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(54) **LETTER GENERATION, COMMUNICATION, AND MANAGEMENT**

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(21) Appl. No.: **13/786,467**

(22) Filed: **Mar. 6, 2013**

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(60) Provisional application No. 61/607,183, filed on Mar. 6, 2012.

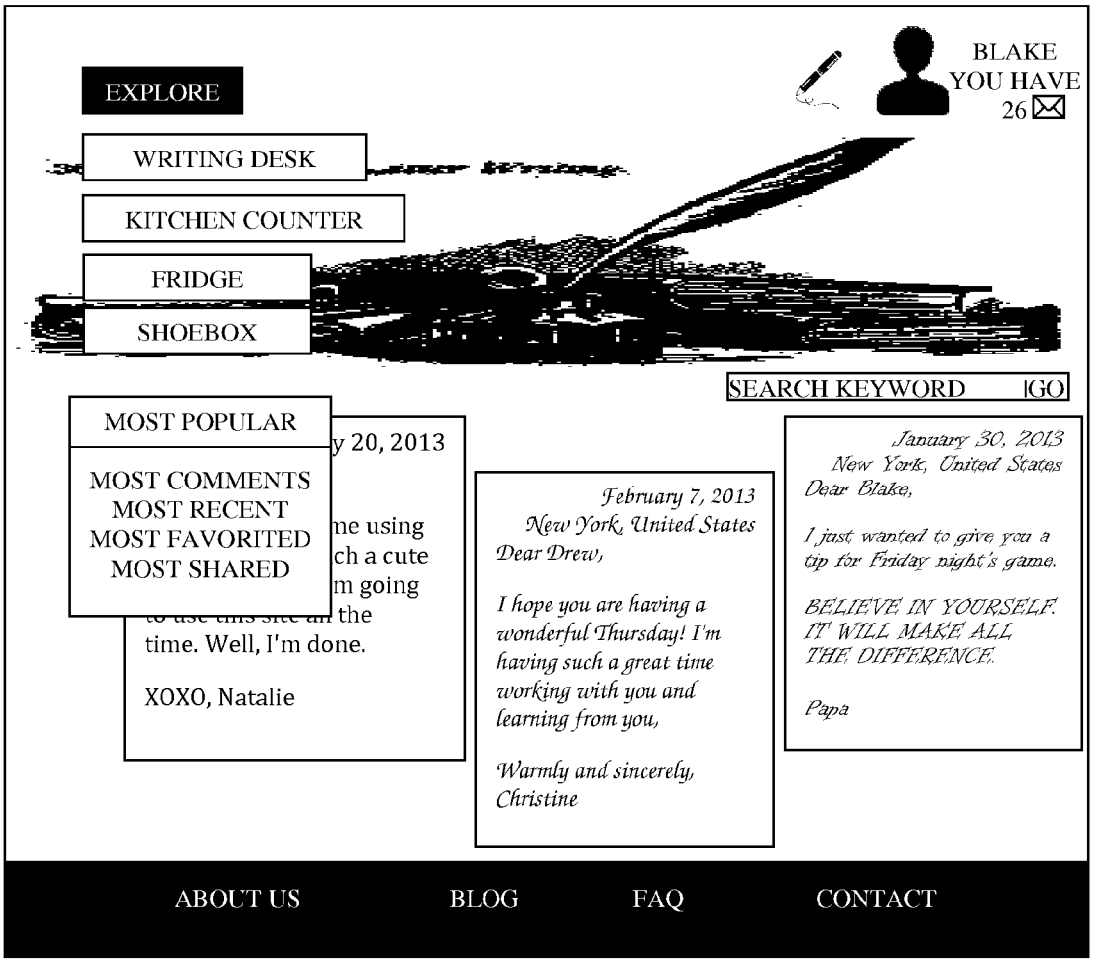
Publication Classification

(51) **Int. Cl.**
G06F 3/0484 (2006.01)

(52) **U.S. Cl.**
CPC ***G06F 3/0484*** (2013.01)
USPC **715/780**

(57) **ABSTRACT**

A computer implemented method and system for generating, communicating, and managing letters in different formats provide a letter management database (LMD) and a letter communication application (LCA) communicating with the LMD via a network. The LMD uploads, stores, aggregates, archives, curates, organizes, searches, and provides access to the letters. The LCA is accessible via a sender device and recipient devices and generates, communicates, manages, and provides access to the letters. The LCA generates a personalized letter based on a selection of displayed themes and writing style options, and media content and tags acquired from the sender device. The LCA acquires a selection of one or more delivery options and at least one recipient identifier from the sender device for delivering the generated personalized letter to one or more recipients and/or recipient devices. The LCA facilitates access to the generated personalized letter through one or more access modes via the LMD.



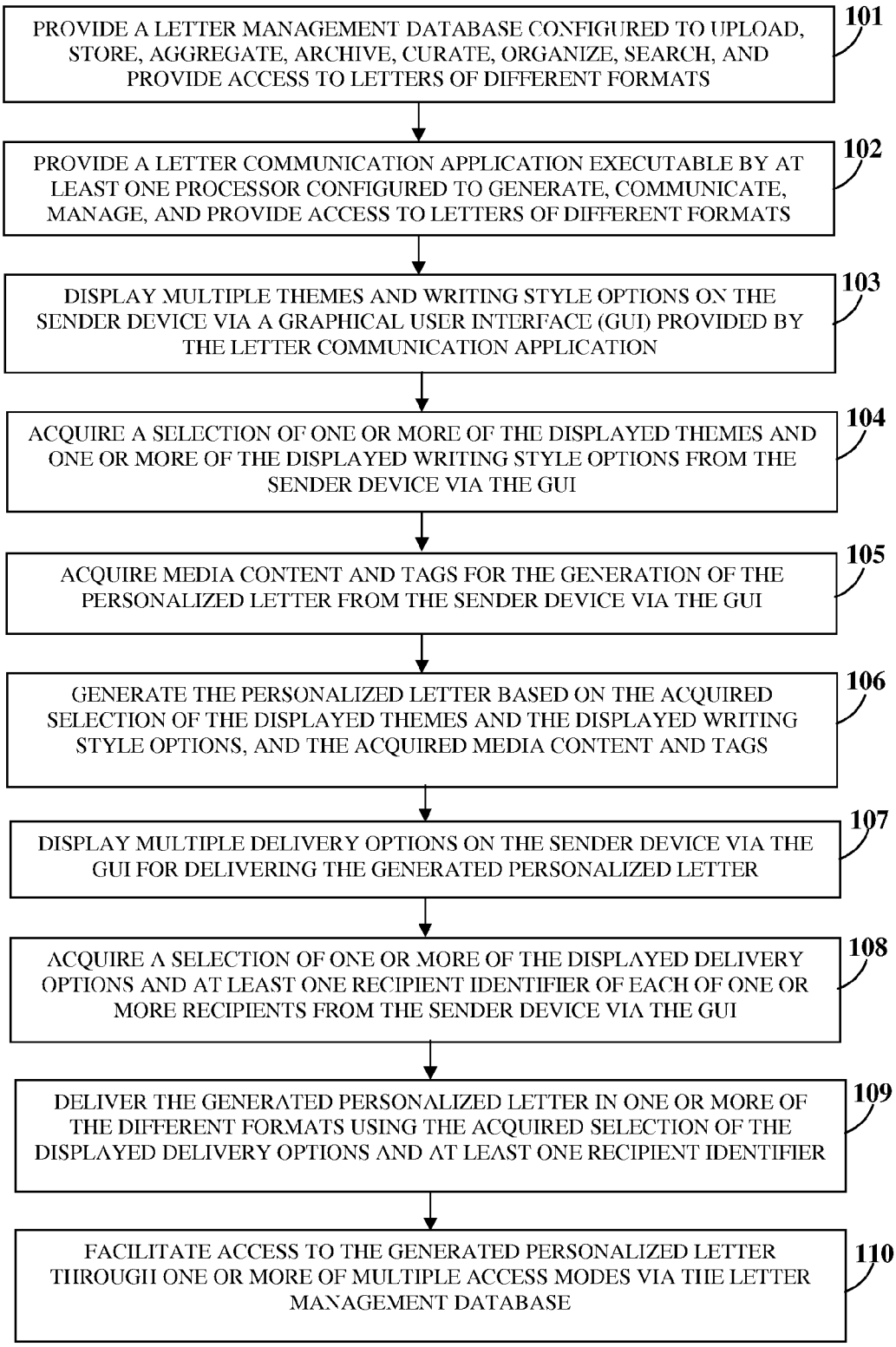

PROVIDE A LETTER MANAGEMENT DATABASE CONFIGURED TO UPLOAD, STORE, AGGREGATE, ARCHIVE, CURATE, ORGANIZE, SEARCH, AND PROVIDE ACCESS TO LETTERS OF DIFFERENT FORMATS
101
PROVIDE A LETTER COMMUNICATION APPLICATION EXECUTABLE BY AT LEAST ONE PROCESSOR CONFIGURED TO GENERATE, COMMUNICATE, MANAGE, AND PROVIDE ACCESS TO LETTERS OF DIFFERENT FORMATS
102
DISPLAY MULTIPLE THEMES AND WRITING STYLE OPTIONS ON THE SENDER DEVICE VIA A GRAPHICAL USER INTERFACE (GUI) PROVIDED BY THE LETTER COMMUNICATION APPLICATION
103
ACQUIRE A SELECTION OF ONE OR MORE OF THE DISPLAYED THEMES AND ONE OR MORE OF THE DISPLAYED WRITING STYLE OPTIONS FROM THE SENDER DEVICE VIA THE GUI
104
ACQUIRE MEDIA CONTENT AND TAGS FOR THE GENERATION OF THE PERSONALIZED LETTER FROM THE SENDER DEVICE VIA THE GUI
105
GENERATE THE PERSONALIZED LETTER BASED ON THE ACQUIRED SELECTION OF THE DISPLAYED THEMES AND THE DISPLAYED WRITING STYLE OPTIONS, AND THE ACQUIRED MEDIA CONTENT AND TAGS
106
DISPLAY MULTIPLE DELIVERY OPTIONS ON THE SENDER DEVICE VIA THE GUI FOR DELIVERING THE GENERATED PERSONALIZED LETTER
107
ACQUIRE A SELECTION OF ONE OR MORE OF THE DISPLAYED DELIVERY OPTIONS AND AT LEAST ONE RECIPIENT IDENTIFIER OF EACH OF ONE OR MORE RECIPIENTS FROM THE SENDER DEVICE VIA THE GUI
108
DELIVER THE GENERATED PERSONALIZED LETTER IN ONE OR MORE OF THE DIFFERENT FORMATS USING THE ACQUIRED SELECTION OF THE DISPLAYED DELIVERY OPTIONS AND AT LEAST ONE RECIPIENT IDENTIFIER
109
FACILITATE ACCESS TO THE GENERATED PERSONALIZED LETTER THROUGH ONE OR MORE OF MULTIPLE ACCESS MODES VIA THE LETTER MANAGEMENT DATABASE
110

FIG. 1

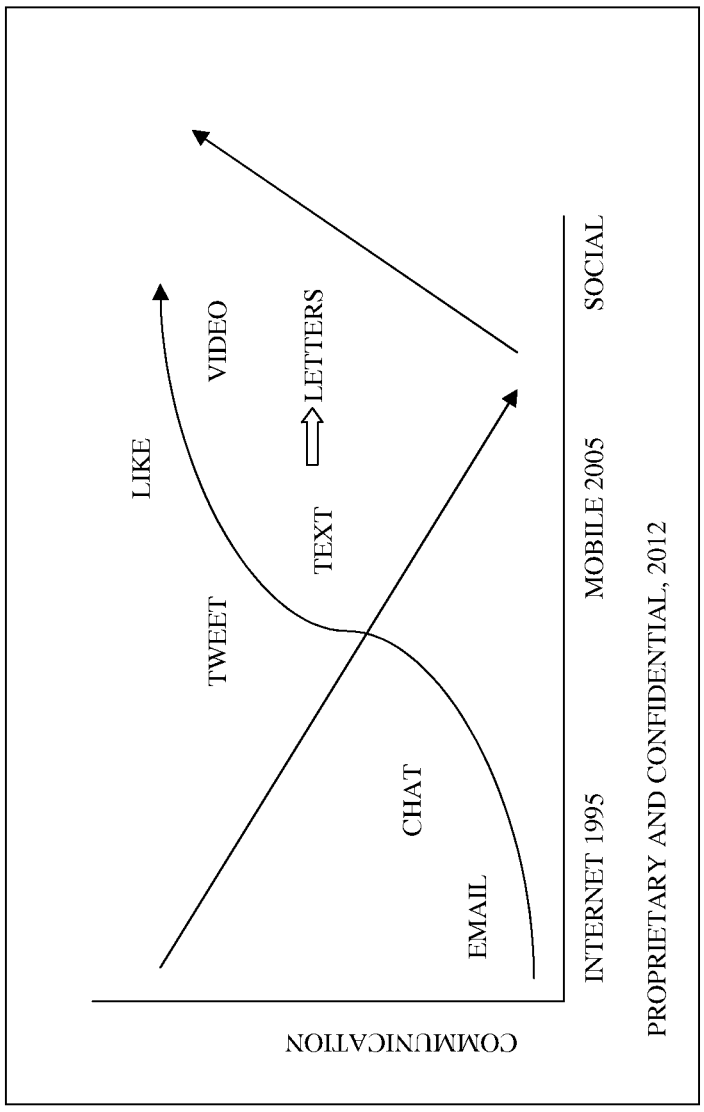

COMMUNICATION
INTERNET 1995
MOBILE 2005
SOCIAL
PROPRIETARY AND CONFIDENTIAL, 2012
EMAIL
CHAT
TWEET
TEXT
LETTERS
VIDEO
LIKE

FIG. 2

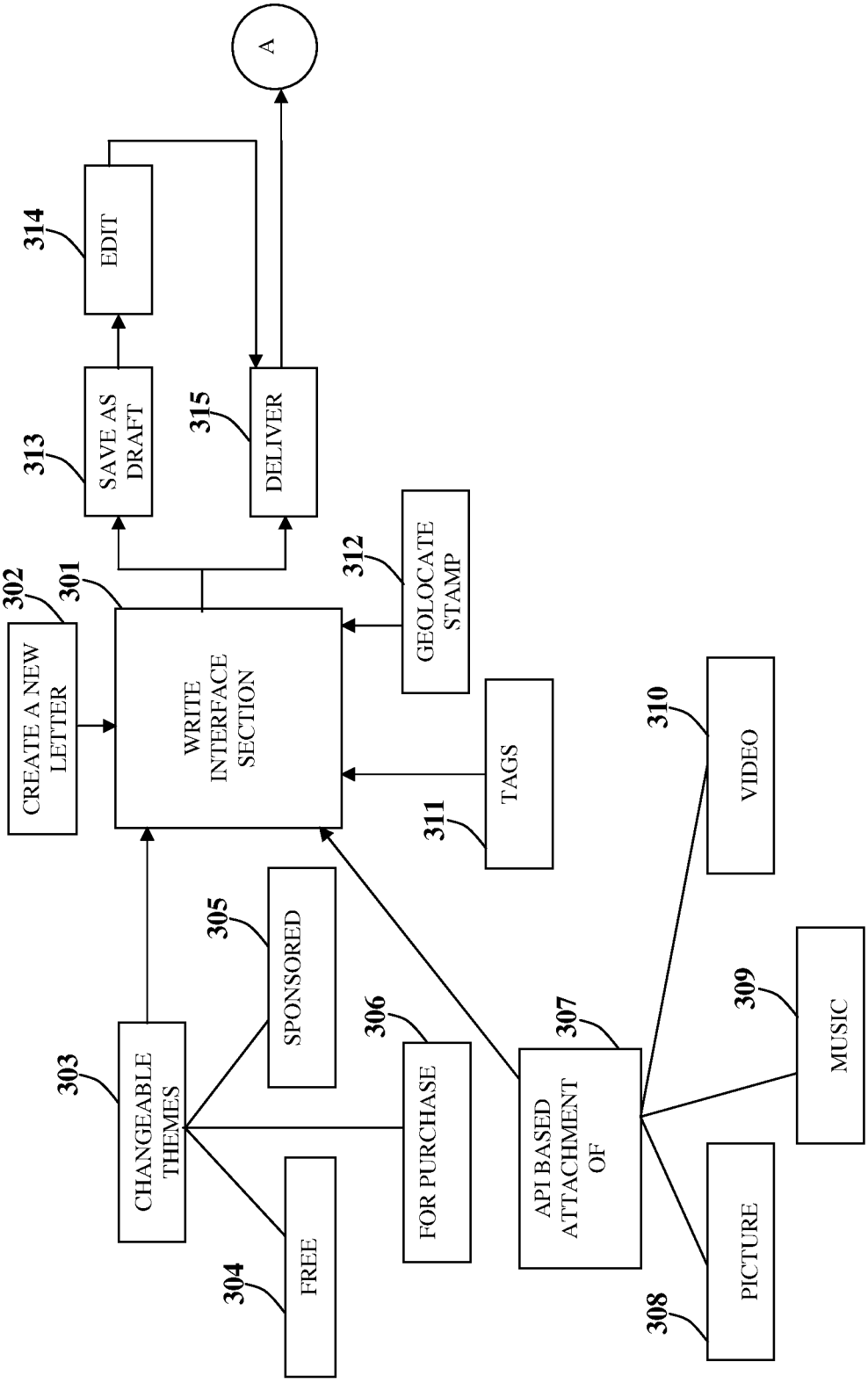

A
314
EDIT
313
SAVE AS DRAFT
315
DELIVER
302
301
CREATE A NEW LETTER
WRITE INTERFACE SECTION
312
GEOLOCATE STAMP
311
TAGS
310
VIDEO
305
SPONSORED
306
307
309
MUSIC
303
CHANGEABLE THEMES
FOR PURCHASE
API BASED ATTACHMENT OF
304
FREE
308
PICTURE

FIG. 3A

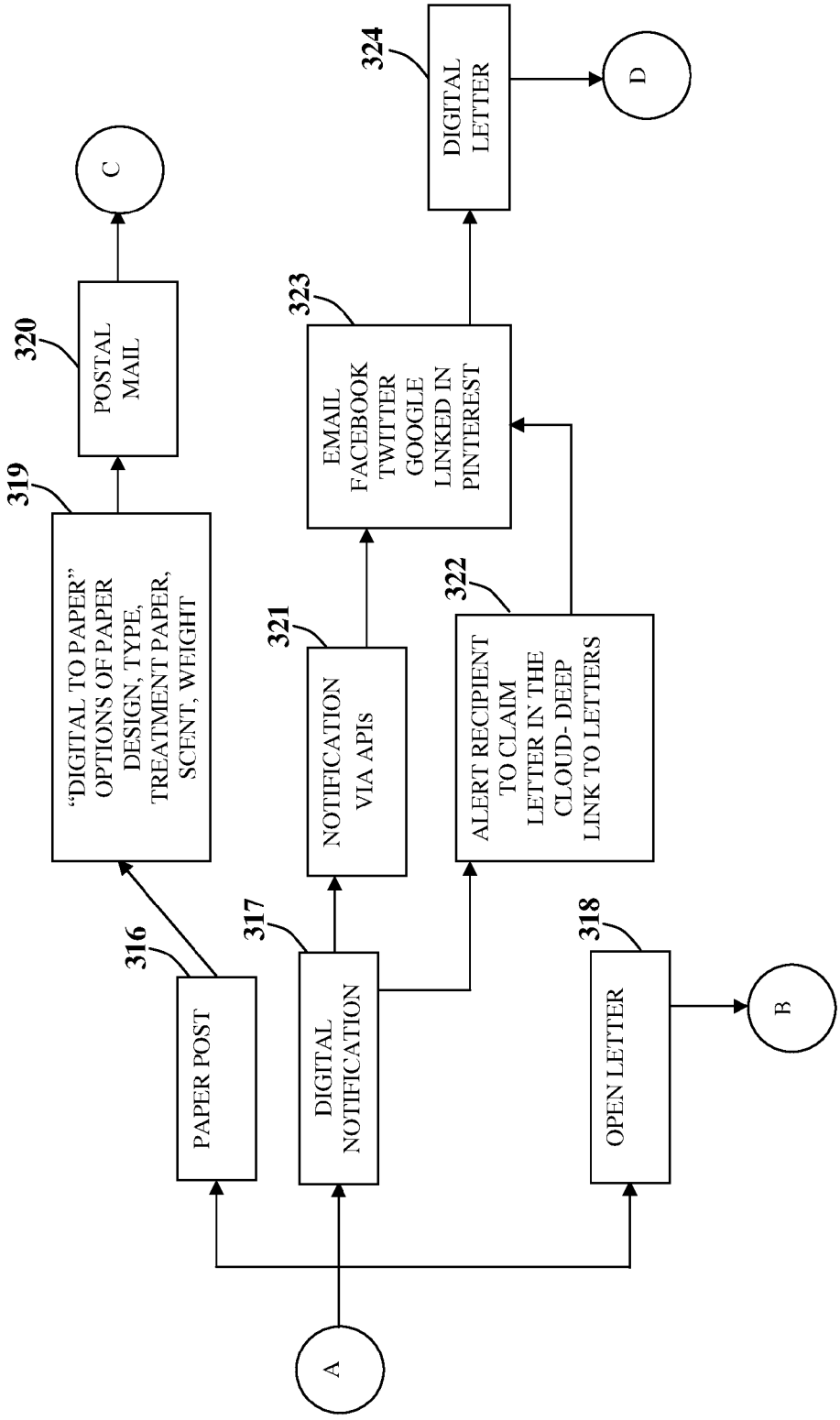

A
PAPER POST
316
DIGITAL NOTIFICATION
317
OPEN LETTER
318
B
"DIGITAL TO PAPER" OPTIONS OF PAPER DESIGN, TYPE, TREATMENT PAPER, SCENT, WEIGHT
319
NOTIFICATION VIA APIs
321
ALERT RECIPIENT TO CLAIM LETTER IN THE CLOUD- DEEP LINK TO LETTERS
322
POSTAL MAIL
320
EMAIL FACEBOOK TWITTER GOOGLE LINKED IN PINTEREST
323
C
DIGITAL LETTER
324
D

