पेटेंट कार्यालय
शासकीय जर्नल

OFFICIAL JOURNAL
OF
THE PATENT OFFICE

निर्गमन सं. 27/2024	शुक्रवार	दिनांक: 05/07/2024
ISSUE NO. 27/2024	FRIDAY	DATE: 05/07/2024

पेटेंट कार्यालय का एक प्रकाशन
PUBLICATION OF THE PATENT OFFICE

(12) PATENT APPLICATION PUBLICATION
(19) INDIA
(22) Date of filing of Application :01/07/2024
(21) Application No.202441050155 A
(43) Publication Date : 05/07/2024

(54) Title of the invention : AI-ENABLED HYPERPERSONALIZATION THROUGH DYNAMIC MACHINE LEARNING ARCHITECTURES

(51) International classification	:G06N0020000000, G06Q0030020000, G06F0009451000, A63F0013670000, G06Q0010100000
(86) International Application No Filing Date	:NA :NA
(87) International Publication No	: NA
(61) Patent of Addition to Application Number Filing Date	:NA :NA
(62) Divisional to Application Number Filing Date	:NA :NA

(71)**Name of Applicant :**
1)CMR TECHNICAL CAMPUS
Address of Applicant :KANDLAKOYA VILLAGE, MEDCHAL MANDAL, R. R DISTRICT, HYDERABAD 501401 TELANGANA, INDIA Hyderabad ---------- ----------
2)CMR COLLEGE OF ENGINEERING & TECHNOLOGY
Name of Applicant : NA
Address of Applicant : NA
(72)**Name of Inventor :**
1)Dr S Rao Chintalapudi
Address of Applicant :Professor, Computer Science and Engineering (AI & ML), CMR Technical Campus Hyderabad ---------- ----------
2)B Swaroopa Rani
Address of Applicant :Asst. Prof., Computer Science and Engineering (AI & ML), CMR Technical Campus Hyderabad ---------- ----------
3)S Rama Chandra Reddy
Address of Applicant :Asst. Prof., Computer Science and Engineering (AI & ML), CMR Technical Campus Hyderabad ---------- ----------
4)Dr.Venkataiah vadala
Address of Applicant :Assoc. Prof., Computer Science and Engineering, CMR College of Engineering and Technology Hyderabad ---------- ----------
5)Vijetha Rudra
Address of Applicant :Asst. Prof., Computer Science and Engineering (AI & ML), CMR College of Engineering and Technology Hyderabad ---------- ----------
6)Sampath Kumar Yeddu
Address of Applicant :Asst. Prof., Computer Science and Engineering (AI & ML), CMR College of Engineering and Technology Hyderabad ---------- ----------

(57) Abstract :
AI-ENABLED HYPERPERSONALIZATION THROUGH DYNAMIC MACHINE LEARNING ARCHITECTURES ABSTRACT The present invention, embodied in a system (100) and method, introduces AI-Enabled Hyperpersonalization through Dynamic Machine Learning Architectures. The system includes a data input module (108) for gathering user data and contextual information, a dynamic machine learning model (110) that evolves with user interactions, and an AI-driven hyperpersonalization engine (112) analyzing the model for generating personalized recommendations. The method involves collecting user data (a), training a dynamic machine learning model (b), continuously updating user profiles (c), and utilizing an AI-driven engine for personalized content generation (d). This innovative approach leverages dynamic machine learning (110) to adapt in real-time, ensuring accurate and evolving user profiles. The hyperpersonalization engine (112) further refines recommendations, fostering a tailored user experience across diverse contexts and preferences. The invention enhances personalization accuracy by dynamically adjusting to changing user behaviors, providing a more refined and context-aware hyperpersonalization experience.

No. of Pages : 22 No. of Claims : 9