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NATURE OF CONVEYANCE:	Corrective Assignment to correct the TYPOGRAPHICAL ERROR- UNIT NUMBER OF THE ASSIGNEE'S ADDRESS WAS MISTYPED previously recorded on Reel 036922 Frame 0818. Assignor(s) hereby confirms the ASSIGNMENT OF THE ENTIRE INTEREST.
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Property Type	Number
Application Number:	14809833

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DATE SIGNED:	10/24/2017
	This document serves as an Oath/Declaration (37 CFR 1.63).

Total Attachments: 44

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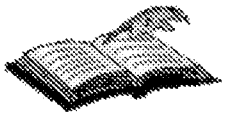

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PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
KAYHAN KUCUKCAKAR	10/21/2015

RECEIVING PARTY DATA

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State/Country:	CALIFORNIA
Postal Code:	94040

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	14809833

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Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.

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Signature:	/Gloria Steinberg/
Date:	10/22/2015
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INTELLECTUAL PROPERTY ASSIGNMENT

Inventor: KAYHAN KUCUKCAKAR

Application Serial No.: US 14/809,833

Docket No.: 15-1107

Title: COLLABORATIVE PEER REVIEW SYSTEM AND METHOD OF USE

The **inventor identified herein** (hereinafter the "**Assignor**") invented certain improvements, innovations, inventions, concepts, ideas, compositions, compounds, technologies, methods, processes, assemblies, components, designs, or discoveries, (collectively hereinafter referred to as the "Work") as described in the **ATTACHED** U.S. Patent Application Serial Number US 14/809,833 ("Patent Application") or included in, embodied in, or related to compositions, compounds, systems, prototypes, products, product development, or research associated with or performed on behalf of the Assignee identified below.

OpenNetReview, Inc., a corporation having a place of business at 530 Showers Drive, Suite 7, #42, Mountain View, California 94040, ("**Assignee**") desires to acquire all rights, title, and interest in and to the Patent Application and the Work.

Therefore, for valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee 100% of Assignor's right, title, and interest throughout the world in the Patent Application (as well as such rights in any divisions and continuations in whole or part or substitute applications) and the Work. Assignor hereby assigns to Assignee 100% of Assignor's right, title, and interest in all foreign patent applications that have been or may be filed claiming priority to the Patent Application. Assignor hereby assigns to Assignee 100% of Assignor's right, title, and interest in all foreign patents that may issue from foreign patent applications (as well as divisions and continuations in whole or part or substitute applications) filed claiming priority to the Patent Application. Therefore, Assignor acknowledges that Assignor has sold, assigned, conveyed, and transferred to Assignee, Assignee's successors, and Assignee's assigns the entire right, interest, and title throughout the world in the Patent Application and the Work, including all patent properties filed or issued upon the Patent Application and the Work, and including but not limited to:

- **U.S. Nonprovisional Patent Application No. 14/809,833**; filed July 27, 2015; and entitled Collaborative Peer Review System and Method of Use
- All provisional applications cross referenced in at least one of the patent applications described above
- All nonprovisional applications claiming the benefit of or priority to at least one of the patent applications described above
- All patent applications (including U.S. applications, foreign applications, divisionals, continuations, continuations-in-part, reissues, and extensions) claiming the benefit of or priority to the Patent Application and all patents which may be granted thereon
- All patent applications and patents related to the Work
- All rights of priority based on the Patent Application and the Work

Assignor authorizes the United States Patent and Trademark Office and all foreign patent offices to issue any patents resulting from the Patent Application and the Work to Assignee. The right, title and interest is to be held and enjoyed by Assignee and Assignee's successors and assigns at least as fully and exclusively as it would have been held and enjoyed by Assignor had this assignment not been made.

Inventor Initials: KK

Assignor further agrees to cooperate with Assignee in the prosecution of the Patent Application, foreign counterparts of the Patent Application, and any application for patent claiming priority to the Patent Application. Assignor further agrees to (a) execute, verify, acknowledge, and deliver all such further papers, including patent applications and instruments of transfer; and (b) perform such other acts as Assignee lawfully may request to obtain or maintain the Patent Application, foreign counterparts of the Patent Application, and any application for patent claiming priority to the Patent Application in any and all countries. Assignor hereby covenants and agrees to timely communicate to Assignee any facts known to the Assignor related to the Patent Application or the Work including information necessary to meet the Assignor's duty to disclose information that is material to patentability as defined in 37 CFR § 1.56. Assignor hereby covenants and agrees to do everything reasonably possible to help the Assignee seek, obtain, and enforce patent protection related to the Patent Application and the Work.

Assignor hereby assigns, conveys, and transfers to Assignee all claims for damages and all remedies (including past, present, and future damages and remedies) arising from or related to the Patent Application, the Work, and the interests assigned herein.

Inventor Signature

Legal name of inventor (Assignor): Kayhan Kucukcakar

IN WITNESS WHEREOF, I have executed this intellectual property assignment and agreement.

Signature: _____

Date: 10/21/15

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of California

County of Santa Clara

On 10/21/2015, before me, Ingrid Elisabeth Knutson, Notary Public, personally appeared Kayhan Kucukcakar, who proved to me on the basis of satisfactory evidence, to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

REQUIRED SENTENCE IF NOTARIZED IN CALIFORNIA: I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature: Ingrid Elisabeth Knutson

My Commission Expires: 08/30/2019

INGRID ELISABETH KNUTSON
COMM. #2125420
NOTARY PUBLIC - CALIFORNIA
SANTA CLARA COUNTY
My Comm. Exp. Aug. 30, 2019

Place Notary Seal Above

Inventor Initials: KK

COLLABORATIVE PEER REVIEW SYSTEM AND METHOD OF USE

FIELD OF THE INVENTION

[0001] The present invention generally relates to a system and method for gathering and publishing reviews and ratings for suppliers of goods and services. More particularly, the present invention is directed to open-source polling that can display reviews in a tailored manner to show most relevant reviews to users.

BACKGROUND OF THE INVENTION

[0002] Various types of websites for posting reviews and conducting surveys exist in the prior art. For instance, some online shopping websites include consumer ratings and customer reviews for specific goods and products. Other websites include crowd-sourced reviews of local businesses for specific services. Generally, these reviews are based on a star system (e.g., five out of five stars, four out of five stars, etc.) or simply based on the number of consumers who approve of the goods or services (e.g., number of "likes").

[0003] However, the star ratings are too generic without much context associated therewith. Additionally, it is difficult to give meaningful weight to these reviews with a consistent scale because one reviewer's three star rating may be equivalent to another reviewer's five star rating. While some reviews are coupled with comments or textual feedback for providing support to said rating, these comments are often unstructured and time consuming to read and write. Furthermore, the textual feedback are lost or made less visible when more recent

feedback is posted. In this regard, there is a need in the prior art for a collaborative review system that provides users with consistent and accurate information and that prioritizes most relevant reviews about goods and services.

SUMMARY OF THE INVENTION

[0004] In view of the disadvantages inherent in the known types of methods and systems for creating and publishing peer reviews now present in the prior art, the present invention provides an improved customer review system wherein the same can be utilized for creating poll-based reviews and enhancing consumer knowledge.

[0005] The following discloses a simplified summary of the specification in order to provide a basic understanding of some aspects of the specification. This summary is not an extensive overview of the specification. It is intended to neither identify key or critical elements of the specification nor delineate the scope of the specification. Its sole purpose is to disclose some concepts of the specification in a simplified form as to prelude to the more detailed description that is disclosed later.

[0006] In one embodiment, the present invention comprises a plurality of electronic devices, each of the devices having a processor, storage units, and a communication module for connecting to the Internet. The devices are in communication with at least one server over a network. The server comprises a processing means and one or more database. The method includes operating with the devices to create, upload, monitor, access, and/or provide reviews on a website for goods/services provided by retailers, restaurants, professional service providers,

and the like. The present invention allows the users to provide reviews by answering poll-based review questions, wherein the poll-based review questions are ranked by the user in order of importance, popularity, or relevance, among other factors. The users can also add review questions to be answered by other users to provide most relevant feedback. The results from the review questions are then used to rank or rate the merchant or the service provider reviewed.

[0007] The website also takes polls to gather information about the users. Without limitation, the information gathered from the polls may comprise demographic information and information about the user's preferences. The results from the polls are used to provide tailored suggestions for merchants or professional service providers to the user. In addition, the present invention is directed not only to a website operated by a host computer or a server, but also to an application contained in a computer-readable medium containing instructions for the host computer or the server to perform the aforesaid functions.

[0008] It is therefore an object of the present invention to provide a collaborative review system that is poll-based to expedite the reviewing process while being accurate.

[0009] It is another object of the present invention to provide a collaborative review system that comprises open-source polling so as to allow users to add questions.

[0010] It is still another object of the present invention to provide a collaborative review system that displays review metrics that is unique for each user.

[0011] It is still another object of the present invention to provide a collaborative review system that provides suggestions for searches based on factors such as a user's profile, likes, preferences, and search history, among others.

[0012] It is still another object of the present invention to provide a collaborative review system that provides reviews that are most relevant to a user.

[0013] A final object of the present invention is to provide a collaborative review system that is accurate and reliable.

[0014] In the light of the foregoing, these and other objects are accomplished in accordance of the principles of the present invention, wherein the novelty of the present invention will become apparent from the following detailed description and appended claims.