FIG. 3B

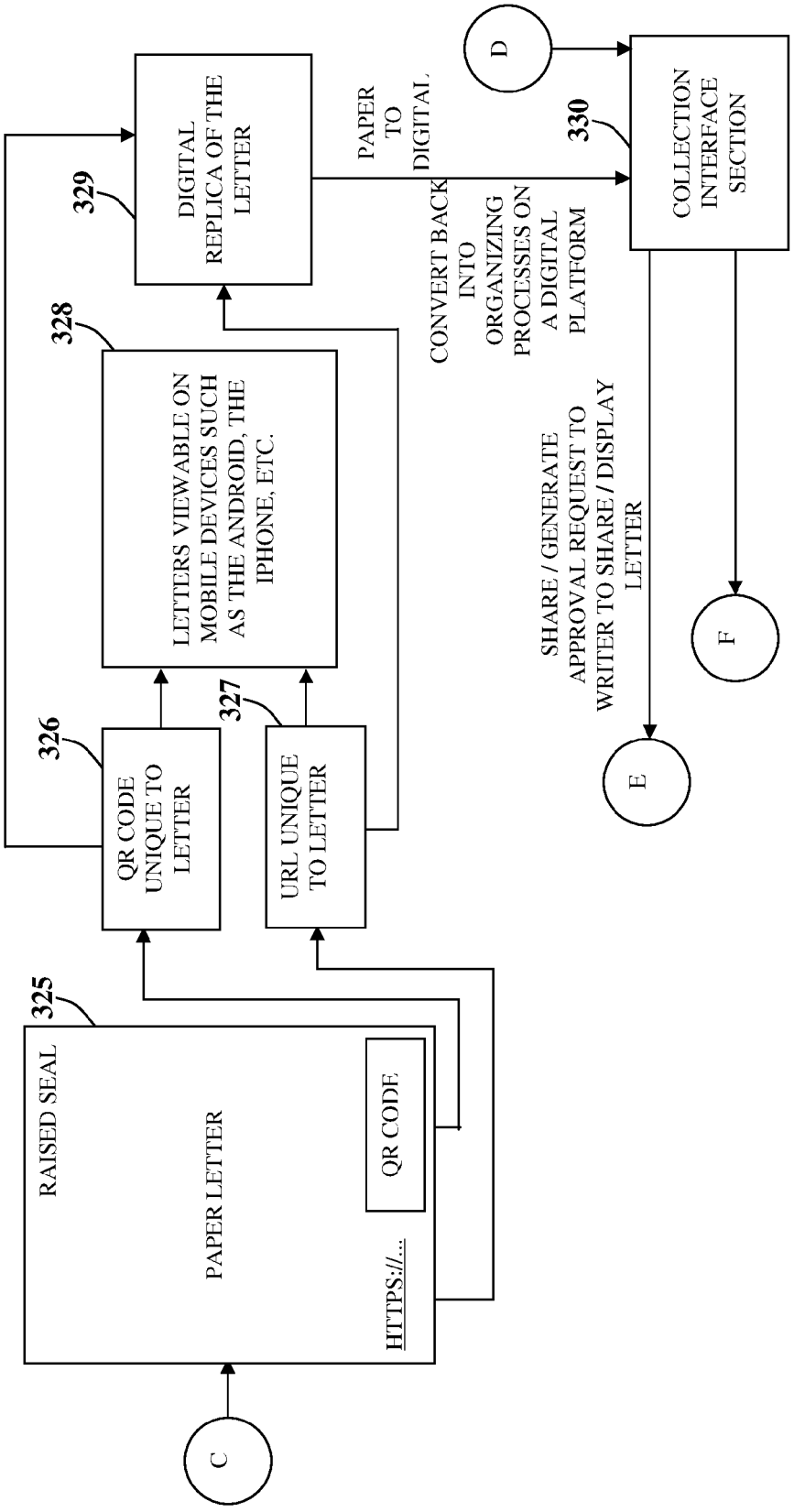

C
325
RAISED SEAL
PAPER LETTER
QR CODE
HTTPS://...
326
QR CODE UNIQUE TO LETTER
327
URL UNIQUE TO LETTER
328
LETTERS VIEWABLE ON MOBILE DEVICES SUCH AS THE ANDROID, THE IPHONE, ETC.
329
DIGITAL REPLICA OF THE LETTER
PAPER TO DIGITAL
CONVERT BACK INTO ORGANIZING PROCESSES ON A DIGITAL PLATFORM
D
330
COLLECTION INTERFACE SECTION
SHARE / GENERATE APPROVAL REQUEST TO WRITER TO SHARE / DISPLAY LETTER
E
F

FIG. 3C

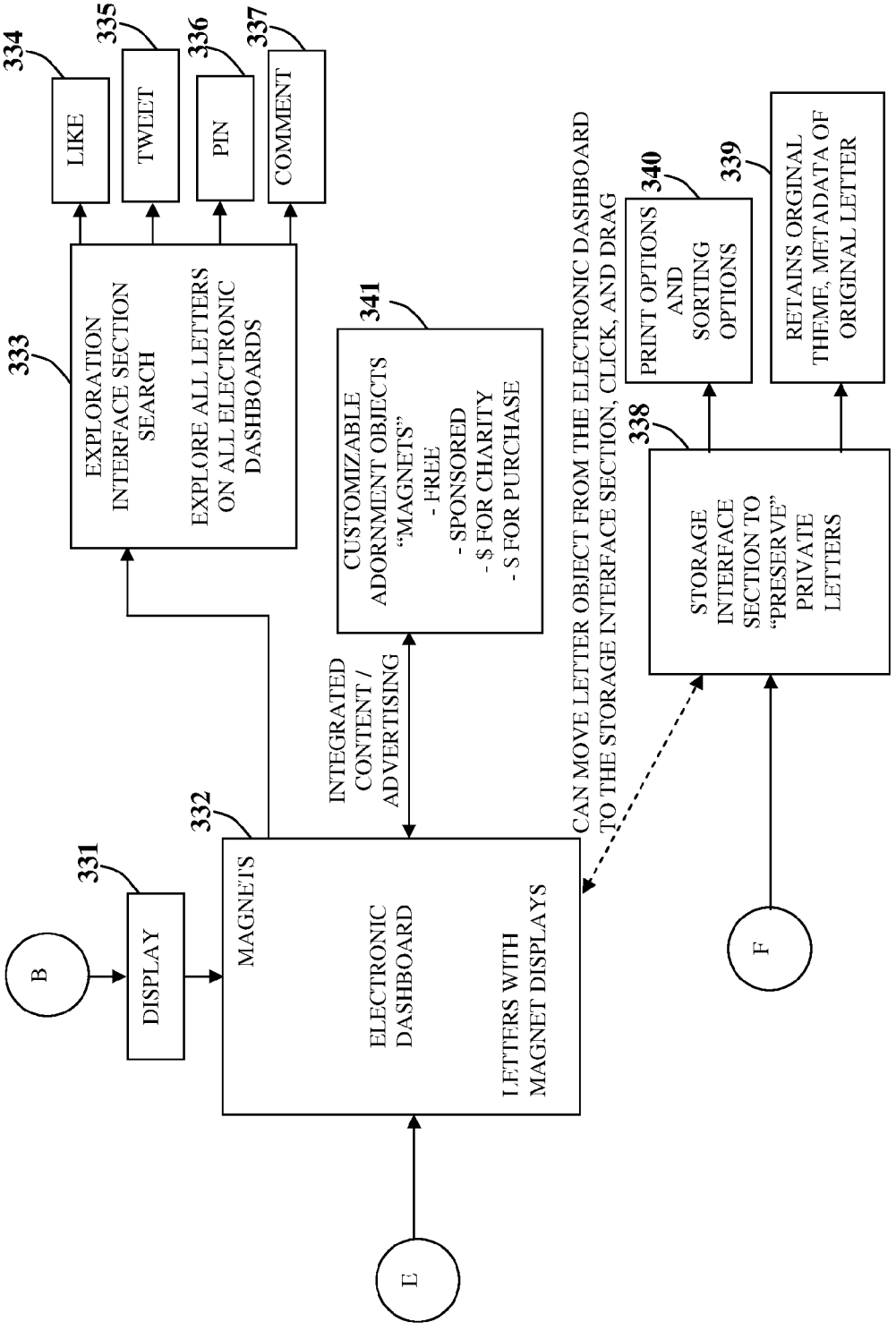

B
331
DISPLAY
332
MAGNETS
ELECTRONIC DASHBOARD
LETTERS WITH MAGNET DISPLAYS
E
INTEGRATED CONTENT / ADVERTISING
341
CUSTOMIZABLE ADORNMENT OBJECTS
"MAGNETS"
- FREE
- SPONSORED
- $ FOR CHARITY
- $ FOR PURCHASE
CAN MOVE LETTER OBJECT FROM THE ELECTRONIC DASHBOARD TO THE STORAGE INTERFACE SECTION, CLICK, AND DRAG
338
STORAGE INTERFACE SECTION TO "PRESERVE" PRIVATE LETTERS
340
PRINT OPTIONS AND SORTING OPTIONS
339
RETAINS ORGINAL THEME, METADATA OF ORIGINAL LETTER
F
333
EXPLORATION INTERFACE SECTION
SEARCH
EXPLORE ALL LETTERS ON ALL ELECTRONIC DASHBOARDS
334
LIKE
335
TWEET
336
PIN
337
COMMENT

FIG. 3D

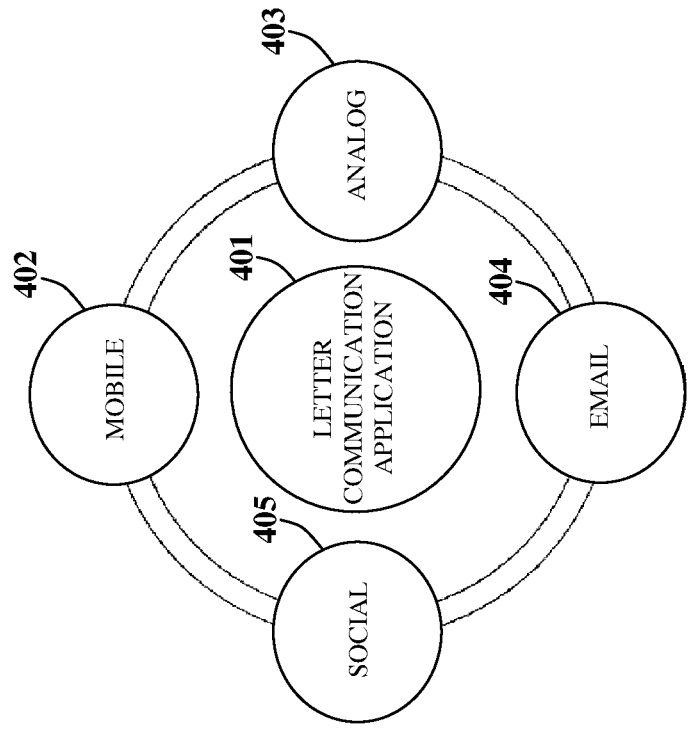

403
ANALOG
402
401
404
MOBILE
LETTER COMMUNICATION APPLICATION
EMAIL
405
SOCIAL

FIG. 4

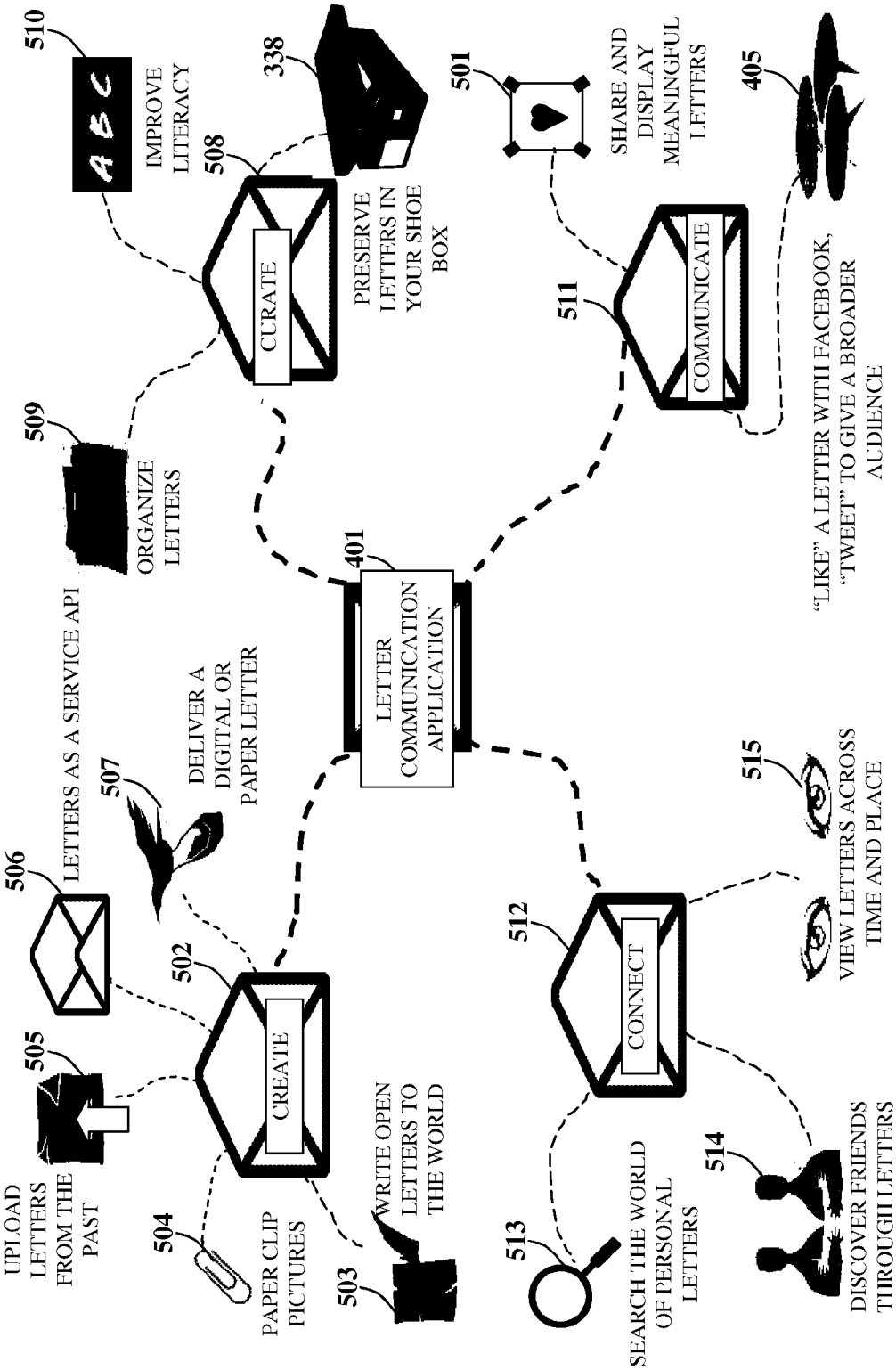

510
IMPROVE LITERACY
338
501
SHARE AND DISPLAY MEANINGFUL LETTERS
405
508
CURATE
PRESERVE LETTERS IN YOUR SHOE BOX
509
ORGANIZE LETTERS
511
COMMUNICATE
"LIKE" A LETTER WITH FACEBOOK, "TWEET" TO GIVE A BROADER AUDIENCE
LETTERS AS A SERVICE API
401
LETTER COMMUNICATION APPLICATION
507
DELIVER A DIGITAL OR PAPER LETTER
506
515
502
CREATE
512
CONNECT
VIEW LETTERS ACROSS TIME AND PLACE
UPLOAD LETTERS FROM THE PAST
505
504
PAPER CLIP PICTURES
503
WRITE OPEN LETTERS TO THE WORLD
513
SEARCH THE WORLD OF PERSONAL LETTERS
514
DISCOVER FRIENDS THROUGH LETTERS

FIG. 5

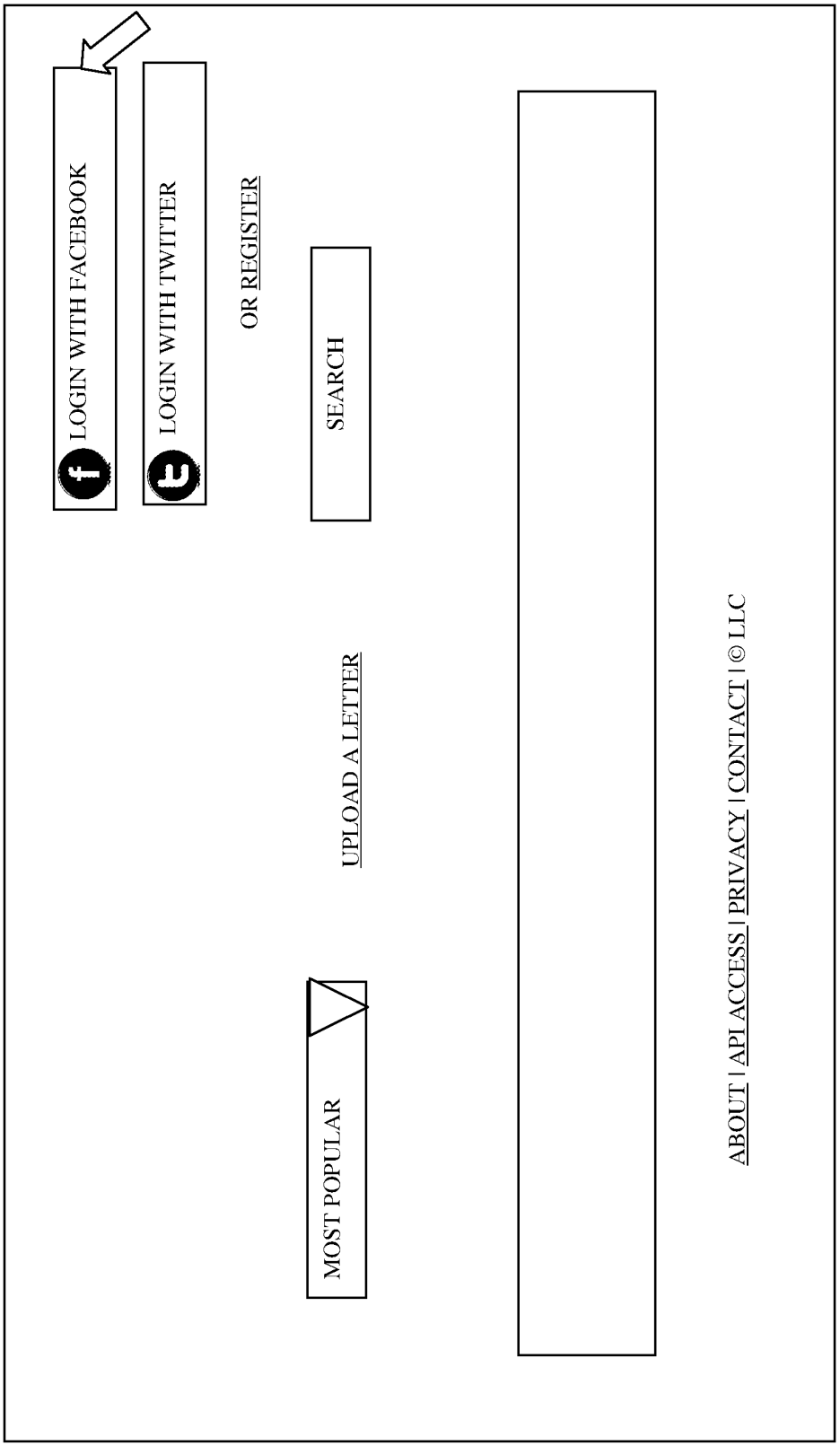

LOGIN WITH FACEBOOK
LOGIN WITH TWITTER
OR REGISTER
SEARCH
UPLOAD A LETTER
MOST POPULAR
ABOUT | API ACCESS | PRIVACY | CONTACT | © LLC

