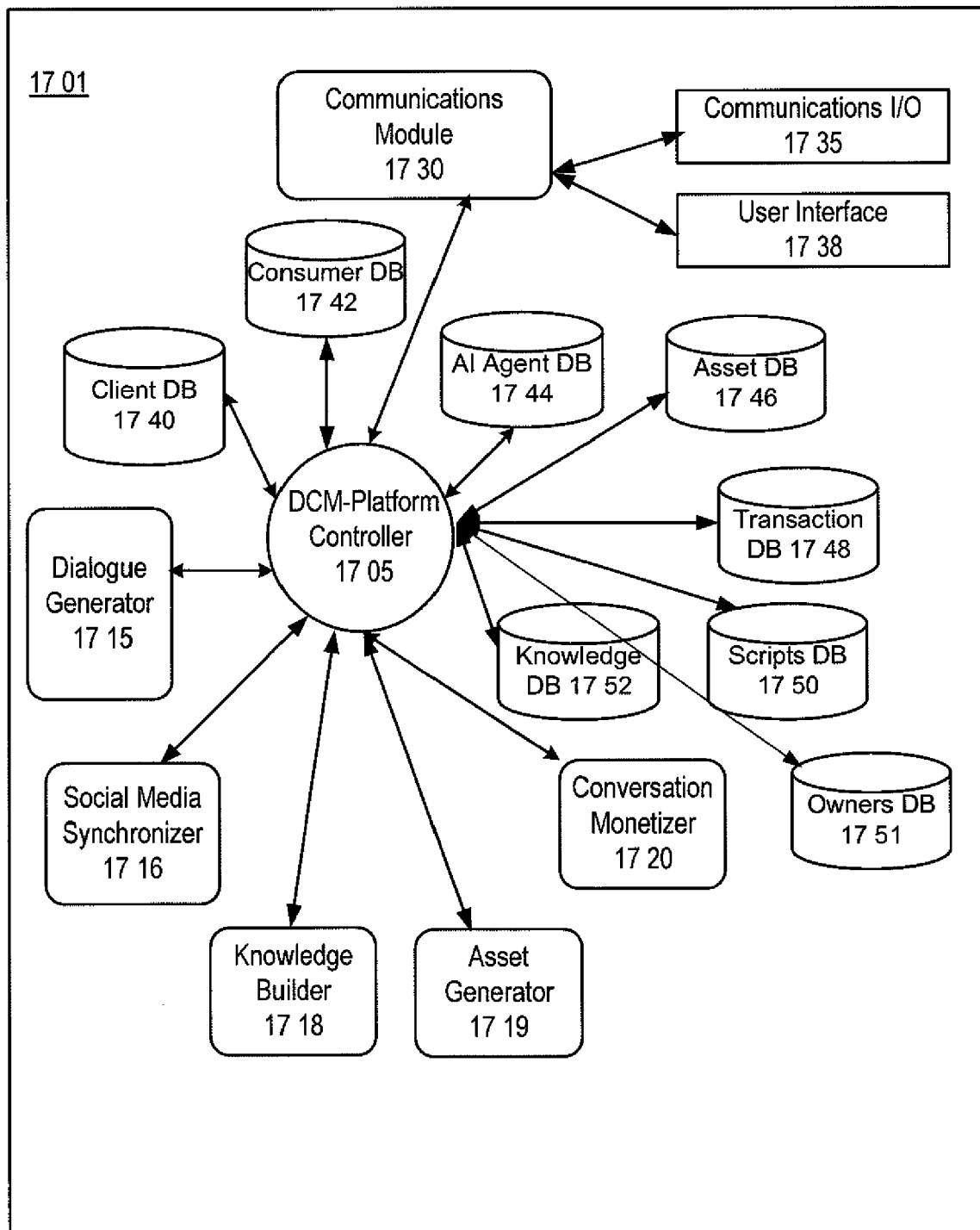


Figure 17