BRIEF DESCRIPTION OF THE DRAWINGS

[0015] The above and other objects and advantages of the present invention will be apparent upon consideration of the following detailed description, taken in conjunction with the accompanying exemplary drawings, in which like reference characters refer to like parts throughout, and in which:

[0016] **FIG. 1** depicts a computer system according to one embodiment of the present invention.

[0017] **FIG. 2** depicts an exemplary block diagram illustrating the inner workings of a database of the present invention.

[0018] **FIG. 3** shows an exemplary web page for entering polls.

[0019] **FIG. 4** depicts an exemplary web page for entering new poll questions.

[0020] **FIG. 5** shows an exemplary web page for base category definition.

[0021] **FIG. 6** shows an exemplary web page for entering poll-based reviews and entering review ranking.

[0022] **FIG. 7** depicts an exemplary web page for entering new poll-based review questions.

[0023] **FIG. 8** shows an exemplary web page for suggesting various vendors and service providers based on reviewer preferences.

[0024] **FIG. 9** shows another exemplary web page for providing general suggestions based on reviewer preferences.

DETAILED DESCRIPTION OF THE INVENTION

[0025] The present invention is directed towards a collaborative review system. For purposes of clarity, and not by way of limitation, illustrative views of the present review system are described with references made to the above-identified figures. Various modifications obvious to one skilled in the art are deemed to be within the spirit and scope of the present invention.

[0026] As used in this application, the terms "component," "module," "system," "interface," or the like are generally intended to refer to a computer-related entity, either hardware or a combination of hardware and software. For example, a component can be, but is not limited to being, a process running on a processor, an object, and/or a computer. By way of illustration, both an application running on a controller and the controller can be a component. One or more components can reside within a process and/or thread of execution and a component can be localized on one computer and/or distributed between two or more computers. As another example, an interface can include I/O components as well as associated processor, application, and/or API components.

[0027] Furthermore, the claimed subject matter can be implemented as a method, apparatus, or article of manufacture using standard programming and/or engineering techniques to produce software, firmware, hardware, or any combination thereof to control a computer to implement the disclosed subject matter. The term "article of manufacture" as used herein is intended to encompass a computer program accessible from any computer-readable device, or media.

[0028] Moreover, the word "exemplary" is used herein to mean serving as an example, instance, or illustration. Any aspect or design described herein as "exemplary" is not necessarily to be construed as preferred or advantageous over other aspects or designs. Rather, use of the word exemplary is intended to disclose concepts in a concrete fashion. As used in this application, the term "or" is intended to mean an inclusive "or" rather than an exclusive "or." Additionally, the articles "a" and "an" as used in this application and the appended claims should generally be construed to mean "one or more" unless specified otherwise or clear from context to be directed to a singular form. It is to be appreciated that determinations or inferences referenced throughout the subject specification can be practiced through the use of artificial intelligence techniques.

[0029] Referring now to **FIG. 1**, there is shown a computer system according to one embodiment of the present invention. The system **100** comprises one or more data enabled devices **101** having Internet network access capabilities such as computers, tablet computers, mobile phones, personal digital assistants (PDAs), portable media players, and the like. The devices **101** are used by reviewees and reviewers to access, create, upload, and/or search for reviews via a website, an application, or a mobile application from the front end of the system. The term "reviewee" is defined herein as a person or an entity such as a merchant or a restaurant that provides goods and/or professional services and that is being reviewed. The term "reviewer" is defined herein as a person, preferably a consumer, a customer, or a user who reviews or provides feedback to the reviewee. It is contemplated that each of the reviewees and the

reviewers is prompted to register for an account via the website, web application, or the mobile application.

[0030] The back end of the system **100** comprises one or more servers **103**. Each of the devices **101** is in communication with one or more servers **103** in a network **102**. Each of the servers **103** comprises a central processing unit (CPU) **104** and at least one database **105**. The servers **103** can be used manage the website, web application, and/or the mobile application. Additionally, the device **101** sends or requests information via wireless transmission to the server **103** in operation. In response, the server **103** stores the received information in the database **105** or retrieves relevant information from the database **105**. For example, a reviewer can submit a review from his or her mobile device, and the server **103** can store the review in its database **105**.

[0031] Referring now to **FIG. 2**, there is shown an exemplary block diagram illustrating the inner workings of the database **105** of the present invention. The database retrieves and stores information associated with search queries **119** and search suggestions **120**. In the illustrated embodiment, the database **105** comprises at least two sets of data: the first set for a reviewee **107**; and the second set for the reviewer **106**. The first set of data includes profile information **113** for each of the reviewees **107**. Without limitation, the profile information **113** may comprise the reviewee's name, contact information, hours of operation, and the like. Additionally, the database **105** comprises information about the type of goods and/or services that the reviewee **107** provides so as to identify the reviewee's category. Preferably, the database categorizes the reviewee by specialization **114** or industry so that information associated with the reviewees **107** is stored in an organized manner.

[0032] The first set of data further comprises review questions **115**, review answers **118**, reviewer question rankings **116**, useful references **112**, and useful reference rankings **117** associated with each of the reviewees **107** in the system. The review questions **115** and answers **118** pertain to feedback for goods and/or services provided by the reviewee **107**. The reviewer question rankings **116** pertain to how each review question was ranked by the reviewers **106**. The useful reference rankings **117** and useful references **112** provide useful references such as third party websites pertaining to the product and/or service area of the reviewee **107**.

[0033] The second set of data includes profile information **109** for each of the reviewers **106** with a registered account in the system. In one embodiment, profile information **106** comprises reviewer profile abstracted information, poll profile, and review profile. In this regard, the profile information **106** encompasses the reviewer's preferences and other unique information pertaining to the reviewer. Without limitation, the reviewer profile abstracted information includes demographic information such as name, contact information, and the like. The poll profile comprises information about each of the reviewers derived from polls **108**. Without limitation, the polls **108** may gather information about the reviewer's opinions, preferences, household income, and the like. The database comprises review categories **110** and questions **111** associated with the review categories **110**. Additionally, the review profile is based on the reviews provided by the reviewer. The review profile may be organized and/or broken down by each category used in the reviews, each classification, and/or each question. For

example, the category may comprise a restaurant, the classification may comprise a fast food restaurant, and the question may comprise cost.

[0034] Information from the database is used to generate review summary rating. More specifically, each answer for each review questions **115** is given a star rating based on how desirable the question is to the individual reviewer. It is preferred that the most desired question is ranked the highest and the least desired question is ranked the lowest. The star rating for each answer is averaged and then the overall summary rating is calculated from the average. Because the present invention allows the reviewers to add review questions, not every review has the same set of questions and answers and not every reviewer answers the same set of questions and answers.

[0035] **FIGs. 3** and **4** show exemplary web pages **400**, **900** for filling out polls and for entering new questions for open-source polls. In one embodiment, the graphic user interface (GUI) for filling out polls with a data enabled devices includes a poll identification name or number **140**; a poll title **141**; and introduction or a brief description **142** of the poll. The reviewers can answer questions **143** by selecting an appropriate answer choice and submitting the answers via a submit button **139**. In the illustrated embodiment, the response choices comprise a "yes" or a "no" type of a response or a multiple-choice with answers such as "never," "rarely," "sometimes," or "frequently" or other preset answers. In another embodiment, the response choices may comprise a free-form text field so as to allow reviewers to enter short answers therein.

[0036] To add one or more poll questions to an existing poll, the reviewers can enter a title of the poll **199** that the user wants to add new questions to; and add new poll questions **200** by entering a question and answer choices. It is contemplated that the new poll questions are questions asked in addition to the initial profile questions to complete the reviewer's account and further define the user's preferences. Once a new question is added, the reviewers can activate an "add question to poll" button to save the question, so that the question is added to the poll and made accessible and/or visible to other reviewers.

[0037] Referring now to **FIG. 5**, there is shown an exemplary web page **300** for base category definition. A method for entering a base category definition includes the steps of entering a base category name **126** such as a restaurant, school, or medical providers (e.g., doctors), entering key words **127**, selecting a higher-level category **128** such as hospital, and specifying reviewer roles **129**. In the illustrated embodiment, the reviewer roles **129** may be manually entered. Alternatively, it is contemplated that the roles for some or all of the reviewees may be automatically populated based on several factors. Without limitation, the factors comprise the base category name **126**, the key words **127** entered, the higher level category selected **128**, the type of goods and/or services that the reviewee provides, the type of business, the type of industry, and marketing channels, among others.

[0038] In this regard, if a reviewee is a doctor, the reviewer role may be a patient, a parent, another doctor, or an administrator, as depicted in **FIG. 6**. Similarly, if the reviewee is a tutor, the web page provides the choices of a student, a parent, a teacher, or the like for the

reviewer. Alternatively, the reviewer roles may be manually input by the reviewer who is completing the review.

[0039] The technique for entering base category definition further includes controlling the accessibility of the base category. This can be accomplished by specifying whether the base category should be available as a discussion forum only **133**, discussion forum searchable **134**, admin-only category **135**, leaf **136**, products and services **137**. Additionally, identifying information such as the email addresses of individuals who are allowed to access the base category **138** can be entered.

[0040] Thereafter, initial poll-based review questions **122** can be submitted by entering questions and answers or elections. The answers or elections can be provided or selected in a form of a short response or designated on a scale. Additionally, the answers can be tagged with a desirability scale to indicate increasing desirability of the question. It is contemplated that more desirable the question, the higher it is rated via a star rating system. After a question is added, it can be moved up or moved down so that it is reordered on a list of questions **125** via a move up button **123** or a move down button **124**, respectively. In this way, the questions can be displayed in a ranking order that is unique to each reviewer. Once the base category is complete, it can be loaded to the list of base categories **132** when a load button **131** is activated.

