



**GUJARAT TECHNOLOGICAL UNIVERSITY  
(GTU)  
INNOVATION COUNCIL (GIC)  
Patent Search & Analysis Report  
(PSAR)**



**Date of Submission : 01/10/2016**

Dear Jasani Darshit Shirishbhai,

Studied Patent Number for generation of PSAR : 16BE7\_130020107026\_5

**PART 1: PATENT SEARCH DATABASE USED**

- |                                   |   |   |
|-----------------------------------|---|---|
| 1. Patent Search Database used    | : | Google Patents  |
| Web link of database              | : | <a href="https://patents.google.com/">https://patents.google.com/</a>                           |
| 2. Keywords Used for Search       | : | college students notification, college notification system, student college notification system |
| 3. Search String Used             | : | notification system for college students by individual user profiles                            |
| 4. Number of Results/Hits getting | : | 7564  |

**PART 2: BASIC DATA OF PATENTED INVENTION /BIBLIOGRAPHIC DATA**

- |   |   |   |
|---|---|---|
| 5. Category/ Field of Invention               | : | Computer/IT Engineering   |
| 6. Invention is Related to/Class of Invention | : | online search and notification system based on individual user profiles                                   |
| 6 (a) : IPC class of the studied patent       | : | G06F3/01  |
| 7. Title of Invention                         | : | Directory And Notification System For College Students Based On Individual User Profiles                  |
| 8. Patent No.                                 | : | US20110107232 A1  |
| 9. Application Number                         | : | US20100925773   |
| 9 (a) : Web link of the studied patent        | : | <a href="http://www.google.co.in/patents/US20110107232">http://www.google.co.in/patents/US20110107232</a> |
| 10. Date of Filing/Application (DD/MM/YYYY)   | : | 29/10/2010  |
| 11. Priority Date (DD/MM/YYYY)                | : | 29/10/2009  |
| 12. Publication/Journal Number                | : | US20110107232A1   |
| 13. Publication Date (DD/MM/YYYY)             | : | 05/05/2011  |
| 14. First Filled Country : Albania            | : | United States   |

**15. Also Published as**

Sr.No	Country Where Filled	Application No./Patent No.
1		

**16. Inventor/s Details.**

Sr.No	Name of Inventor	Address/City/Country of Inventor
1	Bradley Mark Brody	W. Des Moines, IA
2	Brittany Rachel Brody	W. Des Moines, IA

**17. Applicant/Assignee Details.**

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1	BBE Partners LLC	140 East 45th Street, 26th Floor, New York, NY 10017, United States

**18. Applicant for Patent is** \_\_\_\_\_ : \_\_\_\_\_ Company

**PART 3: TECHNICAL PART OF PATENTED INVENTION****19. Limitation of Prior Technology / Art**

Adjusting to life on a college campus is a challenge that many students face. In most cases, attending college is the first time young people are away from the daily support network of family and home. Unlike high school, which usually consists of a single building, the vast size (i.e., both acreage and number of buildings) and population of a typical college campus can be overwhelming, particularly to a freshmen student. And, due to a lack of an efficient communication system, even junior and senior college students have a difficult time staying informed of events, activities, organizations, lectures and other matters that may be of interest to a college student. Presently, notices of events, activities, club meetings etc. are made by posting paper flyers on walls, doors, and other structures around campus. In short time, these paper notices are torn down, damaged and/or destroyed. The event or organization identified in the notice may be of interest to only a small fraction of the campus population, and often those persons who may have had an interest in attending the event, meeting, etc. may never see the posted flyer. Moreover, even those interested students who read the flyer may subsequently forget the posted date, time and location of the event and will, thus, fail to attend. The lack of an effective search, notification and calendaring system for campus events, activities, organizations, lectures, local businesses and other matters of individual personal interest limits the ability of students to experience all that college life has to offer

**20. Specific Problem Solved / Objective of Invention**

Considering the foregoing, it is a primary object of the present invention to provide a web based application with a searchable and current directory of events, activities, organizations, lectures and other matters of interest to students at a particular university. It is a further object of the present invention to provide a web based application having a notification system that provides updates and reminders through a medium(s) that the user chooses (e.g., member page of the system website, email, text messaging, RSS, calendar) allowing the user to keep informed of campus events, organizations, activities, lectures and other matters of interest to the user. It is still a further object of the present invention to provide a web based application that creates a user interests profile for each user of the system, thereby allowing the system to suggest events, activities, organizations, etc. that may be of particular interest to a specific user. It is still a further object of the present invention to provide a mechanism for advertisers to target delivery of relevant ads to college students based on current user profiles.

