

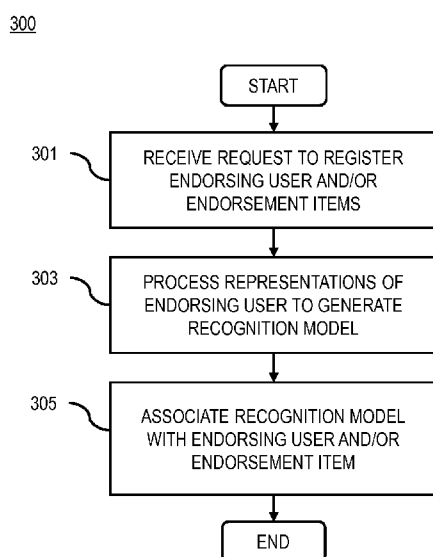


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[Continued on next page]

(54) **Title:** METHOD AND APPARATUS FOR PROVIDING ENDORSER-REGISTERED ITEMS

FIG. 3



(57) **Abstract:** An approach is provided for providing endorser-registered items. The endorsement platform receives a request to register one or more endorsing users, one or more endorsement items, or a combination thereof. Next, the endorsement platform processes and/or facilitates a processing of one or more representations of the one or more endorsing users to generate one or more recognition models for the one or more endorsing users. Then, the endorsement platform causes, at least in part, an association of the one or more recognition models with the one or more endorsing users, the one or more endorsement items, or a combination thereof, wherein a recognition of the one or more endorsing users via the one or more recognition model causes, at least in part, a presentation of at least a portion of the one or more endorsement items.



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METHOD AND APPARATUS FOR PROVIDING ENDORSER-REGISTERED ITEMS

BACKGROUND

Service providers and device manufacturers (e.g., wireless, cellular, etc.) are continually challenged to deliver value and convenience to consumers by, for example, providing compelling network services. One area of interest has been the development of services and technologies for endorsing products. For example, in recent years, advertising and marketing services have enabled advertisers to find particular individuals (e.g., bloggers) willing to endorse their products. Generally, these individuals will, for instance, integrate their endorsement for particular items of interest in the context of their respective web pages (e.g., blogs, video blogs, etc.) in exchange for monetary payment or other incentives from advertisers. The reach of such an approach, however, is limited. For many individuals, for instance, the burden of creating and maintaining such web pages is a great obstacle to endorsing products, especially for those that are not as technological inclined. Accordingly, service providers and device manufacturers are challenged to develop new mechanisms that can effectively extend such endorsement services to more endorsers.

SOME EXAMPLE EMBODIMENTS

Therefore, there is a need for an approach for providing endorser-registered items.

According to one embodiment, a method comprises receiving a request to register one or more endorsing users, one or more endorsement items, or a combination thereof. The method also comprises processing and/or facilitating a processing of one or more representations of the one or more endorsing users to generate one or more recognition models for the one or more endorsing users. The method further comprises causing, at least in part, an association of the one or more recognition models with the one or more endorsing users, the one or more endorsement items, or a combination thereof, wherein a recognition of the one or more endorsing users via the one or more recognition model causes, at least in part, a presentation of at least a portion of the one or more endorsement items.

According to another embodiment, an apparatus comprises at least one processor, and at least one memory including computer program code for one or more computer programs, the at least one memory and the computer program code configured to, with the at least one processor, cause, at least in part, the apparatus to receive a request to register one or more endorsing users, one or more endorsement items, or a combination thereof. The apparatus is also caused to process and/or facilitate a processing of one or more representations of the one or more endorsing users to generate one or more recognition models for the one or more endorsing users. The apparatus is further caused to associate the one or more recognition models with the one or more endorsing users, the one or more endorsement items, or a combination thereof, wherein a recognition of the

one or more endorsing users via the one or more recognition model causes, at least in part, a presentation of at least a portion of the one or more endorsement items.

5 According to another embodiment, a computer-readable storage medium carries one or more sequences of one or more instructions which, when executed by one or more processors, cause, at least in part, an apparatus to receive a request to register one or more endorsing users, one or more endorsement items, or a combination thereof. The apparatus is also caused to process and/or facilitate a processing of one or more representations of the one or more endorsing users to generate one or more recognition models for the one or more endorsing users. The apparatus
10 is further caused to associate the one or more recognition models with the one or more endorsing users, the one or more endorsement items, or a combination thereof, wherein a recognition of the one or more endorsing users via the one or more recognition model causes, at least in part, a presentation of at least a portion of the one or more endorsement items.

15 According to another embodiment, an apparatus comprises means for receiving a request to register one or more endorsing users, one or more endorsement items, or a combination thereof. The apparatus also comprises means for processing and/or facilitating a processing of one or more representations of the one or more endorsing users to generate one or more recognition models for the one or more endorsing users. The apparatus further comprises means for causing, at least
20 in part, an association of the one or more recognition models with the one or more endorsing users, the one or more endorsement items, or a combination thereof, wherein a recognition of the one or more endorsing users via the one or more recognition model causes, at least in part, a presentation of at least a portion of the one or more endorsement items.

25 In addition, for various example embodiments of the invention, the following is applicable: a method comprising facilitating a processing of and/or processing (1) data and/or (2) information and/or (3) at least one signal, the (1) data and/or (2) information and/or (3) at least one signal based, at least in part, on (or derived at least in part from) any one or any combination of methods (or processes) disclosed in this application as relevant to any embodiment of the invention.

30 For various example embodiments of the invention, the following is also applicable: a method comprising facilitating access to at least one interface configured to allow access to at least one service, the at least one service configured to perform any one or any combination of network or service provider methods (or processes) disclosed in this application.

35 For various example embodiments of the invention, the following is also applicable: a method comprising facilitating creating and/or facilitating modifying (1) at least one device user interface element and/or (2) at least one device user interface functionality, the (1) at least one device user interface element and/or (2) at least one device user interface functionality based, at least in part,
40 on data and/or information resulting from one or any combination of methods or processes disclosed in this application as relevant to any embodiment of the invention, and/or at least one

signal resulting from one or any combination of methods (or processes) disclosed in this application as relevant to any embodiment of the invention.

5 For various example embodiments of the invention, the following is also applicable: a method comprising creating and/or modifying (1) at least one device user interface element and/or (2) at least one device user interface functionality, the (1) at least one device user interface element and/or (2) at least one device user interface functionality based at least in part on data and/or information resulting from one or any combination of methods (or processes) disclosed in this application as relevant to any embodiment of the invention, and/or at least one signal resulting
10 from one or any combination of methods (or processes) disclosed in this application as relevant to any embodiment of the invention.

In various example embodiments, the methods (or processes) can be accomplished on the service provider side or on the mobile device side or in any shared way between service provider and
15 mobile device with actions being performed on both sides.

For various example embodiments, the following is applicable: An apparatus comprising means for performing the method of any of originally filed claims 1-20 and 36-38.

20 Still other aspects, features, and advantages of the invention are readily apparent from the following detailed description, simply by illustrating a number of particular embodiments and implementations, including the best mode contemplated for carrying out the invention. The invention is also capable of other and different embodiments, and its several details can be modified in various obvious respects, all without departing from the spirit and scope of the
25 invention. Accordingly, the drawings and description are to be regarded as illustrative in nature, and not as restrictive.

BRIEF DESCRIPTION OF THE DRAWINGS

30 The embodiments of the invention are illustrated by way of example, and not by way of limitation, in the figures of the accompanying drawings:

FIG. 1 is a diagram of a system capable of providing endorser-registered items, according to one embodiment;

35 FIG. 2 is a diagram of the components of an endorsement platform, according to one embodiment;

FIG. 3 is a flowchart of a process for providing endorser-registered items, according to one embodiment;

FIG. 4 is a flowchart of a process for presenting endorsement items associated with identified endorsers, according to one embodiment;

40 FIGs. 5A and 5B are diagrams of requesting endorser-registered items, according to various embodiments;

FIGs. 6A and 6B are diagrams of a user interface utilized in the processes of FIGs. 3 and 4, according to various embodiments;

FIG. 7 is a diagram of hardware that can be used to implement an embodiment of the invention;

FIG. 8 is a diagram of a chip set that can be used to implement an embodiment of the invention; and

FIG. 9 is a diagram of a mobile terminal (e.g., handset) that can be used to implement an embodiment of the invention.

DESCRIPTION OF SOME EMBODIMENTS

Examples of a method, apparatus, and computer program for providing endorser-registered items are disclosed. In the following description, for the purposes of explanation, numerous specific details are set forth in order to provide a thorough understanding of the embodiments of the invention. It is apparent, however, to one skilled in the art that the embodiments of the invention may be practiced without these specific details or with an equivalent arrangement. In other instances, well-known structures and devices are shown in block diagram form in order to avoid unnecessarily obscuring the embodiments of the invention.

FIG. 1 is a diagram of a system capable of providing endorser-registered items, according to one embodiment. As mentioned, advertising and marketing services have recently been developed to allow advertisers to promote their products through individuals endorsers. Typically, these individuals will discuss such products through blog summaries, video blogs, etc., and provide positive reviews for these products. In return, these individuals will generally receive a monetary payment or other incentives from the advertisers (e.g., directly or indirectly through the advertising and marketing services). As noted, product endorsement under this approach is limited in both the number of willing endorsers and the number of consumers reached. For example, individuals are hindered from endorsing products due to the burden of creating and maintaining these online avenues. Thus, such product endorsements never have the opportunity to reach potential consumers.

To address this problem, a system 100 of FIG. 1 introduces the capability for individuals to endorse products by registering as endorsing users along with the products they endorse, for instance, without the need to create or maintain individual web pages. By way of example, the system 100 may receive a request to register a particular endorsing user and/or endorsement items, for instance, associated with the endorsing user. The endorsement items may include one or more advertisements, one or more brand endorsements, one or more media items, one or more promotions, etc. Based on the request, the system 100 may process representations of the endorsing user to generate a recommendation model for the endorsing user and associate the recognition model with the endorsing user and/or the endorsement items. Subsequently, for instance, at least a portion of the endorsement items may be presented to one or more other users based on a recognition of the endorsing user via the recognition model. The representations (e.g., text, audio, images, videos, etc.) may, for instance, be captured (e.g., via sound recorder, camera,

camcorder, etc.) or retrieved (e.g., via an augmented reality application, a camera application, a gallery application, etc.) from the device that initiated the request. Additionally, or alternatively, the representations may be obtained from a local or remote database of a particular service (e.g., a search database, a social networking database, etc.). The recognition model may, for instance, include a facial recognition model, a voice recognition model, an object recognition model, etc.

In one scenario, a user may wish to purchase a vehicle. During the purchasing process, the user may want input from a friend who is knowledgeable about vehicles to determine the vehicle that she will purchase. In this case, the friend may be registered with an endorsement service utilizing a particular embodiment of the system 100. Thus, the user can use a camera on her user device to capture an image of the friend (e.g., by taking a picture of the friend or a picture of an image of the friend) to be transmitted to the endorsement service. The user may further indicate in a request to the endorsement service that she is only interested in vehicles. Based on the captured image, the endorsement service may recognize the friend as the endorsing user and present vehicles endorsed by the friend to the user. The friend may, on the other hand, receive incentives offered by the endorsement service for the viewing of the vehicle endorsements by the user.

In another scenario, a user may be attending a concert where music is being performed by a famous singer. The user may point the camera viewfinder of the user's mobile phone at the famous singer on stage. Consequently, the user's camera may submit a request to an endorsement service for endorsement items promoted by the famous singer. Based on the request, the mobile phone may render and present the famous singer's next event on her world tour, her latest music videos, her latest social media feeds, etc. Because the events on her world tour, her latest music videos, and her latest social media feeds are implicitly endorsed by the famous celebrity, explicit endorsement is not necessary. That is, the famous singer would not have to explicitly registered as an endorsing user to be the endorsing user for such touring events, music videos, and social media feeds. Similarly, in a further scenario, if the user uses the mobile phone to takes a picture of the chairman of a large corporation, for instance, while the chairman is giving a speech at a graduation ceremony, the mobile phone may render and present the user with products that the company manufactures since it is implied that the chairman would endorse those products.