[0041] **FIG. 6** shows an exemplary web page **500** for entering poll-based reviews and entering review ranking. The technique for entering poll-based reviews may comprise the steps of entering a review date **147** and a reviewer role **148**. In the illustrated embodiment, the

reviewer can enter his or her role by selecting one of the choices provided. Thereafter, the reviewer can input opinions or comments in a free-form text field **149**. In addition to providing an opinion or a comment, the reviewer can answer poll-based questions provided on the web page **500** by selecting an answer associated to each question.

[0042] The order of the poll-based review questions **152** may be altered. In order to change the order of the questions **152**, the reviewer can select a question that he or she wishes to reorder. The reviewer can activate the "move up" button **150** to move the question towards the top or the "move down" button **151** to move the question towards the bottom. This process is repeated until the questions are listed in the order to the reviewer's liking. In this way, the user can assign ranking to each question based on the question's importance to the user. Once the reviewer has completed the review, he or she can activate the submit button **145** to submit the review.

[0043] Referring now to **FIG. 7**, there is shown an exemplary web page **600** for entering new poll-based review questions. The web page **600** includes the reviewee's information, such as the reviewee's name **154**, a link to follow or subscribe to **155** the reviewee, specialization, address, phone number, link to additional information about the reviewee **159** such as a third party website, a discussion forum, a map, or the like. Additionally, the reviewee's review information is summarized as a star rating **160** and rating trend **161**, which is shown as an indicator arrow. In some embodiments, the number of views **162** of the web page **600** may also be shown.

[0044] The GUI of the web page **600** further comprises a plurality of sub tab menus **163**, wherein one of the sub tabs is for adding review questions. In this way, the present invention provides open-source polling and can capture most relevant feedback from each reviewer. Under the tab for adding review questions, the reviewer is initially given the option of adding a question from a list of popular questions **164** asked by other reviewers and/or adding a question from a list of trending questions **165**. It is contemplated that the popular questions **164** are the questions that are ranked as one of the most important or desirable questions by the most number of reviewers. Additionally, it is contemplated that the trending questions **165** are the questions that move from the bottom of the list to the top of the list at the fastest rate in a given amount of time. In the illustrated embodiment, the option of adding a popular question or a trending question is provided via drop down menus.

[0045] Alternatively, the reviewer can add his or her own question **166** and answer choices **167**. If the question is a multiple-choice question, the reviewer can select whether multiple answer selections **171** are allowed. Depending on the type of the question asked, the reviewer could indicate a desirability scale **168** for answers. If the answer to the question is more desirable, the answer is given the maximum number of stars and moved towards the top of the list of the review questions. On the contrary, if the answer to the question is less desirable, the answer is given the minimum number of stars and moved towards the bottom of the review questions. If the scale is not applicable, the reviewer can select an option **170** for omitting answering on the scale. If the question is not rated then it may be given the minimum number of stars or a predetermined number of stars, depending upon embodiment. When the reviewer

activates a submit button **169**, the question is saved and made available to other reviewers to answer.

[0046] Once a review is completed, it is summarized such that the best ranking questions or the most desirable answers to the questions are positioned at the top of the list. It is preferred that all questions are listed so as to allow the reviewer to access all of the poll-based review questions. The method of computing a summary rating of each question for each reviewer comprises the steps of determining a reviewer answer for each question, computing a star rating for each reviewer answer based on the desirability, relevance, importance, and/or similar factors, and calculating the average of star rating for each reviewer answer to the question. The least desirable reviewer answer is given zero stars or a minimum number of stars; and the most desirable reviewer answer is given five stars or a maximum number of stars. For example, the most desirable answer may be given five star ratings, and the least desirable answer may be given zero star ratings. The reviewee's overall summary rating is then computed by averaging the star ratings of each question answered by the reviewers.

[0047] Summary rating can be uniquely customized for each reviewer so that the summary rating substantially reflects the reviewer's profile and preferences. This is accomplished by taking into account only the reviews that are the most relevant and important to the reviewer. Additionally, a correlation factor is computed between the user and the reviewer. If the correlation is above a predetermined threshold, the review is used in the computation of summary rating. The correlation is computed by computing how similar the user and reviewer are in terms of their profiles, answers to polls, and rankings of poll-based review questions.

[0048] Referring now to **FIG. 8**, there is shown an exemplary web page **700** for displaying search results for merchants and service providers, and suggestions related to user-requested search. The reviewee information may be shown such that the web page **700** comprises a first section **182** for displaying the reviewees **174** that are matching the search query input by a user; and a second section **184** for displaying suggested reviewees **185** not perfectly matching the user's specific search but still relevant to the user's search and user's profile.

[0049] A marker, such as an upward arrow **180** or a downward arrow **191**, may indicate any changes in each reviewee's overall summary rating **179**, **190**. If there are no changes, no markers are used. Similarly, if the change is negligible and/or the change in rating does not exceed the predetermined threshold, no change is indicated. In addition to the star rating **179**, **190**, the GUI shows other information such as a link to follow or subscribe to **172** the reviewee; the distance **173** between the reviewee and the reviewer's location; a link to the reviewee's discussion forum **175**, **186**; a link to the reviewee's website **176**, **187**; and a link to a map **177**, **188** for navigation.

[0050] The search is based on a non-fixed weighing mechanism using the data from the reviewer's profile and poll questions. The non-fixed weighing mechanism assigns a predetermined number of points for each topic in the reviewer's profile or for each topic related to a poll question. For example, the weighing mechanism assigns ten points for a topic such as a zip code. If a reviewee's zip code matches the reviewer's zip code, then a reviewee is allocated all ten points. Alternatively, if the reviewee's zip code is located beyond a predetermined

distance from the reviewer's zip code, then the reviewee is allocated zero points or less than ten points.

[0051] In another instance, the weighing mechanism assigns three points for a household with children between the ages of six to twelve. If a reviewee provides products and/or services relevant to elementary school children, the reviewee is given three points. Thus, the amount of points a reviewee is given directly correlates to relevance to the reviewer; and the correlation is positive for matching abstracted profile information, matching poll answers, and matching review ranks. The search can combine a plurality of topics to generate search output (e.g., zip code and household size). The reviewees **185** may then be listed in the order of the most number of points to the least number of points, wherein the points correspond to relevance or best-fit to the reviewer.

[0052] Moreover, search for reviewees may be controlled by an administrative console. For example, the administrative console can preset settings to search preschool to reviewers having one or more household members between the ages of three to five years old. Additionally, the administrative console can preset settings to always search certain services that are applicable to a wide range of consumers, such as restaurants, laundry service, house cleaning, and the like.

[0053] The suggested reviewees **185** are automatically populated using a suggestion creation method. The technique for suggestion creation method related to search results includes the steps of determining the results of the search; finding the categories of

reviewees that matched the original search; then re-searching any reviewees in these categories; and displaying results to the user. For instance, the results of the search may comprise a list of reviewees that provide restaurant services. The suggestion creation method would then look into the category of restaurants and retrieve information relating to reviewees that is relevant to the user's original search and profile. Any duplicates of reviewees that appear more than once under multiple categories are removed. The retrieved information is then displayed in the second section **184** for the user's reference.

[0054] **FIG. 9** shows an exemplary web page **800** for providing announcements, poll questions, and general suggestions based on reviewer preferences. In some embodiments, the web page **800** acts as the home page for reviewers upon logging on. The top portion **192** of the web page **800** provides a welcome message or greeting with a general notification, such as a number of new, unread messages to the reviewer. The web page **800** further provides more detailed announcements **193** for updates on reviews or on administrative changes that affect the reviewer.

[0055] In the illustrated embodiment, the web page provides a quick poll **194** for ensuring that reviewer preferences are updated regularly. Generally, the quick poll **194** comprises few questions so that the reviewer can answer them without spending excessive amount of time. The questions in the quick poll **194** are the questions that may be asked in addition to the initial profile questions to complete the reviewer's account. The answers from the quick poll **194** are stored in the database and used for the suggestion creation method and customized star rating method.

[0056] While the present invention provides suggestions for reviewees based on the suggestion creation method as described above, it can also populate a list of reviewees **195** not based on the search creation method. In this way, the present invention allows reviewers to follow or subscribe to reviewees that are based on their profile.

[0057] It is therefore submitted that the instant invention has been shown and described in what is considered to be the most practical and preferred embodiments. It is recognized, however, that departures may be made within the scope of the invention and that obvious modifications will occur to a person skilled in the art. With respect to the above description then, it is to be realized that the optimum dimensional relationships for the parts of the invention, to include variations in form, function and manner of operation, assembly and use, are deemed readily apparent and obvious to one skilled in the art, and all equivalent relationships to those illustrated in the drawings and described in the specification are intended to be encompassed by the present invention.

[0058] Therefore, the foregoing is considered as illustrative only of the principles of the invention. Further, since numerous modifications and changes will readily occur to those skilled in the art, it is not desired to limit the invention to the exact construction and operation shown and described, and accordingly, all suitable modifications and equivalents may be resorted to, falling within the scope of the invention.

CLAIMS

1. A non-transitory computer storage medium, comprising executable instruction, which when executed by a computer, cause said computer to:

create a reviewer account via a website;

complete a review pertaining to a reviewee, wherein said review comprises at least one open-source poll-based review question;

sort said at least one open-source poll-based review question in order of a reviewer's preference;

transmit said review to a server;

summarize said review to provide a rating for said reviewee; and

display said rating for each of said reviewee.