**21. Brief about Invention**

FIG. 1 is a block diagram that illustrates the functions and processing of the system of the present invention. The searchable social networking, directory and notification system of the present invention is shown in the functional block diagram of FIG. 1. The system utilizes a web (World Wide Web) server. In one preferred embodiment, the system database resides on the web server along with software for rotating ads and tracking statistics such as impressions and click-through rates. The system supports multiple applications including, but not limited to, a user interface, a staff interface, an organization interface, an advertiser interface and a mobile phone application (Blackberry, iPhone). All applications are web based. The user interface provides an anonymous homepage that directs new users to register and existing users (members) to login. The homepage will detect if the user is currently logged in. If the user is logged in, they are sent to the user's homepage (account). The anonymous homepage further provides the login function, as well as a "Forgot My Password" function, a "Register" option, and a video/flash intro explaining the benefits of the system and why one should become a registered user or organization. From the anonymous homepage, new users are directed to a registration page. Additionally, organizations wishing to register are directed to an organizations registration page. Upon registering, organizations must provide information about the organization along with an explanation or reason for joining the system. All organizations are

reviewed and pre-approved (authorized) by the system administration.

Individual users register by providing their name, email address, forwarding email, cell phone number, iPhone/Blackerry and a selected password (with a password reentry function for confirmation). Upon registering, new users are instructed to input their specific interests for the purpose of building a "user interests profile." The new user is also presented with a list of all student clubs/organizations that are registered with the system. For security purposes, the system compares the user email with the college email system. If the email provided by the new user doesn't match, the system presents required additional fields for entry including: reason wanting access; and a pull down menu to choose a college. A new user will not have access until approved by the system administration.

From the anonymous homepage, organizations, individual users and the system administration are able to login. Login requires entry of a username and password. Upon logging in, individual users are directed to a user homepage. At the user homepage, the user has the selection of various functions that may include any of the following: Upcoming Events and Coupons, Calendar, View my Events (selected), My Interests and Preferences, Events of Interest (scrollable window), Connect with your Friends, Pending Friend Requests, Submit Event, Profile Information, Update Profile, Change Password, Search.

Selecting "Upcoming Events" scrollable window will present the user with all upcoming campus and university related events (e.g., those upcoming events within the next 30-60 days) that may be of interest to the particular user based on the user's interests profile. The user can then select any of these events which will then be automatically entered into the user's calendar. The system will automatically remind the user of the upcoming selected event at several points in the time prior to the event. This can be done by reminders being sent to the user by various mediums of the user's choice including email, text messaging, RSS and calendar.

Selecting the "Calendar" function on the user's homepage will present the user with the user's personal calendar showing all scheduled events

## 22. Key learning Points

Algorithms - that are used in filtering the events and notifications according to the preferences of the user play a very important role in the whole patent. creating such algorithms which actually yield the wanted results in the key factor.

Modularization - Dividing the application into several useful modules makes the storage of the information easier and access much more faster.

Anticipation Thinking in advance about what the users might need in future and implementing it in the application is yet another extremely important thing

## 23. Summary of Invention

The present invention is directed to a web based (World Wide Web) system that is particularly adapted for enriching a user's college experience by helping the user discover and keep informed of events, activities, organizations (e.g., clubs), lectures, local businesses (i.e., merchant advertisements) and other matters that may be of particular interest to the user based on the user's preferences in a "user interests profile" generated from personal data collected from the user. The system provides a searchable and current directory of both "on campus" and "off campus" events, activities, organizations and other matters of interest to students at a particular university. The events and activities in the directory may be arranged according to user selected methods, such as "most popular" or by price or date. A notification feature provides updates and reminders to each individual student member (user) through a medium(s) that the user chooses

24. Number of Claims : 10

25. Patent Status : Published Application

## 26. How much this invention is related with your IDP/UDP?

< 70 %

## 27. Do you have any idea to do anything around the said invention to improve it? (Give short note in not more than 500 words)

There are certain aspects in the patent which can be improved upon:

- i) there is a certain class of users who are entirely opposing the usage of advertisements in the mobile applications. We could take certain measures and allow the users to not be able to see any kind of advertisements after paying a very little amount of money.
- ii) the user has the ability to add, view and schedule an event. But the user should also be given the authority to cancel an event in case of any unforeseen circumstances, and the other users should be notified of the latest development.
- iii) while the user interface includes the Login, User Home, Upcoming Events and Events of Interests pages, it can be combined in a manner which would make the interface less cluttered and more intuitive one. Hence making the user experience smoother and even better.