More specifically, the system 100 may receive a request to register one or more endorsing users, one or more endorsement items, or a combination thereof. As indicated, the one or more endorsement items may, for instance, include one or more advertisements, one or more brand endorsements, one or more media items, one or more promotions, or a combination thereof. The system 100 may then process and/or facilitate a processing of one or more representations of the one or more endorsing users to generate one or more recognition models for the one or more endorsing users. The one or more representations may, for instance, be captured or retrieved from a device that initiated the request (e.g., a device associated with the one or more endorsing users). Additionally, or alternatively, the representations may be obtained from a local or remote database of a particular service. The recognition model may, for instance, include a facial recognition model, a voice recognition model, an object recognition model, etc. The system 100

may further cause, at least in part, an association of the one or more recognition models with the one or more endorsing users, the one or more endorsement items, or a combination thereof, wherein a recognition of the one or more endorsing users via the one or more recognition models causes, at least in part, a presentation of at least a portion of the one or more endorsement items.

5 Although various embodiments are described with respect to advertising and marketing, it is contemplated that the approach described herein may be used in any endorsement-related context.

As shown in FIG. 1, the system 100 comprises a user equipment (UE) 101 having connectivity to an endorsement platform 103 via a communication network 105. The UE 101 may include or
10 have access to an application 107 (e.g., applications 107a-107n) to enable the UE 101 to interact with, for instance, the endorsement platform 103 to register endorsing users and endorsement items, obtain endorsement items associated with identified endorsing users, or perform other functions. The application 107 may include an augmented reality application, a camera application, a gallery application, etc. The endorsement platform 103 may include or have access
15 to an endorsement database 109 to access or store information associated with endorsing users, endorsement items, recognition models, etc. The information (or data) associated with the endorsing users, the endorsement items, and the recognition models may, for instance, be provided by a service platform 111, one or more services 113 (or services 113a-113k), one or more content providers 115 (or content providers 115a-115m), and/or other services available
20 over the communication network 105. For example, a particular service 113 may obtain content (e.g., media content) from a particular content provider 115 to offer the content to the UE 101. It is noted that the endorsement platform 103 may be a separate entity of the system 100, a part of the one or more services 113 of the service platform 111, or included within the UE 101 (e.g., as part of the application 107).

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By way of example, the communication network 105 of system 100 includes one or more networks such as a data network, a wireless network, a telephony network, or any combination thereof. It is contemplated that the data network may be any local area network (LAN), metropolitan area network (MAN), wide area network (WAN), a public data network (e.g., the
30 Internet), short range wireless network, or any other suitable packet-switched network, such as a commercially owned, proprietary packet-switched network, e.g., a proprietary cable or fiber-optic network, and the like, or any combination thereof. In addition, the wireless network may be, for example, a cellular network and may employ various technologies including enhanced data rates for global evolution (EDGE), general packet radio service (GPRS), global system for mobile
35 communications (GSM), Internet protocol multimedia subsystem (IMS), universal mobile telecommunications system (UMTS), etc., as well as any other suitable wireless medium, e.g., worldwide interoperability for microwave access (WiMAX), Long Term Evolution (LTE) networks, code division multiple access (CDMA), wideband code division multiple access (WCDMA), wireless fidelity (WiFi), wireless LAN (WLAN), Bluetooth®, Internet Protocol (IP)
40 data casting, satellite, mobile ad-hoc network (MANET), and the like, or any combination thereof.

The UE 101 is any type of mobile terminal, fixed terminal, or portable terminal including a mobile handset, station, unit, device, multimedia computer, multimedia tablet, Internet node, communicator, desktop computer, laptop computer, notebook computer, netbook computer, tablet computer, personal communication system (PCS) device, personal navigation device, personal digital assistants (PDAs), audio/video player, digital camera/camcorder, positioning device, television receiver, radio broadcast receiver, electronic book device, game device, or any combination thereof, including the accessories and peripherals of these devices, or any combination thereof. It is also contemplated that the UE 101 can support any type of interface to the user (such as “wearable” circuitry, etc.).

In another embodiment, the endorsement platform 103 may receive another request from one or more other users for information related to the one or more endorsing users and/or the one or more associated endorsement items. The another request may, for instance, include one or more samples of the one or more endorsing users. By way of example, the one or more samples may be captured and/or retrieved at one or more devices associated with the one or more other users. Additionally, or alternatively, the one or more samples may be captured via an augmented reality application, a camera application, and/or a gallery application (e.g., of the one or more devices associated with the one or more other users). By way of another example, the one or more samples may be obtained remotely from one or more online databases (e.g., search database, social networking database, etc.). The endorsement platform 103 may then process the one or more samples to identify the one or more endorsing users via the one or more recognition models. In one scenario, one or more sample features of the one or more samples may be compared with one or more model features of the one or more recognition models to identify the one or more endorsing users. The endorsement platform 103 may further present the one or more endorsement items associated with the identified one or more endorsing users, for instance, to the one or more other users.

In another embodiment, the endorsement platform 103 may render the one or more endorsement items associated with the identified one or more endorsing users in a user interface of the augmented reality application, the camera application, and/or the gallery application. As mentioned, the augmented reality application, the camera application, and/or the gallery application may be included in the one or more other devices associated with the one or more other users. Thus, the presentation of the one or more endorsement items associated with the identified one or more endorsing users may, for instance, be based on the rendering.

In another embodiment, the endorsement platform 103 may determine click-through rate information associated with the presentation of the one or more endorsement items associated with the one or more endorsing users. The click-through rate information may, for instance, include the number of clicks received by the one or more endorsement items (e.g., advertisements, brand endorsements, media items, promotions, etc.), the number of impressions of the one or more endorsement items, the endorsing users and/or the types of users associated with the clicks and the impressions, etc. The endorsement platform 103 may then determine effectiveness

information and/or popularity information associated with the identified one or more endorsing users based, at least in part, on the click-through rate information. In one use case, the popularity information may, for instance, be determined using the number of impressions, while the effectiveness information may be calculated using a division of the number of clicks divided by the number of impressions. In a further embodiment, the one or more endorsing users may receive one or more incentives based on the effectiveness information and/or the popularity information.

In another embodiment, the endorsement platform 103 may process the one or more endorsing users and/or the one or more endorsement items against one or more registration criteria to determine whether to complete the request. The one or more registration criteria may, for instance, include a celebrity status, one or more privacy criteria, and/or one or more security criteria. In one scenario, a particular user may sign up on for an endorsement service to endorse items in exchange for incentives offered by the endorsement service. The endorsement service (e.g., via the endorsement platform 103) may require that its registered users meet a certain level of popularity prior to becoming registered to endorse items. As such, if the user does not satisfy the required level of popularity, the endorsement service may reject registration requests from the particular user. In another scenario, the endorsement service may require that its registered users allow the endorsement service to store images of their face along with the items that they endorse and share the face images along with the endorsement items to other users. Therefore, the endorsement service may reject requests for registration if, for instance, the user making the request refuses to share the user's face images and/or the items the user endorses.

By way of example, the UE 101, the endorsement platform 103, the service platform 111, the services 113, and the content providers 115 communicate with each other and other components of the communication network 105 using well known, new or still developing protocols. In this context, a protocol includes a set of rules defining how the network nodes within the communication network 105 interact with each other based on information sent over the communication links. The protocols are effective at different layers of operation within each node, from generating and receiving physical signals of various types, to selecting a link for transferring those signals, to the format of information indicated by those signals, to identifying which software application executing on a computer system sends or receives the information. The conceptually different layers of protocols for exchanging information over a network are described in the Open Systems Interconnection (OSI) Reference Model.

Communications between the network nodes are typically effected by exchanging discrete packets of data. Each packet typically comprises (1) header information associated with a particular protocol, and (2) payload information that follows the header information and contains information that may be processed independently of that particular protocol. In some protocols, the packet includes (3) trailer information following the payload and indicating the end of the payload information. The header includes information such as the source of the packet, its destination, the length of the payload, and other properties used by the protocol. Often, the data in the payload for the particular protocol includes a header and payload for a different protocol

associated with a different, higher layer of the OSI Reference Model. The header for a particular protocol typically indicates a type for the next protocol contained in its payload. The higher layer protocol is said to be encapsulated in the lower layer protocol. The headers included in a packet traversing multiple heterogeneous networks, such as the Internet, typically include a physical (layer 1) header, a data-link (layer 2) header, an internetwork (layer 3) header and a transport (layer 4) header, and various application (layer 5, layer 6 and layer 7) headers as defined by the OSI Reference Model.

FIG. 2 is a diagram of the components of an endorsement platform, according to one embodiment. By way of example, the endorsement platform 103 includes one or more components for providing endorser-registered items. It is contemplated that the functions of these components may be combined in one or more components or performed by other components of equivalent functionality. In this embodiment, the endorsement platform 103 includes control logic (or processor) 201, memory 203, an account manager 205, a computation module 207, an association module 209, a presentation module 211, and a communication interface 213.

The control logic 201 executes at least one algorithm for executing functions of the endorsement platform 103. For example, the control logic 201 may interact with the account manager 205 to receive a request to register an endorsing user and/or endorsement items (e.g., items implicitly or explicitly endorsed by the endorsing user) for a particular endorsement service. The endorsement items may, for instance, include advertisements, brand endorsements, media items, promotions, etc. In determining whether to complete the registration request, the account manager 205 may process information associated with the endorsing user, such as the endorsing user's celebrity status, privacy information, security information, etc. If, for instance, it is determined that the endorsing user satisfies the requirements of the endorsement service, the account manager 205 may then register the endorsing user with the endorsement items.

As such, the account manager 205 may work with the computation module 207, via the control logic 201, to process representations of the endorsing user to generate a recognition model for the endorsing user. As discussed, these representations may be captured (e.g., via sound recorder, camera, camcorder, etc.) or retrieved (e.g., via an augmented reality application, a camera application, a gallery application, etc.) from a requesting device, such as a device associated with the endorsing user. Additionally, or alternatively, the representations may be obtained from a local or remote database (e.g., a search database, a social networking database, etc.).

Next, the control logic 201 may then direct the association module 209 to associate the recognition model with the endorsing user and/or the endorsement items. Consequently, the presentation module 211 may present a portion of the one or more endorsement items to other users based on a recognition of the endorsing user using the recognition model (e.g., via the computation module 207 and the association module 209). As mentioned, the presentation module 211 may present the portion of the endorsement items to the other users by rendering the

portion in a user interface of an application (e.g., augmented reality application, camera application, gallery application, etc.) of one or more devices associated with the other users.

5 The control logic 201 may also utilize the communication interface 213 to communicate with other components of the endorsement platform 103, the UEs 101, the service platform 111, the content providers 115, and other components of the system 100. For example, the communication interface 213 may transmit a notification to the endorsing user's device to indicate whether the endorsing user has been registered with the endorsement service. The communication interface 213 may further include multiple means of communication. In one use
10 case, the communication interface 213 may be able to communicate over SMS, internet protocol, instant messaging, voice sessions (e.g., via a phone network), or other types of communication.

FIG. 3 is a flowchart of a process for providing endorser-registered items, according to one embodiment. In one embodiment, the endorsement platform 103 performs the process 300 and is
15 implemented in, for instance, a chip set including a processor and a memory as shown in FIG. 8. As such, the control logic 201 can provide means for accomplishing various parts of the process 300 as well as means for accomplishing other processes in conjunction with other components of the endorsement platform 103.

20 In step 301, the control logic 201 may receive a request to register one or more endorsing users, one or more endorsement items, or a combination thereof (e.g., items endorsed by the one or more endorsing users). As mentioned, the one or more endorsement items may, for instance, include one or more advertisements, one or more brand endorsements, one or more media items, one or more promotions, or a combination thereof. In one scenario, the one or more endorsing
25 users, the one or more endorsement items, or a combination thereof may be processed against one or more registration criteria to determine whether to complete the request. The one or more registration criteria may, for instance, include a celebrity status, one or more privacy criteria, one or more security criteria, or a combination thereof. By way of example, if it is determined that the request satisfies the one or more registration criteria, the control logic 201 will initiate the
30 completion of the request. In another scenario, the completion of the request may be initiated upon receipt of the request.