2. The non-transitory computer storage medium of claim 1, further comprising instructions for adding new open-source poll-based review questions via said website.

3. The non-transitory computer storage medium of claim 1, wherein said reviewer's preference is based on a reviewer profile abstracted information, poll profile, and review profile;

said reviewer profile abstracted information comprising a reviewer's demographic information;

said poll profile comprising information pertaining to a reviewer derived from polls; and

said review profile comprising information pertaining to said review completed by said reviewer.

4. The non-transitory computer storage medium of claim 1, further comprising instructions for conducting polls to obtain additional information pertaining to said reviewer's preference and said reviewer account.

5. The non-transitory computer storage medium of claim 4, further comprising instructions for adding new questions for said polls via said website.

6. The non-transitory computer storage medium of claim 1, further comprising instructions for displaying a list of suggested reviewees based on said reviewer's preference and said reviewer account.

7. The non-transitory computer storage medium of claim 1, wherein said computer summarizes said review to provide said rating for said reviewee by determining an average of a rating of each of said at least one open-source poll-based review questions and determining an overall average of said average of said rating of each of said at least one open-source poll-based review questions.

8. The non-transitory computer storage medium of claim 1, further comprising instructions for calculating a unique summary rating for each reviewer, whereby said unique summary rating is an average of a rating of each of said at least one open-source poll-based review questions having a correlation factor above a predetermined threshold.

9. A non-transitory computer storage medium, comprising executable instruction, which when executed by a computer, cause said computer to:

assign a predetermined number of points for one or more topics in a reviewer's profile;

populate reviewees that fall under said one or more topics;

perform a search for best matching reviewees by allocating none, some, or all of said predetermined number of points to said reviewees for each of said one or more topics, whereby an amount of said predetermined number of points allocated directly correlates to said reviewee's relevance to said reviewer's profile; and

display said best matching reviewees in order of most amount of said predetermined number of points allocated to least amount of said predetermined number of points allocated.

10. The non-transitory computer storage medium of claim 9, further comprising instruction for creating one or more poll questions.

11. The non-transitory computer storage medium of claim 10, further comprising instructions for assigning said predetermined number of points for each topic related to each of said one or more poll questions.

12. The non-transitory computer storage medium of claim 9, wherein said reviewer's profile comprises a reviewer profile abstracted information, poll profile, and review profile;

said reviewer profile abstracted information comprising a reviewer's demographic information;

said poll profile comprising information pertaining to a reviewer derived from polls; and

said review profile comprising information pertaining to said review completed by said reviewer.

13. The non-transitory computer storage medium of claim 9, further comprising instruction for determining results of said search;

determining categories related to each of said best matching reviewees;

searching for additional reviewees in said categories; and

displaying said additional reviewees.

14. A computer-implemented method for creating and providing reviews, the method comprising the steps of:

creating a reviewer account via a website;

completing a review pertaining to a reviewee, wherein said review comprises at least one open-source poll-based review question;

sorting said at least one open-source poll-based review question in order of a reviewer's preference;

transmitting said review to a server;

summarizing said review to provide a rating for said reviewee;

displaying said rating for each of said reviewee.

15. The method of claim 14, further comprising the steps of adding new open-source poll-based review questions via said website.

16. The method of claim 14, wherein said reviewer's preference is based on a reviewer profile abstracted information, poll profile, and review profile;

said reviewer profile abstracted information comprising a reviewer's demographic information;

said poll profile comprising information pertaining to a reviewer derived from polls; and

said review profile comprising information pertaining to said review completed by said reviewer.

17. The method of claim 14, further comprising the steps of conducting polls to obtain additional information pertaining to said reviewer's preference and said reviewer account.

18. The method of claim 17, further comprising the steps of adding new questions for said polls.

19. The method of claim 14, further comprising the steps of displaying a list of suggested reviewees based on said reviewer's preference and said reviewer account.

20. The method of claim 14, further comprising the steps of:

assigning a predetermined number of points for one or more topics in a reviewer's profile within said reviewer's account;

populating said reviewees if said reviewees fall under said one or more topics;

performing a search for best matching reviewees by allocating none, some, or all of said predetermined number of points to said reviewees for each of said one or more topics, whereby

an amount of said predetermined number of points allocated directly correlates to said reviewee's relevance to said reviewer's profile; and

displaying said best matching reviewees in order of most amount of said predetermined number of points allocated to least amount of said predetermined number of points allocated.

21. The method of claim 20, further comprising the steps of:

determining categories related to each of said best matching reviewees;

searching for additional reviewees in said categories; and

displaying said additional reviewees.

22. The method of claim 14, further comprising the steps of:

calculating a unique summary rating for each reviewer, whereby said unique summary rating is an average of a rating of each of said at least one open-source poll-based review questions having a correlation factor above a predetermined threshold.

23. A computer-implemented method for creating and providing polls, the method comprising the steps of:

creating a poll comprising at least one poll question;

transmitting at least one poll question via a website to at least one user;

answering said at least one poll question;

adding new poll questions to said poll via said website, whereby said at least one user adds said new poll questions;

transmitting said new poll questions via said website to said at least one user;

creating a poll result, wherein said poll result is derived from answers to said at least one poll question and said new poll questions.

ABSTRACT OF THE DISCLOSURE

Disclosed is a system and method for providing poll-based reviews of various businesses and service providers. In particular, a reviewer provides a review by answering poll-based review questions and/or adding new poll-based review questions to provide the most relevant feedback. The review questions can be ranked in order of relevance and/or importance to each reviewer. The data from the review is summarized and presented so that information related to each reviewee is presented in order of preference to the reviewer. Additionally, the present invention gathers data from each reviewer by using polls to tailor suggestions for new reviewees to the reviewer.

