**NER tagging guideline rule:**

**Total tags (7): COLOR, TYPE, STYLE, APPEARANCE, ADDITIONAL\_MATERIAL, FEATURE, NOTICE**

1. COLOR is all the color appears in the product and parts of the product. Examples are ‘silver green’ and ‘dark gray’.
2. TYPE is the actual name category of the product. Examples are ‘rug’, ‘bed frame’, ‘swivel chair’ and so on.
3. STYLE is the abstract meaningful description of the product and examples are ‘simplistic’ and ‘modern’. Note that ‘transitional’ is also a style and it combine the best of both traditional and contemporary style.
4. APPEARANCE is the concrete meaningful description of the product outlook and examples are ‘tufted’ and ‘360 Degree swivel base’.
5. ADDITIONAL\_MATERIAL includes ALL the materials of the product and we will exclude the primary materials later when we do feature engineering on these entities.
6. FEATURE is the positive benefits/function/usage of the product. Examples are ‘No assembly required’ and ‘handmade’.
7. NOTICE is the negative/neutral limitation of the product or things that the buyers should pay attention to. Examples are ‘dry clean only’, ‘light bulbs not included’ and ‘1 year warranty’.
8. Do not tag marketing words such as ‘beautiful’.
9. Be concise on tagging style. For example, tag ‘over-dye’ instead of ‘stylish over-dye’
10. Note that one word can mean different things. For example, ‘walnut’ can either mean walnut wood, or a color. Also, ‘chrome’ can either mean a metal, or a color
11. ADDITIONAL\_MATERIAL tag has higher priority than APPEARANCE or FEATURE tags. For example, for a TV stand table, instead of tagging the entire text ‘angular metal base’ as APPEARANCE, we only tag ‘metal’ as ADDITIONAL\_MATERIAL and ‘angular’ as APPEARANCE.