Thus, in step 303, the control logic 201 may process and/or facilitate a processing of one or more representations of the one or more endorsing users to generate one or more recognition models
35 for the one or more endorsing users. As indicated, the one or more representations may, for instance, be captured or retrieved from a device that initiated the request (e.g., a device associated with the one or more endorsing users). Additionally, or alternatively, the representations may be obtained from a local or remote database of a particular service. The recognition model may, for instance, include a facial recognition model, a voice recognition model, an object recognition
40 model, or a combination thereof.

The control logic 201 may, as in step 305, then cause an association of the one or more recognition models with the one or more endorsing users, the one or more endorsement items, or a combination thereof. In this way, a recognition of the one or more endorsing users via the one or more recognition models may cause a presentation of at least a portion of the one or more endorsement items.

FIG. 4 is a flowchart of a process for presenting endorsement items associated with identified endorsers, according to one embodiment. In one embodiment, the endorsement platform 103 performs the process 400 and is implemented in, for instance, a chip set including a processor and a memory as shown in FIG. 8. As such, the control logic 201 can provide means for accomplishing various parts of the process 400 as well as means for accomplishing other processes in conjunction with other components of the endorsement platform 103.

In step 401, the control logic 201 may receive another request from one or more other users for information related to the one or more endorsing users, the one or more associated endorsement items, or a combination thereof. As discussed, the another request may include one or more samples of the one or more endorsing users for identifying the one or more endorsing users. In one scenario, the one or more samples may be captured and/or retrieved at one or more devices associated with the one or more other users. Additionally, or alternatively, the one or more samples may be captured via an augmented reality application, a camera application, and/or a gallery application (e.g., of the one or more devices associated with the one or more other users). In another scenario, the one or more samples may be obtained remotely from one or more online databases (e.g., search database, social networking database, etc.).

In step 403, the control logic 201 may process and/or facilitate a processing of the one or more samples to identify the one or more endorsing users via the one or more recognition models. By way of example, one or more sample features of the one or more samples may be compared with one or more model features of the one or more recognition models to identify the one or more endorsing users. Based on the identification, the control logic 201 may, as in step 405, cause a presentation of the one or more endorsement items associated with the identified one or more endorsing users.

FIGs. 5A and 5B are diagrams of requesting endorser-registered items, according to various embodiments. FIG. 5A illustrates a user utilizing the UE 101 to capture an image of an advertisement 501 (e.g., newspaper advertisement) featuring a particular celebrity for a winter sale at a local mall. As discussed, the UE 101 may include the application 107 (e.g., an augmented reality application, a camera application, a gallery application, etc.) to enable the user to interact with the endorsement platform 103. As shown, the user is initiating a request for endorsement items promoted by the celebrity in the advertisement 501 (e.g., by capturing the image of the advertisement 501). The celebrity may be one of many registered endorsing users for a particular endorsement service utilizing the endorsement platform 103.

To become one of the registered endorsing users, the celebrity may have signed up at the endorsement service to promote certain endorsement items 503 in exchange for incentives offered by the endorsement service. As such, the endorsement platform 103 may have processed representations of the celebrity to generate a recognition model 505 for the celebrity. The representations may, for instance, have been obtained by the endorsement platform 103 through one or more third party content servers 507. In one scenario, the celebrity may have provided one or more links to the celebrity's images located on the one or more third party content servers 507. Subsequently, the generated recognition model 505 may have been associated with the celebrity and the particular endorsement items 503 and stored in the endorsement database 109 along with the endorsement items 503 and other recognition models 505.

Based on the user's request for endorsement items promoted by the celebrity, the endorsement platform 103 may process the captured image of the advertisement 501 as a sample to identify the celebrity as the endorsing user (e.g., via the celebrity's recognition model). Since the advertisement 501 is targeted for the local mall, the endorsement platform 101 may limit the presentation of the endorsement items promoted by the celebrity to those endorsement items that are available at the local mall. As such, the endorsement items selected for presentation to the user may be based on context information and/or location information, for instance, associated with the request (including the captured image as a sample) for endorsement items, the user, etc.

FIG. 5B illustrates an advertisement 531 with celebrities 533-543. As with FIG. 5A, these celebrities 533-543 are registered with an endorsement service along with the endorsement items they respectively promote, and one or more other users can initiate a request for endorsement items promoted by a particular celebrity by capturing an image of that celebrity. As shown, the advertisement 531 is a newspaper advertisement. Rather than having images of items for sale, the newspaper advertisement can promote dramatically more products by simply displaying photographs of celebrity faces (e.g., associated with celebrities 533-543). In this way, the newspaper associated with the advertisement 531 not only saves printing paper, but the advertiser can also utilize their advertising space more efficiently.

FIGs. 6A and 6B are diagrams of a user interface utilized in the processes of FIGs. 3 and 4, according to various embodiments. FIG. 6A features the UE 101 utilizing the user interface 600 (e.g., of a camera application), which illustrates the captured image 601 of the advertisement 501 of FIG. 5A. In this case, a portion 603 of the captured image 601 is selected as a sample to identify the celebrity as the endorsing user and then included in the request for endorsement items promoted by the celebrity. Accordingly, the celebrity is identified as the endorsing user by processing the sample (e.g., comparing sample features with model features of one or more recognition models).

FIG. 6B illustrates the presentation of endorsement items associated with the celebrity. Based on the request for endorsement items, the user interface 600 presents the user with endorser information 631 and categories 633-641 of the endorsement items promoted by the celebrity (e.g.,

“Celebrity X”). As mentioned, since the captured image 601 is related to a promotion at the local mall, the endorsement items may be limited to those that are located at the local mall and endorsed by the celebrity. By way of example, if the user selects category 633, the user interface 600 may render bags for sale at the local mall that are endorsed by the celebrity. It is noted that the endorsement by the celebrity does not have to be an explicit endorsement. The bags, for instance, that will be rendered on the user interface 600 may include bags that are implicitly endorsed by the celebrity (e.g., bags manufactured by a company owned by “Celebrity X.”).

As shown, the celebrity in this case is a female celebrity. As such, the items that the celebrity will endorse may generally be targeted for female consumers. It is noted, however, that there are circumstances where users will be interested in knowing the items endorsed by the opposite gender. In one scenario, for instance, a male consumer may want to know what kind of men’s suits are favored by women. Thus, the male consumer may capture an image (e.g., image 601) of the female celebrity to see if the female celebrity is endorsing any men’s suits. As provided in FIG. 6B, one of the categories (e.g., category 637) rendered on the user interface 600 is for suits that the female celebrity endorses. Accordingly, the male consumer may select the category 637 to initiate rendering of the suits endorsed by the female celebrity.

The processes described herein for providing endorser-registered items may be advantageously implemented via software, hardware, firmware or a combination of software and/or firmware and/or hardware. For example, the processes described herein, may be advantageously implemented via processor(s), Digital Signal Processing (DSP) chip, an Application Specific Integrated Circuit (ASIC), Field Programmable Gate Arrays (FPGAs), etc. Such exemplary hardware for performing the described functions is detailed below.

FIG. 7 illustrates a computer system 700 upon which an embodiment of the invention may be implemented. Although computer system 700 is depicted with respect to a particular device or equipment, it is contemplated that other devices or equipment (e.g., network elements, servers, etc.) within FIG. 7 can deploy the illustrated hardware and components of system 700. Computer system 700 is programmed (e.g., via computer program code or instructions) to provide endorser-registered items as described herein and includes a communication mechanism such as a bus 710 for passing information between other internal and external components of the computer system 700. Information (also called data) is represented as a physical expression of a measurable phenomenon, typically electric voltages, but including, in other embodiments, such phenomena as magnetic, electromagnetic, pressure, chemical, biological, molecular, atomic, sub-atomic and quantum interactions. For example, north and south magnetic fields, or a zero and non-zero electric voltage, represent two states (0, 1) of a binary digit (bit). Other phenomena can represent digits of a higher base. A superposition of multiple simultaneous quantum states before measurement represents a quantum bit (qubit). A sequence of one or more digits constitutes digital data that is used to represent a number or code for a character. In some embodiments, information called analog data is represented by a near continuum of measurable values within a

particular range. Computer system 700, or a portion thereof, constitutes a means for performing one or more steps of providing endorser-registered items.

5 A bus 710 includes one or more parallel conductors of information so that information is transferred quickly among devices coupled to the bus 710. One or more processors 702 for processing information are coupled with the bus 710.

10 A processor (or multiple processors) 702 performs a set of operations on information as specified by computer program code related to providing endorser-registered items. The computer program code is a set of instructions or statements providing instructions for the operation of the processor and/or the computer system to perform specified functions. The code, for example, may be written in a computer programming language that is compiled into a native instruction set of the processor. The code may also be written directly using the native instruction set (e.g., machine language). The set of operations include bringing information in from the bus 710 and
15 placing information on the bus 710. The set of operations also typically include comparing two or more units of information, shifting positions of units of information, and combining two or more units of information, such as by addition or multiplication or logical operations like OR, exclusive OR (XOR), and AND. Each operation of the set of operations that can be performed by the processor is represented to the processor by information called instructions, such as an operation
20 code of one or more digits. A sequence of operations to be executed by the processor 702, such as a sequence of operation codes, constitute processor instructions, also called computer system instructions or, simply, computer instructions. Processors may be implemented as mechanical, electrical, magnetic, optical, chemical or quantum components, among others, alone or in combination.

25 Computer system 700 also includes a memory 704 coupled to bus 710. The memory 704, such as a random access memory (RAM) or any other dynamic storage device, stores information including processor instructions for providing endorser-registered items. Dynamic memory allows information stored therein to be changed by the computer system 700. RAM allows a unit of
30 information stored at a location called a memory address to be stored and retrieved independently of information at neighboring addresses. The memory 704 is also used by the processor 702 to store temporary values during execution of processor instructions. The computer system 700 also includes a read only memory (ROM) 706 or any other static storage device coupled to the bus 710 for storing static information, including instructions, that is not changed by the computer
35 system 700. Some memory is composed of volatile storage that loses the information stored thereon when power is lost. Also coupled to bus 710 is a non-volatile (persistent) storage device 708, such as a magnetic disk, optical disk or flash card, for storing information, including instructions, that persists even when the computer system 700 is turned off or otherwise loses power.

40 Information, including instructions for providing endorser-registered items, is provided to the bus 710 for use by the processor from an external input device 712, such as a keyboard containing

alphanumeric keys operated by a human user, a microphone, an Infrared (IR) remote control, a joystick, a game pad, a stylus pen, a touch screen, or a sensor. A sensor detects conditions in its vicinity and transforms those detections into physical expression compatible with the measurable phenomenon used to represent information in computer system 700. Other external devices
5 coupled to bus 710, used primarily for interacting with humans, include a display device 714, such as a cathode ray tube (CRT), a liquid crystal display (LCD), a light emitting diode (LED) display, an organic LED (OLED) display, a plasma screen, or a printer for presenting text or images, and a pointing device 716, such as a mouse, a trackball, cursor direction keys, or a motion sensor, for
10 controlling a position of a small cursor image presented on the display 714 and issuing commands associated with graphical elements presented on the display 714. In some embodiments, for example, in embodiments in which the computer system 700 performs all functions automatically without human input, one or more of external input device 712, display device 714 and pointing device 716 is omitted.

15 In the illustrated embodiment, special purpose hardware, such as an application specific integrated circuit (ASIC) 720, is coupled to bus 710. The special purpose hardware is configured to perform operations not performed by processor 702 quickly enough for special purposes. Examples of ASICs include graphics accelerator cards for generating images for display 714, cryptographic boards for encrypting and decrypting messages sent over a network, speech
20 recognition, and interfaces to special external devices, such as robotic arms and medical scanning equipment that repeatedly perform some complex sequence of operations that are more efficiently implemented in hardware.

