

<p>(51) International classification :G06Q50/00, G06Q30/0201, G06Q30/0242, G06N20/00</p> <p>(86) International Application No :NA Filing Date :NA</p> <p>(87) International Publication No : NA</p> <p>(61) Patent of Addition to Application Number :NA Filing Date :NA</p> <p>(62) Divisional to Application Number :NA Filing Date :NA</p>	<p>(71)Name of Applicant :</p> <p>1)Dr. K. Gnanaprasanna Address of Applicant :Assistant Professor, S&amp;H, Meenakshi College of Engineering, Chennai, Tamil Nadu-600078, India -----</p> <p>2)Dr. V. Kannan</p> <p>3)Dr. Ashok Prakash Shelke</p> <p>4)Dr. Manoram Shukla</p> <p>5)Dr. Sameer Kulkarni</p> <p>6)Ms. Jagrati Yadav</p> <p>7)Dr. P. Aruna Devi</p> <p>8)Dr. Palisetty Ramesh</p> <p>9)Dr. Nasa Dhanraj</p> <p>10)Dr. Shilpa Tandon</p> <p>11)Mrs. S. Abinaya</p> <p>12)Ms. Radhika Singh</p> <p>Name of Applicant : NA</p> <p>Address of Applicant : NA</p> <p>(72)Name of Inventor :</p> <p>1)Dr. K. Gnanaprasanna Address of Applicant :Assistant Professor, S&amp;H, Meenakshi College of Engineering, Chennai, Tamil Nadu-600078, India -----</p> <p>2)Dr. V. Kannan Address of Applicant :Managing Director, Clde It Solutions, No.997, Mettupalayam Road, Near X-Cut Signal, R. S. Puram, Coimbatore, Tamil Nadu - 641002. India (Bharat) -----</p> <p>3)Dr. Ashok Prakash Shelke Address of Applicant :Assistant Professor, Department of Commerce, Mamasahab Mohol College, Pune-38, Maharashtra-411038, India -----</p> <p>4)Dr. Manoram Shukla Address of Applicant :Assistant Professor, Department of Economics, Arya Mahila P.G College Sadar Bazar Shajanpur -2502001, Uttar Pradesh 242001, India -----</p> <p>5)Dr. Sameer Kulkarni Address of Applicant :Associate Professor, Amity Business School, Amity University Mumbai Maharashtra, Panvel, Maharashtra -410206, India -----</p> <p>6)Ms. Jagrati Yadav Address of Applicant :Assistant Professor, Department of MBA Department, Sage University Indore, Madhya Pradesh - 452020, India -----</p> <p>7)Dr. P. Aruna Devi Address of Applicant :Assistant Professor, Department of Computer Technology, Dr. SNS Rajalakshmi College of Arts and Science, Coimbatore, Tamil Nadu -641049, India -----</p> <p>8)Dr. Palisetty Ramesh Address of Applicant :Associate Professor, Department of Management, Brainware University, Kolkata, West Bengal-700125, India -----</p> <p>9)Dr. Nasa Dhanraj Address of Applicant :Assistant Professor, Selection Grade, School of Commerce and Economics, Presidency University, Benglore, Yelankha, Karnataka-560064, India -----</p> <p>10)Dr. Shilpa Tandon Address of Applicant :Assistant Professor, Department of Management, Army Institute of Management and Technology, Gr. Noida, Uttar Pradesh - 201310, India -----</p> <p>11)Mrs. S. Abinaya Address of Applicant :Computer Faculty, Department of Computer Science, SNS Academy, Coimbatore, Tamil Nadu -641029, India -----</p> <p>12)Ms. Radhika Singh Address of Applicant :Assistant Professor, School of Hospitality and Hotel Management., Geeta University, Panipat- 132145, Haryana, India -----</p>
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## (57) Abstract :

The proposed invention is a Social Media Monitoring Tool for Brand Reputation Management, designed to intelligently track, analyze, and respond to public sentiment across digital platforms. By integrating advanced technologies like artificial intelligence, natural language processing, and machine learning, the system continuously scans and processes social media content to classify sentiments, detect emerging trends, and identify influencers. It provides real-time alerts, comprehensive analytics, and historical performance tracking to enable proactive brand protection and strategic decision-making. The tool's multilingual and cross-platform capabilities support global brand surveillance, offering scalability, customization, and integration with enterprise tools. It enhances communication between departments, improves customer engagement, and ensures a data-driven approach to reputation management. With automated, adaptive, and secure architecture, this invention transforms digital brand monitoring into an intelligent, actionable, and preventive process for organizations across industries, empowering them to maintain trust, relevance, and credibility in the fast-evolving digital landscape.

No. of Pages : 20 No. of Claims : 10