Home (http://ipindia.nic.in/index.htm)    About Us (http://ipindia.nic.in/about-us.htm)    Who's Who (http://ipindia.nic.in/whos-who-page.htm)
Policy & Programs (http://ipindia.nic.in/policy-pages.htm)    Achievements (http://ipindia.nic.in/achievements-page.htm)
RTI (http://ipindia.nic.in/right-to-information.htm)    Feedback (https://ipindiaonline.gov.in/feedback)    Sitemap (shttp://ipindia.nic.in/itemap.htm)
Contact Us (http://ipindia.nic.in/contact-us.htm)    Help Line (http://ipindia.nic.in/helpline-page.htm)

Skip to Main Content

**inPASS** (http://ipindia.nic.in/index.htm)

Indian Patent Advanced Search System

INTELLECTUAL PROPERTY INDIA
PATENTS | DESIGNS | TRADE MARKS
GEOGRAPHICAL INDICATIONS

(http://ipindia.nic.

## Patent Search

| | |
|---|---|
| Invention Title | IMPLEMENTATION OF TECHNIQUES TOWARDS SECURITY AND PRIVACY FOR EDGE AI IN IOT/IOE-BASED DIGITAL MARKETING ENVIRONM |
| Publication Number | 08/2023 |
| Publication Date | 24/02/2023 |
| Publication Type | INA |
| Application Number | 202341010025 |
| Application Filing Date | 15/02/2023 |
| Priority Number | |
| Priority Country | |
| Priority Date | |
| Field Of Invention | COMPUTER SCIENCE |
| Classification (IPC) | G06Q0030020000, H04W0004800000, G06N0003080000, G06N0003040000, G06N0005040000 |

Inventor

| Name | Address | Country |
|---|---|---|
| Dr Satish Karri | Post Doctoral Fellow, Department of commerce and Business administration, Acharya Nagarjuna University, Guntur, AP | India |
| Ambarish Ghosh | Assistant Professor, Faculty Of Management Studies, Icfai University, Raipur, Chhattisgarh | India |
| S Shireesha | Assistant Professor, MBA department, Institute of Aeronautical Engineering, Hyderabad, Medical Malkajgiri, Telangana, 500043 | India |
| Dr. Ajay Jain | Associate Professor, Faculty of Management, SRM Institute of Science and Technology, Delhi-NCR Campus, Modinagar, Ghaziabad, Uttar Pradesh | India |
| Dr. Jageshwar Keshaorao Keche | Assistant Professor, Dept. of CS, SSES Amt's Science College, Congress Nagar, Nagpur- 440012, Maharashtra | India |
| Dr. Varun Sharma | Assistant professor, Department of computer science, G.N.D.U. College, pathankot, Punjab - 145001 | India |
| Dr. Pritam Chattopadhyay | Associate Professor, Amity Global Business School Pune, Pune - 411016, Maharashtra | India |
| P. Jayaprabha | AP and Head, Department of Artificial Intelligence and Data Science, Excel Engineering College, Palakapalayam, Namakkal – 637303, Tamil Nadu | India |
| Dr Mohd Abdul Hafeez | Asst Professor, CSE, Mietw, Medchal-Malkajgiri, Hyderabad -501301, Telangana | India |
| Dr. Vijay Kumar Salvia | Professor Director ECE International R And D Creativity Organization USA, Indore, Madhya Pradesh – 452018, India | India |
| Aditi Verma | Assistant Professor, Department of commerce and management, School of Management Sciences, Lucknow (Uttar Pradesh) | India |
| Ms. Jagriti Gupta | Assistant Professor, School of Business, Galgotias University, Greater Noida, Gautam Buddha Nagar – 201310, Uttar Pradesh | India |