Computer system 700 also includes one or more instances of a communications interface 770
25 coupled to bus 710. Communication interface 770 provides a one-way or two-way communication coupling to a variety of external devices that operate with their own processors, such as printers, scanners and external disks. In general the coupling is with a network link 778 that is connected to a local network 780 to which a variety of external devices with their own processors are connected. For example, communication interface 770 may be a parallel port or a
30 serial port or a universal serial bus (USB) port on a personal computer. In some embodiments, communications interface 770 is an integrated services digital network (ISDN) card or a digital subscriber line (DSL) card or a telephone modem that provides an information communication connection to a corresponding type of telephone line. In some embodiments, a communication interface 770 is a cable modem that converts signals on bus 710 into signals for a communication
35 connection over a coaxial cable or into optical signals for a communication connection over a fiber optic cable. As another example, communications interface 770 may be a local area network (LAN) card to provide a data communication connection to a compatible LAN, such as Ethernet. Wireless links may also be implemented. For wireless links, the communications interface 770 sends or receives or both sends and receives electrical, acoustic or electromagnetic signals,
40 including infrared and optical signals, that carry information streams, such as digital data. For example, in wireless handheld devices, such as mobile telephones like cell phones, the communications interface 770 includes a radio band electromagnetic transmitter and receiver

called a radio transceiver. In certain embodiments, the communications interface 770 enables connection to the communication network 105 for providing endorser-registered items to the UE 101.

5 The term “computer-readable medium” as used herein refers to any medium that participates in providing information to processor 702, including instructions for execution. Such a medium may take many forms, including, but not limited to computer-readable storage medium (e.g., non-volatile media, volatile media), and transmission media. Non-transitory media, such as non-volatile media, include, for example, optical or magnetic disks, such as storage device 708.
10 Volatile media include, for example, dynamic memory 704. Transmission media include, for example, twisted pair cables, coaxial cables, copper wire, fiber optic cables, and carrier waves that travel through space without wires or cables, such as acoustic waves and electromagnetic waves, including radio, optical and infrared waves. Signals include man-made transient variations in amplitude, frequency, phase, polarization or other physical properties transmitted through the
15 transmission media. Common forms of computer-readable media include, for example, a floppy disk, a flexible disk, hard disk, magnetic tape, any other magnetic medium, a CD-ROM, CDRW, DVD, any other optical medium, punch cards, paper tape, optical mark sheets, any other physical medium with patterns of holes or other optically recognizable indicia, a RAM, a PROM, an EPROM, a FLASH-EPROM, an EEPROM, a flash memory, any other memory chip or cartridge,
20 a carrier wave, or any other medium from which a computer can read. The term computer-readable storage medium is used herein to refer to any computer-readable medium except transmission media.

Logic encoded in one or more tangible media includes one or both of processor instructions on a
25 computer-readable storage media and special purpose hardware, such as ASIC 720.

Network link 778 typically provides information communication using transmission media through one or more networks to other devices that use or process the information. For example, network link 778 may provide a connection through local network 780 to a host computer 782 or
30 to equipment 784 operated by an Internet Service Provider (ISP). ISP equipment 784 in turn provides data communication services through the public, world-wide packet-switching communication network of networks now commonly referred to as the Internet 790.

A computer called a server host 792 connected to the Internet hosts a process that provides a
35 service in response to information received over the Internet. For example, server host 792 hosts a process that provides information representing video data for presentation at display 714. It is contemplated that the components of system 700 can be deployed in various configurations within other computer systems, e.g., host 782 and server 792.

40 At least some embodiments of the invention are related to the use of computer system 700 for implementing some or all of the techniques described herein. According to one embodiment of the invention, those techniques are performed by computer system 700 in response to processor

702 executing one or more sequences of one or more processor instructions contained in memory 704. Such instructions, also called computer instructions, software and program code, may be read into memory 704 from another computer-readable medium such as storage device 708 or network link 778. Execution of the sequences of instructions contained in memory 704 causes processor 702 to perform one or more of the method steps described herein. In alternative embodiments, hardware, such as ASIC 720, may be used in place of or in combination with software to implement the invention. Thus, embodiments of the invention are not limited to any specific combination of hardware and software, unless otherwise explicitly stated herein.

The signals transmitted over network link 778 and other networks through communications interface 770, carry information to and from computer system 700. Computer system 700 can send and receive information, including program code, through the networks 780, 790 among others, through network link 778 and communications interface 770. In an example using the Internet 790, a server host 792 transmits program code for a particular application, requested by a message sent from computer 700, through Internet 790, ISP equipment 784, local network 780 and communications interface 770. The received code may be executed by processor 702 as it is received, or may be stored in memory 704 or in storage device 708 or any other non-volatile storage for later execution, or both. In this manner, computer system 700 may obtain application program code in the form of signals on a carrier wave.

Various forms of computer readable media may be involved in carrying one or more sequence of instructions or data or both to processor 702 for execution. For example, instructions and data may initially be carried on a magnetic disk of a remote computer such as host 782. The remote computer loads the instructions and data into its dynamic memory and sends the instructions and data over a telephone line using a modem. A modem local to the computer system 700 receives the instructions and data on a telephone line and uses an infra-red transmitter to convert the instructions and data to a signal on an infra-red carrier wave serving as the network link 778. An infrared detector serving as communications interface 770 receives the instructions and data carried in the infrared signal and places information representing the instructions and data onto bus 710. Bus 710 carries the information to memory 704 from which processor 702 retrieves and executes the instructions using some of the data sent with the instructions. The instructions and data received in memory 704 may optionally be stored on storage device 708, either before or after execution by the processor 702.

FIG. 8 illustrates a chip set or chip 800 upon which an embodiment of the invention may be implemented. Chip set 800 is programmed to provide endorser-registered items as described herein and includes, for instance, the processor and memory components described with respect to FIG. 7 incorporated in one or more physical packages (e.g., chips). By way of example, a physical package includes an arrangement of one or more materials, components, and/or wires on a structural assembly (e.g., a baseboard) to provide one or more characteristics such as physical strength, conservation of size, and/or limitation of electrical interaction. It is contemplated that in certain embodiments the chip set 800 can be implemented in a single chip. It is further

contemplated that in certain embodiments the chip set or chip 800 can be implemented as a single “system on a chip.” It is further contemplated that in certain embodiments a separate ASIC would not be used, for example, and that all relevant functions as disclosed herein would be performed by a processor or processors. Chip set or chip 800, or a portion thereof, constitutes a means for performing one or more steps of providing user interface navigation information associated with the availability of functions. Chip set or chip 800, or a portion thereof, constitutes a means for performing one or more steps of providing endorser-registered items.

In one embodiment, the chip set or chip 800 includes a communication mechanism such as a bus 801 for passing information among the components of the chip set 800. A processor 803 has connectivity to the bus 801 to execute instructions and process information stored in, for example, a memory 805. The processor 803 may include one or more processing cores with each core configured to perform independently. A multi-core processor enables multiprocessing within a single physical package. Examples of a multi-core processor include two, four, eight, or greater numbers of processing cores. Alternatively or in addition, the processor 803 may include one or more microprocessors configured in tandem via the bus 801 to enable independent execution of instructions, pipelining, and multithreading. The processor 803 may also be accompanied with one or more specialized components to perform certain processing functions and tasks such as one or more digital signal processors (DSP) 807, or one or more application-specific integrated circuits (ASIC) 809. A DSP 807 typically is configured to process real-world signals (e.g., sound) in real time independently of the processor 803. Similarly, an ASIC 809 can be configured to performed specialized functions not easily performed by a more general purpose processor. Other specialized components to aid in performing the inventive functions described herein may include one or more field programmable gate arrays (FPGA), one or more controllers, or one or more other special-purpose computer chips.

In one embodiment, the chip set or chip 800 includes merely one or more processors and some software and/or firmware supporting and/or relating to and/or for the one or more processors.

The processor 803 and accompanying components have connectivity to the memory 805 via the bus 801. The memory 805 includes both dynamic memory (e.g., RAM, magnetic disk, writable optical disk, etc.) and static memory (e.g., ROM, CD-ROM, etc.) for storing executable instructions that when executed perform the inventive steps described herein to provide endorser-registered items. The memory 805 also stores the data associated with or generated by the execution of the inventive steps.

FIG. 9 is a diagram of exemplary components of a mobile terminal (e.g., handset) for communications, which is capable of operating in the system of FIG. 1, according to one embodiment. In some embodiments, mobile terminal 901, or a portion thereof, constitutes a means for performing one or more steps of providing endorser-registered items. Generally, a radio receiver is often defined in terms of front-end and back-end characteristics. The front-end of the receiver encompasses all of the Radio Frequency (RF) circuitry whereas the back-end

encompasses all of the base-band processing circuitry. As used in this application, the term “circuitry” refers to both: (1) hardware-only implementations (such as implementations in only analog and/or digital circuitry), and (2) to combinations of circuitry and software (and/or firmware) (such as, if applicable to the particular context, to a combination of processor(s), including digital signal processor(s), software, and memory(ies) that work together to cause an apparatus, such as a mobile phone or server, to perform various functions). This definition of “circuitry” applies to all uses of this term in this application, including in any claims. As a further example, as used in this application and if applicable to the particular context, the term “circuitry” would also cover an implementation of merely a processor (or multiple processors) and its (or their) accompanying software/or firmware. The term “circuitry” would also cover if applicable to the particular context, for example, a baseband integrated circuit or applications processor integrated circuit in a mobile phone or a similar integrated circuit in a cellular network device or other network devices.

Pertinent internal components of the telephone include a Main Control Unit (MCU) 903, a Digital Signal Processor (DSP) 905, and a receiver/transmitter unit including a microphone gain control unit and a speaker gain control unit. A main display unit 907 provides a display to the user in support of various applications and mobile terminal functions that perform or support the steps of providing endorser-registered items. The display 907 includes display circuitry configured to display at least a portion of a user interface of the mobile terminal (e.g., mobile telephone). Additionally, the display 907 and display circuitry are configured to facilitate user control of at least some functions of the mobile terminal. An audio function circuitry 909 includes a microphone 911 and microphone amplifier that amplifies the speech signal output from the microphone 911. The amplified speech signal output from the microphone 911 is fed to a coder/decoder (CODEC) 913.

A radio section 915 amplifies power and converts frequency in order to communicate with a base station, which is included in a mobile communication system, via antenna 917. The power amplifier (PA) 919 and the transmitter/modulation circuitry are operationally responsive to the MCU 903, with an output from the PA 919 coupled to the duplexer 921 or circulator or antenna switch, as known in the art. The PA 919 also couples to a battery interface and power control unit 920.

In use, a user of mobile terminal 901 speaks into the microphone 911 and his or her voice along with any detected background noise is converted into an analog voltage. The analog voltage is then converted into a digital signal through the Analog to Digital Converter (ADC) 923. The control unit 903 routes the digital signal into the DSP 905 for processing therein, such as speech encoding, channel encoding, encrypting, and interleaving. In one embodiment, the processed voice signals are encoded, by units not separately shown, using a cellular transmission protocol such as enhanced data rates for global evolution (EDGE), general packet radio service (GPRS), global system for mobile communications (GSM), Internet protocol multimedia subsystem (IMS), universal mobile telecommunications system (UMTS), etc., as well as any other suitable wireless

medium, e.g., microwave access (WiMAX), Long Term Evolution (LTE) networks, code division multiple access (CDMA), wideband code division multiple access (WCDMA), wireless fidelity (WiFi), satellite, and the like, or any combination thereof.

5 The encoded signals are then routed to an equalizer 925 for compensation of any frequency-dependent impairments that occur during transmission through the air such as phase and amplitude distortion. After equalizing the bit stream, the modulator 927 combines the signal with a RF signal generated in the RF interface 929. The modulator 927 generates a sine wave by way of frequency or phase modulation. In order to prepare the signal for transmission, an up-converter
10 931 combines the sine wave output from the modulator 927 with another sine wave generated by a synthesizer 933 to achieve the desired frequency of transmission. The signal is then sent through a PA 919 to increase the signal to an appropriate power level. In practical systems, the PA 919 acts as a variable gain amplifier whose gain is controlled by the DSP 905 from information received from a network base station. The signal is then filtered within the duplexer
15 921 and optionally sent to an antenna coupler 935 to match impedances to provide maximum power transfer. Finally, the signal is transmitted via antenna 917 to a local base station. An automatic gain control (AGC) can be supplied to control the gain of the final stages of the receiver. The signals may be forwarded from there to a remote telephone which may be another cellular telephone, any other mobile phone or a land-line connected to a Public Switched
20 Telephone Network (PSTN), or other telephony networks.