FIG. 6A

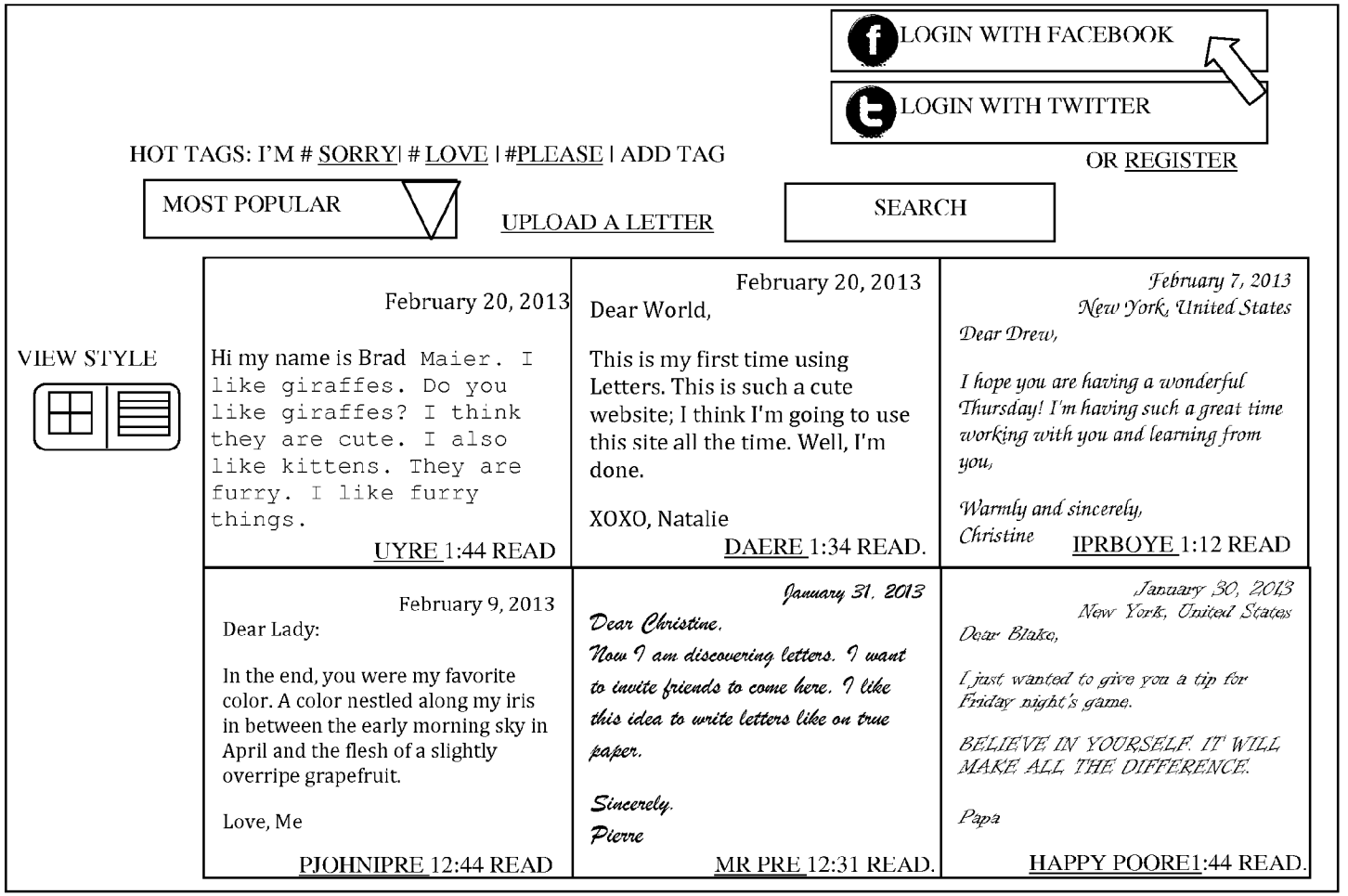

LOGIN WITH FACEBOOK
LOGIN WITH TWITTER
OR REGISTER
HOT TAGS: I'M # SORRY| # LOVE | #PLEASE | ADD TAG
MOST POPULAR
UPLOAD A LETTER
SEARCH
VIEW STYLE
February 20, 2013
Hi my name is Brad Maier. I like giraffes. Do you like giraffes? I think they are cute. I also like kittens. They are furry. I like furry things.
UYRE 1:44 READ
February 20, 2013
Dear World,
This is my first time using Letters. This is such a cute website; I think I'm going to use this site all the time. Well, I'm done.
XOXO, Natalie
DAERE 1:34 READ.
February 7, 2013
New York, United States
Dear Drew,
I hope you are having a wonderful Thursday! I'm having such a great time working with you and learning from you,
Warmly and sincerely,
Christine
IPRBOYE 1:12 READ
February 9, 2013
Dear Lady:
In the end, you were my favorite color. A color nestled along my iris in between the early morning sky in April and the flesh of a slightly overripe grapefruit.
Love, Me
PJOHNIPRE 12:44 READ
January 31, 2013
Dear Christine,
Now I am discovering letters. I want to invite friends to come here. I like this idea to write letters like on true paper.
Sincerely,
Pierre
MR PRE 12:31 READ.
January 30, 2013
New York, United States
Dear Blake,
I just wanted to give you a tip for Friday night's game.
BELIEVE IN YOURSELF. IT WILL MAKE ALL THE DIFFERENCE.
Papa
HAPPY POORE1:44 READ.

FIG. 6B

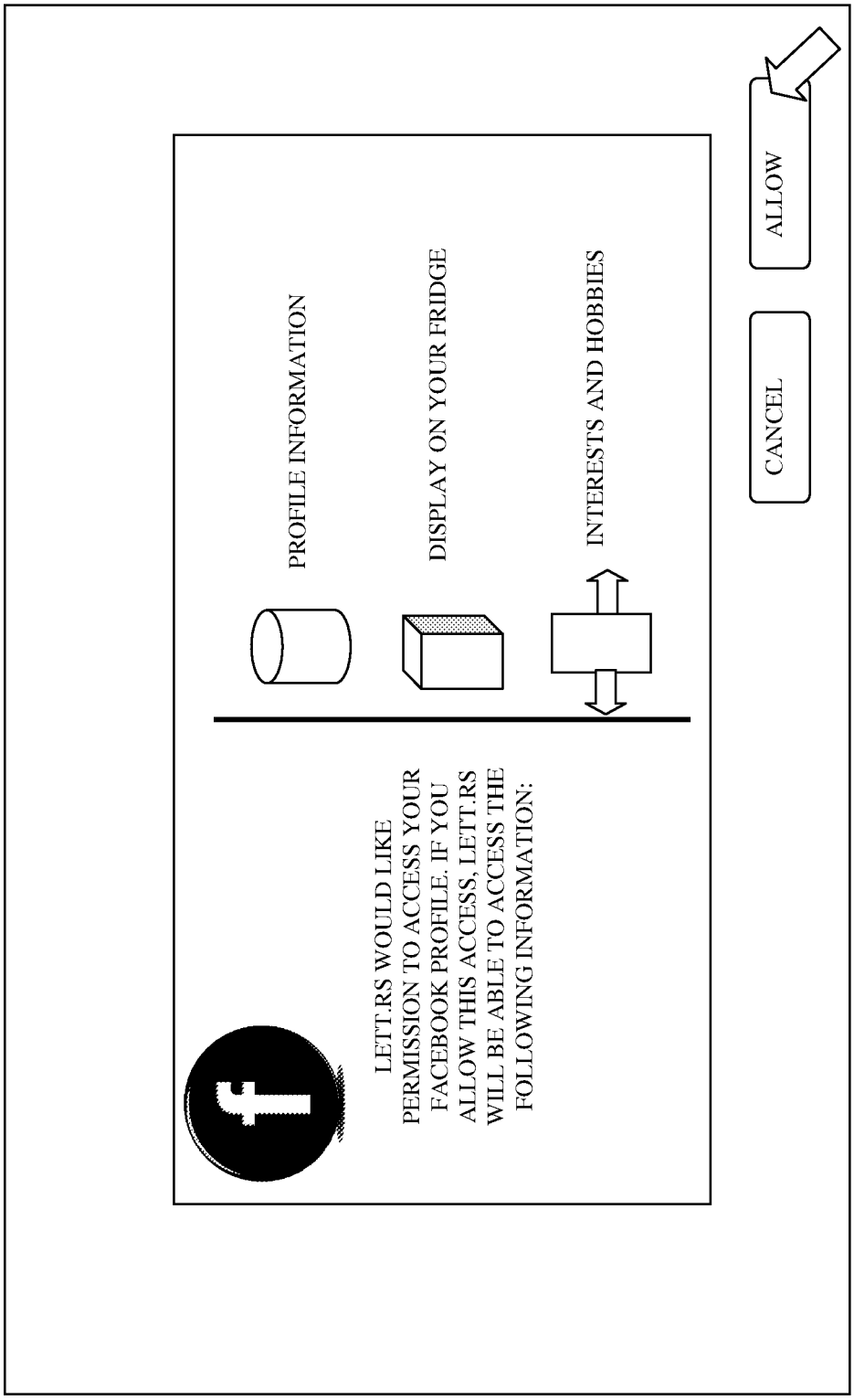

LETT.RS WOULD LIKE PERMISSION TO ACCESS YOUR FACEBOOK PROFILE. IF YOU ALLOW THIS ACCESS, LETT.RS WILL BE ABLE TO ACCESS THE FOLLOWING INFORMATION:
PROFILE INFORMATION
DISPLAY ON YOUR FRIDGE
INTERESTS AND HOBBIES
CANCEL
ALLOW

FIG. 6C

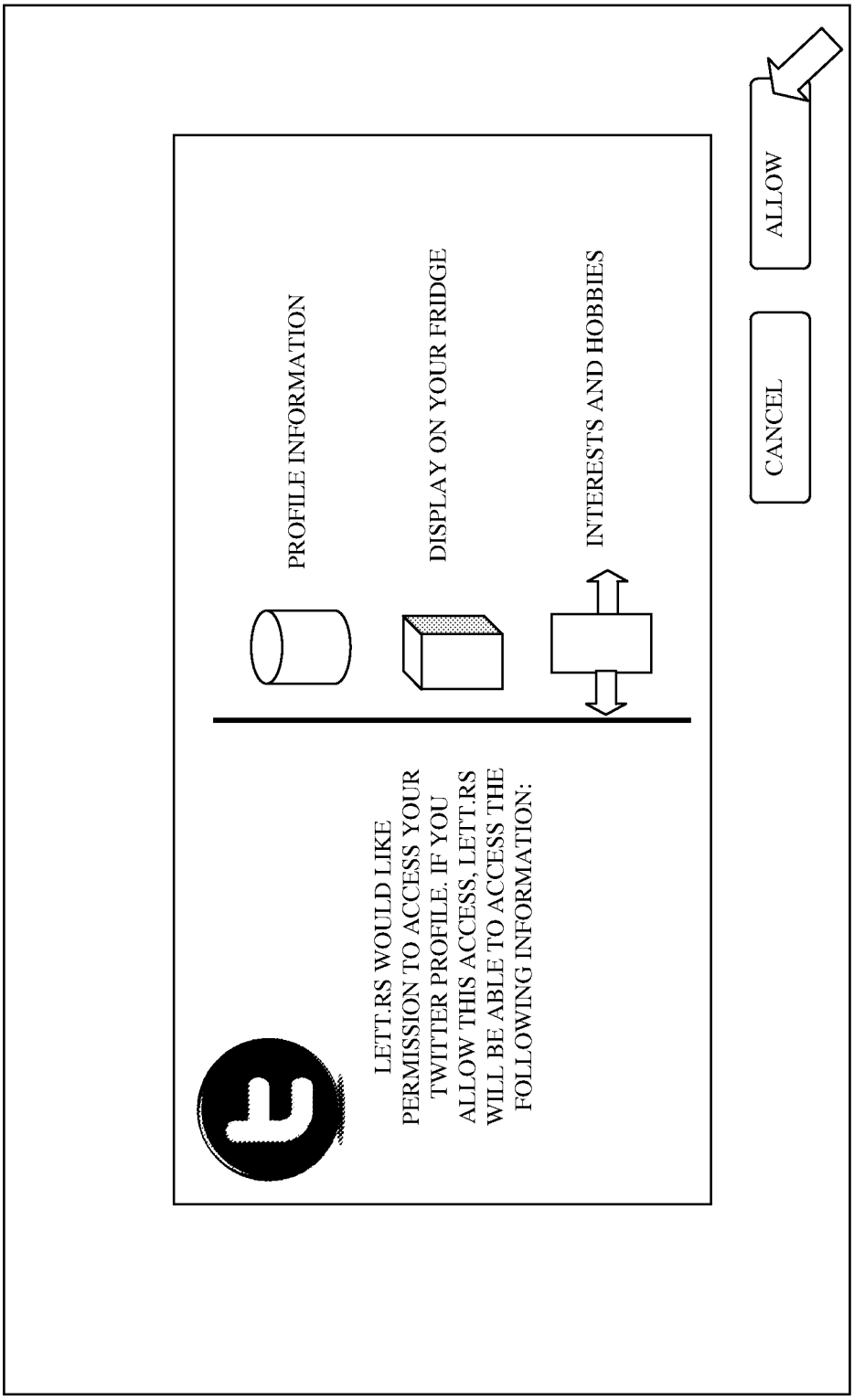

LETT.RS WOULD LIKE
PERMISSION TO ACCESS YOUR
TWITTER PROFILE. IF YOU
ALLOW THIS ACCESS, LETT.RS
WILL BE ABLE TO ACCESS THE
FOLLOWING INFORMATION:
PROFILE INFORMATION
DISPLAY ON YOUR FRIDGE
INTERESTS AND HOBBIES
CANCEL
ALLOW

FIG. 6D

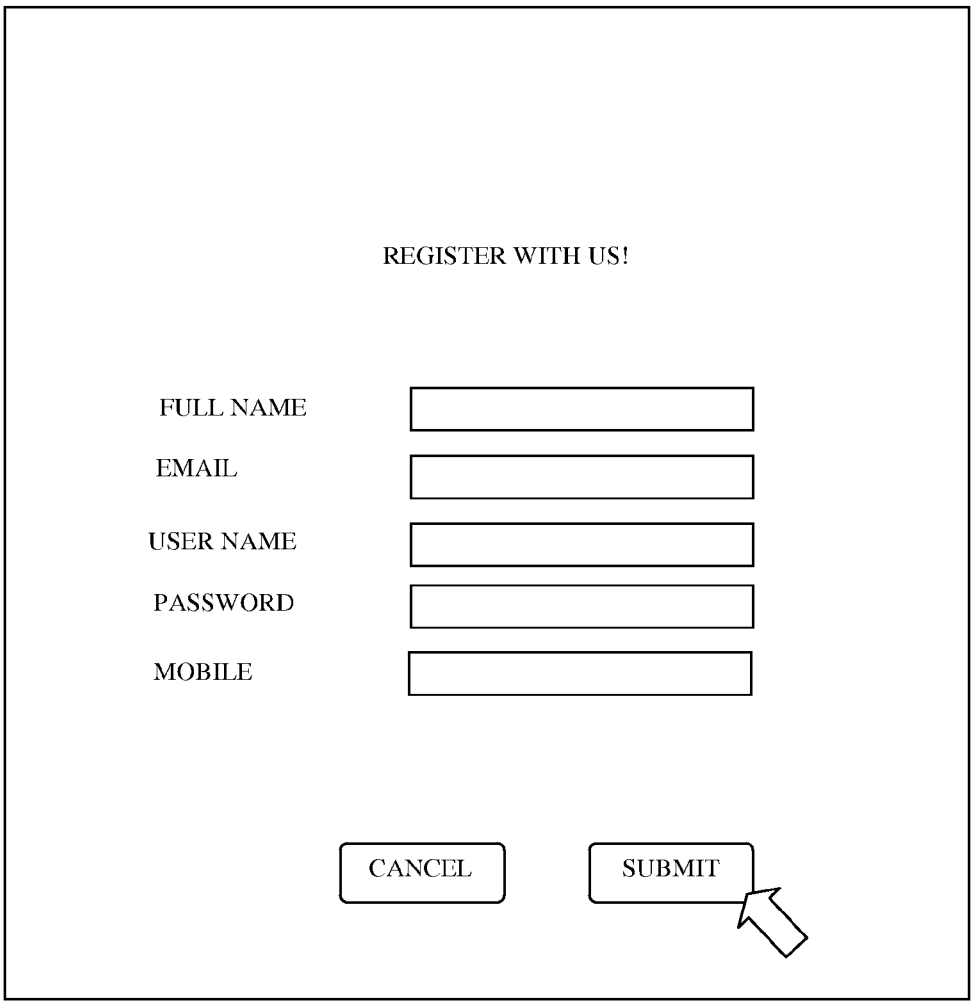

REGISTER WITH US!
FULL NAME
EMAIL
USER NAME
PASSWORD
MOBILE
CANCEL
SUBMIT

FIG. 6E

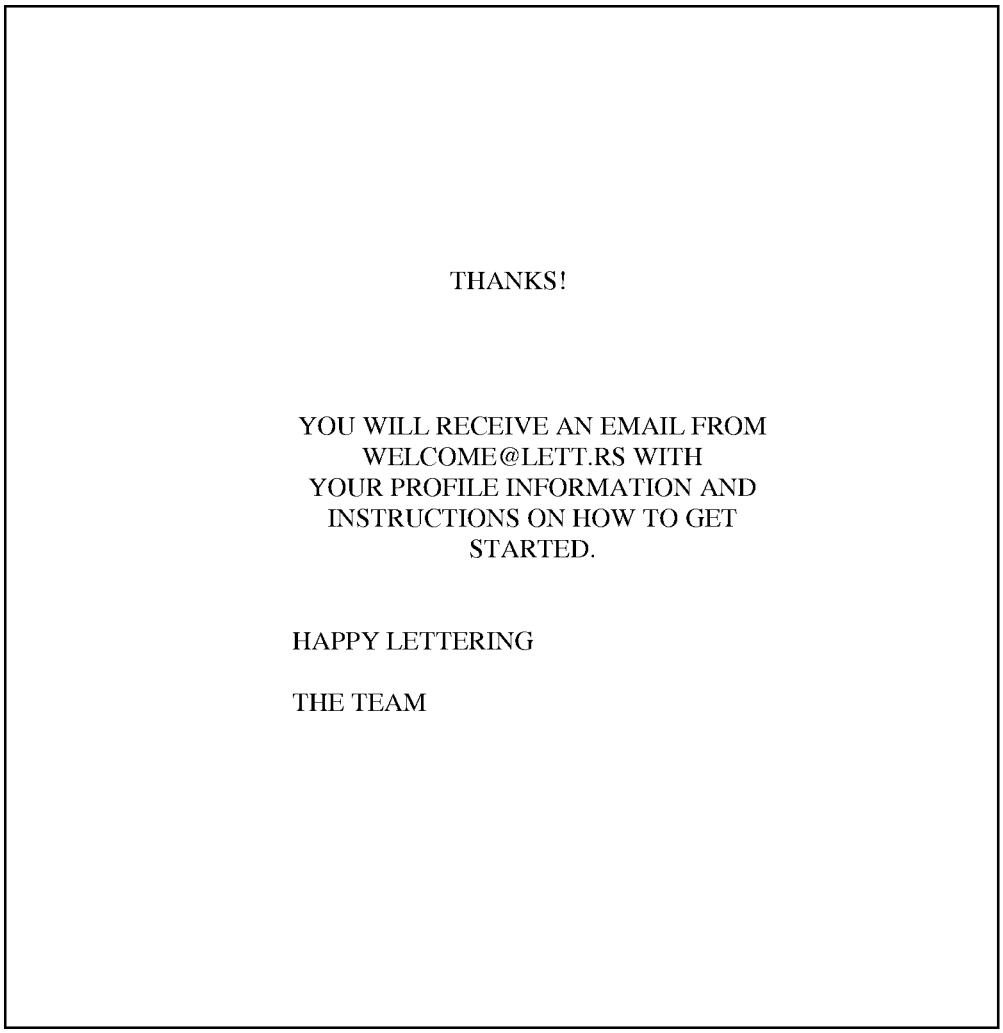

THANKS!
YOU WILL RECEIVE AN EMAIL FROM
WELCOME@LETT.RS WITH
YOUR PROFILE INFORMATION AND
INSTRUCTIONS ON HOW TO GET
STARTED.
HAPPY LETTERING
THE TEAM

FIG. 6F

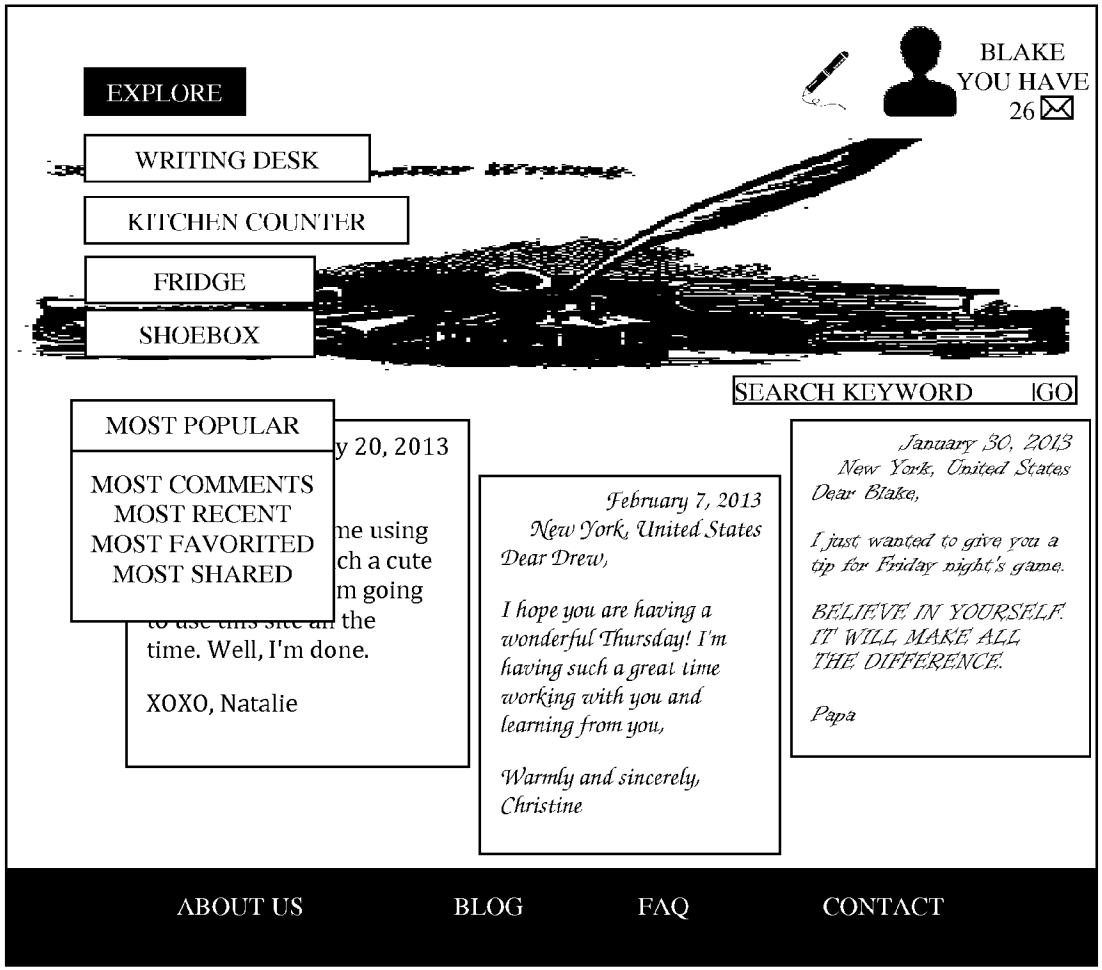

EXPLORE
BLAKE
YOU HAVE
26
WRITING DESK
KITCHEN COUNTER
FRIDGE
SHOEBOX
SEARCH KEYWORD
GO
MOST POPULAR
MOST COMMENTS
MOST RECENT
MOST FAVORITED
MOST SHARED
y 20, 2013
me using
ch a cute
m going
the
time. Well, I'm done.
XOXO, Natalie
February 7, 2013
New York, United States
Dear Drew,
I hope you are having a wonderful Thursday! I'm having such a great time working with you and learning from you,
Warmly and sincerely,
Christine
January 30, 2013
New York, United States
Dear Blake,
I just wanted to give you a tip for Friday night's game.
BELIEVE IN YOURSELF. IT WILL MAKE ALL THE DIFFERENCE.
Papa
ABOUT US
BLOG
FAQ
CONTACT

