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**Natchu**

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(54) **INTEREST EMBEDDING VECTORS**(71) Applicant: **Laserlike, Inc.**, Mountain View, CA (US)(72) Inventor: **Vishnu Priya Natchu**, Mountain View, CA (US)(73) Assignee: **APPLE INC.**, Cupertino, CA (US)

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*G06F 16/951* (2019.01)  
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*G06F 40/166* (2020.01)(52) **U.S. Cl.**  
CPC ..... *G06F 16/951* (2019.01); *H04L 67/02* (2013.01); *G06F 40/166* (2020.01); *H04L 67/22* (2013.01); *H04L 67/306* (2013.01)(58) **Field of Classification Search**

None

See application file for complete search history.

(56)

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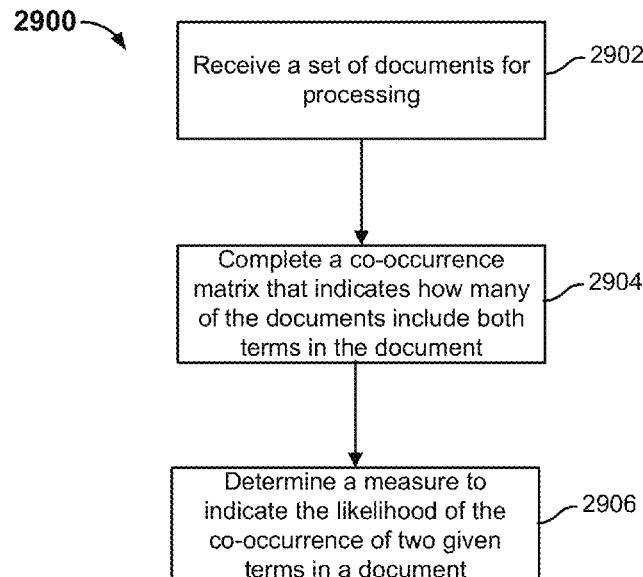
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Techniques for generating interest embedding vectors are disclosed. In some embodiments, a system/process/computer program product for generating interest embedding vectors includes aggregating a plurality of web documents associated with one or more entities, wherein the web documents are retrieved from a plurality of online content sources including one or more websites; selecting a plurality of tokens based on processing of the plurality of web documents; and generating embeddings of the selected tokens in an embedding space.

**20 Claims, 33 Drawing Sheets**

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