Voice signals transmitted to the mobile terminal 901 are received via antenna 917 and immediately amplified by a low noise amplifier (LNA) 937. A down-converter 939 lowers the carrier frequency while the demodulator 941 strips away the RF leaving only a digital bit stream. The
25 signal then goes through the equalizer 925 and is processed by the DSP 905. A Digital to Analog Converter (DAC) 943 converts the signal and the resulting output is transmitted to the user through the speaker 945, all under control of a Main Control Unit (MCU) 903 which can be implemented as a Central Processing Unit (CPU).

30 The MCU 903 receives various signals including input signals from the keyboard 947. The keyboard 947 and/or the MCU 903 in combination with other user input components (e.g., the microphone 911) comprise a user interface circuitry for managing user input. The MCU 903 runs a user interface software to facilitate user control of at least some functions of the mobile terminal 901 to provide end-user-registered items. The MCU 903 also delivers a display command and a
35 switch command to the display 907 and to the speech output switching controller, respectively. Further, the MCU 903 exchanges information with the DSP 905 and can access an optionally incorporated SIM card 949 and a memory 951. In addition, the MCU 903 executes various control functions required of the terminal. The DSP 905 may, depending upon the implementation, perform any of a variety of conventional digital processing functions on the voice
40 signals. Additionally, DSP 905 determines the background noise level of the local environment from the signals detected by microphone 911 and sets the gain of microphone 911 to a level selected to compensate for the natural tendency of the user of the mobile terminal 901.

The CODEC 913 includes the ADC 923 and DAC 943. The memory 951 stores various data including call incoming tone data and is capable of storing other data including music data received via, e.g., the global Internet. The software module could reside in RAM memory, flash
5 memory, registers, or any other form of writable storage medium known in the art. The memory device 951 may be, but not limited to, a single memory, CD, DVD, ROM, RAM, EEPROM, optical storage, magnetic disk storage, flash memory storage, or any other non-volatile storage medium capable of storing digital data.

10 An optionally incorporated SIM card 949 carries, for instance, important information, such as the cellular phone number, the carrier supplying service, subscription details, and security information. The SIM card 949 serves primarily to identify the mobile terminal 901 on a radio network. The card 949 also contains a memory for storing a personal telephone number registry, text messages, and user specific mobile terminal settings.

15 While the invention has been described in connection with a number of embodiments and implementations, the invention is not so limited but covers various obvious modifications and equivalent arrangements, which fall within the purview of the appended claims. Although features of the invention are expressed in certain combinations among the claims, it is contemplated that
20 these features can be arranged in any combination and order.

CLAIMS

1. A method comprising facilitating a processing of and/or processing (1) data and/or (2) information and/or (3) at least one signal, the (1) data and/or (2) information and/or (3) at least one signal based, at least in part, on the following:

5 a request to register one or more endorsing users, one or more endorsement items, or a combination thereof;
a processing of one or more representations of the one or more endorsing users to generate one or more recognition models for the one or more endorsing users; and
an association of the one or more recognition models with the one or more endorsing users,
10 the one or more endorsement items, or a combination thereof,
wherein a recognition of the one or more endorsing users via the one or more recognition model causes, at least in part, a presentation of at least a portion of the one or more endorsement items.

15 2. A method of claim 1, wherein the (1) data and/or (2) information and/or (3) at least one signal are further based, at least in part, on the following:

another request from one or more other users for information related to the one or more endorsing users, the one or more associated endorsement items, or a combination thereof, wherein the another request includes, at least in part, one or more samples of the one or
20 more endorsing users;
a processing of the one or more samples to identify the one or more endorsing users via the one or more recognition models; and
a presentation of the one or more endorsement items associated with the identified one or more endorsing users.

25 3. A method of claim 2, wherein the (1) data and/or (2) information and/or (3) at least one signal are further based, at least in part, on the following:

at least one determination of click-through rate information associated with the presentation of the one or more endorsement items associated with the one or more endorsing users;
30 and
at least one determination of effectiveness information, popularity information, or a combination thereof associated with the identified one or more endorsing users based, at least in part, on the click-through rate information.

35 4. A method according to any of claims of 2 and 3, wherein the one or more samples are captured, retrieved, or a combination thereof at one or more devices associated with the one or more other users.

5. A method according to any of claims 2-4, wherein the one or more samples are captured via an augmented reality application, a camera application, a gallery application, or a combination thereof.

5 6. A method of claim 5, wherein the (1) data and/or (2) information and/or (3) at least one signal are further based, at least in part, on the following:
a rendering of the one or more endorsement items associated with the identified one or more endorsing users in a user interface of the augmented reality application, the camera application, the gallery application, or a combination thereof.

10 7. A method according to any of claims 1-6, wherein the (1) data and/or (2) information and/or (3) at least one signal are further based, at least in part, on the following:
a processing of the one or more endorsing users, the one or more endorsement items, or a combination thereof against one or more registration criteria to determine whether to
15 complete the request.

8. A method of claim 7, wherein the one or more registration criteria include, at least in part, a celebrity status, one or more privacy criteria, one or more security criteria, or a combination thereof.

20 9. A method according to any of claims 1-8, wherein the one or more endorsement items include, at least in part, one or more advertisements, one or more brand endorsements, one or more media items, one or more promotions, or a combination thereof.

25 10. A method according to any of claims 1-9, wherein the one or more recognition models include, at least in part, a facial recognition model, a voice recognition model, an object recognition model, or a combination thereof.

11. A method comprising:

30 receiving a request to register one or more endorsing users, one or more endorsement items, or a combination thereof;

processing and/or facilitating a processing of one or more representations of the one or more endorsing users to generate one or more recognition models for the one or more endorsing users; and

35 causing, at least in part, an association of the one or more recognition models with the one or more endorsing users, the one or more endorsement items, or a combination thereof, wherein a recognition of the one or more endorsing users via the one or more recognition model causes, at least in part, a presentation of at least a portion of the one or more endorsement items.

12. A method of claim 11, further comprising:

receiving another request from one or more other users for information related to the one or more endorsing users, the one or more associated endorsement items, or a combination thereof, wherein the another request includes, at least in part, one or more samples of the one or more endorsing users;

processing and/or facilitating a processing of the one or more samples to identify the one or more endorsing users via the one or more recognition models; and

causing, at least in part, a presentation of the one or more endorsement items associated with the identified one or more endorsing users.

13. A method of claim 12, further comprising:

determining click-through rate information associated with the presentation of the one or more endorsement items associated with the one or more endorsing users; and

determining effectiveness information, popularity information, or a combination thereof associated with the identified one or more endorsing users based, at least in part, on the click-through rate information.

14. A method according to any of claims 12 and 13, wherein the one or more samples are captured, retrieved, or a combination thereof at one or more devices associated with the one or more other users.

15. A method according to any of claims 12-14, wherein the one or more samples are captured via an augmented reality application, a camera application, a gallery application, or a combination thereof.

16. A method of claim 15, further comprising:

causing, at least in part, a rendering of the one or more endorsement items associated with the identified one or more endorsing users in a user interface of the augmented reality application, the camera application, the gallery application, or a combination thereof.

17. A method according to any of claims 11-16, further comprising:

processing and/or facilitating a processing of the one or more endorsing users, the one or more endorsement items, or a combination thereof against one or more registration criteria to determine whether to complete the request.

18. A method of claim 17, wherein the one or more registration criteria include, at least in part, a celebrity status, one or more privacy criteria, one or more security criteria, or a combination thereof.

19. A method according to any of claims 11-18, wherein the one or more endorsement items include, at least in part, one or more advertisements, one or more brand endorsements, one or more media items, one or more promotions, or a combination thereof.

20. A method according to any of claims 11-19, wherein the one or more recognition models include, at least in part, a facial recognition model, a voice recognition model, an object recognition model, or a combination thereof.

21. An apparatus comprising:

at least one processor; and

at least one memory including computer program code for one or more programs, the at least one memory and the computer program code configured to, with the at least one processor, cause the apparatus to perform at least the following,

receive a request to register one or more endorsing users, one or more endorsement items, or a combination thereof;

process and/or facilitate a processing of one or more representations of the one or more endorsing users to generate one or more recognition models for the one or more endorsing users; and

cause, at least in part, an association of the one or more recognition models with the one or more endorsing users, the one or more endorsement items, or a combination thereof,

wherein a recognition of the one or more endorsing users via the one or more recognition model causes, at least in part, a presentation of at least a portion of the one or more endorsement items.

22. An apparatus of claim 21, wherein the apparatus is further caused to:

receive another request from one or more other users for information related to the one or more endorsing users, the one or more associated endorsement items, or a combination thereof, wherein the another request includes, at least in part, one or more samples of the one or more endorsing users;

process and/or facilitate a processing of the one or more samples to identify the one or more endorsing users via the one or more recognition models; and

cause, at least in part, a presentation of the one or more endorsement items associated with the identified one or more endorsing users.

23. An apparatus of claim 22, wherein the apparatus is further caused to:

determine click-through rate information associated with the presentation of the one or more endorsement items associated with the one or more endorsing users; and

determine effectiveness information, popularity information, or a combination thereof

associated with the identified one or more endorsing users based, at least in part, on the click-through rate information.

24. An apparatus according to any of claims 22 and 23, wherein the one or more samples are captured, retrieved, or a combination thereof at one or more devices associated with the one or more other users.

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25. An apparatus according to any of claims 22-24, wherein the one or more samples are captured via an augmented reality application, a camera application, a gallery application, or a combination thereof.

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26. An apparatus of claim 25, wherein the apparatus is further caused to: cause, at least in part, a rendering of the one or more endorsement items associated with the identified one or more endorsing users in a user interface of the augmented reality application, the camera application, the gallery application, or a combination thereof.

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27. An apparatus according to any of claims 21-26, wherein the apparatus is further caused to:

process and/or facilitate a processing of the one or more endorsing users, the one or more endorsement items, or a combination thereof against one or more registration criteria to determine whether to complete the request.

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28. An apparatus of claim 27, wherein the one or more registration criteria include, at least in part, a celebrity status, one or more privacy criteria, one or more security criteria, or a combination thereof.

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29. An apparatus according to any of claims 21-28, wherein the one or more endorsement items include, at least in part, one or more advertisements, one or more brand endorsements, one or more media items, one or more promotions, or a combination thereof.

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30. An apparatus according to any of claims 21-29, wherein the one or more recognition models include, at least in part, a facial recognition model, a voice recognition model, an object recognition model, or a combination thereof.

31. An apparatus according to any of claims 21-30, wherein the apparatus is a mobile phone further comprising:

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user interface circuitry and user interface software configured to facilitate user control of at least some functions of the mobile phone through use of a display and configured to respond to user input; and

a display and display circuitry configured to display at least a portion of a user interface of the mobile phone, the display and display circuitry configured to facilitate user control of at least some functions of the mobile phone.

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32. A computer-readable storage medium carrying one or more sequences of one or more instructions which, when executed by one or more processors, cause an apparatus to perform at least a method of any of claims 1-10 or 11-20.

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33. An apparatus comprising means for performing a method of any of claims 1-10 or 11-20.

34. An apparatus of claim 33, wherein the apparatus is a mobile phone further comprising:
user interface circuitry and user interface software configured to facilitate user control of at least some functions of the mobile phone through use of a display and configured to respond to user input; and

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a display and display circuitry configured to display at least a portion of a user interface of the mobile phone, the display and display circuitry configured to facilitate user control of at least some functions of the mobile phone.

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35. A computer program product including one or more sequences of one or more instructions which, when executed by one or more processors, cause an apparatus to at least perform the steps of a method of any of claims 1-10 or 11-20.

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36. A method comprising facilitating access to at least one interface configured to allow access to at least one service, the at least one service configured to perform a method of any of claims 1-10 or 11-20.

37. A method comprising facilitating a processing of and/or processing (1) data and/or (2) information and/or (3) at least one signal, the (1) data and/or (2) information and/or (3) at least one signal based, at least in part, on the method of any of claims 1-10 or 11-20.

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38. A method comprising facilitating creating and/or facilitating modifying (1) at least one device user interface element and/or (2) at least one device user interface functionality, the (1) at least one device user interface element and/or (2) at least one device user interface functionality based, at least in part, on the method of any of claims 1-10 or 11-20.