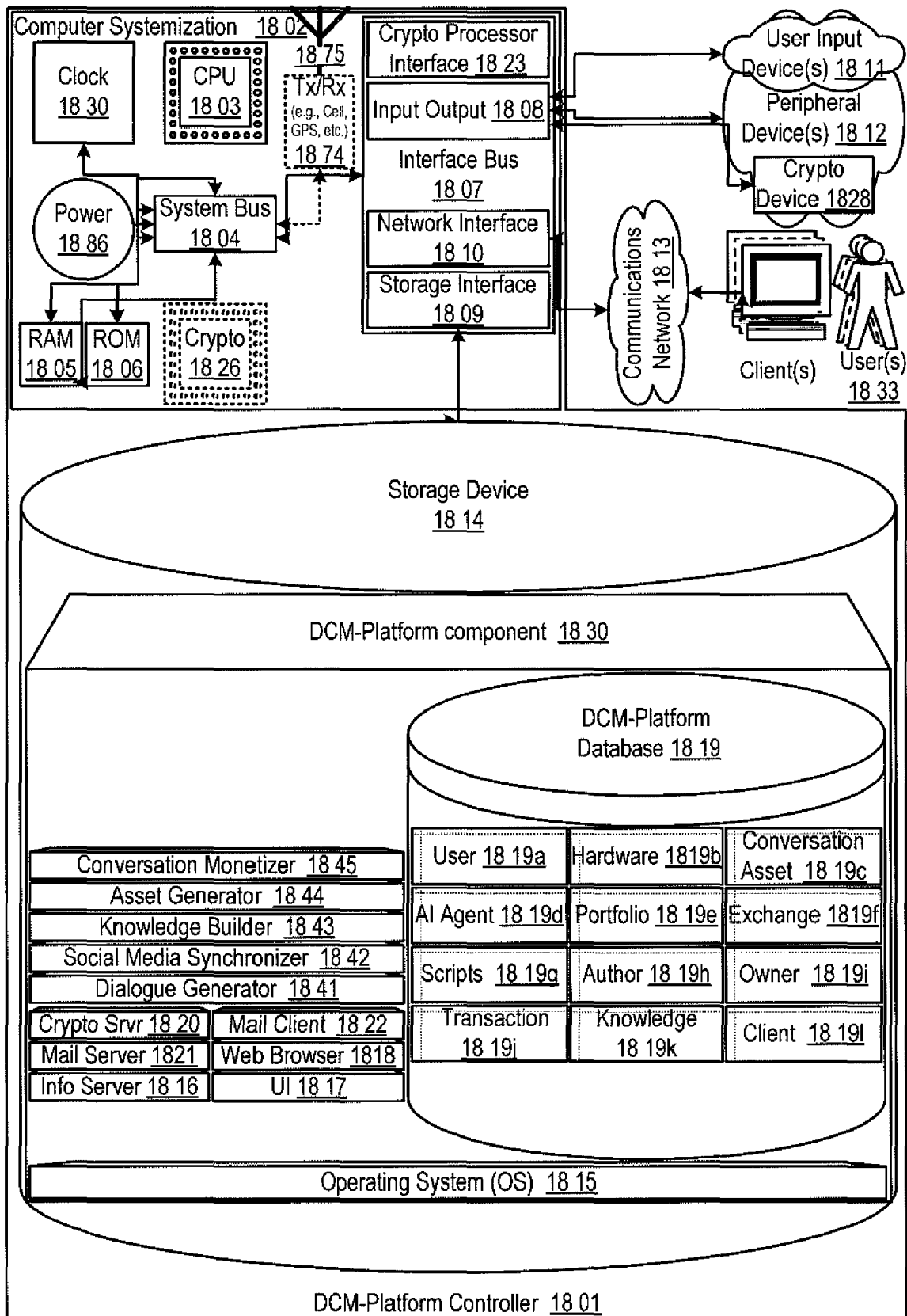


Figure 18