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Appinions Awarded Patent for its Groundbreaking Methodology for Opinion Analysis

*Patent marks the culmination of more than 10 years of research
into opinion identification and semantic analysis*

New York – Appinions, an opinion-powered influence marketing platform, has been awarded a patent for their groundbreaking methodology for analyzing, extracting and summarizing opinions from digital text, such as articles, blog posts and social media messages.

The US Patent Office awarded the patent to Appinions for the system and method for automatically summarizing fine-grained opinions in digital text.

The patent covers the methodology Appinions uses to analyze text from more than 5 million online sources to extract opinions, identify the person or source of a particular opinion and determine the topic and sentiment of that opinion. The patent is effective for 20 years and precludes other companies from implementing the methodology and business processes developed by Appinions.

With this opinion-powered data, Appinions gives brands and agencies the unprecedented ability to identify relevant influencers and measure who is driving the conversations about a particular topic, person or brand.

“Receiving this patent further establishes Appinions as a world-class platform that’s leading the way on influence marketing,” said Larry Levy, Appinions co-founder and chief executive officer. “Now, we can truly say that no other company on the planet has the ability to deliver the opinion-powered influence data we offer to agencies and brands.”

(more)

Appinions co-founder and chief scientist, Dr. Claire Cardie, a professor at Cornell University's Department of Computer Science, led the research and development for this revolutionary methodology.

“This patent marks the culmination of more than 10 years of research into opinion identification and semantic analysis and we're thrilled to be recognized for this groundbreaking achievement,” Cardie said.

Appinions has a number of patent applications pending for the implementation of various aspects of the technology developed by their research and development team.

Appinions currently works with more than 25 clients including companies and agencies such as Amgen, Conde Nast, Dell, Dole, The Economist, Edelman, Forbes, iCrossing, Materne, Reprise Media, Rosetta, Sabra, Weber Shandwick and Zocalo Group.

About Appinions

Appinions is an opinion-based influence marketing platform that enables agencies and brands to identify, analyze, engage, monitor and measure relevant influencers. Built on more than a decade of Cornell University research, Appinions extracts and aggregates opinions from more than 5 million sources including blogs, social networks, forums, newspaper and magazine articles. Appinions is a privately owned company based in New York City.

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