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FIG. 1

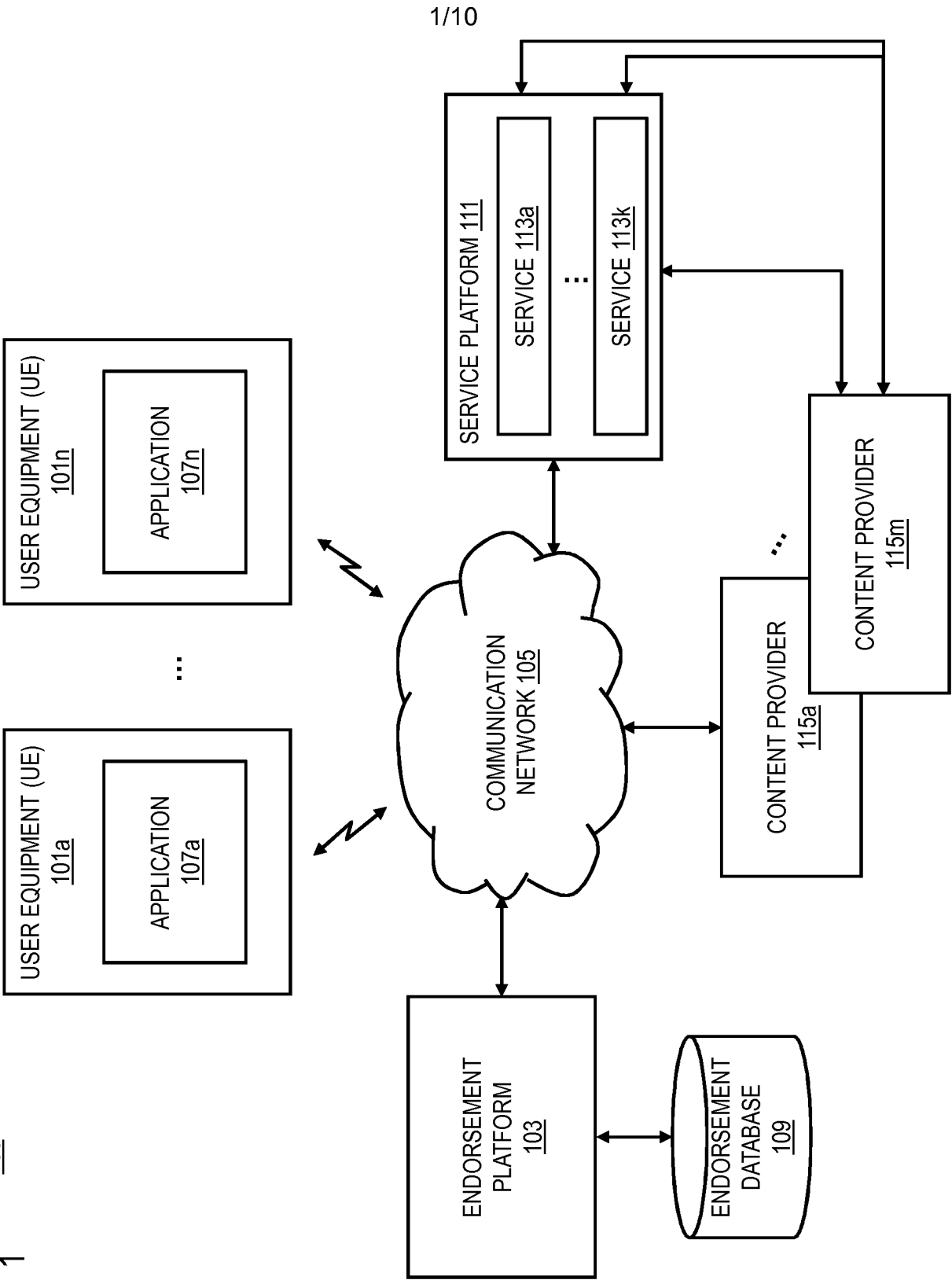
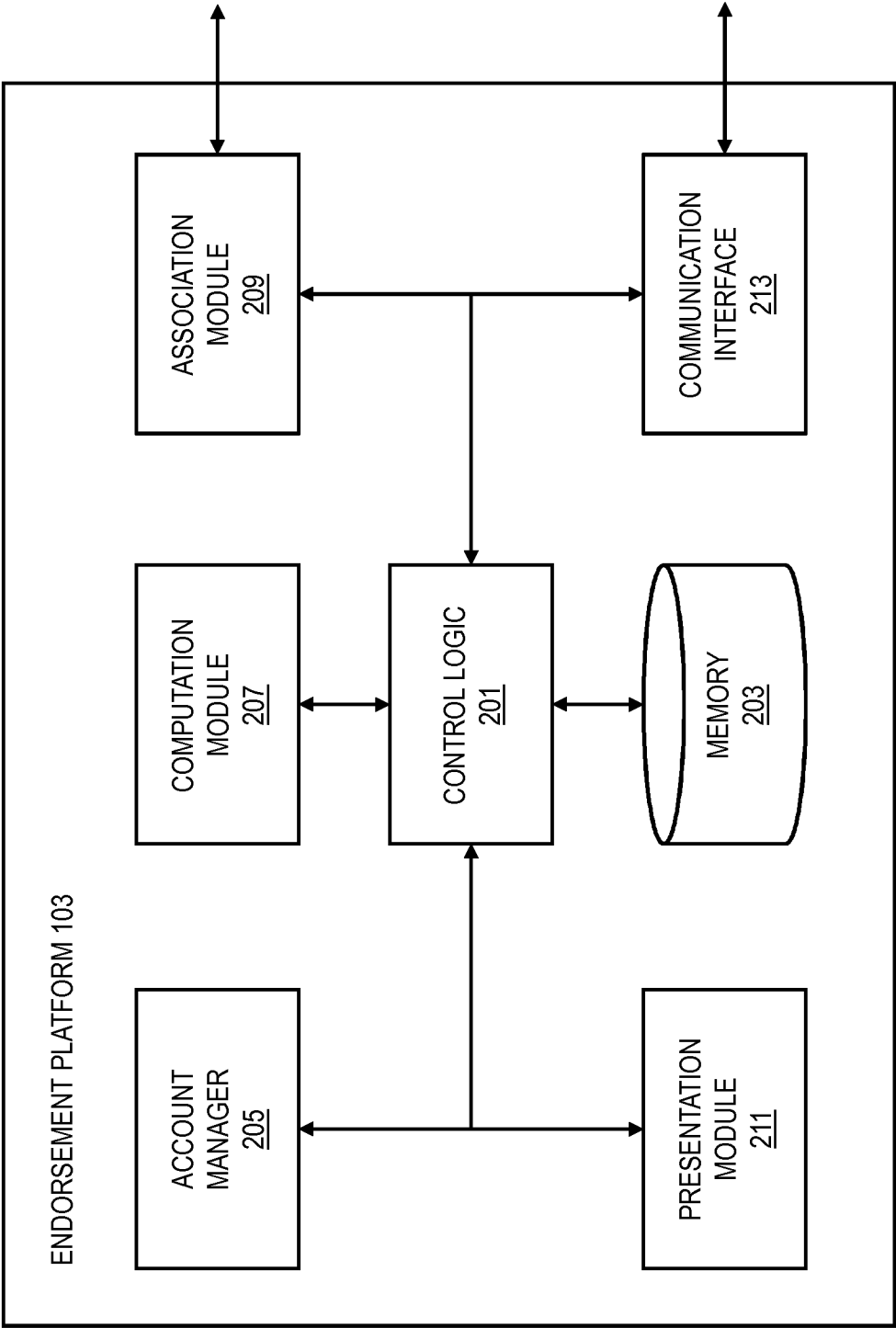


FIG. 2



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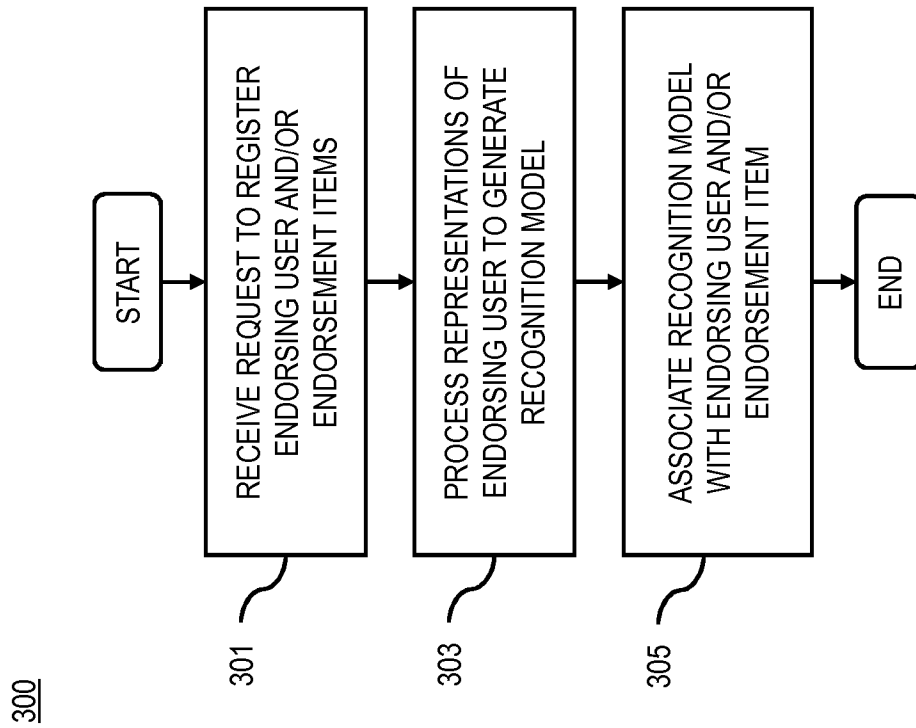


FIG. 3

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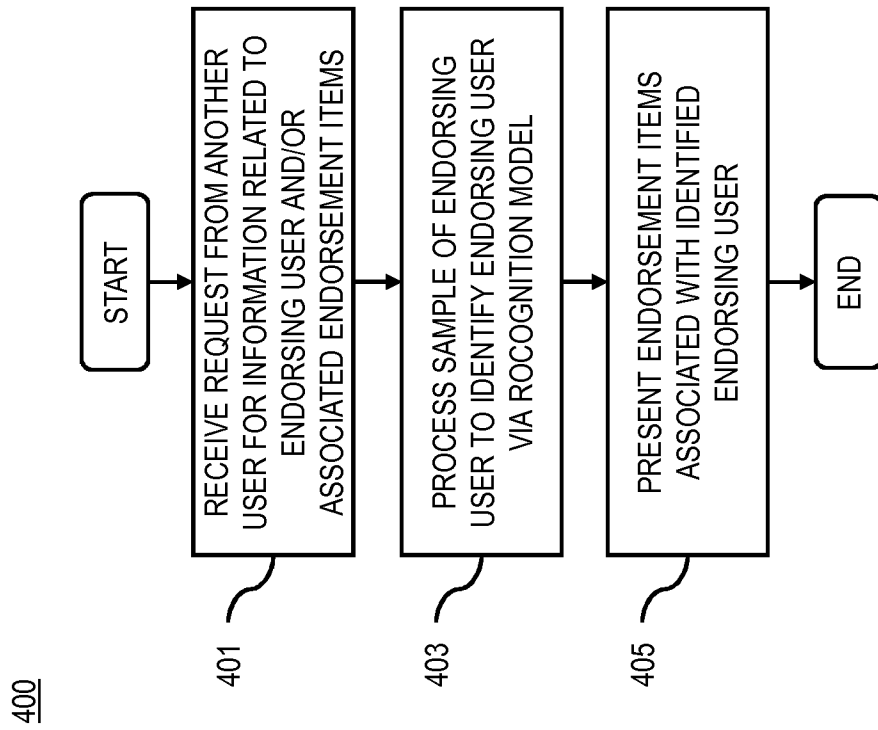