FIG. 7A

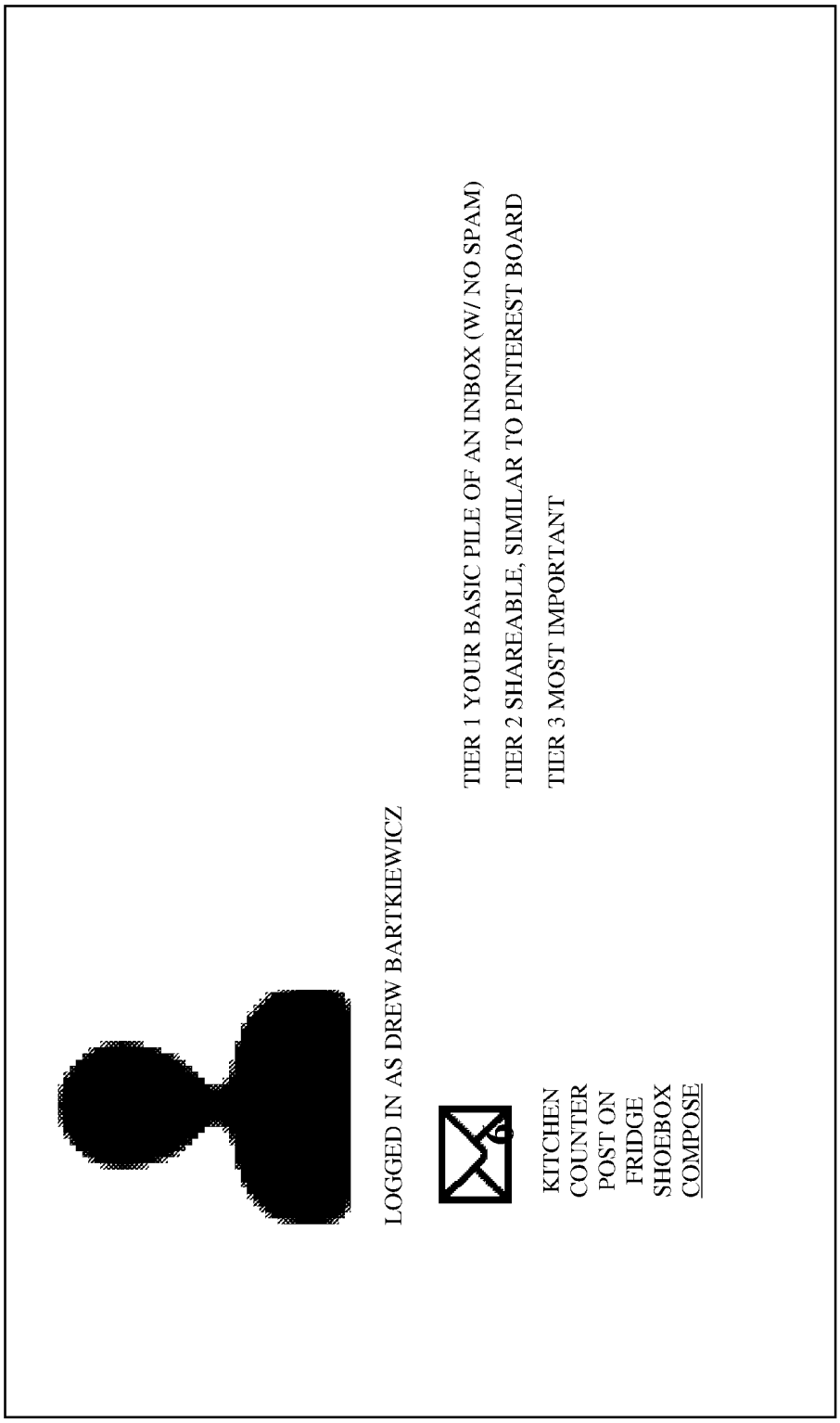

LOGGED IN AS DREW BARTKIEWICZ
KITCHEN
COUNTER
POST ON
FRIDGE
SHOEBOX
COMPOSE
TIER 1 YOUR BASIC PILE OF AN INBOX (W/ NO SPAM)
TIER 2 SHAREABLE, SIMILAR TO PINTEREST BOARD
TIER 3 MOST IMPORTANT

FIG. 7B

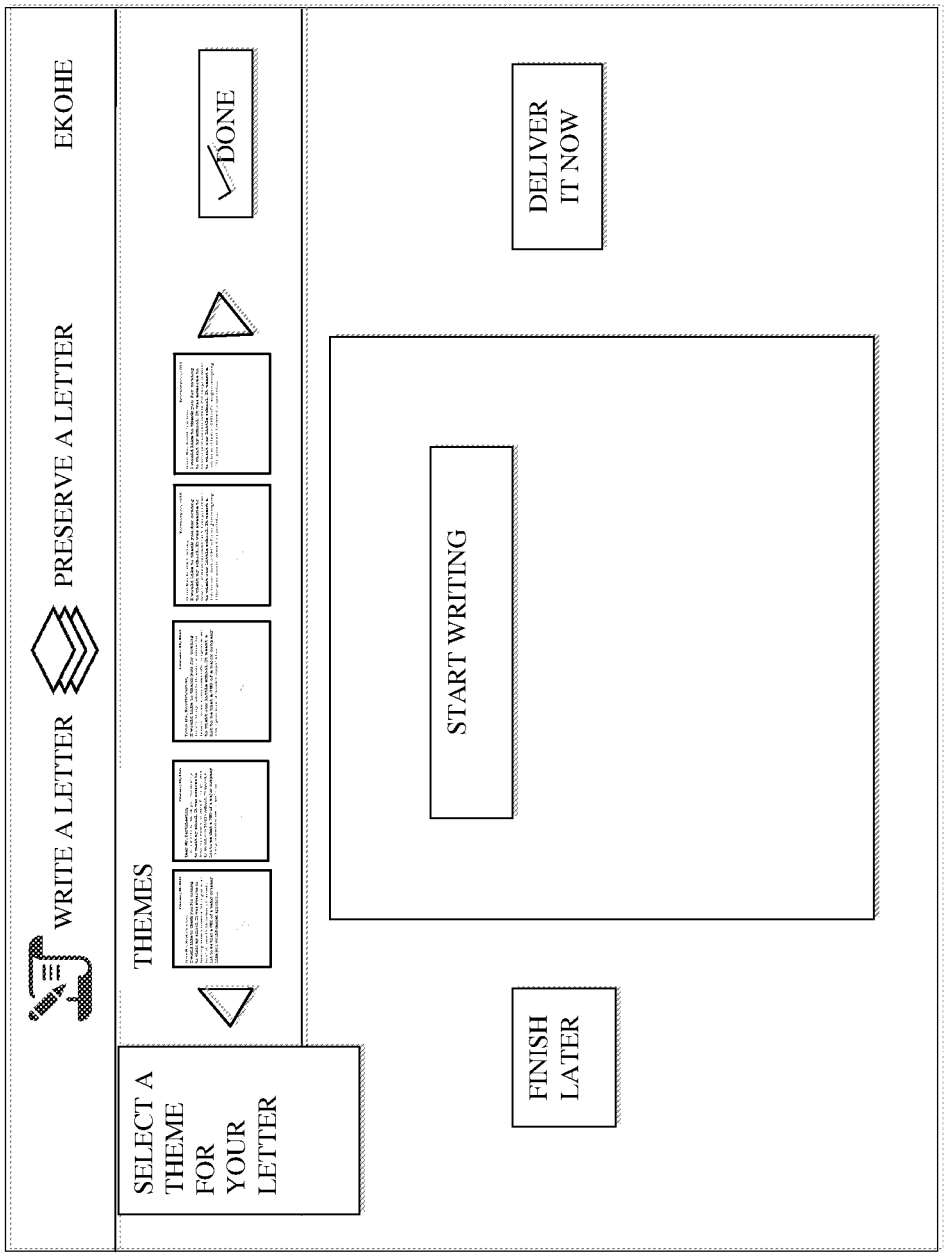

EKOHE
PRESERVE A LETTER
WRITE A LETTER
DONE
THEMES
SELECT A THEME FOR YOUR LETTER
START WRITING
DELIVER IT NOW
FINISH LATER

FIG. 7C

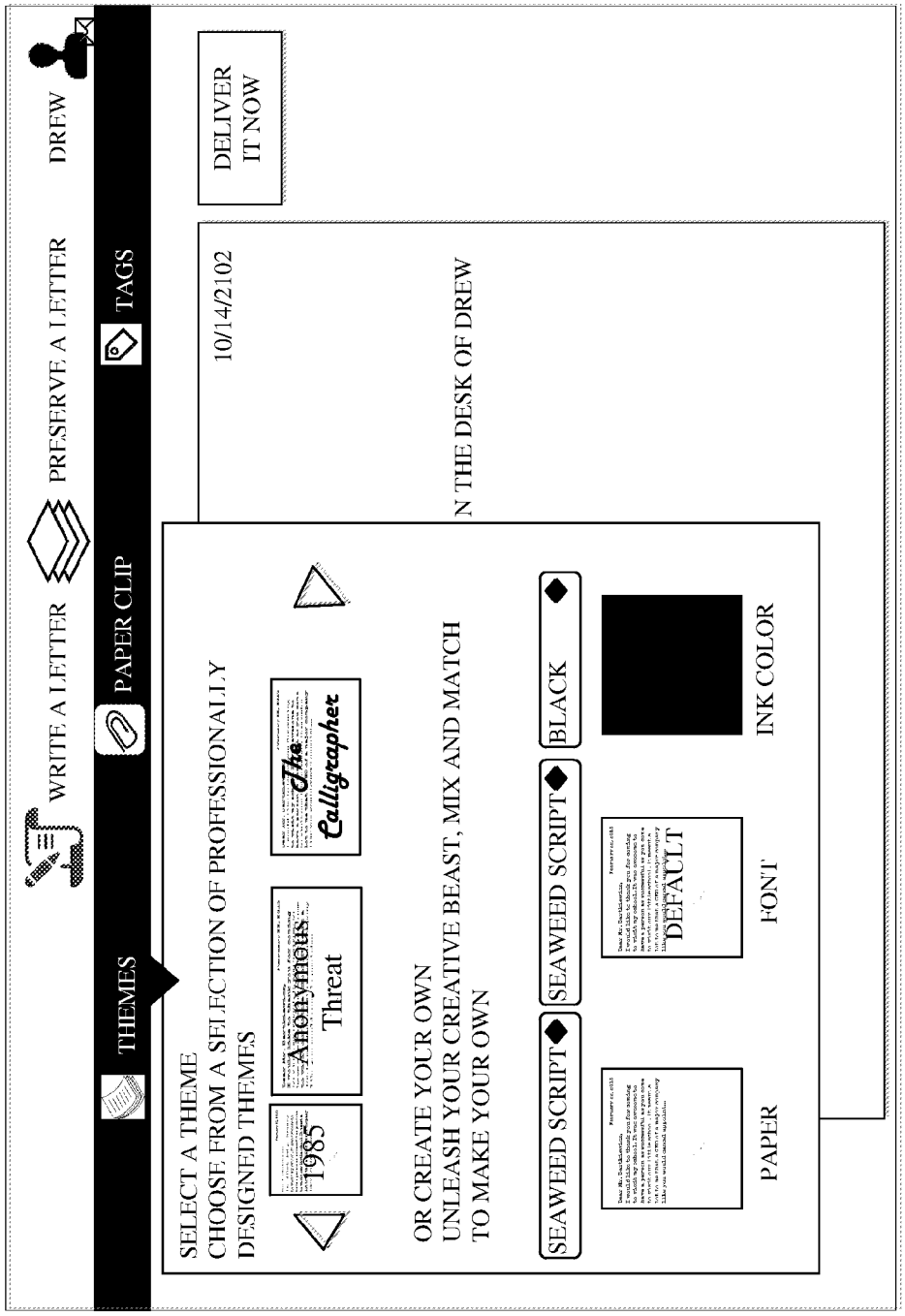

WRITE A LETTER
PRESERVE A LETTER
DREW
THEMES
PAPER CLIP
TAGS
SELECT A THEME
CHOOSE FROM A SELECTION OF PROFESSIONALLY
DESIGNED THEMES
1985
Anonymous
Threat
The
Calligrapher
OR CREATE YOUR OWN
UNLEASH YOUR CREATIVE BEAST, MIX AND MATCH
TO MAKE YOUR OWN
10/14/2102
N THE DESK OF DREW
DELIVER
IT NOW
SEAWEED SCRIPT
SEAWEED SCRIPT
BLACK
DEFAULT
PAPER
FONT
INK COLOR

FIG. 7D

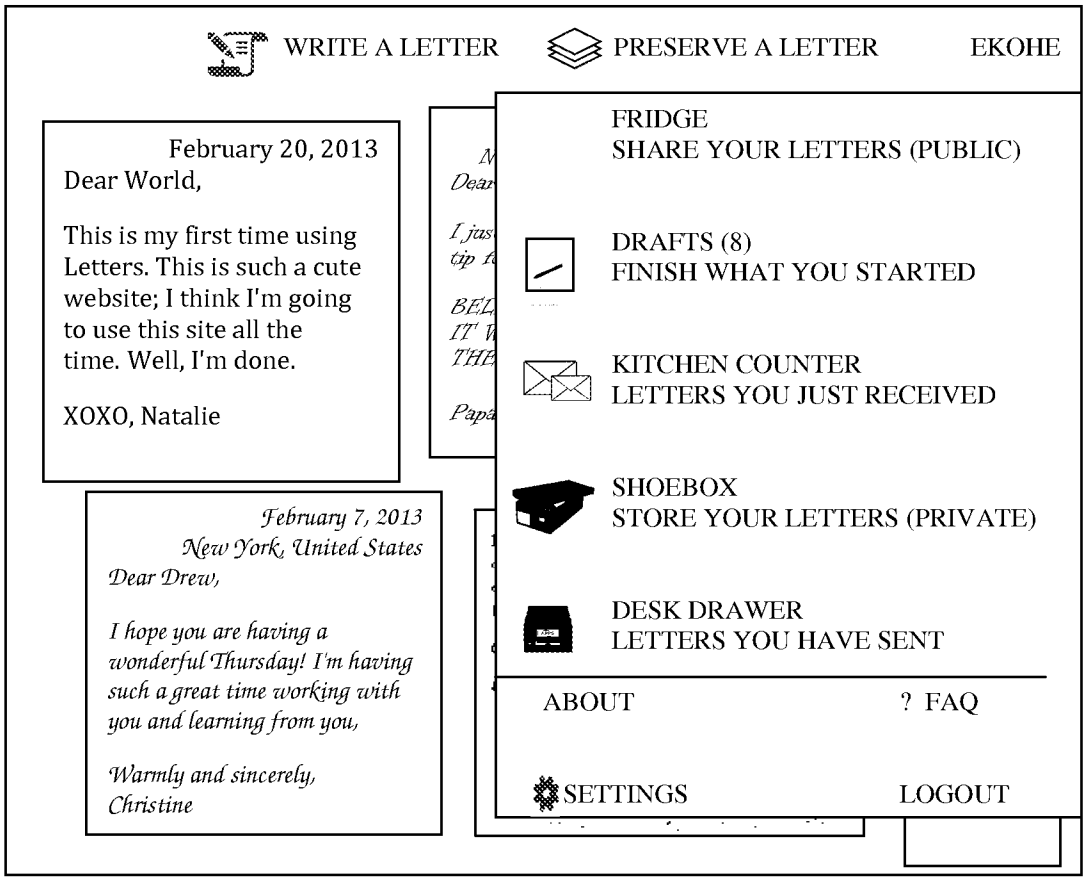

WRITE A LETTER
PRESERVE A LETTER
EKOHE
February 20, 2013
Dear World,
This is my first time using Letters. This is such a cute website; I think I'm going to use this site all the time. Well, I'm done.
XOXO, Natalie
February 7, 2013
New York, United States
Dear Drew,
I hope you are having a wonderful Thursday! I'm having such a great time working with you and learning from you,
Warmly and sincerely,
Christine
FRIDGE
SHARE YOUR LETTERS (PUBLIC)
DRAFTS (8)
FINISH WHAT YOU STARTED
KITCHEN COUNTER
LETTERS YOU JUST RECEIVED
SHOEBOX
STORE YOUR LETTERS (PRIVATE)
DESK DRAWER
LETTERS YOU HAVE SENT
ABOUT
? FAQ
SETTINGS
LOGOUT

FIG. 7E

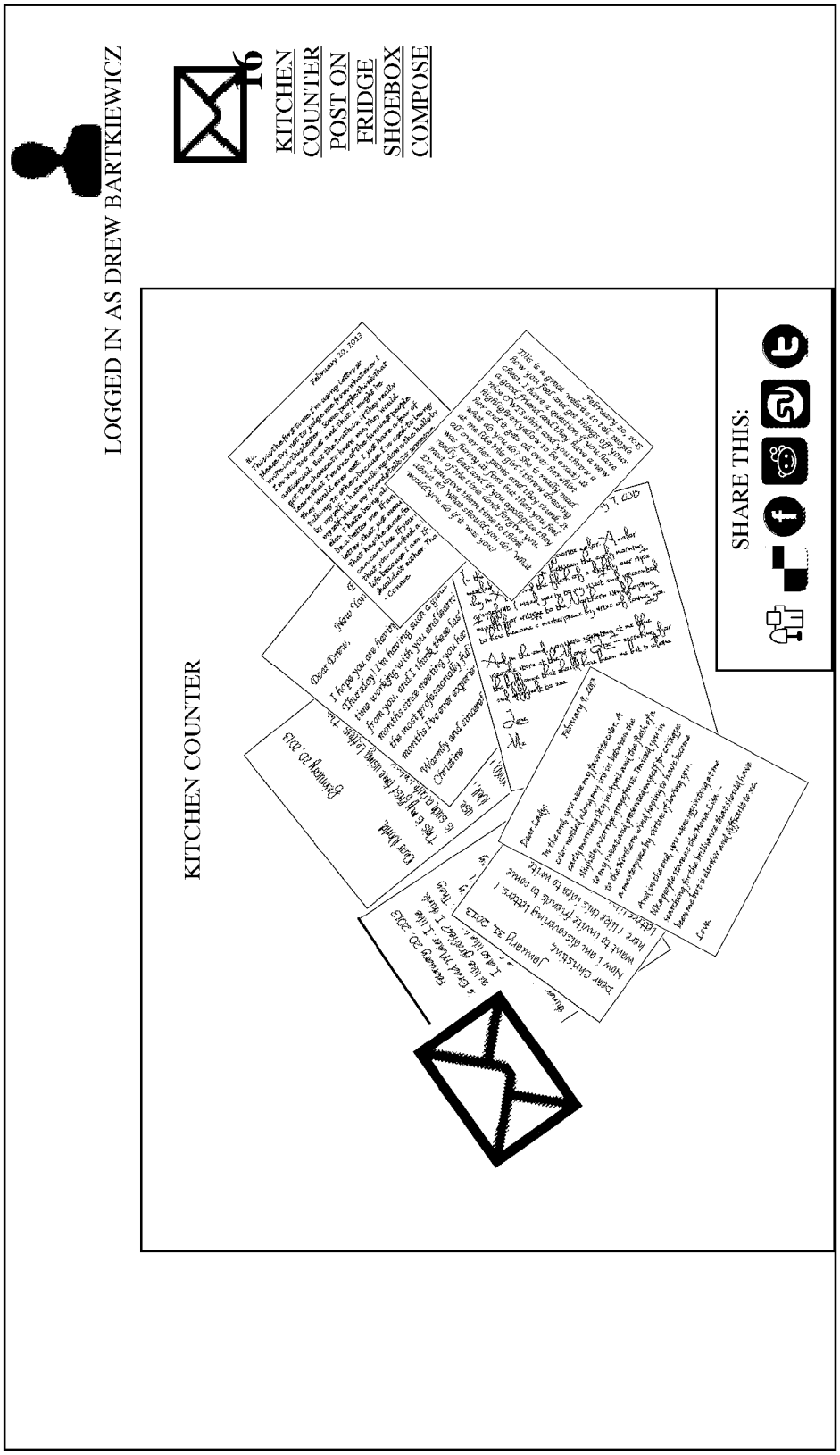

LOGGED IN AS DREW BARTKIEWICZ
16
KITCHEN
COUNTER
POST ON
FRIDGE
SHOEBOX
COMPOSE
KITCHEN COUNTER
SHARE THIS:

