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(71) Applicant: **THOMSON REUTERS GLOBAL RESOURCES** [CH/CH]; Neuhofstrasse 1, CH-6340 Baar (CH).

(72) Inventors; and
(71) Applicants *(for US only)*: **ANDREWS, Sarah, L.** [CA/US]; 230 W. 55th Street, Apt 4C, New York, NY 10019 (US). **DAM, Peenaki** [IN/US]; 561 10th Ave., Apt 11H, New York, NY 10036 (US). **FRENNET, Damien** [BE/US]; 550 Third Ave., Apt 2, New York, NY 10016 (US). **CHAUDHURI, Summit** [IN/US]; 55 River Drive S, Apt 1009, Jersey City, NJ 07310 (US). **RODRIGUEZ, Ricardo** [US/US]; 307 East 91st Street, Apt 5E, New York, NY 10128 (US). **GANAPAM, Ashok** [IN/US]; 1376 1st Avenue, Apt 3, New York, NY 10021 (US). **SCHILDER, Frank** [DE/US]; 1764 Hague Ave, Saint Paul, MN 55104 (US). **LEIDNER, Jochen, Lothar** [DE/CH]; Grabenstrasse 32, CH-6300 Zug (CH).

(74) Agent: **DUNCAN, Kevin, T.**; Valenti Hanley & Robinson, PLLC, One Riverfront Plaza, Suite 1950, Louisville, KY 40202 (US).

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(54) Title: METHODS AND SYSTEMS FOR GENERATING CORPORATE GREEN SCORE USING SOCIAL MEDIA SOURCED DATA AND SENTIMENT ANALYSIS

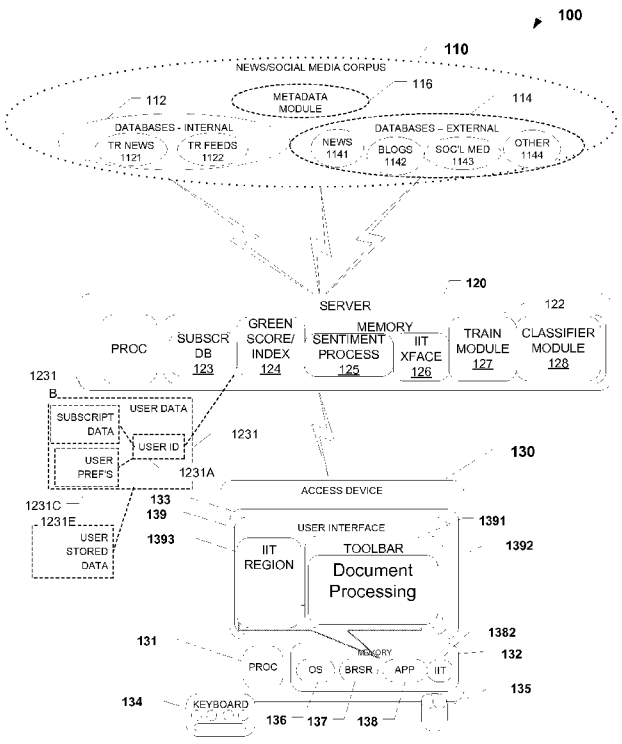


FIGURE 1

(57) Abstract: The present invention provides a News/Media Analytics System (NMAS) adapted to automatically process and "read" news stories and content from blogs, twitter, and other social media sources, represented by news/media corpus, in as close to real-time as possible. Quantitative analysis, techniques or mathematics, such as green scoring/composite module and sentiment processing module are processed to arrive at green scores, green certification, and/or model the value of financial securities, including generating a green score, green compliance certification, and a composite environmental or green index. The NMAS automatically processes news stories, filings, new/social media and other content and applies one or more models against the content to determine green scoring and/or anticipate behavior of stock price and other investment vehicles. The NMAS leverages traditional and, especially, social media resources to provide a sentiment-based solution for scoring the "greenness" of companies.

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