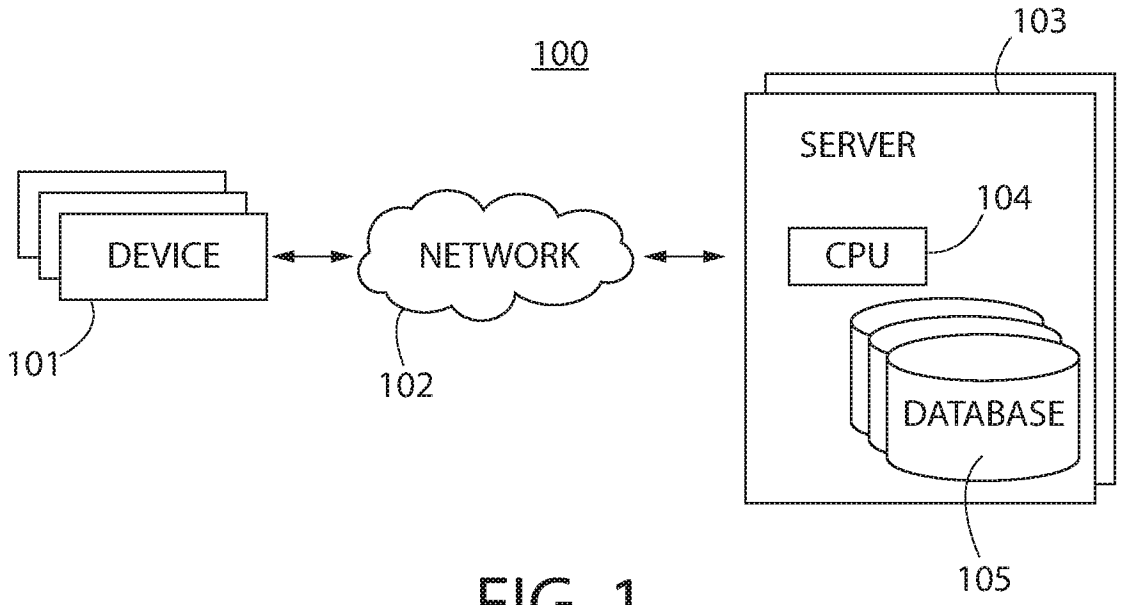

FIG. 1

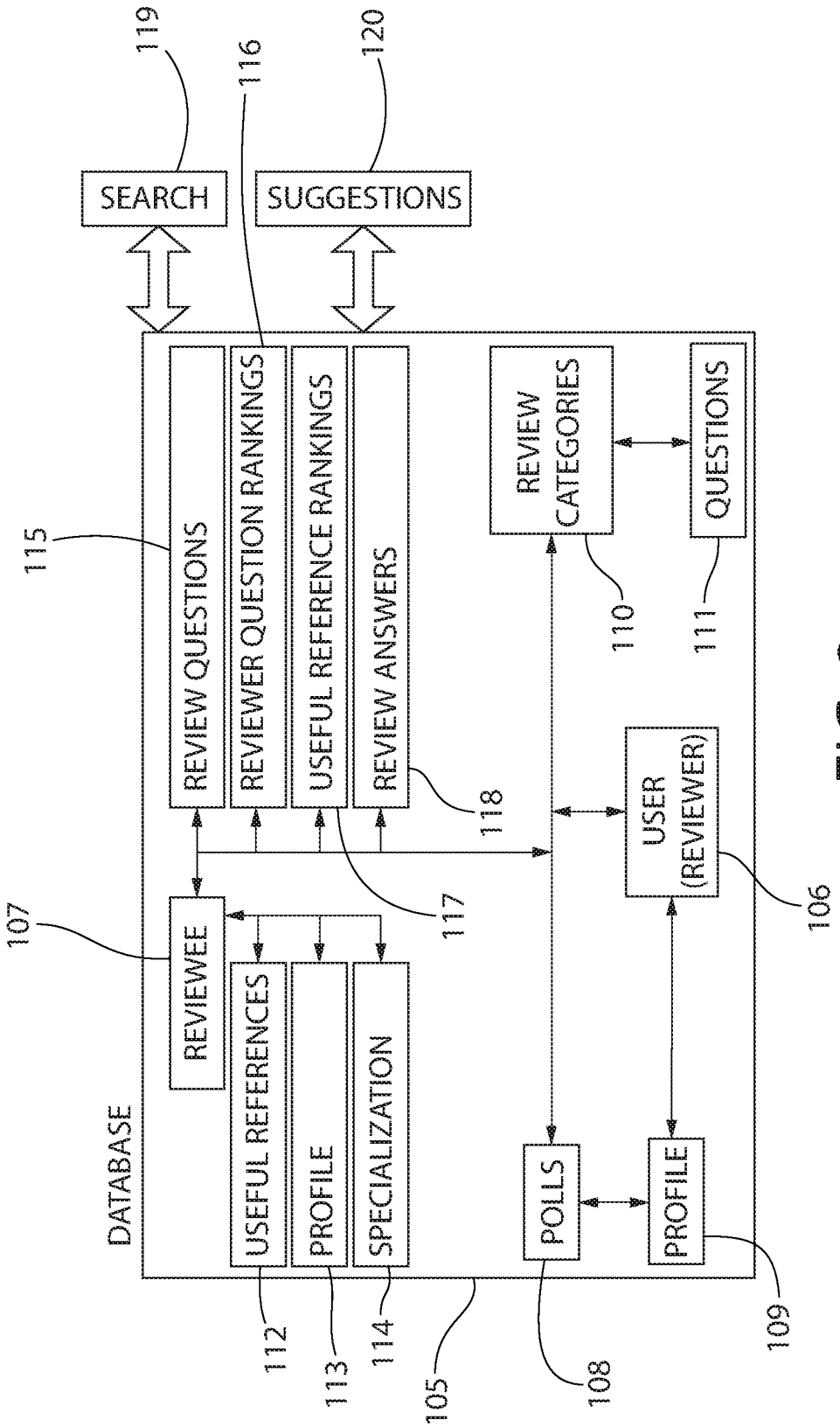
SEARCH
SUGGESTIONS
119
116
120
DATABASE
REVIEW QUESTIONS
REVIEWER QUESTION RANKINGS
USEFUL REFERENCE RANKINGS
REVIEW ANSWERS
REVIEW CATEGORIES
QUESTIONS
REVIEWEE
USEFUL REFERENCES
PROFILE
SPECIALIZATION
POLLS
PROFILE
USER (REVIEWER)
115
110
111
118
117
107
106
112
113
114
105
108
109

FIG. 2

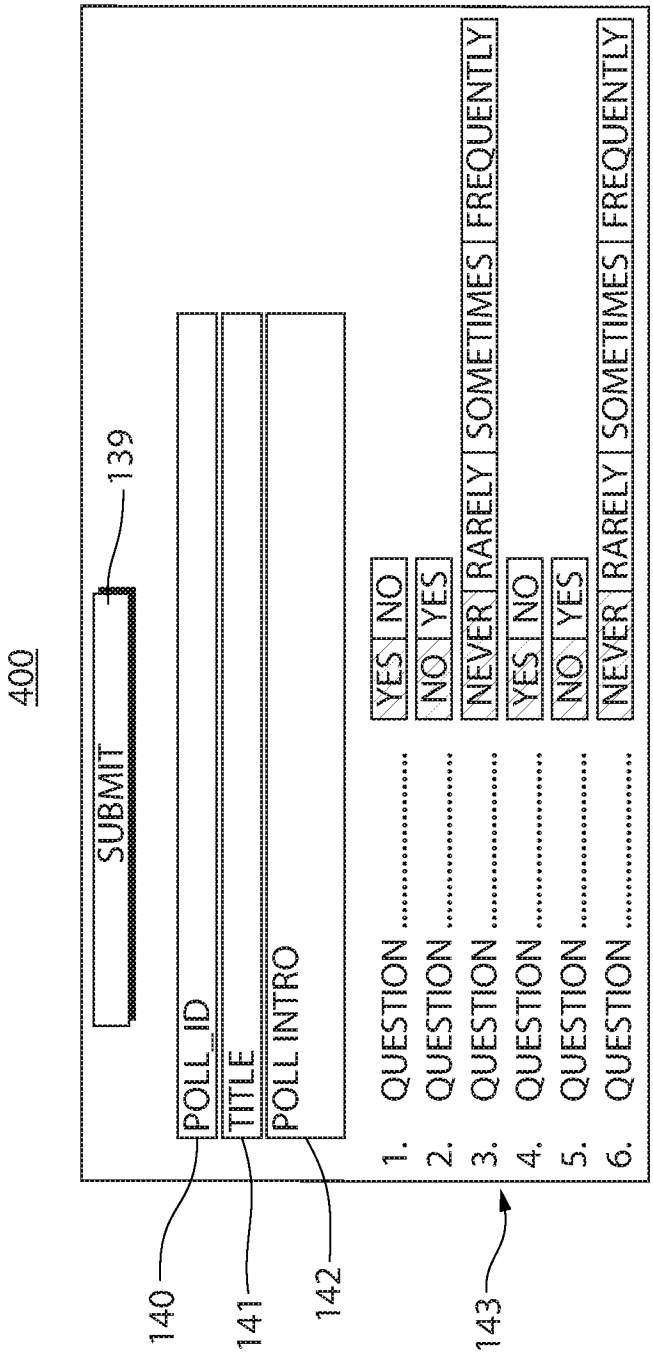
400
SUBMIT
139
POLL_ID
TITLE
POLL INTRO
140
141
142
143
1. QUESTION .....
2. QUESTION .....
3. QUESTION .....
4. QUESTION .....
5. QUESTION .....
6. QUESTION .....
YES NO
NO YES
NEVER RARELY SOMETIMES FREQUENTLY
YES NO
NO YES
NEVER RARELY SOMETIMES FREQUENTLY

FIG. 3

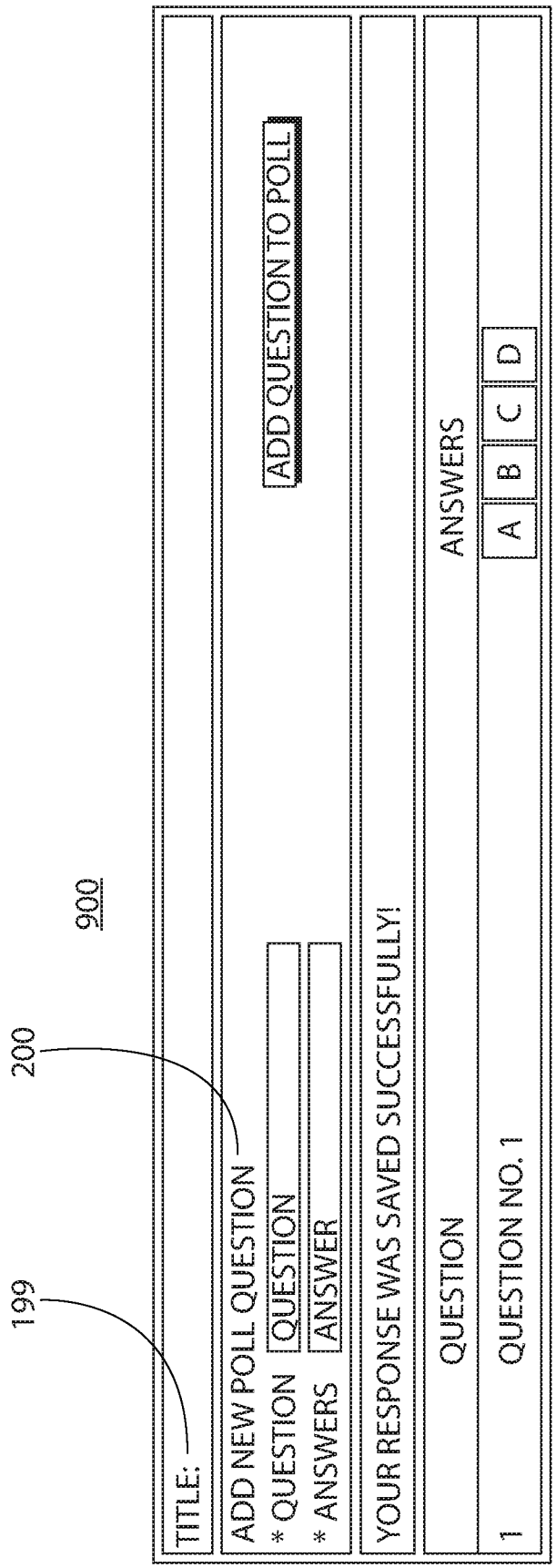
900
200
199
TITLE:
ADD NEW POLL QUESTION
* QUESTION
QUESTION
* ANSWERS
ANSWER
ADD QUESTION TO POLL
YOUR RESPONSE WAS SAVED SUCCESSFULLY!
QUESTION
ANSWERS
A
B
C
D
1
QUESTION NO. 1