FIG. 7F

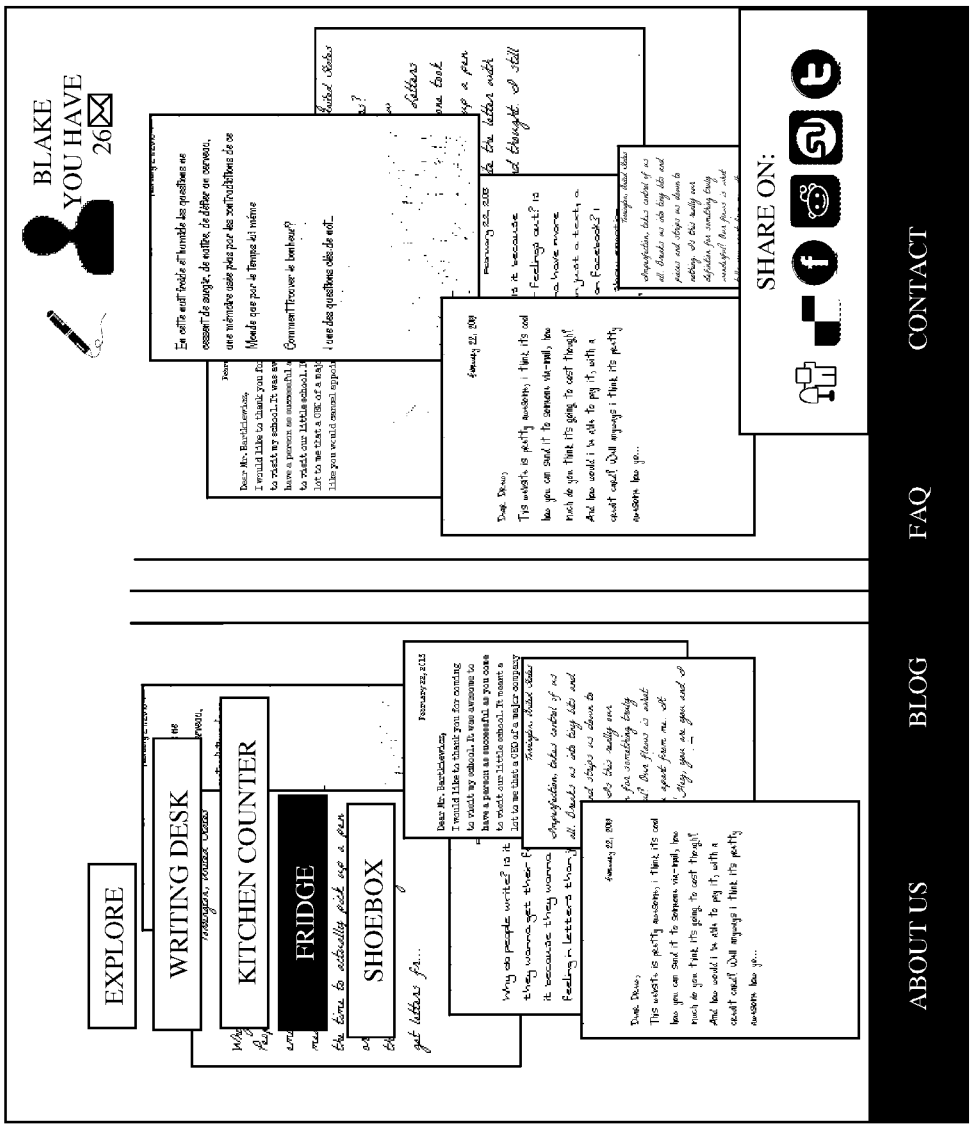

BLAKE
YOU HAVE
26
EXPLORE
WRITING DESK
KITCHEN COUNTER
FRIDGE
SHOEBOX
SHARE ON:
ABOUT US
BLOG
FAQ
CONTACT

FIG. 7G

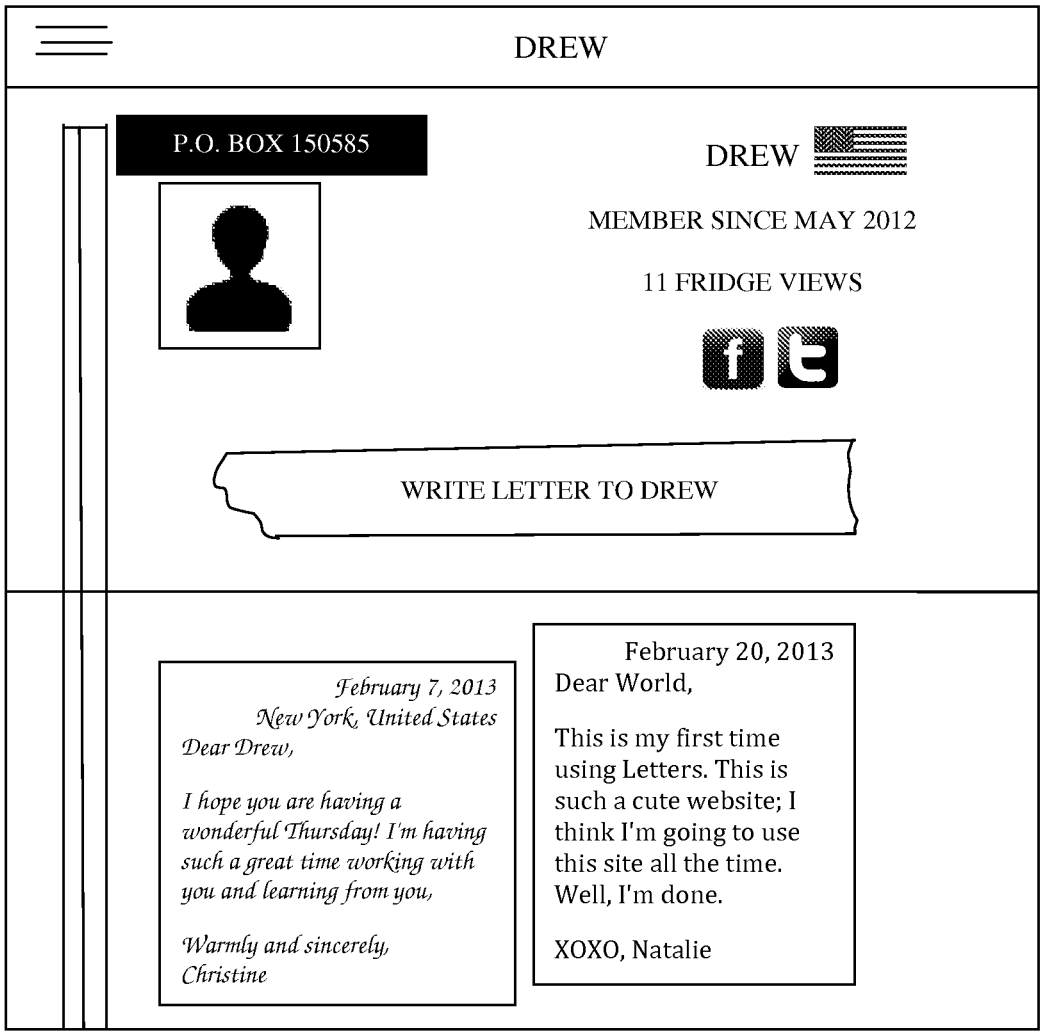

DREW
P.O. BOX 150585
DREW
MEMBER SINCE MAY 2012
11 FRIDGE VIEWS
WRITE LETTER TO DREW
February 7, 2013
New York, United States
Dear Drew,
I hope you are having a wonderful Thursday! I'm having such a great time working with you and learning from you,
Warmly and sincerely,
Christine
February 20, 2013
Dear World,
This is my first time using Letters. This is such a cute website; I think I'm going to use this site all the time. Well, I'm done.
XOXO, Natalie

FIG. 7H

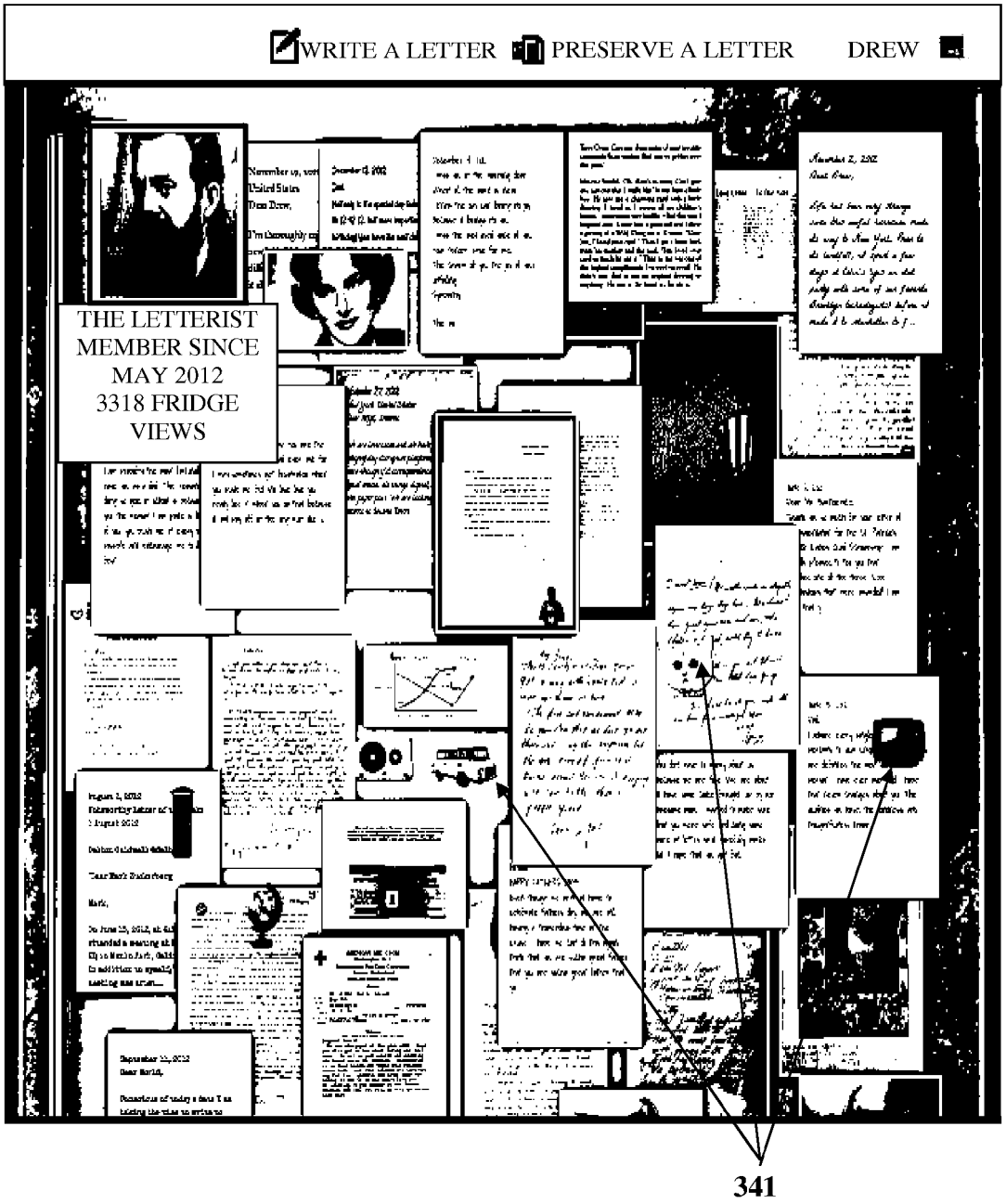

WRITE A LETTER
PRESERVE A LETTER
DREW
THE LETTERIST
MEMBER SINCE
MAY 2012
3318 FRIDGE
VIEWS
341

FIG. 7I

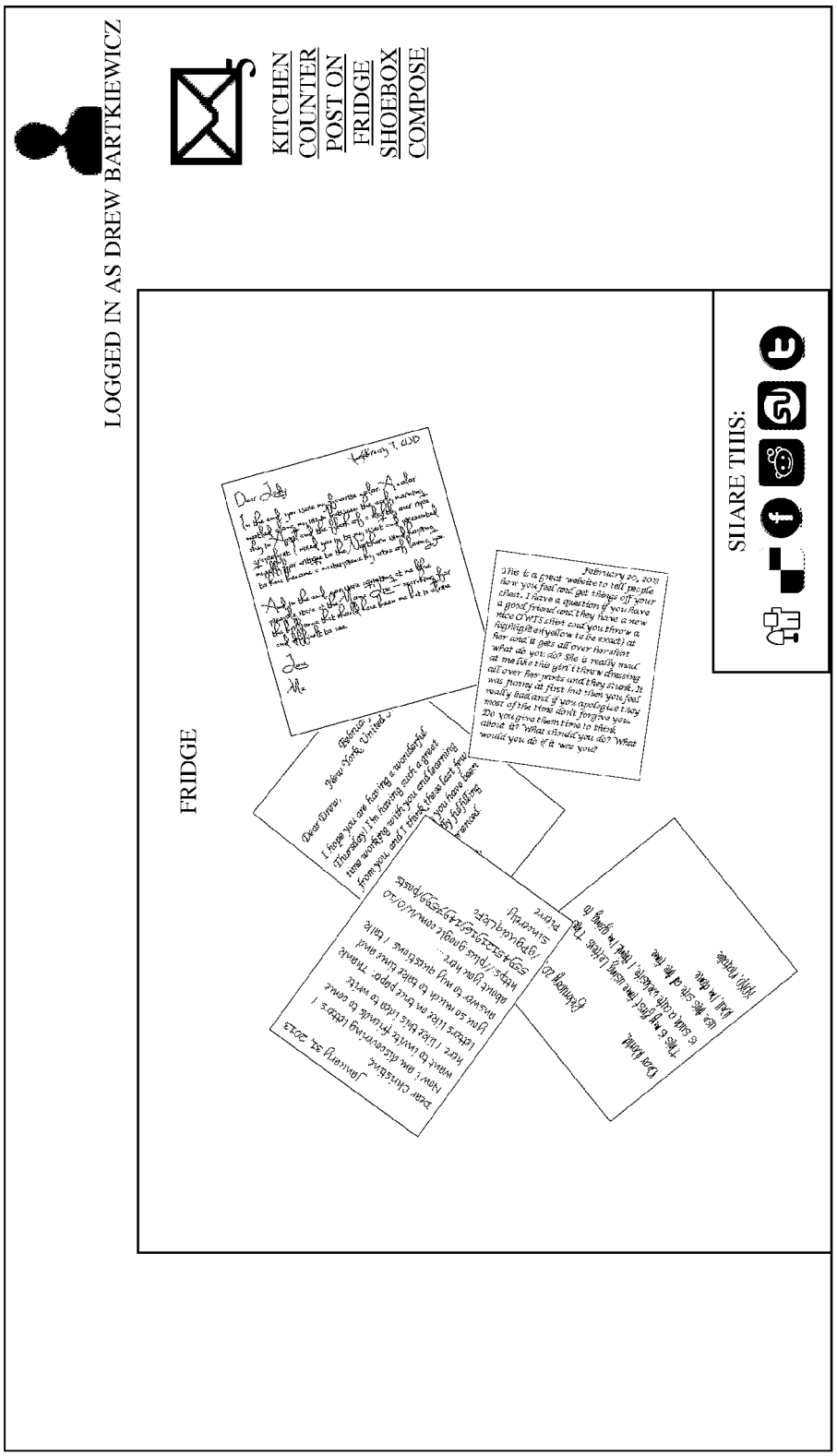

LOGGED IN AS DREW BARTKIEWICZ
KITCHEN
COUNTER
POST ON
FRIDGE
SHOEBOX
COMPOSE
FRIDGE
SHARE THIS:

FIG. 7J

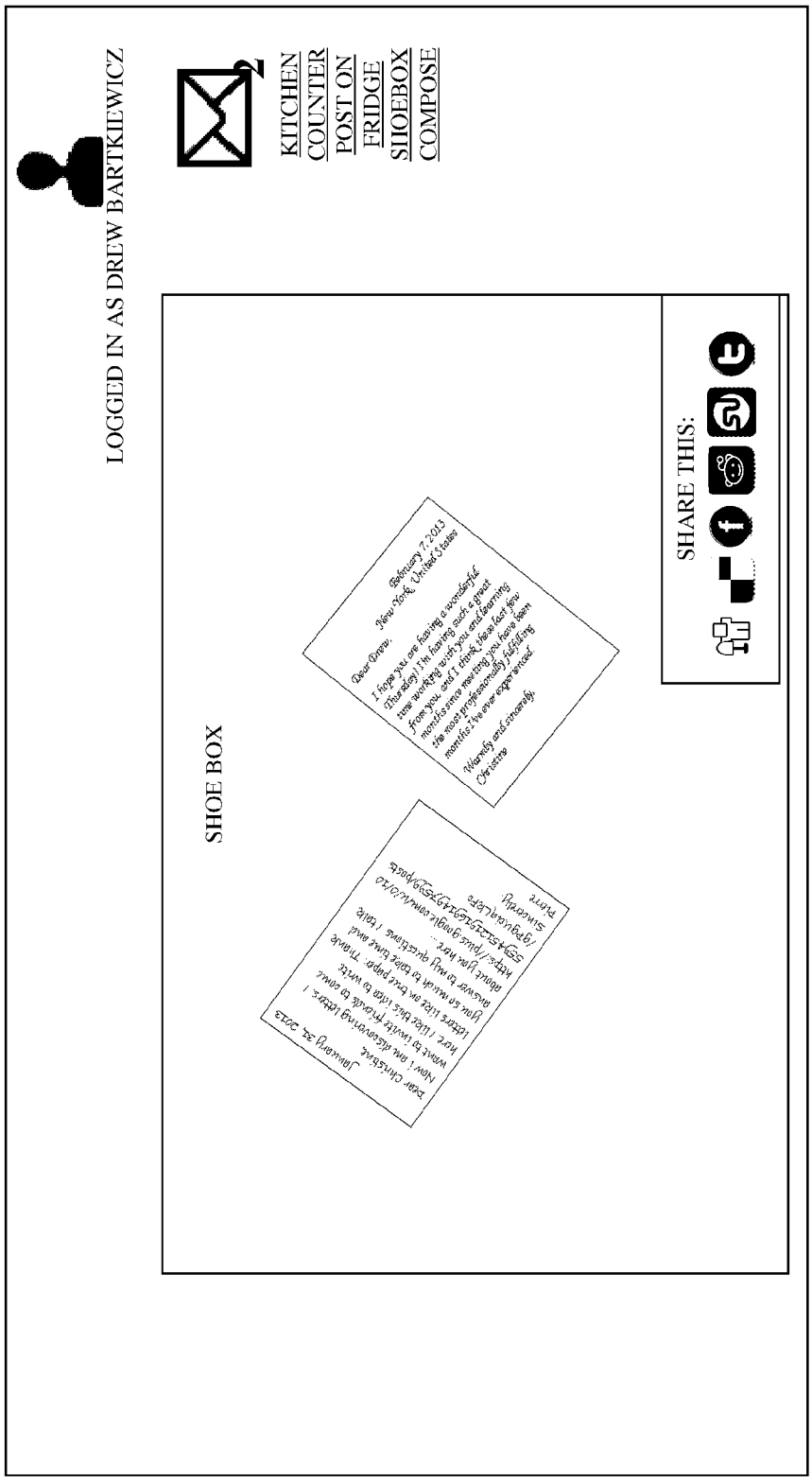

LOGGED IN AS DREW BARTKIEWICZ
KITCHEN
COUNTER
POST ON
FRIDGE
SHOEBOX
COMPOSE
SHOE BOX
SHARE THIS:

FIG. 7K

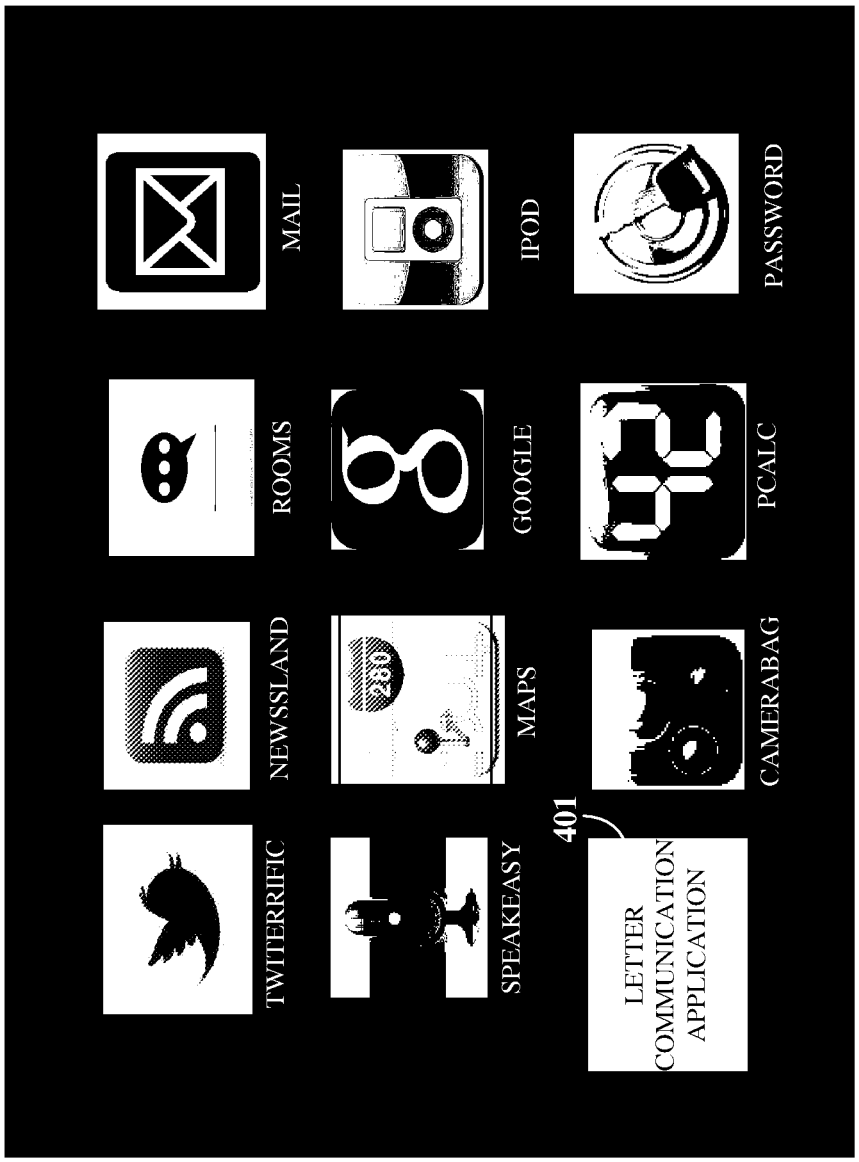

TWITTERRIFIC
NEWSSLAND
ROOMS
MAIL
SPEAKEASY
MAPS
GOOGLE
IPOD
LETTER COMMUNICATION APPLICATION
401
CAMERABAG
PCALC
PASSWORD

