

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property
Organization
International Bureau

(43) International Publication Date
13 October 2022 (13.10.2022)



(10) International Publication Number
WO 2022/216926 A1

- (51) **International Patent Classification:**
G06Q 10/10 (2012.01) *H04L 51/02* (2022.01)
G06F 40/35 (2020.01) *H04L 51/04* (2022.01)
- (21) **International Application Number:**
PCT/US2022/023826
- (22) **International Filing Date:**
07 April 2022 (07.04.2022)
- (25) **Filing Language:** English
- (26) **Publication Language:** English
- (30) **Priority Data:**
63/172,371 08 April 2021 (08.04.2021) US
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- (81) **Designated States** (*unless otherwise indicated, for every kind of national protection available*): AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BN, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DJ, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IR, IS, IT, JM, JO, JP, KE, KG, KH, KN, KP, KR, KW, KZ, LA, LC, LK, LR, LS, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PA, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, SA, SC, SD, SE, SG, SK, SL, ST, SV, SY, TH, TJ, TM,

(54) **Title:** INTELLIGENT ASSISTANT CONTENT GENERATION

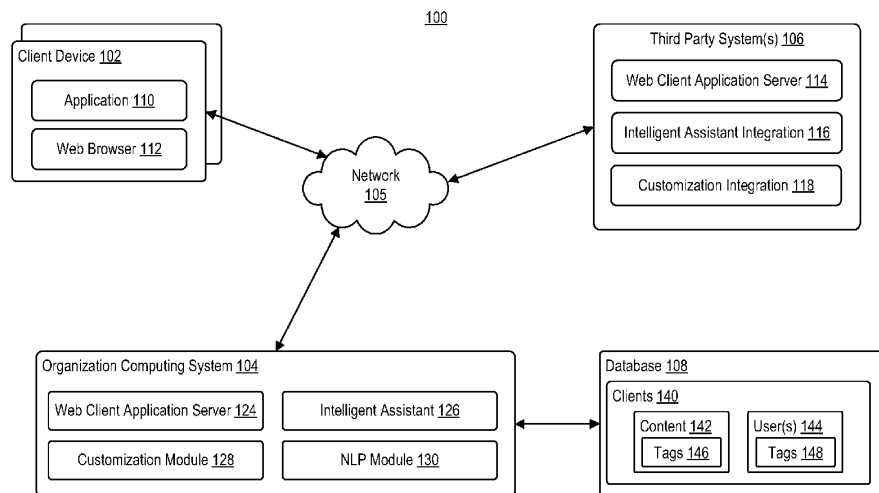


FIG. 1

(57) **Abstract:** A computing system receives user activity data from a user interacting with content associated with a third party computing system. The computing system generates a profile for the user based on the user activity data. The profile includes tags indicating attributes about the user. The computing system establishes a communication session between the user and the intelligent assistant via a chat interface. The computing system receives a message from the user to the intelligent assistant. The computing system determines that the message includes at least one key word triggering retrieval of relevant content. Based on the determining, the computing system retrieves content that is associated with the key word and relevant to the user based on the tags associated with the user profile. The computing system causes a client device associated with the user to display the content alongside the chat interface.

[Continued on next page]

TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, WS, ZA, ZM, ZW.

(84) Designated States (*unless otherwise indicated, for every kind of regional protection available*): ARIPO (BW, GH, GM, KE, LR, LS, MW, MZ, NA, RW, SD, SL, ST, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, RU, TJ, TM), European (AL, AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK, SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, KM, ML, MR, NE, SN, TD, TG).

Published:

- *with international search report (Art. 21(3))*
- *before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments (Rule 48.2(h))*