FIG. 4

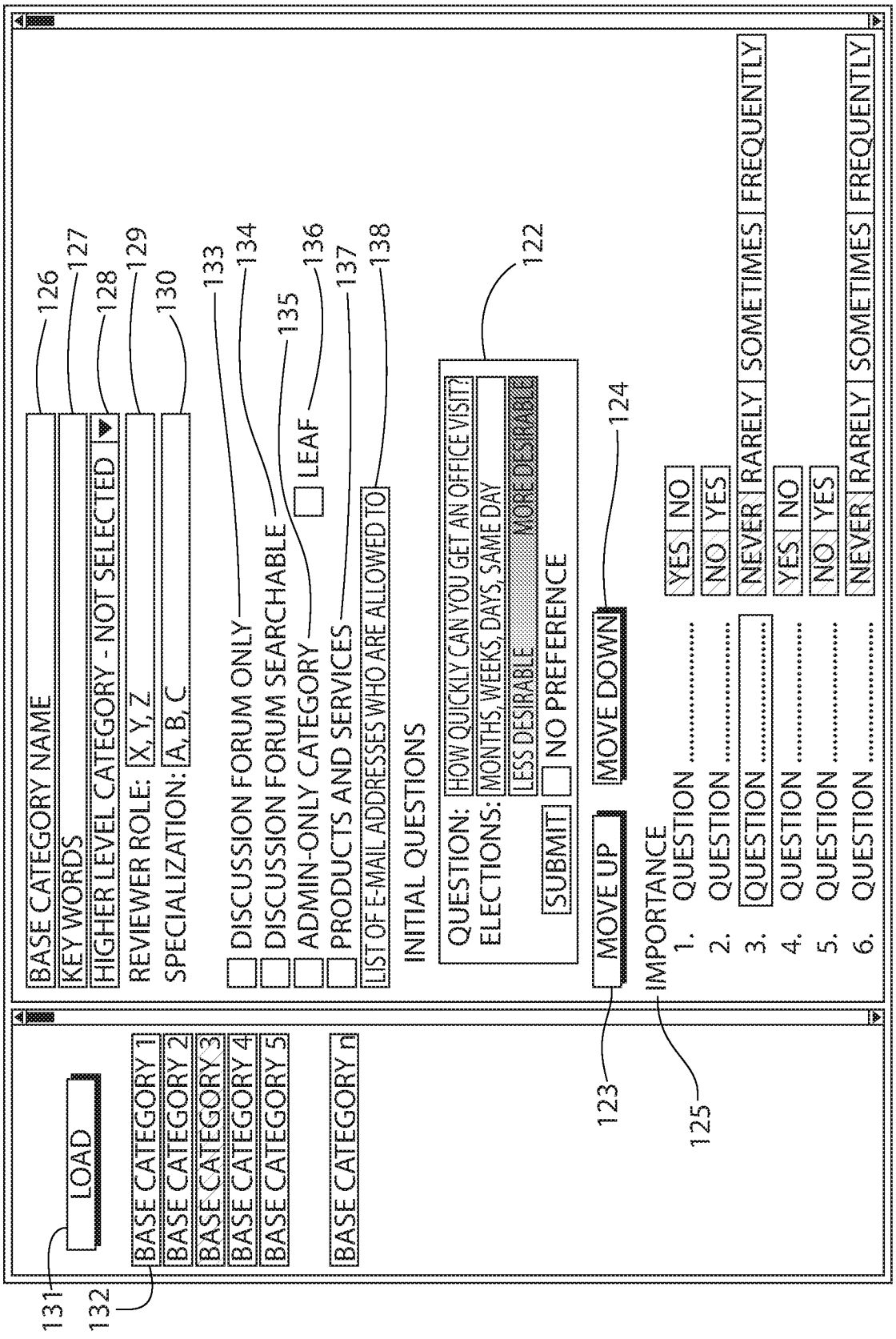
300
LOAD
131
132
BASE CATEGORY 1
BASE CATEGORY 2
BASE CATEGORY 3
BASE CATEGORY 4
BASE CATEGORY 5
BASE CATEGORY n
BASE CATEGORY NAME
KEY WORDS
HIGHER LEVEL CATEGORY - NOT SELECTED
REVIEWER ROLE: X, Y, Z
SPECIALIZATION: A, B, C
126
127
128
129
130
DISCUSSION FORUM ONLY
DISCUSSION FORUM SEARCHABLE
ADMIN-ONLY CATEGORY
LEAF
PRODUCTS AND SERVICES
LIST OF E-MAIL ADDRESSES WHO ARE ALLOWED TO
133
134
135
136
137
138
INITIAL QUESTIONS
QUESTION: HOW QUICKLY CAN YOU GET AN OFFICE VISIT?
ELECTIONS: MONTHS, WEEKS, DAYS, SAME DAY
LESS DESIRABLE MORE DESIRABLE
SUBMIT
NO PREFERENCE
122
123
MOVE UP
MOVE DOWN
124
IMPORTANCE
125
1. QUESTION ..... YES NO
2. QUESTION ..... NO YES
3. QUESTION ..... NEVER RARELY SOMETIMES FREQUENTLY
4. QUESTION ..... YES NO
5. QUESTION ..... NO YES
6. QUESTION ..... NEVER RARELY SOMETIMES FREQUENTLY

FIG. 5

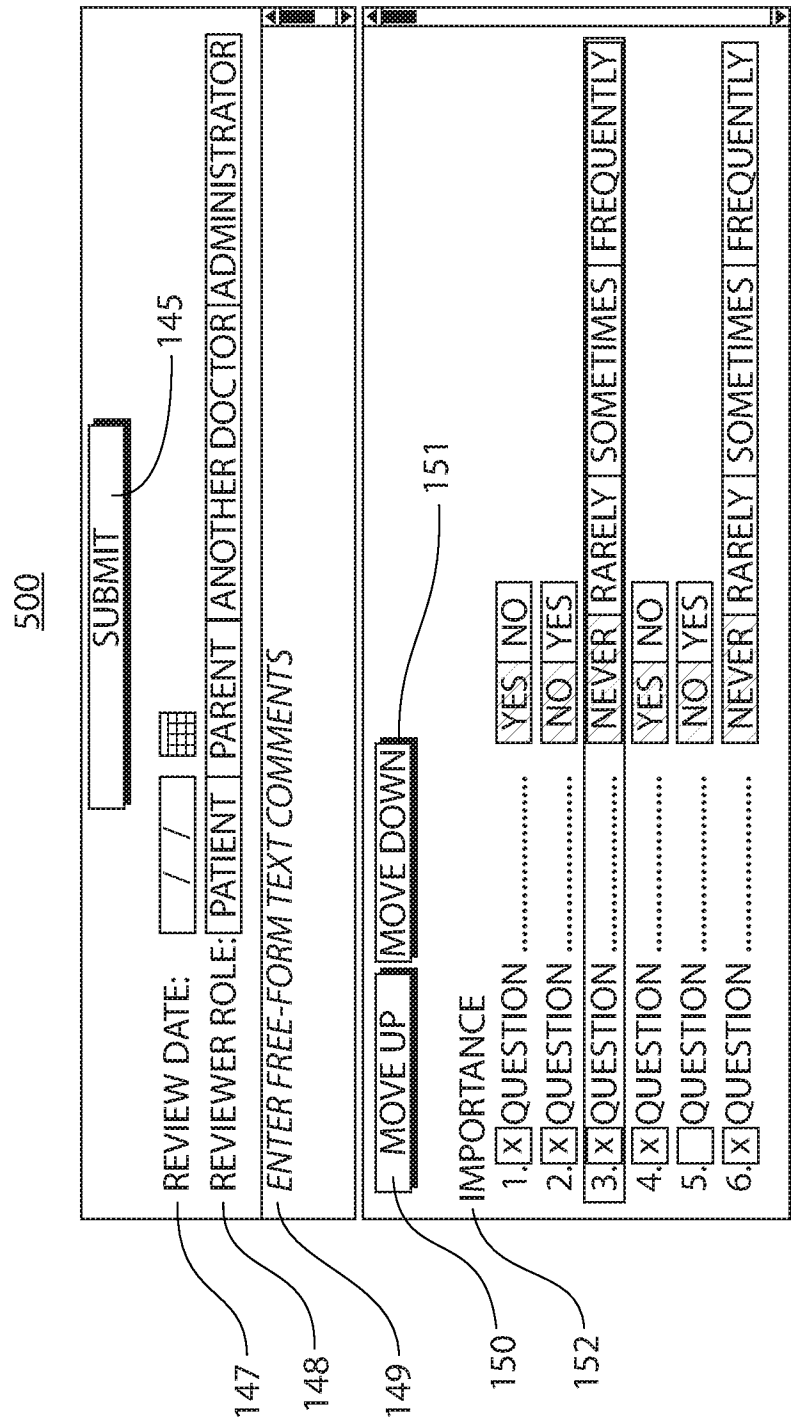
500
SUBMIT
145
REVIEW DATE: / /
REVIEWER ROLE: PATIENT PARENT ANOTHER DOCTOR ADMINISTRATOR
ENTER FREE-FORM TEXT COMMENTS
MOVE UP
MOVE DOWN
151
IMPORTANCE
1. [x] QUESTION ..... YES NO
2. [x] QUESTION ..... NO YES
3. [x] QUESTION ..... NEVER RARELY SOMETIMES FREQUENTLY
4. [x] QUESTION ..... YES NO
5. [ ] QUESTION ..... NO YES
6. [x] QUESTION ..... NEVER RARELY SOMETIMES FREQUENTLY
147
148
149
150
152