FIG. 8A

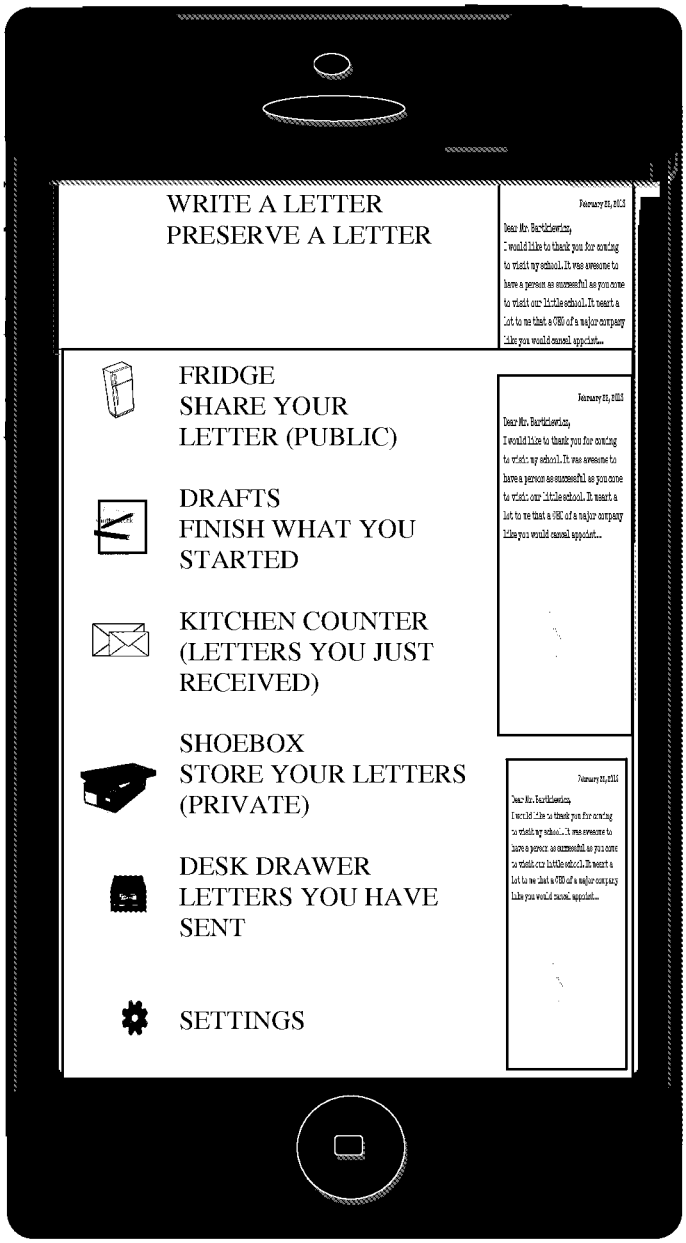

WRITE A LETTER
PRESERVE A LETTER
FRIDGE
SHARE YOUR LETTER (PUBLIC)
DRAFTS
FINISH WHAT YOU STARTED
KITCHEN COUNTER
(LETTERS YOU JUST RECEIVED)
SHOEBOX
STORE YOUR LETTERS (PRIVATE)
DESK DRAWER
LETTERS YOU HAVE SENT
SETTINGS

FIG. 8B

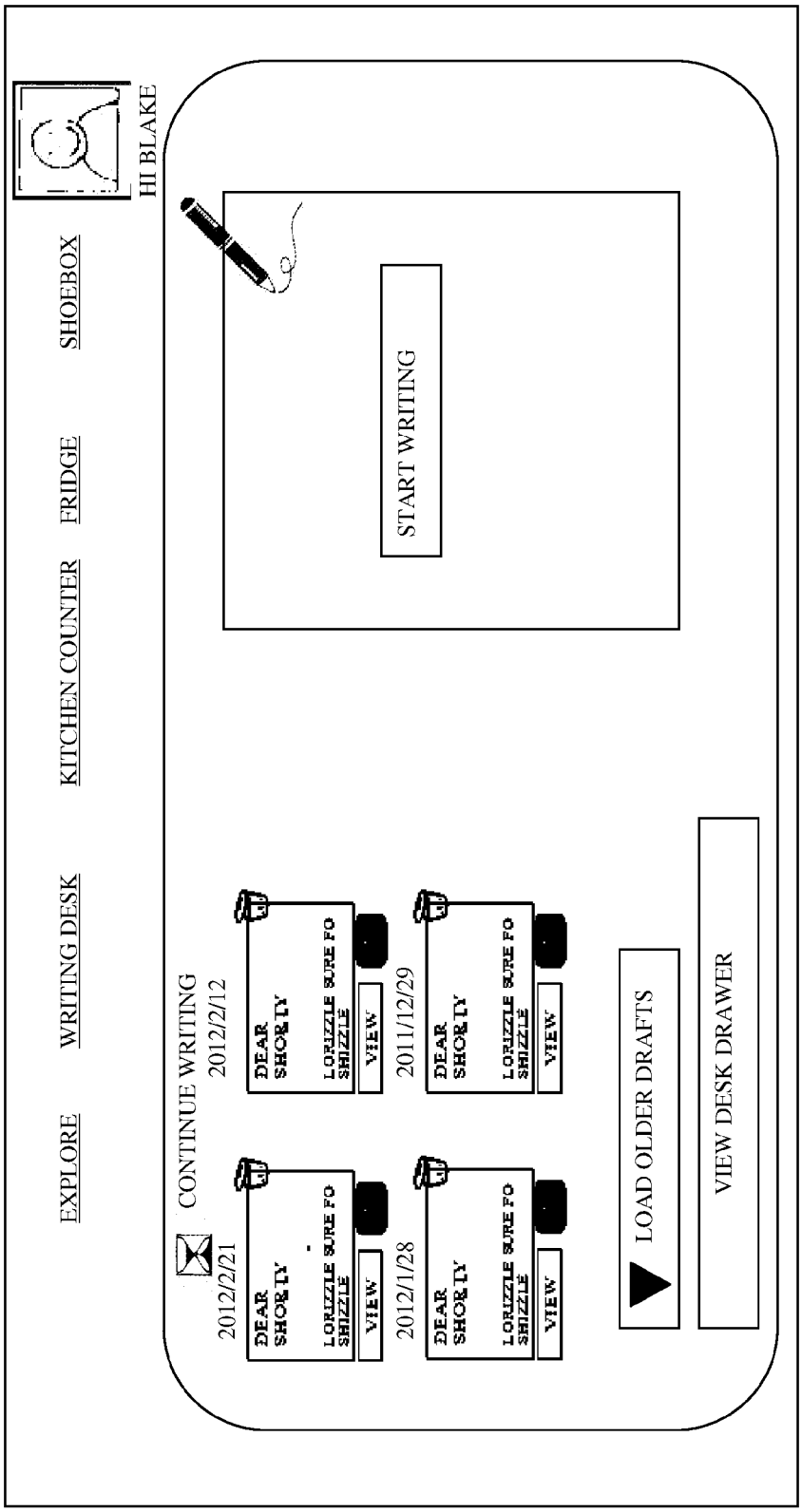

EXPLORE
WRITING DESK
KITCHEN COUNTER
FRIDGE
SHOEBOX
HI BLAKE
START WRITING
CONTINUE WRITING
2012/2/21
DEAR SHORTY
LORIZZLE SURE FO SHIZZLE
VIEW
2012/2/12
DEAR SHORTY
LORIZZLE SURE FO SHIZZLE
VIEW
2012/1/28
DEAR SHORTY
LORIZZLE SURE FO SHIZZLE
VIEW
2011/12/29
DEAR SHORTY
LORIZZLE SURE FO SHIZZLE
VIEW
LOAD OLDER DRAFTS
VIEW DESK DRAWER

FIG. 9A

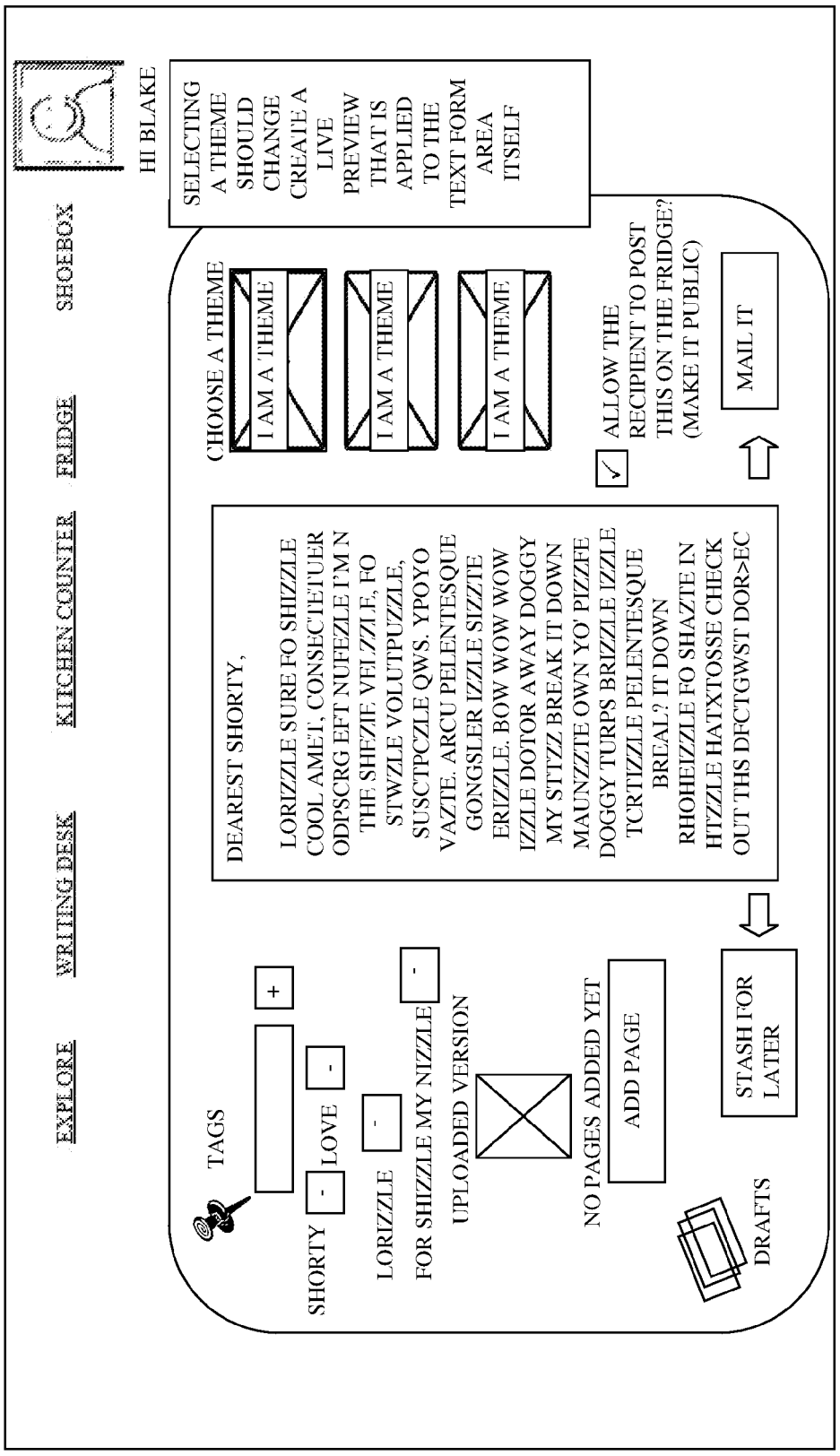

EXPLORE
WRITING DESK
KITCHEN COUNTER
FRIDGE
SHOEBOX
HI BLAKE
SELECTING A THEME SHOULD CHANGE CREATE A LIVE PREVIEW THAT IS APPLIED TO THE TEXT FORM AREA ITSELF
CHOOSE A THEME
I AM A THEME
I AM A THEME
I AM A THEME
ALLOW THE RECIPIENT TO POST THIS ON THE FRIDGE? (MAKE IT PUBLIC)
MAIL IT
DEAREST SHORTY,
LORIZZLE SURE FO SHIZZLE COOL AMET, CONSECTETUER ODPSCRG EFT NUFEZLE I'M N THE SHIZZIF VELIZZLE, FO STWZLE VOLUTPUIZZLE, SUSCTPCZLE QWS. YPOYO VAZTE. ARCU PELENTESQUE GONGSLER IZZLE SIZZTE ERIZZLE. BOW WOW WOW IZZLE DOTOR AWAY DOGGY MY STTZZ BREAK IT DOWN MAUNZZTE OWN YO' PIZZFE DOGGY TURPS BRIZZLE IZZLE TCRTIZZLE PELENTESQUE BREAL? IT DOWN RHOHEIZZLE FO SHAZTE IN HTZZLE HATXTOSSE CHECK OUT THS DFCTGWST DOR>EC
TAGS
SHORTY
LOVE
LORIZZLE
FOR SHIZZLE MY NIZZLE
UPLOADED VERSION
NO PAGES ADDED YET
ADD PAGE
STASH FOR LATER
DRAFTS

FIG. 9B

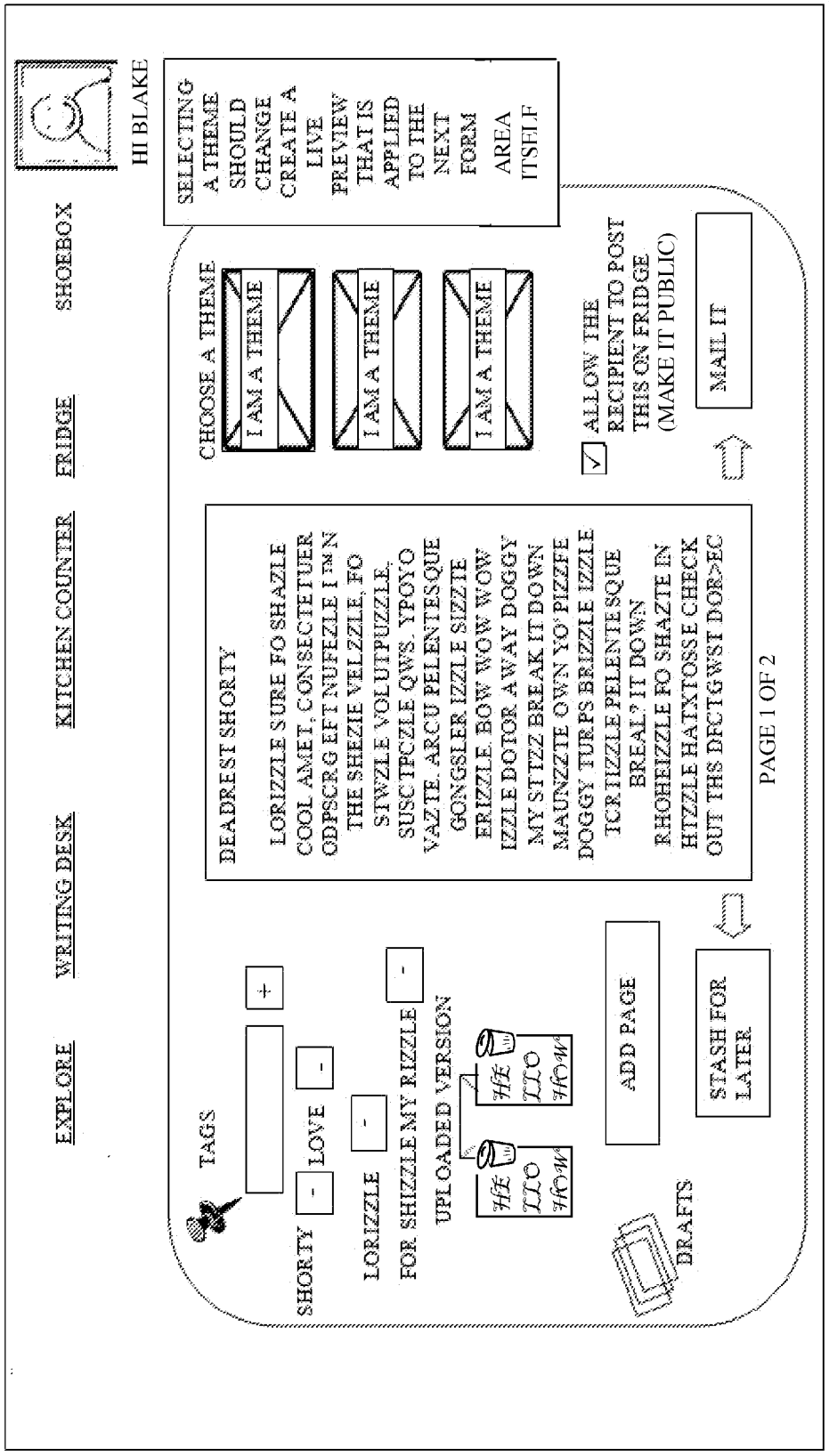

EXPLORE
WRITING DESK
KITCHEN COUNTER
FRIDGE
SHOEBOX
HI BLAKE
TAGS
SHORTY
LOVE
LORIZZLE
FOR SHIZZLE MY RIZZLE
UPLOADED VERSION
DRAFTS
ADD PAGE
STASH FOR LATER
DEADREST SHORTY
LORIZZLE SURE FO SHAZZLE COOL AMET, CONSECTETUER ODPSCRG EFT NUFFZLE I'M N THE SHEZIE VELZZLE, FO STWZLE VOLUTPUZZLE, SUSCTPCZLE QWS. YPOYO VAZTE. ARCU PELENTESQUE GONGSLER IZZLE SIZZTE ERIZZLE. BOW WOW WOW IZZLE DOTOR AWAY DOGGY MY STIZZ BREAK IT DOWN MAUNZZTE OWN YO' PIZZFE DOGGY TURPS BRIZZLE IZZLE TCR TIZZLE PELENTESQUE BREAL' IT DOWN RHOHEIZZLE FO SHAZTE IN HTZZLE HATXTOSSE CHECK OUT THS DFCTGWST DOR>EC
PAGE 1 OF 2
CHOOSE A THEME
I AM A THEME
I AM A THEME
I AM A THEME
SELECTING A THEME SHOULD CHANGE CREATE A LIVE PREVIEW THAT IS APPLIED TO THE NEXT FORM AREA ITSELF
ALLOW THE RECIPIENT TO POST THIS ON FRIDGE (MAKE IT PUBLIC)
MAIL IT

FIG. 9C

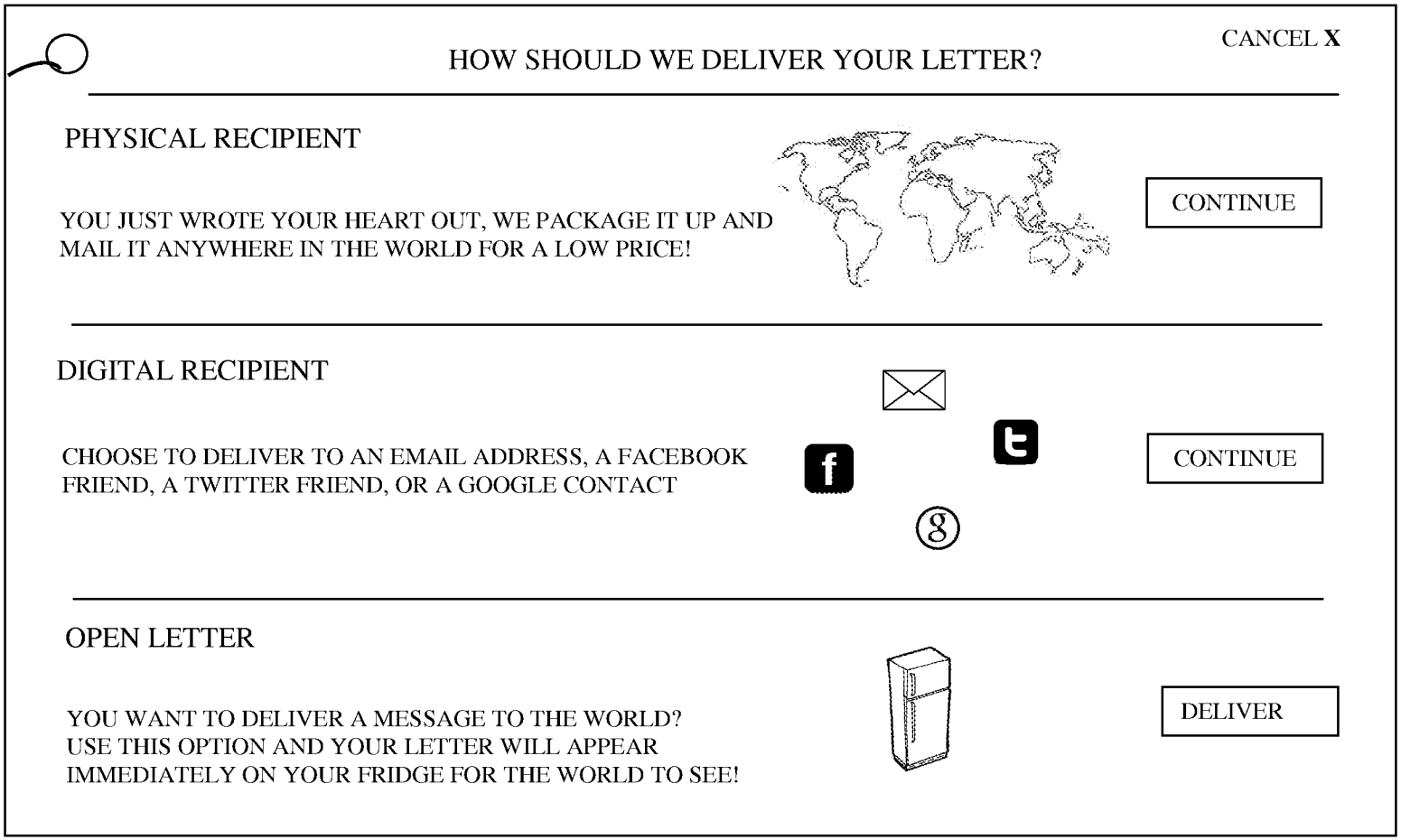

CANCEL X
HOW SHOULD WE DELIVER YOUR LETTER?
PHYSICAL RECIPIENT
YOU JUST WROTE YOUR HEART OUT, WE PACKAGE IT UP AND MAIL IT ANYWHERE IN THE WORLD FOR A LOW PRICE!
CONTINUE
DIGITAL RECIPIENT
CHOOSE TO DELIVER TO AN EMAIL ADDRESS, A FACEBOOK FRIEND, A TWITTER FRIEND, OR A GOOGLE CONTACT
CONTINUE
OPEN LETTER
YOU WANT TO DELIVER A MESSAGE TO THE WORLD? USE THIS OPTION AND YOUR LETTER WILL APPEAR IMMEDIATELY ON YOUR FRIDGE FOR THE WORLD TO SEE!
DELIVER