FIG. 4

FIG. 5A

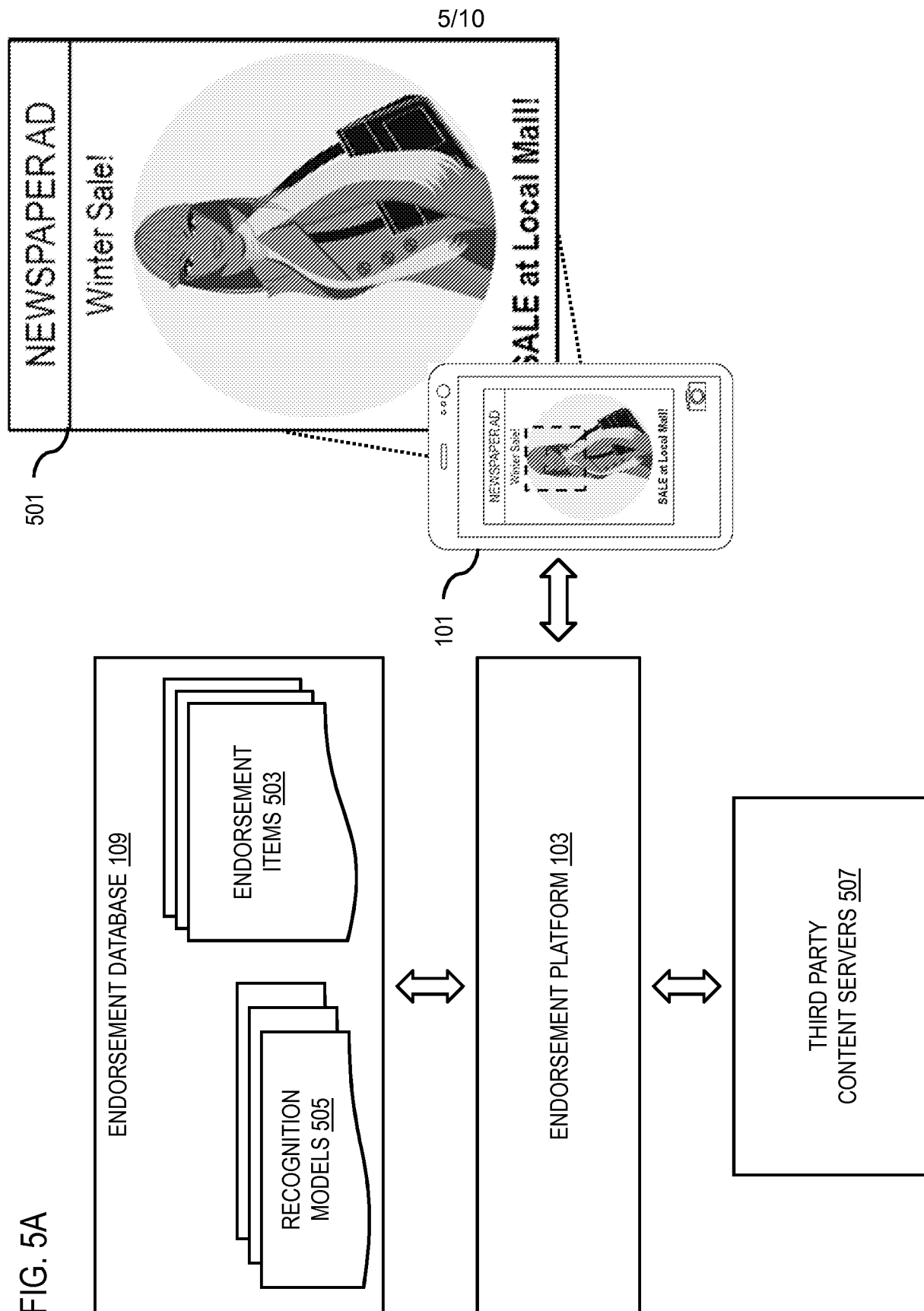


FIG. 5B

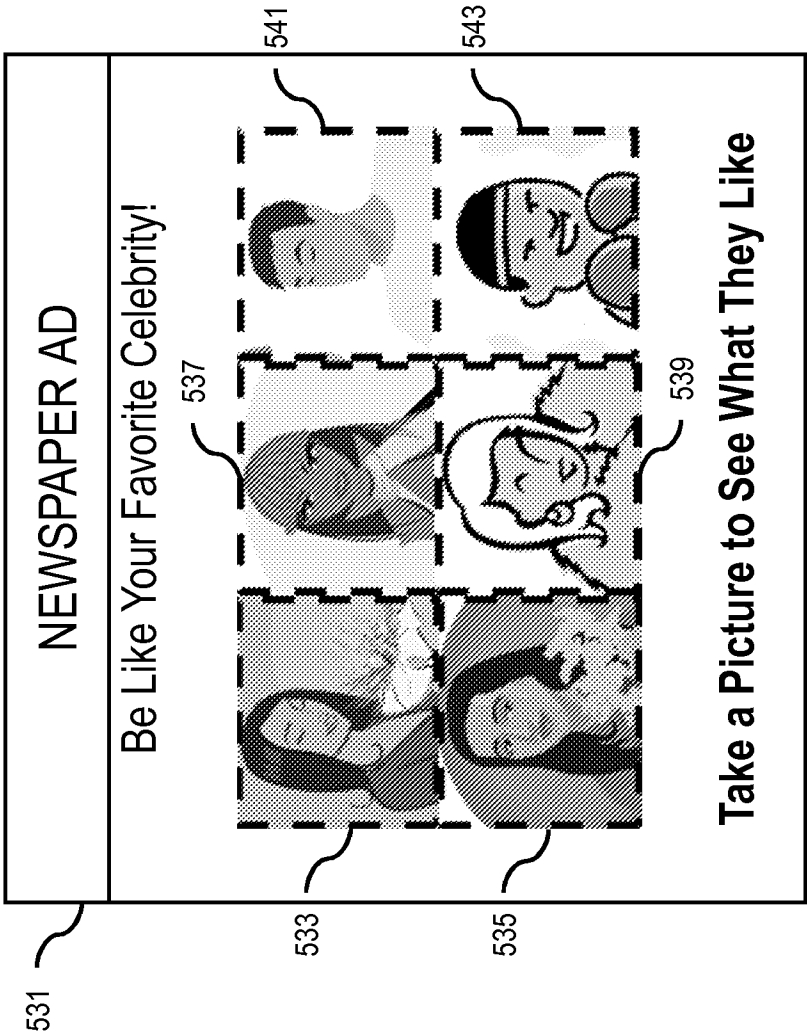


FIG. 6A

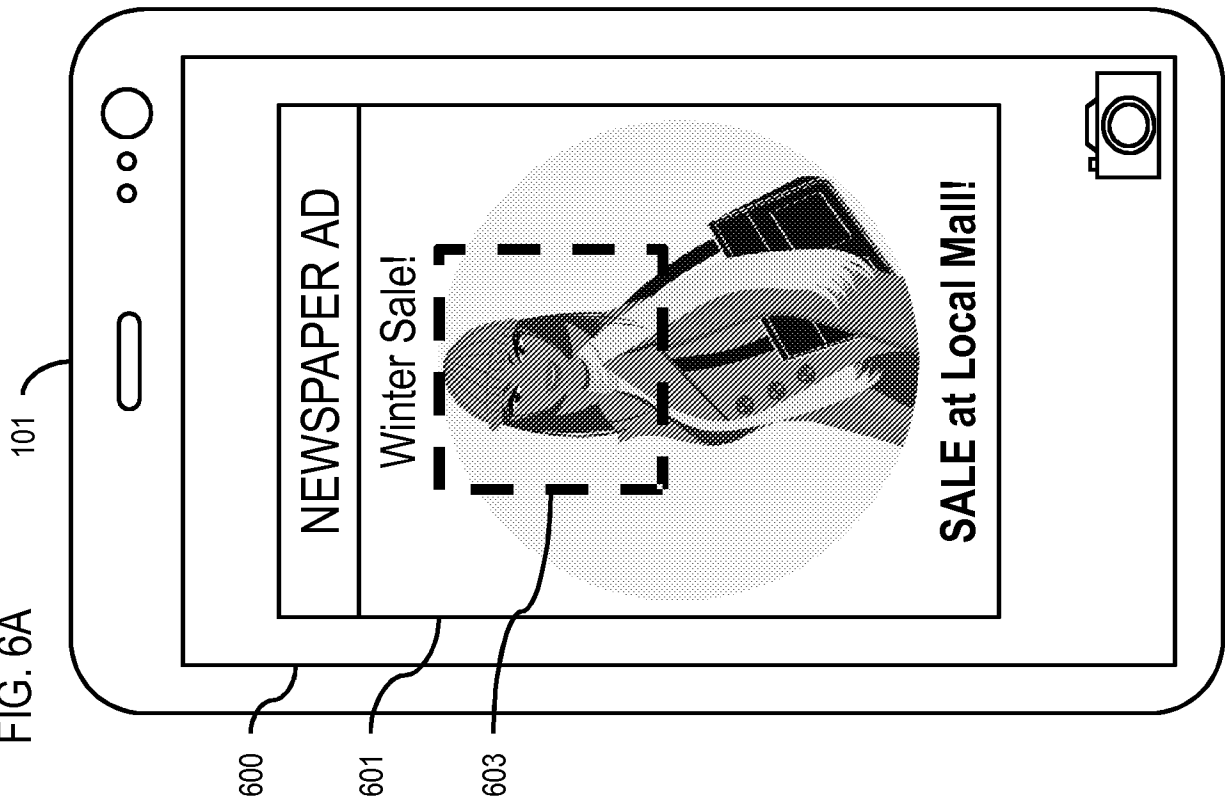


FIG. 6B

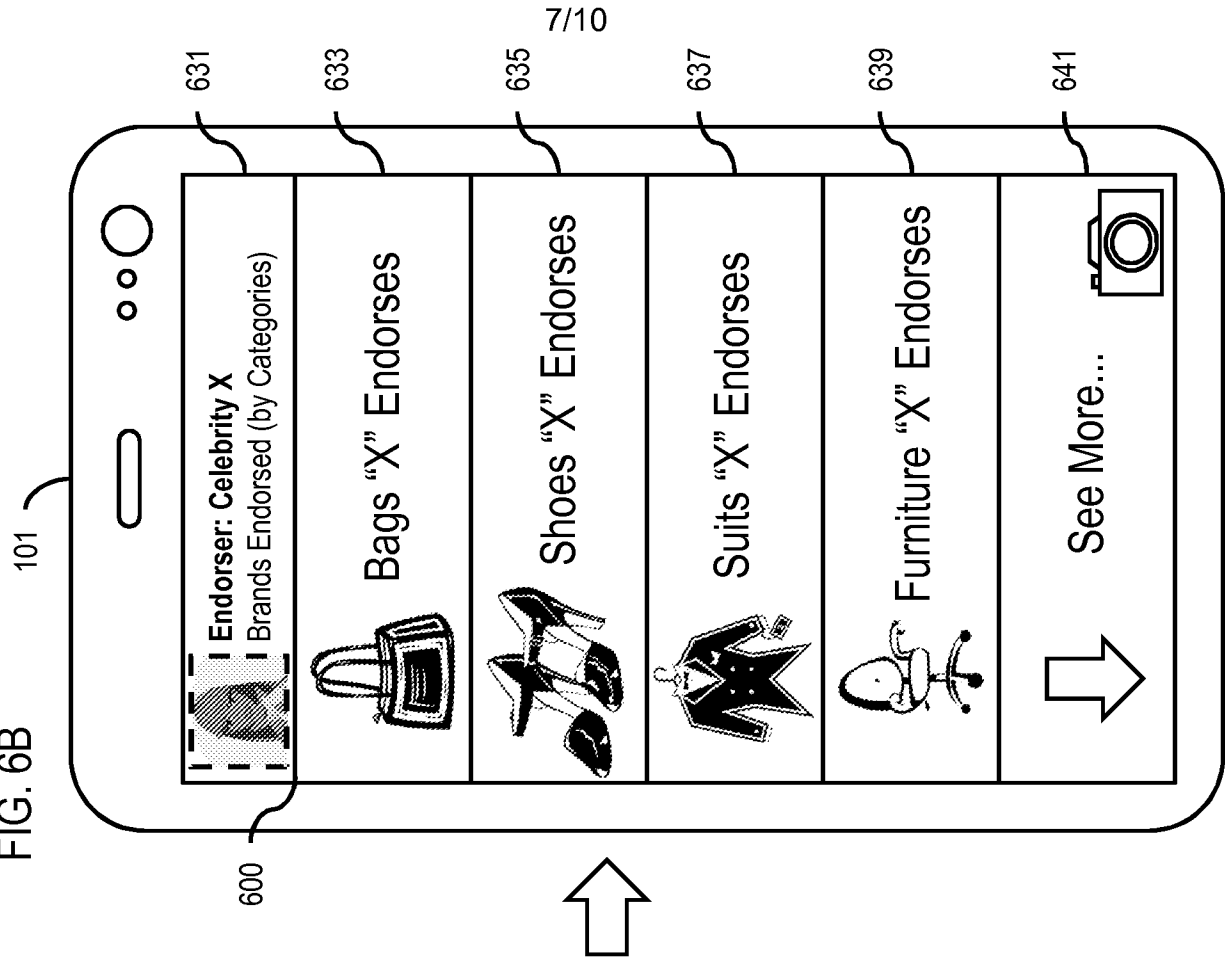


FIG. 7

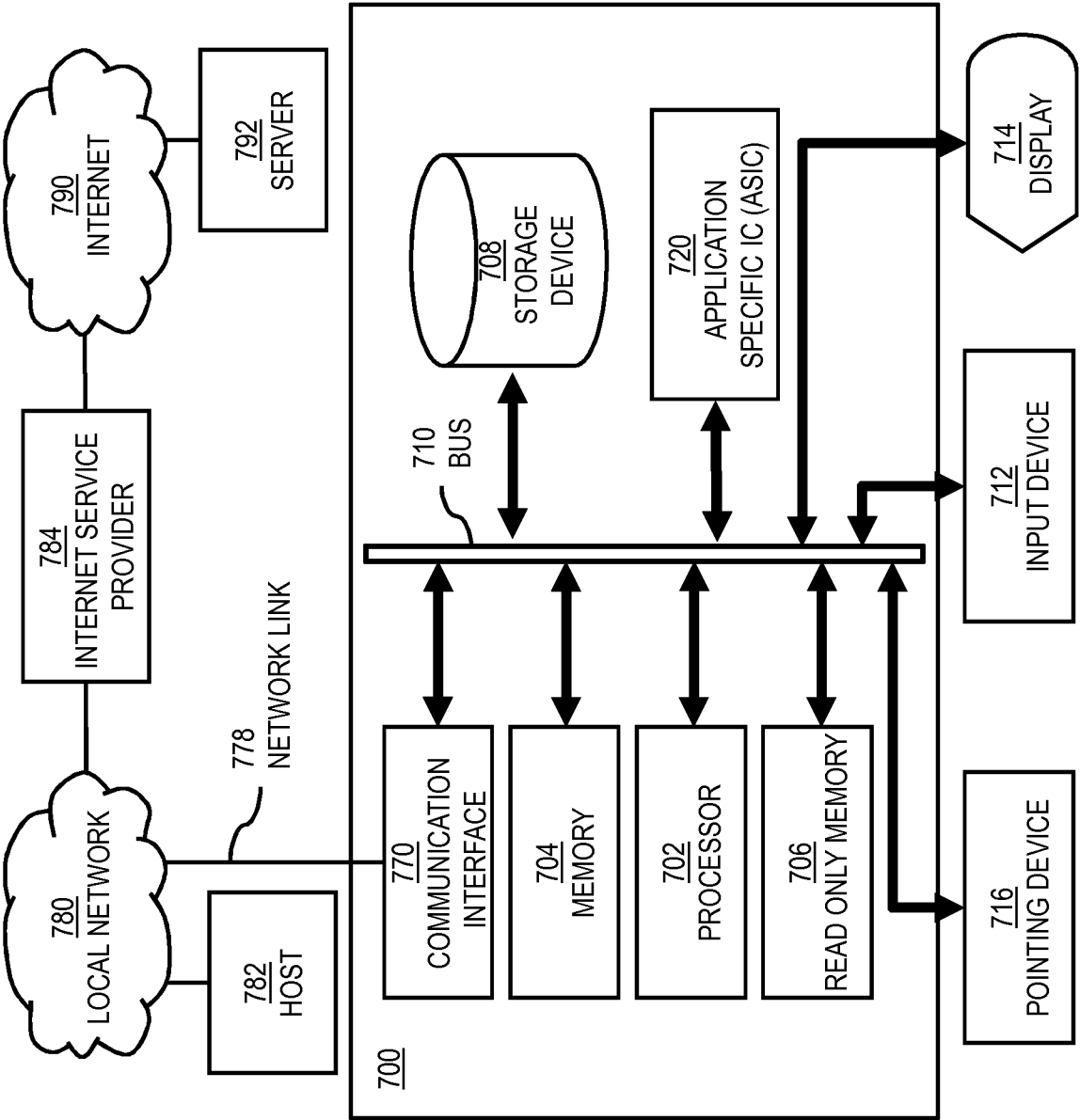


FIG. 8

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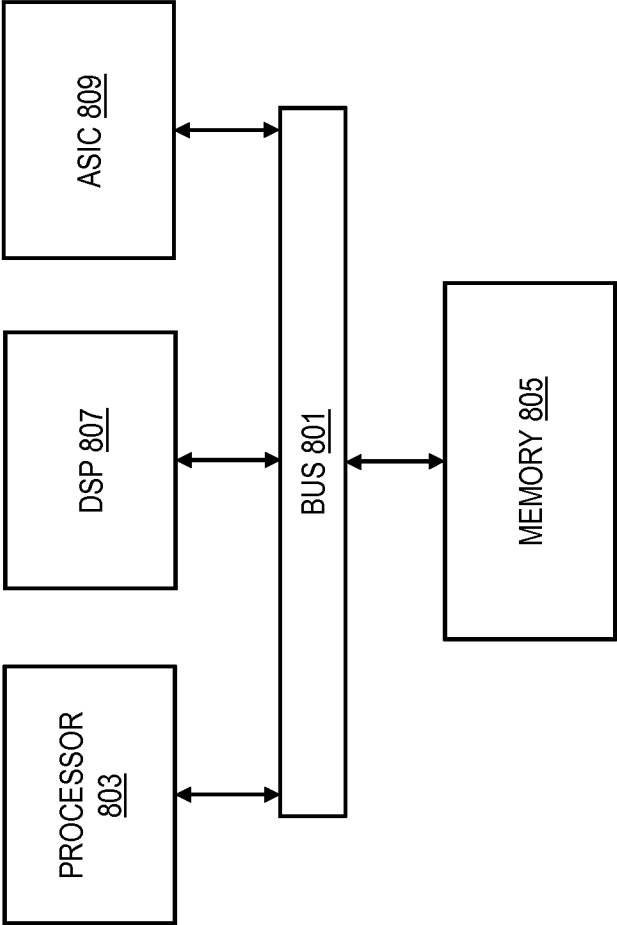
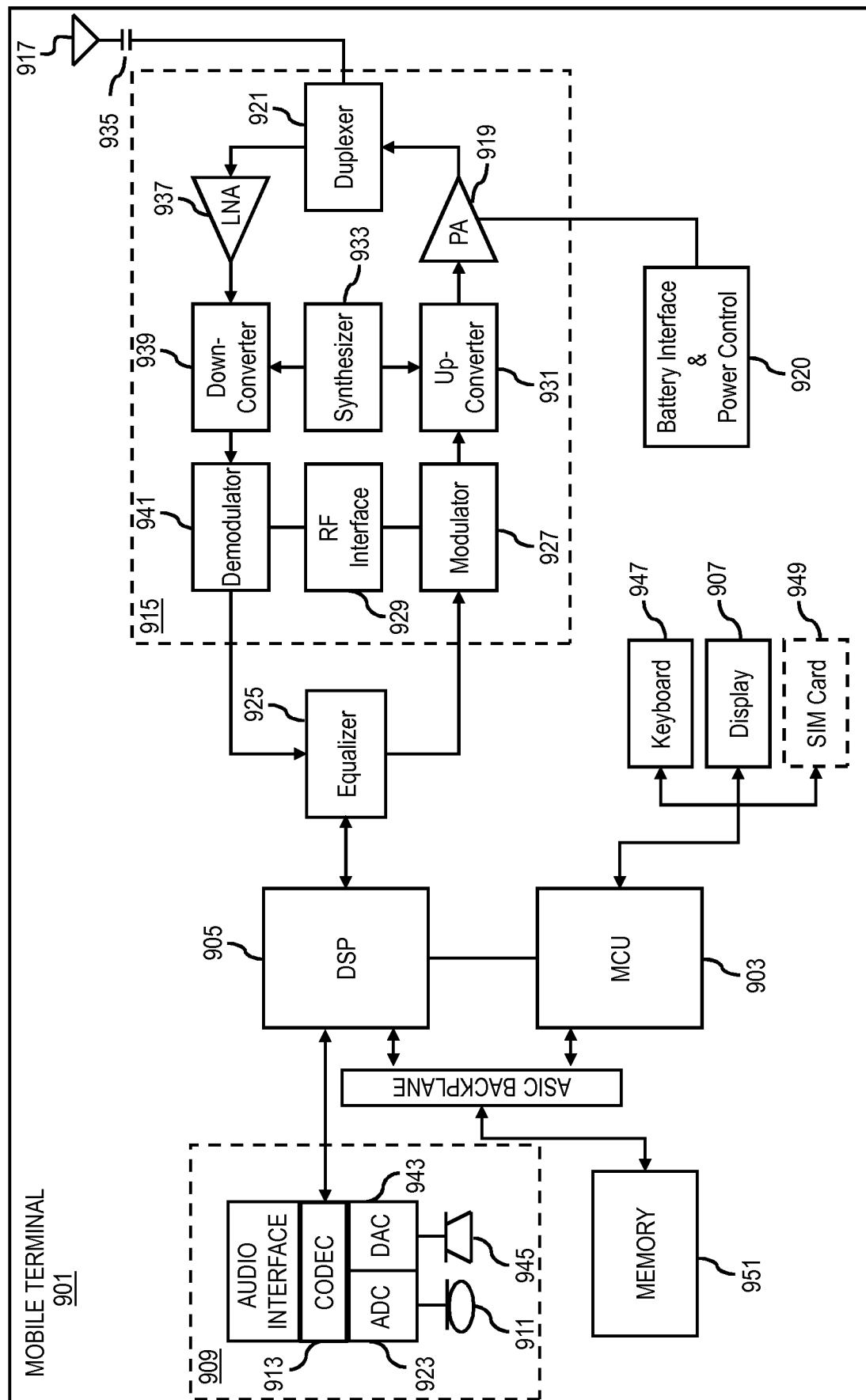


FIG. 9



INTERNATIONAL SEARCH REPORT

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A. CLASSIFICATION OF SUBJECT MATTER

See extra sheet

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: G06Q, G06K, G06F

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
FI, SE, NO, DKElectronic data base consulted during the international search (name of data base and, where practicable, search terms used)
EPO-Internal, Internet

C. DOCUMENTS CONSIDERED TO BE RELEVANT

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X	US 2005011957 A1 (ATTIA OLIVIER et al.) 20 January 2005 (20.01.2005) abstract; paragraphs 0025, 0027 – 0029, 0032, 0067, 0074, 0076; claim 1	1 - 38
X	US 2008087732 A1 (SILVERBROOK KIA et al.) 17 April 2008 (17.04.2008) abstract, paragraphs 0010 – 0012, 0984 – 0998; claim 1	1 - 38
A	US 2010228558 A1 (CORCORAN SEAN D et al.) 09 September 2010 (09.09.2010) whole document	1 - 38
A	US 2010094878 A1 (SOROCA ADAM et al.) 15 April 2010 (15.04.2010) whole document	1 - 38



Further documents are listed in the continuation of Box C.



See patent family annex.

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"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

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"&" document member of the same patent family

Date of the actual completion of the international search

14 January 2013 (14.01.2013)

Date of mailing of the international search report

16 January 2013 (16.01.2013)

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