FIG. 6

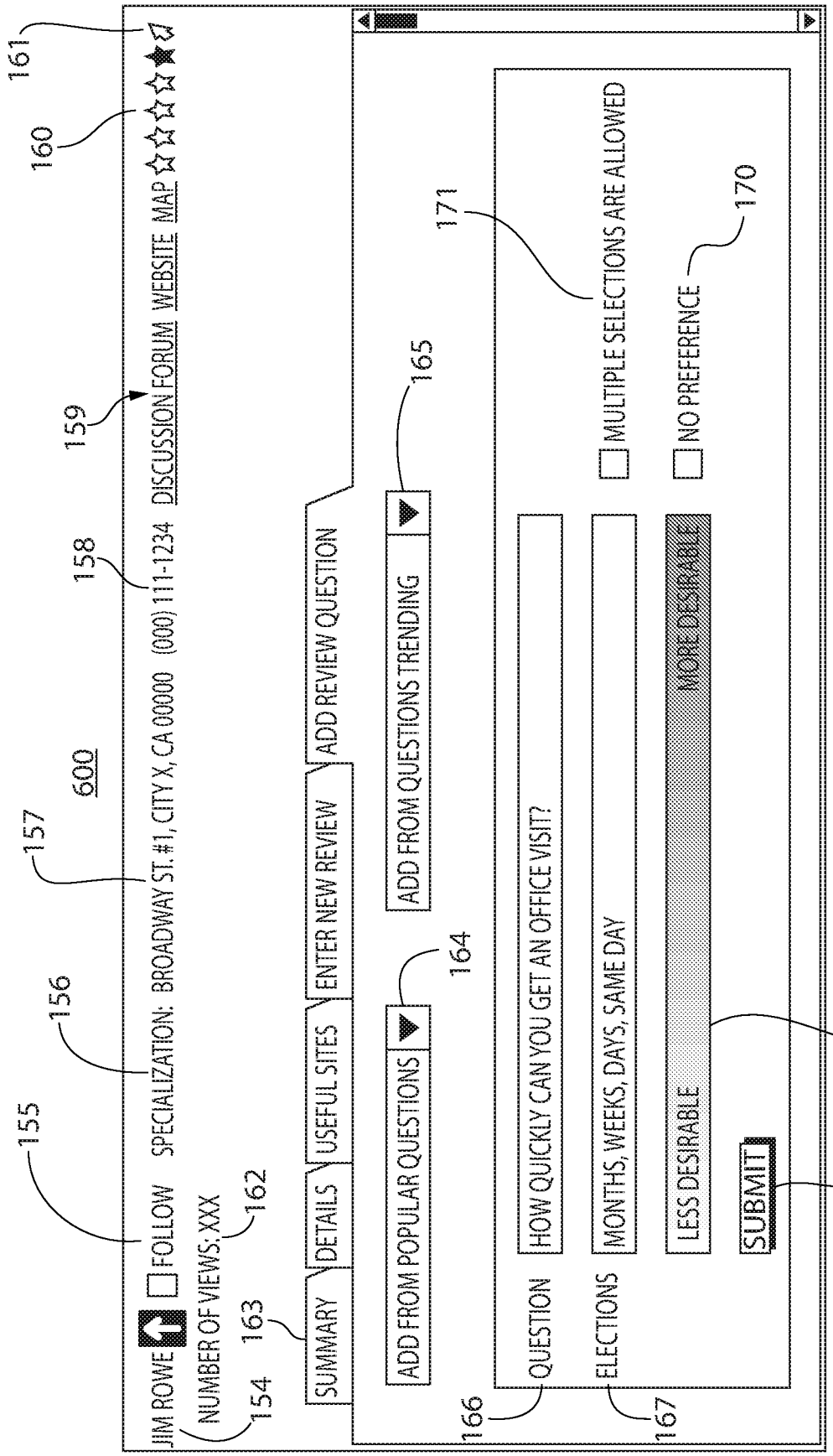
JIM ROWE
FOLLOW
SPECIALIZATION: BROADWAY ST. #1, CITY X, CA 00000 (000) 111-1234 DISCUSSION FORUM WEBSITE MAP
NUMBER OF VIEWS: XXX
600
SUMMARY
DETAILS
USEFUL SITES
ENTER NEW REVIEW
ADD REVIEW QUESTION
ADD FROM POPULAR QUESTIONS
ADD FROM QUESTIONS TRENDING
QUESTION
HOW QUICKLY CAN YOU GET AN OFFICE VISIT?
ELECTIONS
MONTHS, WEEKS, DAYS, SAME DAY
LESS DESIRABLE
MORE DESIRABLE
SUBMIT
MULTIPLE SELECTIONS ARE ALLOWED
NO PREFERENCE
155
156
157
158
159
160
161
162
163
154
164
165
166
167
168
169
170
171

FIG. 7

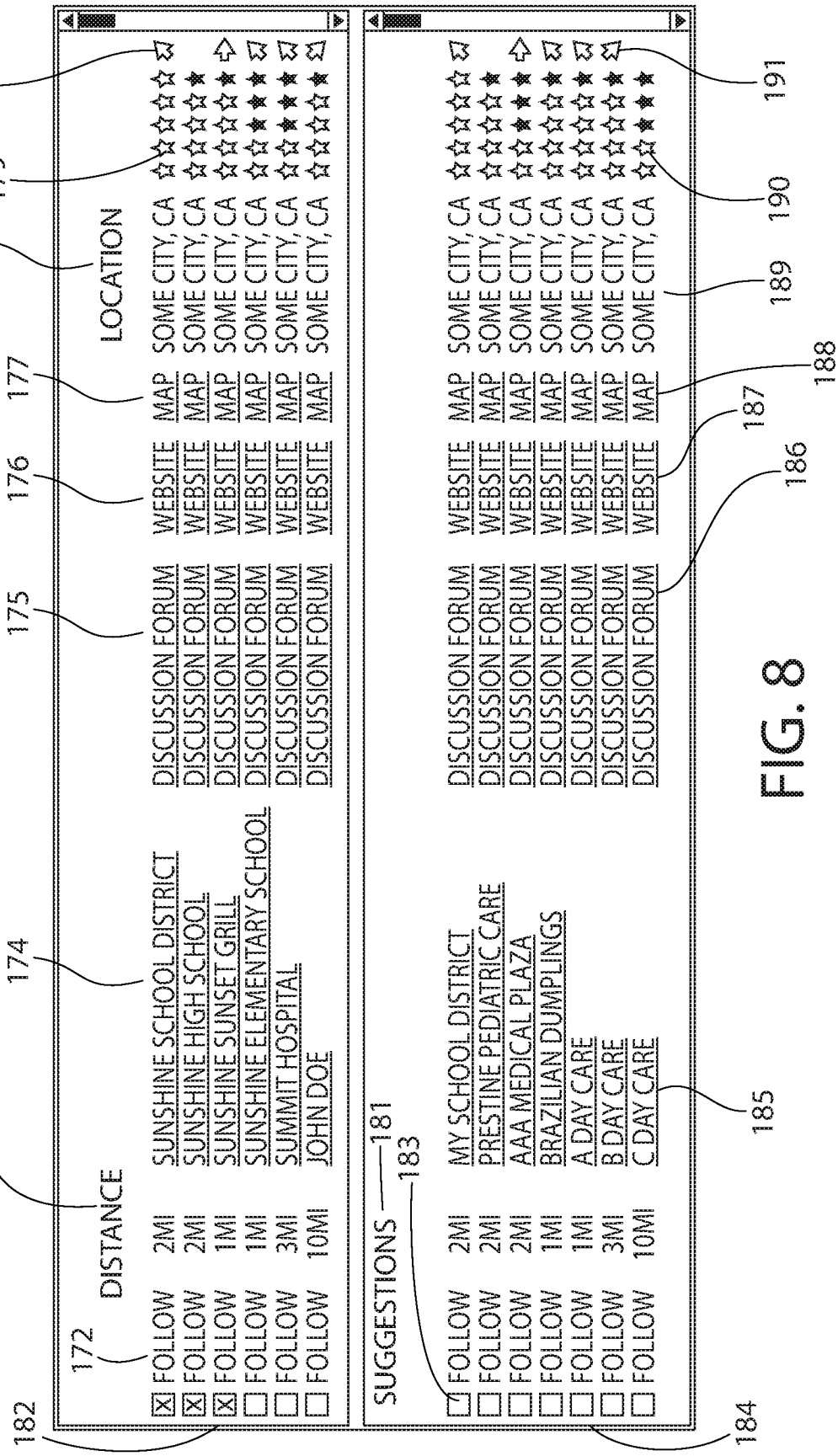
700
DISTANCE
LOCATION
SUGGESTIONS
FOLLOW 2MI SUNSHINE SCHOOL DISTRICT DISCUSSION FORUM WEBSITE MAP SOME CITY, CA
FOLLOW 2MI SUNSHINE HIGH SCHOOL DISCUSSION FORUM WEBSITE MAP SOME CITY, CA
FOLLOW 1MI SUNSHINE SUNSET GRILL DISCUSSION FORUM WEBSITE MAP SOME CITY, CA
FOLLOW 1MI SUNSHINE ELEMENTARY SCHOOL DISCUSSION FORUM WEBSITE MAP SOME CITY, CA
FOLLOW 3MI SUMMIT HOSPITAL DISCUSSION FORUM WEBSITE MAP SOME CITY, CA
FOLLOW 10MI JOHN DOE DISCUSSION FORUM WEBSITE MAP SOME CITY, CA
FOLLOW 2MI MY SCHOOL DISTRICT DISCUSSION FORUM WEBSITE MAP SOME CITY, CA
FOLLOW 2MI PRESTINE PEDIATRIC CARE DISCUSSION FORUM WEBSITE MAP SOME CITY, CA
FOLLOW 2MI AAA MEDICAL PLAZA DISCUSSION FORUM WEBSITE MAP SOME CITY, CA
FOLLOW 1MI BRAZILIAN DUMPLINGS DISCUSSION FORUM WEBSITE MAP SOME CITY, CA
FOLLOW 1MI A DAY CARE DISCUSSION FORUM WEBSITE MAP SOME CITY, CA
FOLLOW 3MI B DAY CARE DISCUSSION FORUM WEBSITE MAP SOME CITY, CA
FOLLOW 10MI C DAY CARE DISCUSSION FORUM WEBSITE MAP SOME CITY, CA
172
173
174
175
176
177
178
179
180
181
182
183
184
185
186
187
188
189
190
191

