(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)
(19) World Intellectual Property Organization
International Bureau
(43) International Publication Date
27 September 2012 (27.09.2012)
(10) International Publication Number
WO 2012/129154 A3

(51) International Patent Classification:
G06Q 30/02 (2012.01)

(21) International Application Number:
PCT/US20 12/0296 18

(22) International Filing Date:
19 March 2012 (19.03.2012)

(25) Filing Language:
English

(26) Publication Language:
English

(30) Priority Data:
13/071,434 24 March 2011 (24.03.2011) US
13/25 1,835 3 October 2011 (03. 10.2011) US


(72) Inventors; and


(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, MD, 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, 

[Continued on next page]

(54) Title: CREDIBILITY SCORING AND REPORTING

Abstract: The present document discloses a method for producing a score to quantifiably represent credibility of a particular entity, the method comprising aggregating from a plurality of data sources, credibility data comprising (i) qualitative data having a textual statement pertaining to each entity of a first plurality of entities and (ii) quantitative data having a quantitative measure for quantifiably rating each entity of a second plurality of entities, processing the qualitative data to derive a set of quantitative measures for quantifiably rating each entity of the first plurality of entities based on text of a textual statement pertaining to that entity, normalizing the set of quantitative measures derived from the qualitative data and the quantitative measures from the quantitative data, and producing a credibility score for a particular entity of the first and second plurality of entities based on normalized quantitative measures that relate to the particular entity.

Figure 1

Published:

— with international search report (Art. 21(3))

(88) Date of publication of the international search report:

2 October 2014

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))
INTERNATIONAL SEARCH REPORT

A. CLASSIFICATION OF SUBJECT MATTER

G06Q 30/02 (2012.01)

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

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

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)

EPIDOC, WPI and FREE PATENTS ONLINE:

score, quantity, measure, grade, rating, metric, rank, survey, feedback, review, comment, suggestion, complaint, testimonial, opinion, referral, goodwill, reputation, statistics, text, natural language, language process, human language, information extraction, “applicant and inventors” with similar terms and synonyms.

C. DOCUMENTS CONSIDERED TO BE RELEVANT

<table>
<thead>
<tr>
<th>Category*</th>
<th>Citation of document, with indication, where appropriate, of the relevant passages</th>
<th>Relevant to claim No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>[X 1]</td>
<td>Further documents are listed in the continuation of Box C</td>
<td>[X] See patent family annex</td>
</tr>
</tbody>
</table>

"*" Special categories of cited documents:

"A" document defining the general state of the art which is not considered to be of particular relevance

"E" earlier application or patent but published on or after the international filing date

"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)

"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

Date of the actual completion of the international search | Date of mailing of the international search report
4 September 2014 | 04 September 2014

Name and mailing address of the ISA/AU

AUSTRALIAN PATENT OFFICE
PO BOX 200, WODEN ACT 2606, AUSTRALIA
Email address: pct@ipaustralia.gov.au

Authorised officer

Boris Cetinich
AUSTRALIAN PATENT OFFICE
(ISO 9001 Quality Certified Service)
Telephone No. 0399359619

Form PCT/ISA/210 (fifth sheet) (July 2009)
<table>
<thead>
<tr>
<th>Category*</th>
<th>Citation of document, with indication, where appropriate, of the relevant passages</th>
<th>Relevant to claim No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>WO 2010/120679 A2 (THE BROOKESIDE GROUP, INC.) 21 October 2010 whole document</td>
<td>1-23</td>
</tr>
<tr>
<td>A</td>
<td>US 2009/01 25382 A1 (DELEPET) 14 May 2009 whole document</td>
<td>1-23</td>
</tr>
</tbody>
</table>
This Annex lists known patent family members relating to the patent documents cited in the above-mentioned international search report. The Australian Patent Office is in no way liable for these particulars which are merely given for the purpose of information.

<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Publication Number</strong></td>
<td><strong>Publication Number</strong></td>
</tr>
<tr>
<td></td>
<td>WO 201 1062598 A1</td>
</tr>
<tr>
<td>21 October 2010</td>
<td>AU 201023671 A1</td>
</tr>
<tr>
<td></td>
<td>CA 2768647 A1</td>
</tr>
<tr>
<td></td>
<td>EP 2419872 A2</td>
</tr>
<tr>
<td></td>
<td>US 201 1077988 A1</td>
</tr>
<tr>
<td></td>
<td>US 8438037 B2</td>
</tr>
<tr>
<td></td>
<td>US 2013268321 A1</td>
</tr>
<tr>
<td>US 2009/0125382 A1</td>
<td>None</td>
</tr>
<tr>
<td>14 May 2009</td>
<td></td>
</tr>
<tr>
<td>27 March 2008</td>
<td></td>
</tr>
</tbody>
</table>

**End of Annex**

Due to data integration issues this family listing may not include 10 digit Australian applications filed since May 2001.