Applicant

| Name | Address | Country |
|------|---------|---------|
| Dr Satish Karri | Post Doctoral Fellow, Department of commerce and Business administration, Acharya Nagarjuna University, Guntur, AP | India |
| Ambarish Ghosh | Assistant Professor, Faculty Of Management Studies, Icfai University, Raipur, Chhattisgarh | India |
| S Shireesha | Assistant Professor, MBA department, Institute of Aeronautical Engineering, Hyderabad, Medical Malkajgiri, Telangana, 500043 | India |
| Dr. Ajay Jain | Associate Professor, Faculty of Management, SRM Institute of Science and Technology, Delhi-NCR Campus, Modinagar, Ghaziabad, Uttar Pradesh | India |
| Dr. Jageshwar Keshaorao Keche | Assistant Professor, Dept. of CS, SSES Amt's Science College, Congress Nagar, Nagpur- 440012, Maharashtra | India |
| Dr. Varun Sharma | Assistant professor, Department of computer science, G.N.D.U. College, pathankot, Punjab - 145001 | India |
| Dr. Pritam Chattopadhyay | Associate Professor, Amity Global Business School Pune, Pune - 411016, Maharashtra | India |
| P. Jayaprabha | AP and Head, Department of Artificial Intelligence and Data Science, Excel Engineering College, Palakapalayam, Namakkal – 637303, Tamil Nadu | India |
| Dr Mohd Abdul Hafeez | Asst Professor, CSE, Mietw, Medchal-Malkajgiri, Hyderabad -501301, Telangana | India |
| Dr. Vijay Kumar Salvia | Professor Director ECE International R And D Creativity Organization USA, Indore, Madhya Pradesh – 452018, India | India |
| Aditi Verma | Assistant Professor, Department of commerce and management, School of Management Sciences, Lucknow (Uttar Pradesh) | India |
| Ms. Jagriti Gupta | Assistant Professor, School of Business, Galgotias University, Greater Noida, Gautam Buddha Nagar – 201310, Uttar Pradesh | India |

Abstract:

IMPLEMENTATION OF TECHNIQUES TOWARDS SECURITY AND PRIVACY FOR EDGE AI IN IOT/IOE-BASED DIGITAL MARKETING ENVIRONMENTS An edge networking enti configured to provide connectivity to a terminal entity. The intelligent computing entity sends a request message related to a type of action predefined by a service pr an abnormal situation. A computer-implemented method in a data processing system for customizing digital media marketing messages using customer behavior da computer-implemented. A level of marketing directed toward a customer using a risk assessment score, the computer implemented. Responsive to the risk assessme indicating that the customer is the undesirable customer, initiating aggressive marketing disincentives targeted to the undesirable customer. Initiating moderate mar incentives targeted to the customer, wherein moderate marketing incentives comprise marketing incentives that are cheaper to generate and present to the custome aggressive marketing incentives. Receiving, by the processor, neural network information from the edge device.

### Complete Specification

Description: IMPLEMENTATION OF TECHNIQUES TOWARDS SECURITY AND PRIVACY FOR EDGE AI IN IOT/IOE-BASED DIGITAL MARKETING ENVIRONMENTS
BACKGROUND
Technical Field
[0001]    The embodiments herein generally relate to the implementation of techniques towards security and privacy for edge ai in iot/ioe-based digital marketing environments.
Description of the Related Art
[0002]    The Internet of things environment has a problem in that it is an environment restricted by a device itself and a networking technology. According to the re art, various technologies that provide connectivity in an IoT environment are proposed, but many IoT platforms developed in various IoT service fields along with a v of edge/fog computing technologies coexist. Hence, an integrated IoT platform is not currently provided. The present invention is related generally to an improved c processing system and in particular to a method and apparatus for processing video and audio data. More particularly, the present invention is directed to the com implemented method, apparatus, and computer-usable program code for generating customized marketing messages for customers using dynamically generated customer behavior data.
[0003]    In the past, merchants, such as store owners and operators, frequently had a personal relationships with their customers. The merchant often knew their customers' names, addresses, marital status, ages of their children, hobbies, place of employment, anniversaries, birthdays, likes, dislikes, and personal preference merchant was able to use this information to cater to customer needs and push sales of items the customer might be likely to purchase based on the customer's si

View Application Status

**Department of Industrial Policy and Promotion**
Government of India