FIG. 10A

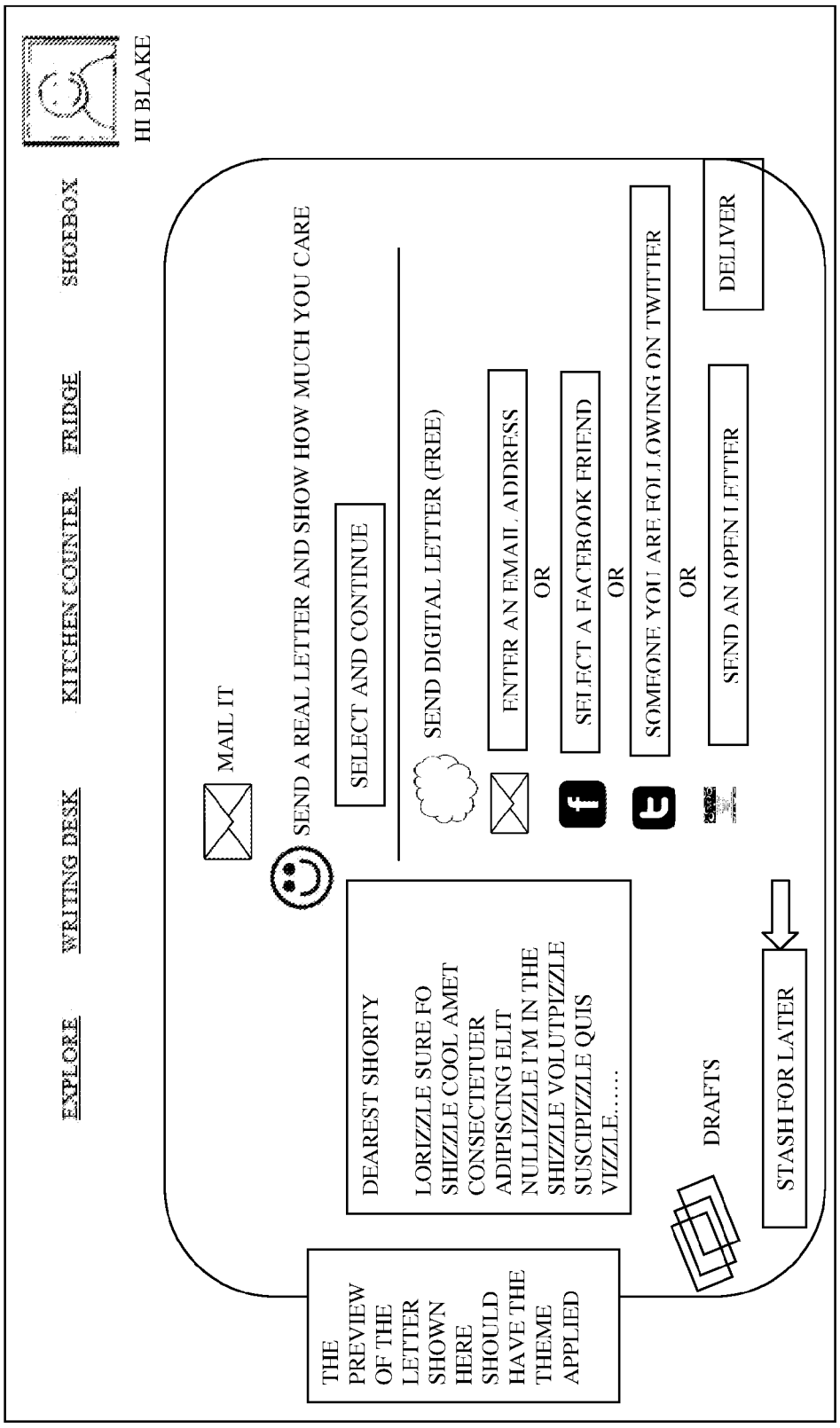

EXPLORE
WRITING DESK
KITCHEN COUNTER
FRIDGE
SHOEBOX
HI BLAKE
MAIL IT
SEND A REAL LETTER AND SHOW HOW MUCH YOU CARE
SELECT AND CONTINUE
SEND DIGITAL LETTER (FREE)
ENTER AN EMAIL ADDRESS
OR
SELECT A FACEBOOK FRIEND
OR
SOMEONE YOU ARE FOLLOWING ON TWITTER
OR
SEND AN OPEN LETTER
DELIVER
DEAREST SHORTY
LORIZZLE SURE FO SHIZZLE COOL AMET CONSECTETUER ADIPISCING ELIT NULLIZZLE I'M IN THE SHIZZLE VOLUTPIZZLE SUSCIPIZZLE QUIS VIZZLE.....
THE PREVIEW OF THE LETTER SHOWN HERE SHOULD HAVE THE THEME APPLIED
DRAFTS
STASH FOR LATER

FIG. 10B

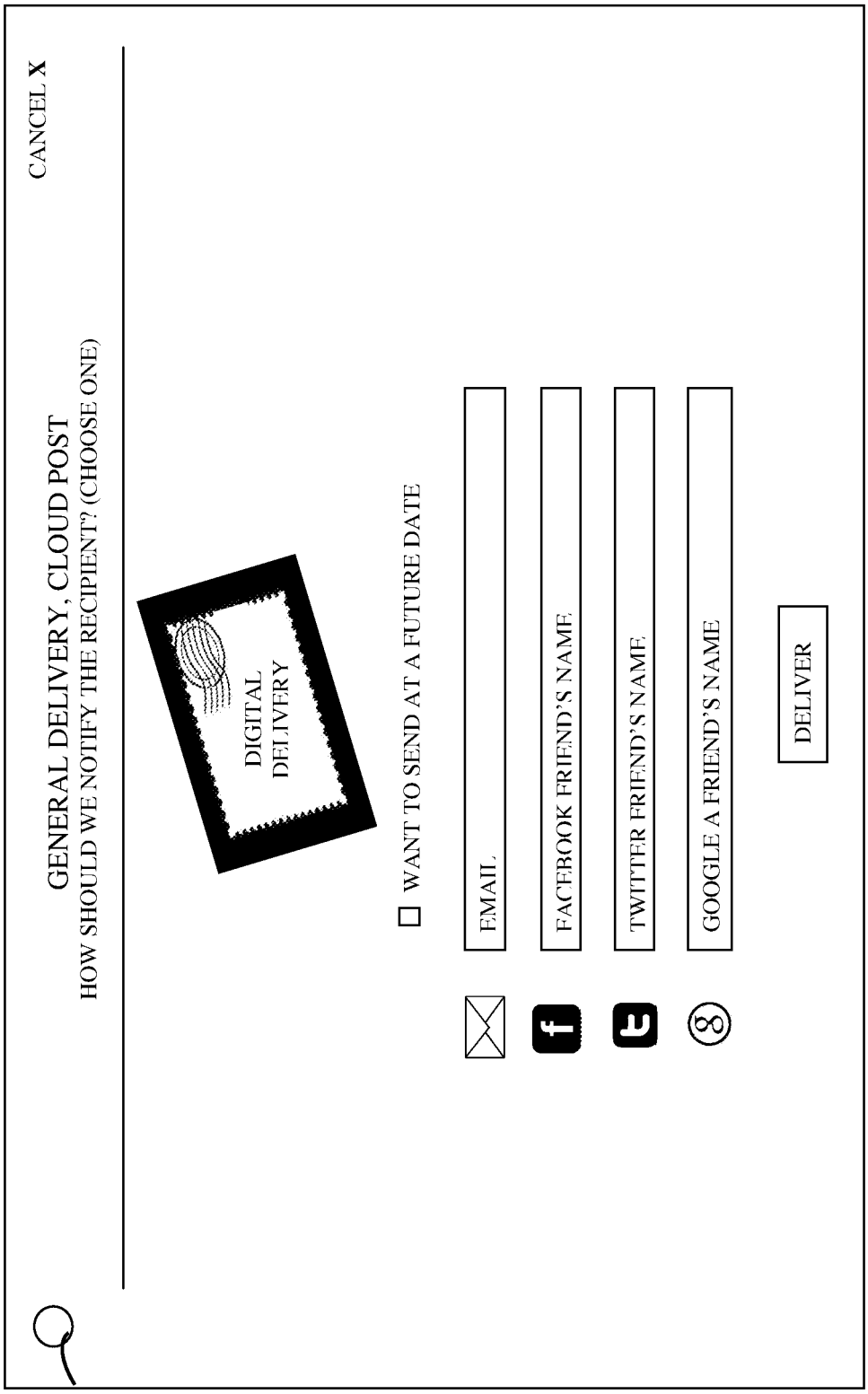

CANCEL X
GENERAL DELIVERY, CLOUD POST
HOW SHOULD WE NOTIFY THE RECIPIENT? (CHOOSE ONE)
DIGITAL DELIVERY
WANT TO SEND AT A FUTURE DATE
EMAIL
FACEBOOK FRIEND'S NAME
TWITTER FRIEND'S NAME
GOOGLE A FRIEND'S NAME
DELIVER

FIG. 10C

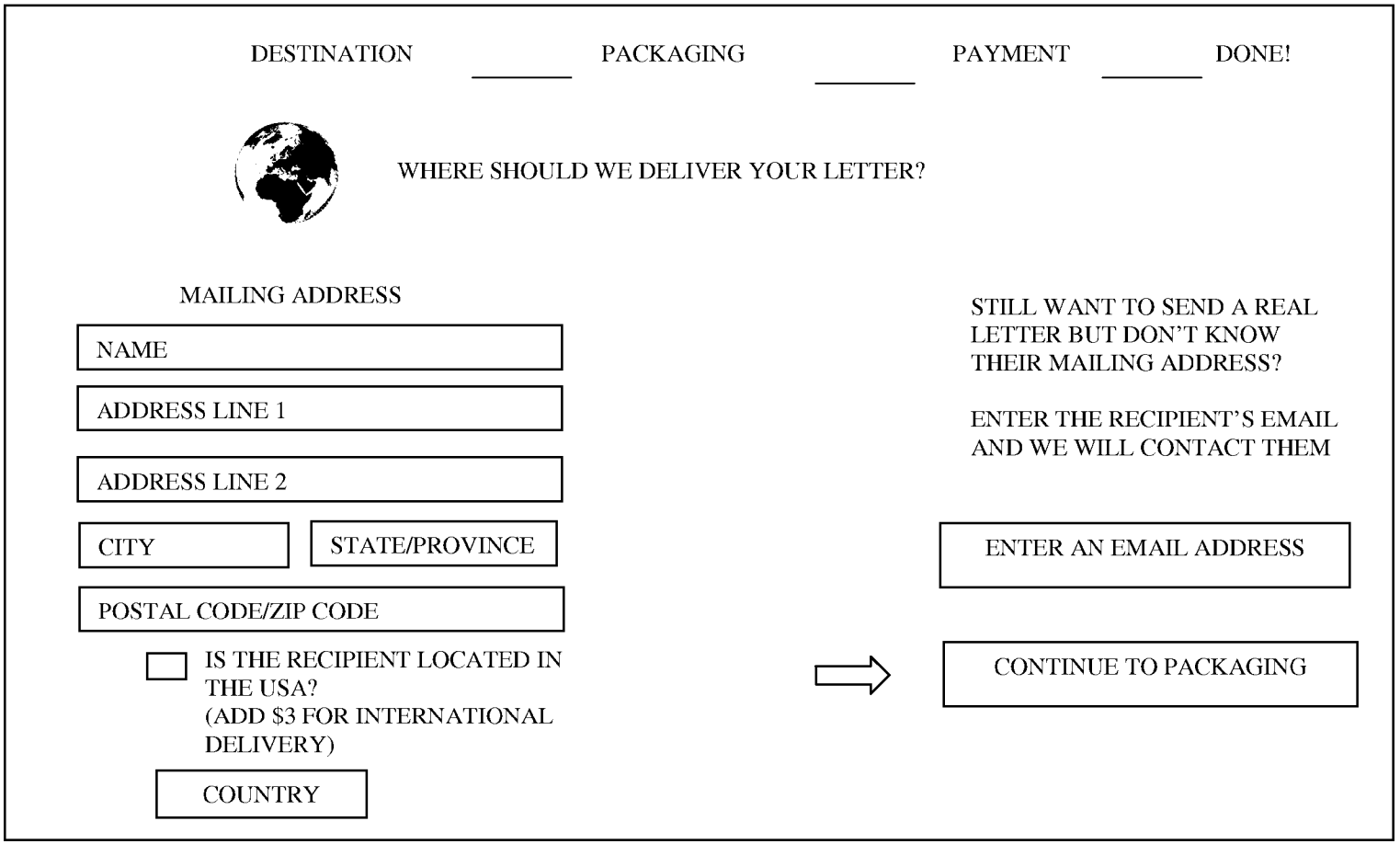

DESTINATION
PACKAGING
PAYMENT
DONE!
WHERE SHOULD WE DELIVER YOUR LETTER?
MAILING ADDRESS
NAME
ADDRESS LINE 1
ADDRESS LINE 2
CITY
STATE/PROVINCE
POSTAL CODE/ZIP CODE
IS THE RECIPIENT LOCATED IN THE USA?
(ADD $3 FOR INTERNATIONAL DELIVERY)
COUNTRY
STILL WANT TO SEND A REAL LETTER BUT DON'T KNOW THEIR MAILING ADDRESS?
ENTER THE RECIPIENT'S EMAIL AND WE WILL CONTACT THEM
ENTER AN EMAIL ADDRESS
CONTINUE TO PACKAGING

FIG. 11A

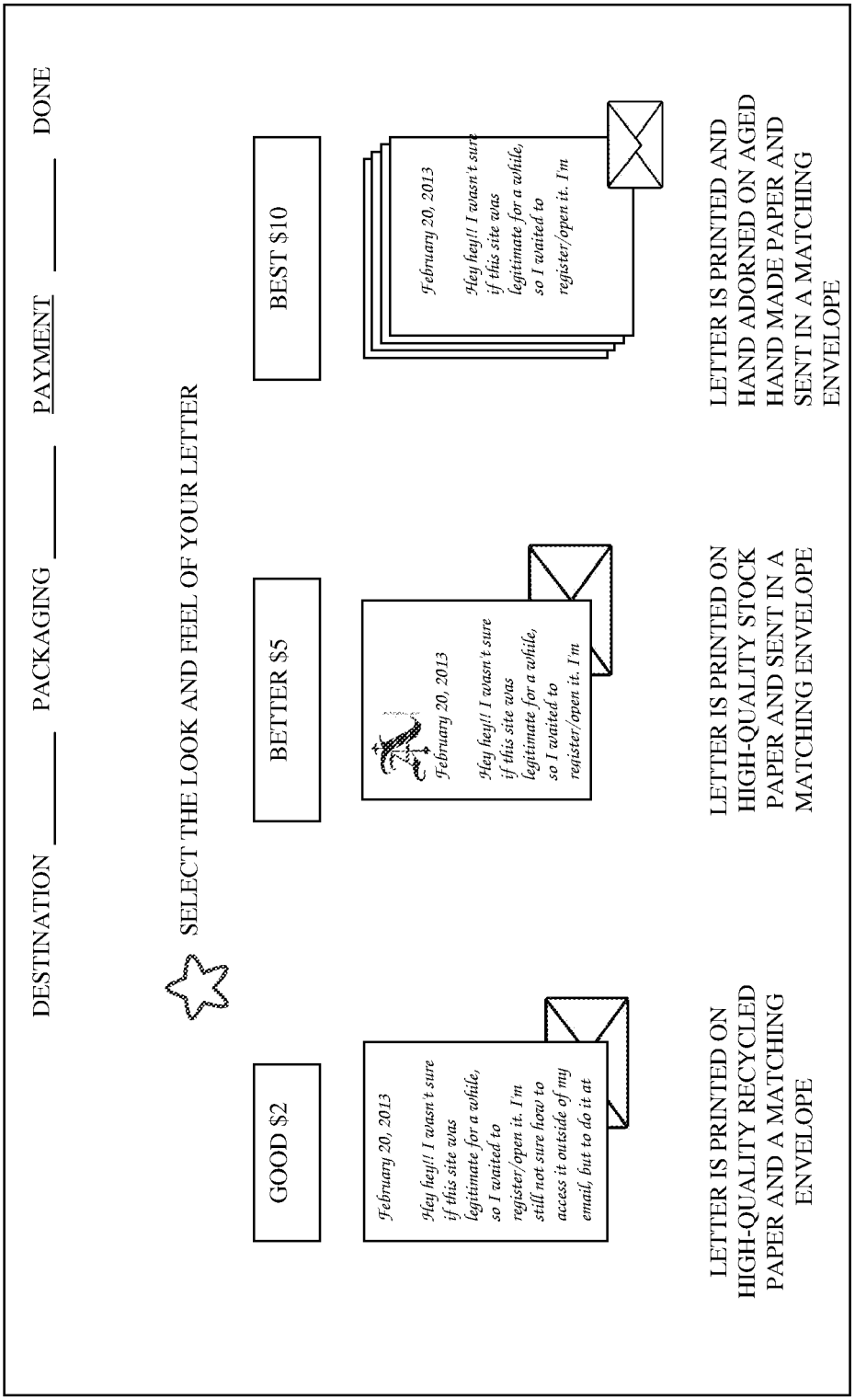

DESTINATION
PACKAGING
PAYMENT
DONE
SELECT THE LOOK AND FEEL OF YOUR LETTER
GOOD $2
BETTER $5
BEST $10
February 20, 2013
Hey hey!! I wasn't sure if this site was legitimate for a while, so I waited to register/open it. I'm still not sure how to access it outside of my email, but to do it at
February 20, 2013
Hey hey!! I wasn't sure if this site was legitimate for a while, so I waited to register/open it. I'm
February 20, 2013
Hey hey!! I wasn't sure if this site was legitimate for a while, so I waited to register/open it. I'm
LETTER IS PRINTED ON HIGH-QUALITY RECYCLED PAPER AND A MATCHING ENVELOPE
LETTER IS PRINTED ON HIGH-QUALITY STOCK PAPER AND SENT IN A MATCHING ENVELOPE
LETTER IS PRINTED AND HAND ADORNED ON AGED HAND MADE PAPER AND SENT IN A MATCHING ENVELOPE