FIG. 8

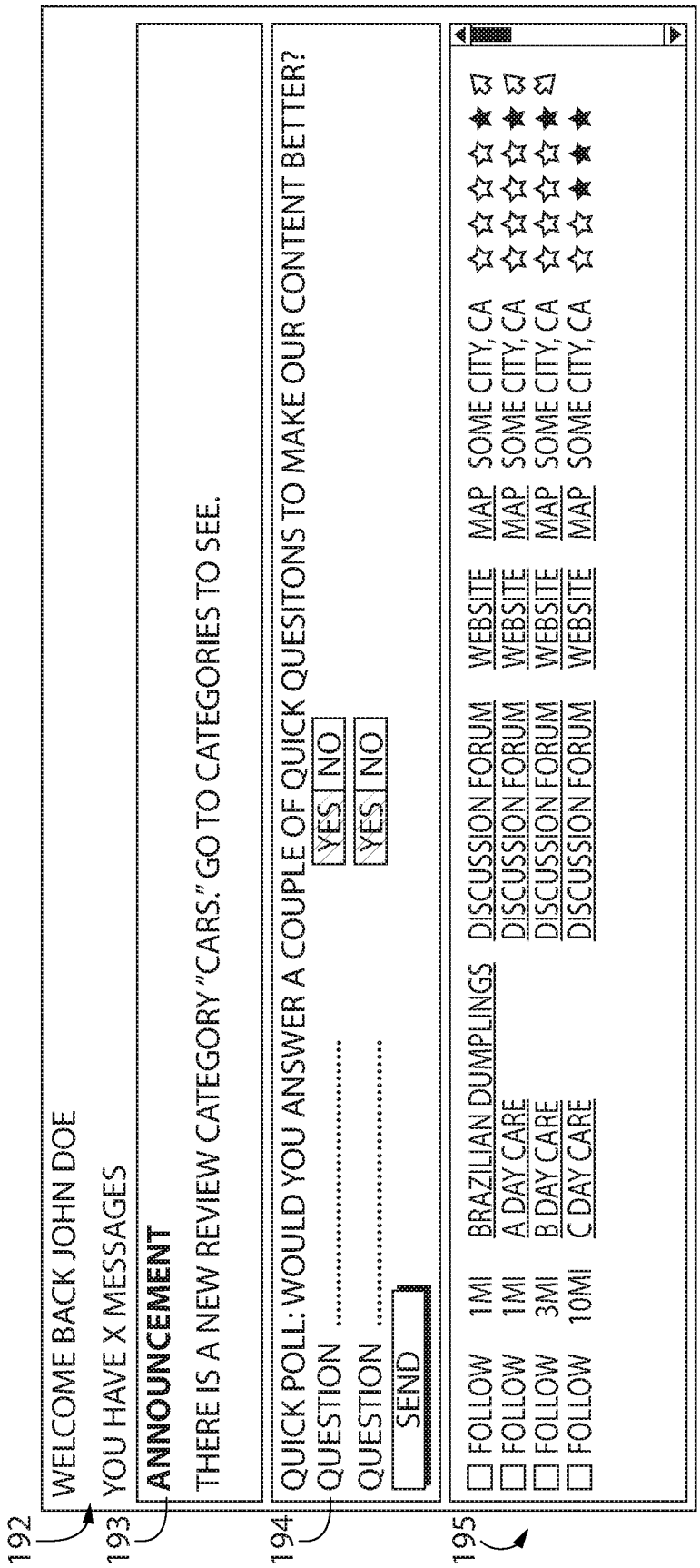
800
192
WELCOME BACK JOHN DOE
193
YOU HAVE X MESSAGES
ANNOUNCEMENT
THERE IS A NEW REVIEW CATEGORY "CARS." GO TO CATEGORIES TO SEE.
194
QUICK POLL: WOULD YOU ANSWER A COUPLE OF QUICK QUESITONS TO MAKE OUR CONTENT BETTER?
QUESTION ..... YES NO
QUESTION ..... YES NO
SEND
195
FOLLOW 1MI BRAZILIAN DUMPLINGS DISCUSSION FORUM WEBSITE MAP SOME CITY, CA
FOLLOW 1MI A DAY CARE DISCUSSION FORUM WEBSITE MAP SOME CITY, CA
FOLLOW 3MI B DAY CARE DISCUSSION FORUM WEBSITE MAP SOME CITY, CA
FOLLOW 10MI C DAY CARE DISCUSSION FORUM WEBSITE MAP SOME CITY, CA

FIG. 9

INTELLECTUAL PROPERTY ASSIGNMENT

Inventor: KAYHAN KUCUKCAKAR

Application Serial No.: US 14/809,833

Docket No.: 15-1107

Title: COLLABORATIVE PEER REVIEW SYSTEM AND METHOD OF USE

The **inventor identified herein** (hereinafter the "**Assignor**") invented certain improvements, innovations, inventions, concepts, ideas, compositions, compounds, technologies, methods, processes, assemblies, components, designs, or discoveries, (collectively hereinafter referred to as the "Work") as described in the **ATTACHED** U.S. Patent Application Serial Number US 14/809,833 ("Patent Application") or included in, embodied in, or related to compositions, compounds, systems, prototypes, products, product development, or research associated with or performed on behalf of the Assignee identified below.

KK

OpenNetReview, Inc., a corporation having a place of business at 530 Showers Drive, Suite 7, ~~#42~~ #412, Mountain View, California 94040, ("**Assignee**") desires to acquire all rights, title, and interest in and to the Patent Application and the Work.

Therefore, for valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee 100% of Assignor's right, title, and interest throughout the world in the Patent Application (as well as such rights in any divisions and continuations in whole or part or substitute applications) and the Work. Assignor hereby assigns to Assignee 100% of Assignor's right, title, and interest in all foreign patent applications that have been or may be filed claiming priority to the Patent Application. Assignor hereby assigns to Assignee 100% of Assignor's right, title, and interest in all foreign patents that may issue from foreign patent applications (as well as divisions and continuations in whole or part or substitute applications) filed claiming priority to the Patent Application. Therefore, Assignor acknowledges that Assignor has sold, assigned, conveyed, and transferred to Assignee, Assignee's successors, and Assignee's assigns the entire right, interest, and title throughout the world in the Patent Application and the Work, including all patent properties filed or issued upon the Patent Application and the Work, and including but not limited to:

- **U.S. Nonprovisional Patent Application No. 14/809,833**; filed July 27, 2015; and entitled Collaborative Peer Review System and Method of Use
- All provisional applications cross referenced in at least one of the patent applications described above
- All nonprovisional applications claiming the benefit of or priority to at least one of the patent applications described above
- All patent applications (including U.S. applications, foreign applications, divisionals, continuations, continuations-in-part, reissues, and extensions) claiming the benefit of or priority to the Patent Application and all patents which may be granted thereon
- All patent applications and patents related to the Work
- All rights of priority based on the Patent Application and the Work

Assignor authorizes the United States Patent and Trademark Office and all foreign patent offices to issue any patents resulting from the Patent Application and the Work to Assignee. The right, title and interest is to be held and enjoyed by Assignee and Assignee's successors and assigns at least as fully and exclusively as it would have been held and enjoyed by Assignor had this assignment not been made.

Inventor Initials: KK

Assignor further agrees to cooperate with Assignee in the prosecution of the Patent Application, foreign counterparts of the Patent Application, and any application for patent claiming priority to the Patent Application. Assignor further agrees to (a) execute, verify, acknowledge, and deliver all such further papers, including patent applications and instruments of transfer; and (b) perform such other acts as Assignee lawfully may request to obtain or maintain the Patent Application, foreign counterparts of the Patent Application, and any application for patent claiming priority to the Patent Application in any and all countries. Assignor hereby covenants and agrees to timely communicate to Assignee any facts known to the Assignor related to the Patent Application or the Work including information necessary to meet the Assignor's duty to disclose information that is material to patentability as defined in 37 CFR § 1.56. Assignor hereby covenants and agrees to do everything reasonably possible to help the Assignee seek, obtain, and enforce patent protection related to the Patent Application and the Work.

Assignor hereby assigns, conveys, and transfers to Assignee all claims for damages and all remedies (including past, present, and future damages and remedies) arising from or related to the Patent Application, the Work, and the interests assigned herein.

Inventor Signature

Legal name of inventor (Assignor): Kayhan Kucukcakar

IN WITNESS WHEREOF, I have executed this intellectual property assignment and agreement.

Signature: Kayhan Kucukcakar

Date: 09/12/2017

State of _____

County of _____

On _____, before me, _____, Notary Public,

personally appeared _____, who proved to me on the basis of satisfactory evidence, to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

REQUIRED SENTENCE IF NOTARIZED IN CALIFORNIA: I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature: _____

My Commission Expires: _____

Place Notary Seal Above

Inventor Initials: KK