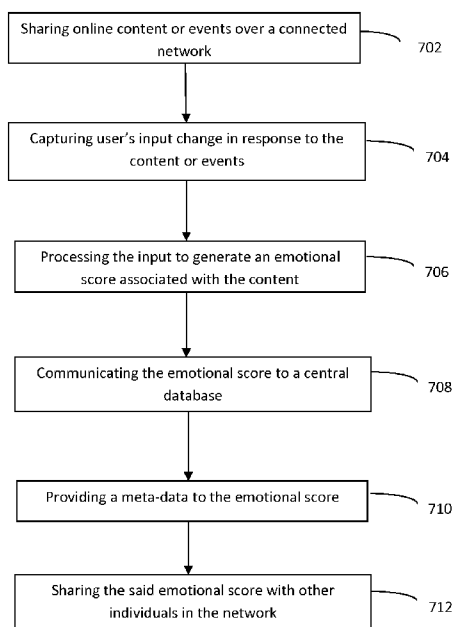




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- (72) **Inventor:** **BIST, Anurag**; 10 Clearview, Newport Beach, California 92657 (US).
- (74) **Agent:** **SHARMA, Saurabh**; House No.- 1367, Sector-10/A, Gurgaon 122001 (IN).
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- (84) **Designated States (unless otherwise indicated, for every kind of regional protection available):** ARIPO (BW, GH, GM, KE, LR, LS, MW, MZ, NA, RW, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, RU, TJ, TM), European (AL, AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK, SM,

[Continued on next page]

- (54) **Title:** SYSTEM AND METHOD FOR PERSONALIZED MEDIA RATING AND RELATED EMOTIONAL PROFILE ANALYTICS



(57) **Abstract:** A system and a method for generating an emotional profile of the user and deriving inference from the analytics of generated emotional profile is provided. The method involves sharing media content or online event in a connected environment; capturing user's reaction to the said content or event; generating an emotional score of the user to rate the media content or event; and sharing the emotional score within the connected environment.

Fig 7



TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

— before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments (Rule 48.2(h))

Declarations under Rule 4.17:

— as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))

— with information concerning request for restoration of the right of priority in respect of one or more priority claims (Rules 26bis.3 and 48.2(b)(vii))

— as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii))

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INTERNATIONAL SEARCH REPORT

International application No.

PCT/IB2012/052423

A. CLASSIFICATION OF SUBJECT MATTER

G06F17/30 (2006.01) i

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

IPC: G06F, G06Q, H04L, H04M, G06N

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

WPI,EPODOC,CNPAT,CNKI: Emotion+, hobby, habit, interest+, sensibility, analyse, analysis, analyze, analyzed, analyzing, rank+, rat+, score, predict+, deviat+, inference, analyt+, capture, server, network, repository, database

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim
X	CN101751448A (CHINESE ACAD SCI AUTOMATION INST.) 23 Jun.2010(23.06.2010) Description pages 5-9, figures 1-4	1-14
Y	CN101789990A (YULONG COMPUTER TELECOM SCI CO., LTD.) 28 Jul.2010(28.07.2010) Description pages 2-5, figures 1-3	15-20
Y	US2009240647A1 (APPLESEED NETWORKS INC.) 24 Sep.2009(24.09.2009) Description pages 1-6,9-13,15, figures 3-5,10-11	15-20
A	US2010328492A1 (EASTMAN KODAK COMPANY) 30 Dec.2010(30.12.2010) the whole document	1-20

☐ Further documents are listed in the continuation of Box C.☒ See patent family annex.

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“O” document referring to an oral disclosure, use, exhibition or other means

“P” document published prior to the international filing date but later than the priority date claimed

“T” later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention

“X” document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone

“Y” document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art

“&”document member of the same patent family

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Information on patent family members

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Patent Documents referred in the Report	Publication Date	Patent Family	Publication Date
CN101751448A	23.06.2010	None	
CN101789990A	28.07.2010	None	
US2009240647A1	24.09.2009	WO2009117582A2	24.09.2009
		CA2719007A1	24.09.2009
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		WO2011008236A1	20.01.2011
		EP2449514A1	09.05.2012