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(54) Title: CONTENT GENERATION METHOD AND APPARATUS

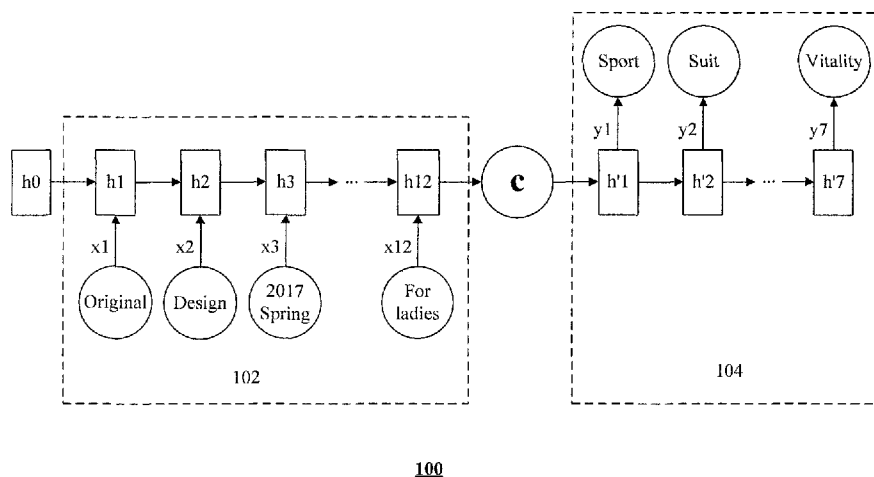


FIG. 1

(57) Abstract: Embodiments of the present application disclose a content generation method and apparatus. The method includes: acquiring product description information; selecting, by using a deep neural network model component, a content phrase matched with the product description information, wherein the deep neural network model component is obtained by training according to a plurality of pieces of historical product description information and historical content of the historical product description information; and generating content corresponding to the product description information based on the selected content phrase.



SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TH, TJ, TM, TN,
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INTERNATIONAL SEARCH REPORT

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A. CLASSIFICATION OF SUBJECT MATTER IPC(8) - G06E 1/00 (2019.01) CPC - G06N 3/08, G06N 99/005, G06N 3/0454, G06N 3/0427, G06K 9/6269, G06N 3/08, G06F 17/30247, G06K 9/62, G06K 9/6247, G06N 3/02, G06N 3/04, G06F 17/30707		
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)		
See Search History Document		
Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched		
See Search History Document		
Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)		
See Search History Document		
C. DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X ----- Y	US 2017/0127016 A1 (BAIDU USA, LLC) 04 May 2017 (04.05.2017), entire document, especially Fig. 1, 2, 5; para [0022], [0035], [0040], [0043], [0053], [0055]	1-3, 11-13, 15, 16, 21-23 ----- 4, 14, 24
Y	US 2017/0323636 A1 (CONDUENT BUSINESS SERVICES, LLC) 09 November 2017 (09.11.2017), entire document, especially Fig. 1; para [0045]	4, 14, 24
A	US 2017/0162203 A1 (APPLE INC.) 08 June 2017 (08.06.2017), entire document	1-4, 11-16, 21-24
A	US 6,266,664 B1 (RUSSELL-FALLA et al.) 24 July 2001 (24.07.2001), entire document	1-4, 11-16, 21-24
A	US 9,619,735 B1 (INTERNATIONAL BUSINESS MACHINES CORPORATION) 11 April 2017 (11.04.2017), entire document	1-4, 11-16, 21-24
A	US 2016/0323398 A1 (GUO et al.) 03 November 2016 (03.11.2016), entire document	1-4, 11-16, 21-24
☐ Further documents are listed in the continuation of Box C. ☐ See patent family annex.		
* 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
11 March 2019 (11.03.2019)		01 APR 2019
Name and mailing address of the ISA/US Mail Stop PCT, Attn: ISA/US, Commissioner for Patents P.O. Box 1450, Alexandria, Virginia 22313-1450 Facsimile No. 571-273-8300		Authorized officer: Lee W. Young PCT Helpdesk: 571-272-4300 PCT OSP: 571-272-7774

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US 18/67382

Box No. II Observations where certain claims were found unsearchable (Continuation of item 2 of first sheet)

This international search report has not been established in respect of certain claims under Article 17(2)(a) for the following reasons:

1. ☐ Claims Nos.:
because they relate to subject matter not required to be searched by this Authority, namely:
2. ☐ Claims Nos.:
because they relate to parts of the international application that do not comply with the prescribed requirements to such an extent that no meaningful international search can be carried out, specifically:
3. ☒ Claims Nos.: 5-10, 17-20 and 25-30
because they are dependent claims and are not drafted in accordance with the second and third sentences of Rule 6.4(a).

Box No. III Observations where unity of invention is lacking (Continuation of item 3 of first sheet)

This International Searching Authority found multiple inventions in this international application, as follows:

1. ☐ As all required additional search fees were timely paid by the applicant, this international search report covers all searchable claims.
2. ☐ As all searchable claims could be searched without effort justifying additional fees, this Authority did not invite payment of additional fees.
3. ☐ As only some of the required additional search fees were timely paid by the applicant, this international search report covers only those claims for which fees were paid, specifically claims Nos.:
4. ☐ No required additional search fees were timely paid by the applicant. Consequently, this international search report is restricted to the invention first mentioned in the claims; it is covered by claims Nos.:

Remark on Protest

- ☐ The additional search fees were accompanied by the applicant's protest and, where applicable, the payment of a protest fee.
- ☐ The additional search fees were accompanied by the applicant's protest but the applicable protest fee was not paid within the time limit specified in the invitation.
- ☐ No protest accompanied the payment of additional search fees.