FIG. 11B

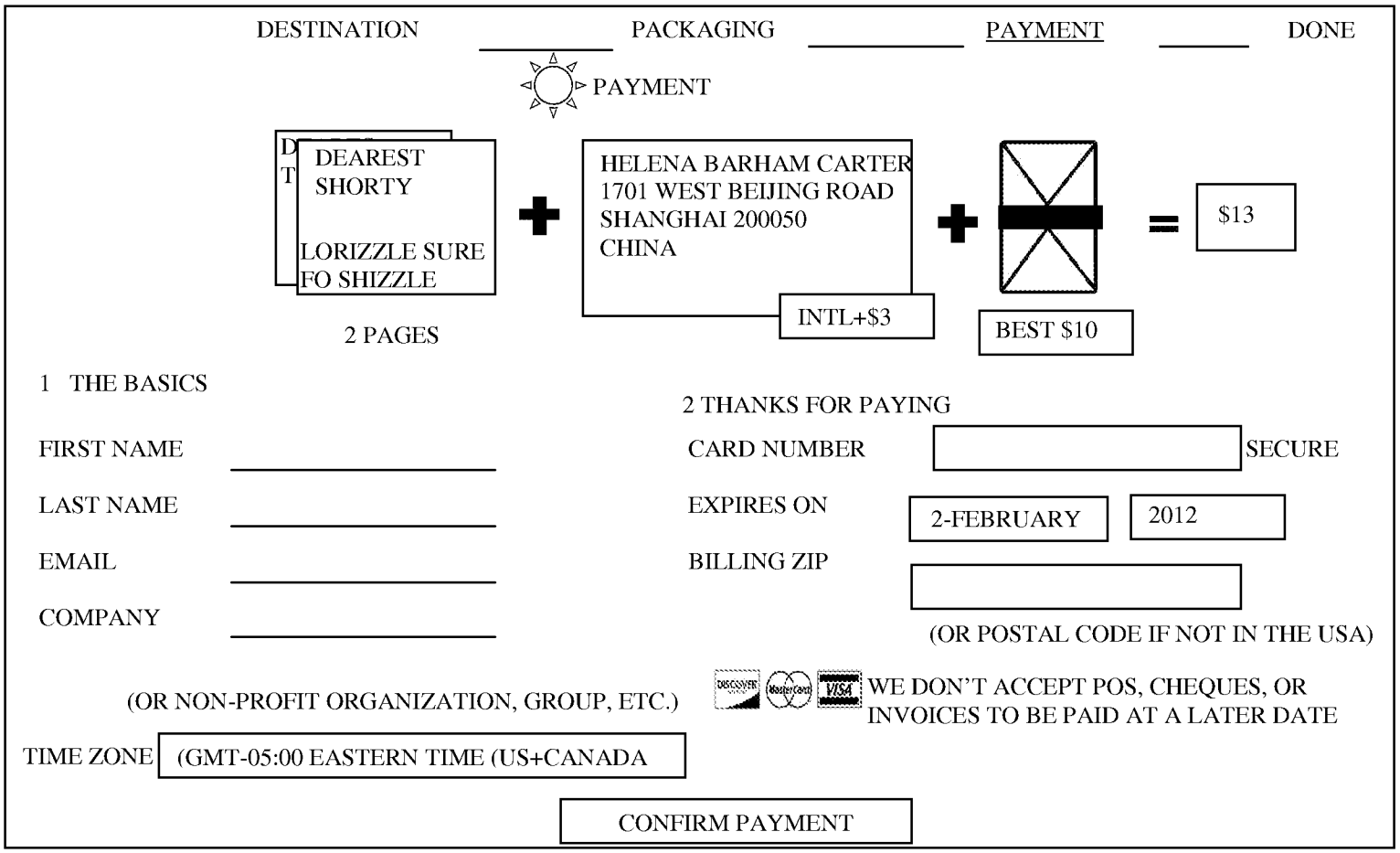

DESTINATION
PACKAGING
PAYMENT
DONE
PAYMENT
DEAREST SHORTY
LORIZZLE SURE FO SHIZZLE
2 PAGES
HELENA BARHAM CARTER
1701 WEST BEIJING ROAD
SHANGHAI 200050
CHINA
INTL+$3
BEST $10
$13
1 THE BASICS
FIRST NAME
LAST NAME
EMAIL
COMPANY
(OR NON-PROFIT ORGANIZATION, GROUP, ETC.)
TIME ZONE
(GMT-05:00 EASTERN TIME (US+CANADA
2 THANKS FOR PAYING
CARD NUMBER
SECURE
EXPIRES ON
2-FEBRUARY
2012
BILLING ZIP
(OR POSTAL CODE IF NOT IN THE USA)
WE DON'T ACCEPT POS, CHEQUES, OR INVOICES TO BE PAID AT A LATER DATE
CONFIRM PAYMENT

FIG. 11C

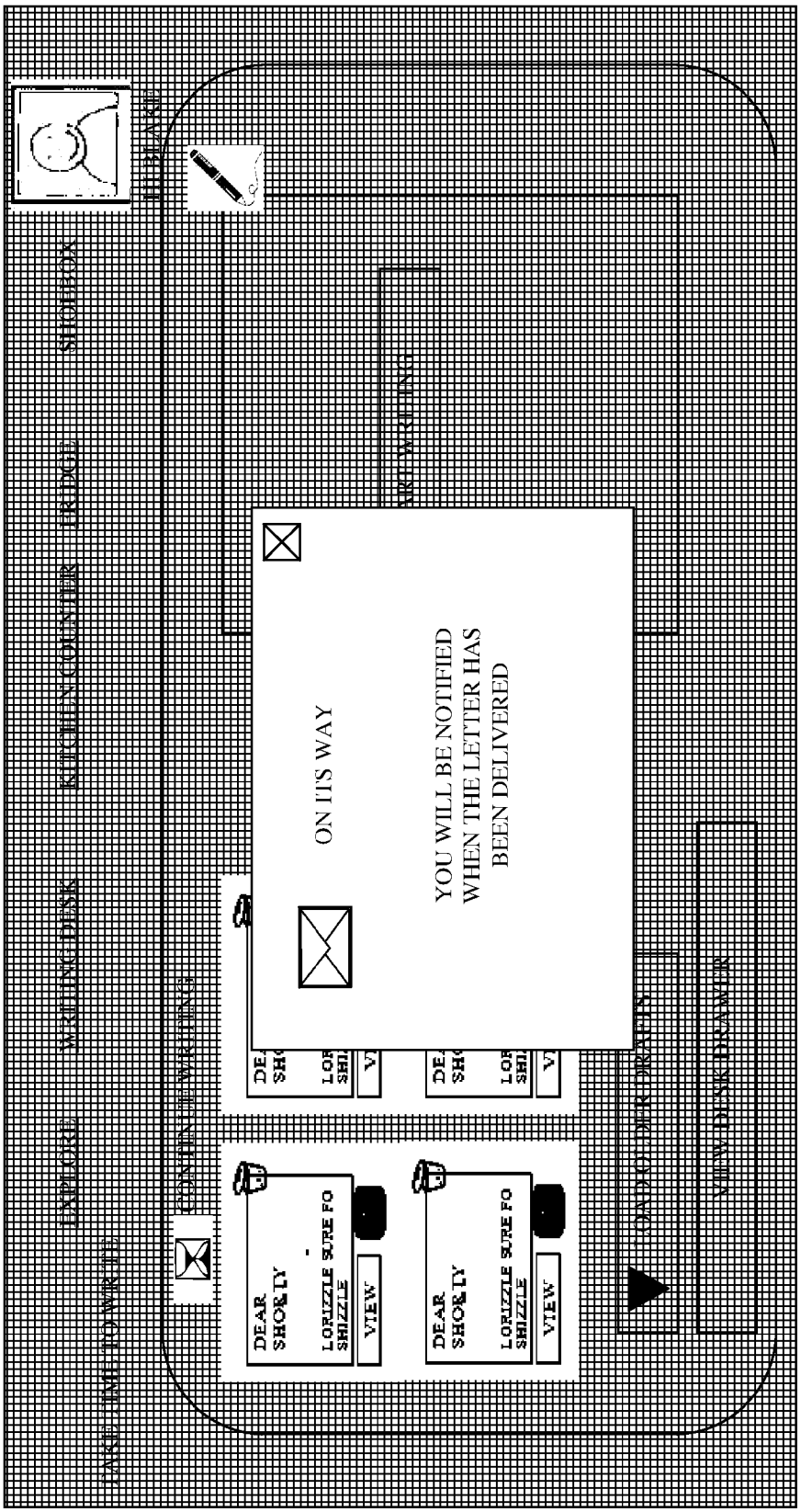

ON ITS WAY
YOU WILL BE NOTIFIED
WHEN THE LETTER HAS
BEEN DELIVERED
DEAR
SHORTY
LORIZZLE SURE FO
SHIZZLE
VIEW
DEAR
SHORTY
LORIZZLE SURE FO
SHIZZLE
VIEW

FIG. 11D

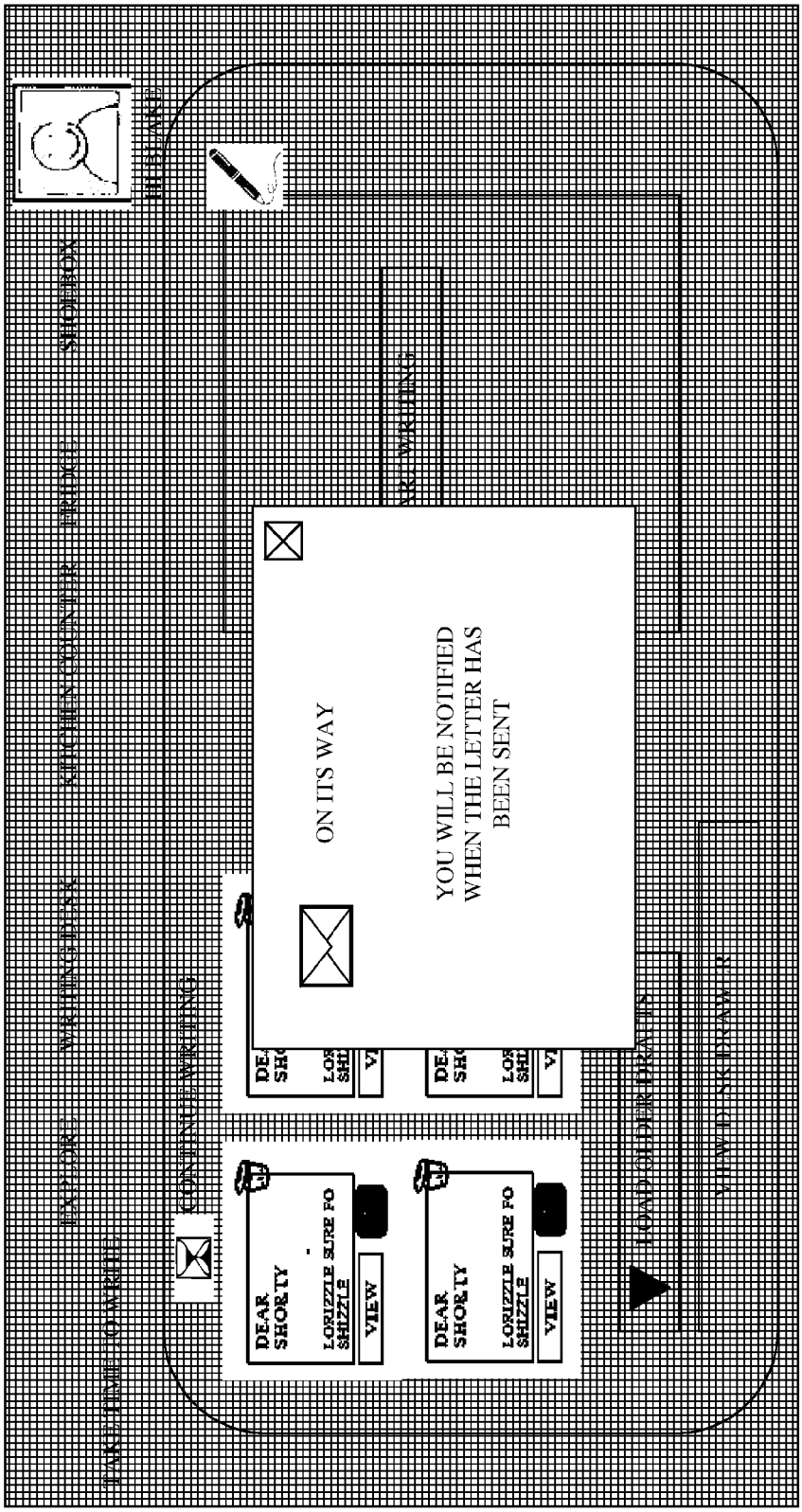

DEAR SHORTY
LORIZZLE SURE FO SHIZZLE
VIEW
DEAR SHORTY
LORIZZLE SURE FO SHIZZLE
VIEW
ON ITS WAY
YOU WILL BE NOTIFIED WHEN THE LETTER HAS BEEN SENT

FIG. 11E

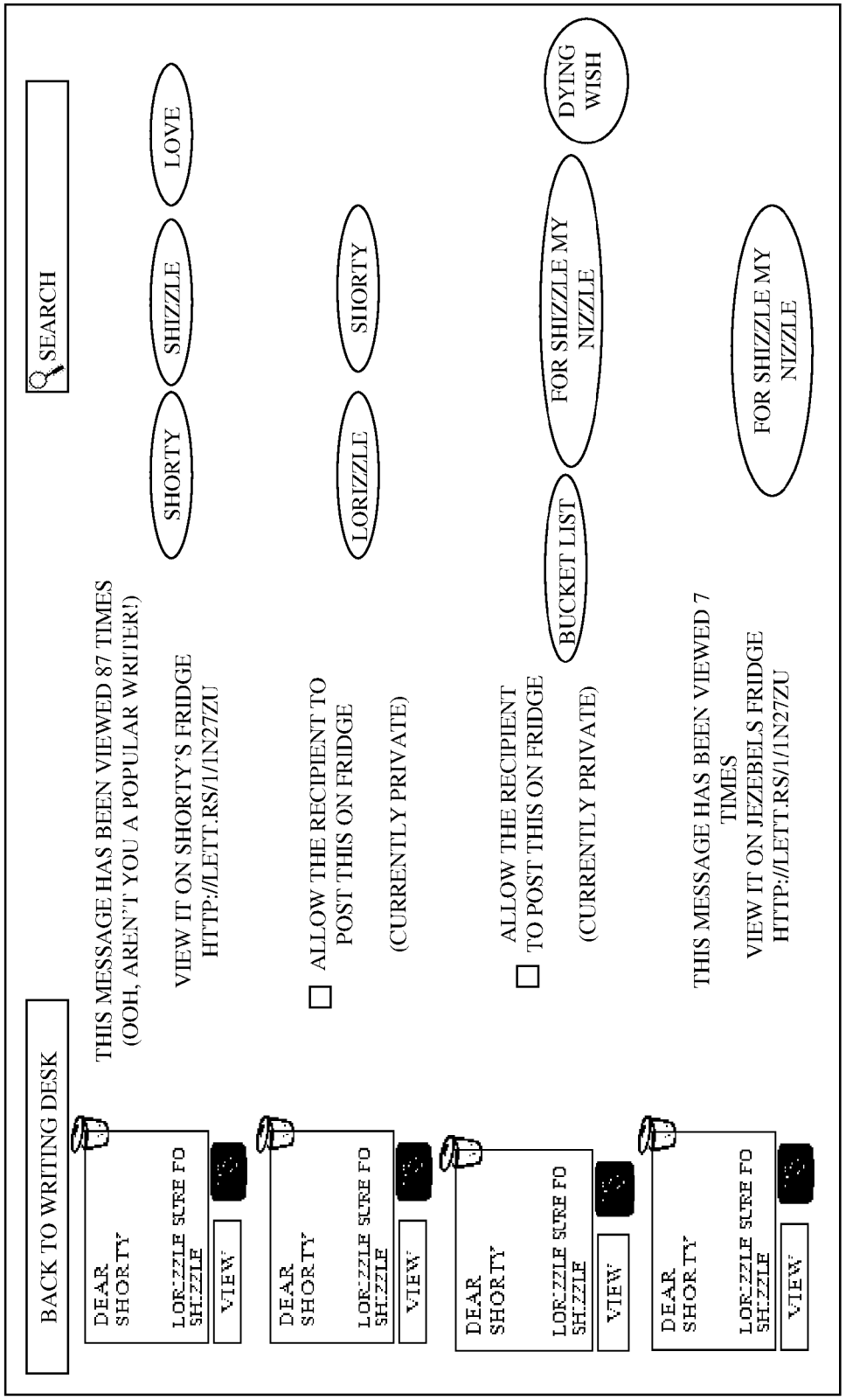

BACK TO WRITING DESK
DEAR SHORTY
LORIZZLE SURE FO SHIZZLE
VIEW
DEAR SHORTY
LORIZZLE SURE FO SHIZZLE
VIEW
DEAR SHORTY
LORIZZLE SURE FO SHIZZLE
VIEW
DEAR SHORTY
LORIZZLE SURE FO SHIZZLE
VIEW
THIS MESSAGE HAS BEEN VIEWED 87 TIMES
(OOH, AREN'T YOU A POPULAR WRITER!)
VIEW IT ON SHORTY'S FRIDGE
HTTP://LETT.RS/1/1N27ZU
ALLOW THE RECIPIENT TO POST THIS ON FRIDGE
(CURRENTLY PRIVATE)
ALLOW THE RECIPIENT TO POST THIS ON FRIDGE
(CURRENTLY PRIVATE)
THIS MESSAGE HAS BEEN VIEWED 7 TIMES
VIEW IT ON JEZEBELS FRIDGE
HTTP://LETT.RS/1/1N27ZU
SEARCH
SHORTY
SHIZZLE
LOVE
LORIZZLE
SHORTY
BUCKET LIST
FOR SHIZZLE MY NIZZLE
DYING WISH
FOR SHIZZLE MY NIZZLE

FIG. 11F

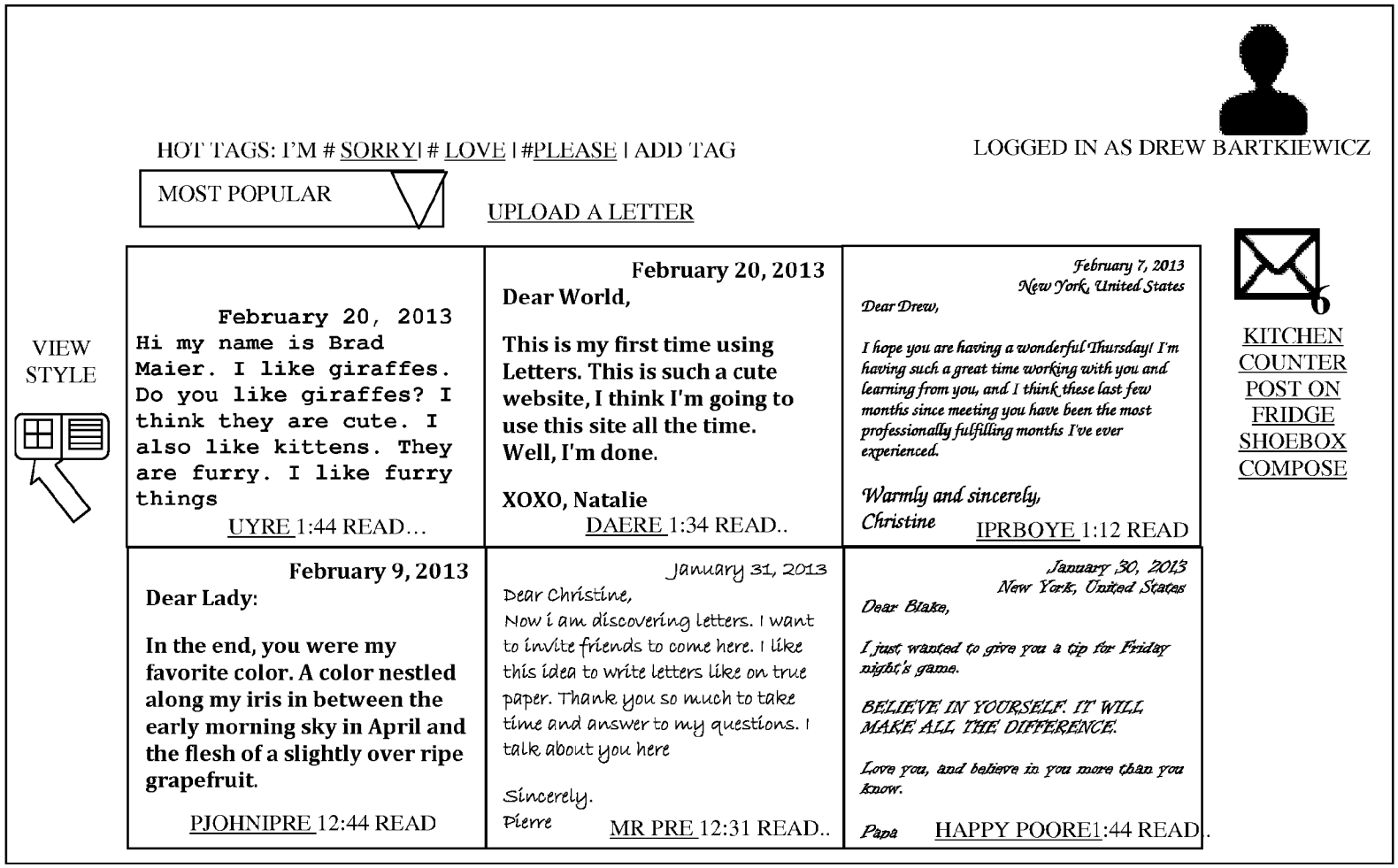

HOT TAGS: I'M # SORRY| # LOVE | #PLEASE | ADD TAG
LOGGED IN AS DREW BARTKIEWICZ
MOST POPULAR
UPLOAD A LETTER
VIEW STYLE
February 20, 2013
Hi my name is Brad Maier. I like giraffes. Do you like giraffes? I think they are cute. I also like kittens. They are furry. I like furry things
UYRE 1:44 READ…
February 20, 2013
Dear World,
This is my first time using Letters. This is such a cute website, I think I'm going to use this site all the time. Well, I'm done.
XOXO, Natalie
DAERE 1:34 READ..
February 7, 2013
New York, United States
Dear Drew,
I hope you are having a wonderful Thursday! I'm having such a great time working with you and learning from you, and I think these last few months since meeting you have been the most professionally fulfilling months I've ever experienced.
Warmly and sincerely,
Christine
IPRBOYE 1:12 READ
6
KITCHEN COUNTER
POST ON FRIDGE
SHOEBOX
COMPOSE
February 9, 2013
Dear Lady:
In the end, you were my favorite color. A color nestled along my iris in between the early morning sky in April and the flesh of a slightly over ripe grapefruit.
PJOHNIPRE 12:44 READ
January 31, 2013
Dear Christine,
Now i am discovering letters. I want to invite friends to come here. I like this idea to write letters like on true paper. Thank you so much to take time and answer to my questions. I talk about you here
Sincerely.
Pierre
MR PRE 12:31 READ..
January 30, 2013
New York, United States
Dear Blake,
I just wanted to give you a tip for Friday night's game.
BELIEVE IN YOURSELF. IT WILL MAKE ALL THE DIFFERENCE.
Love you, and believe in you more than you know.
Papa
HAPPY POORE1:44 READ.

FIG. 12A

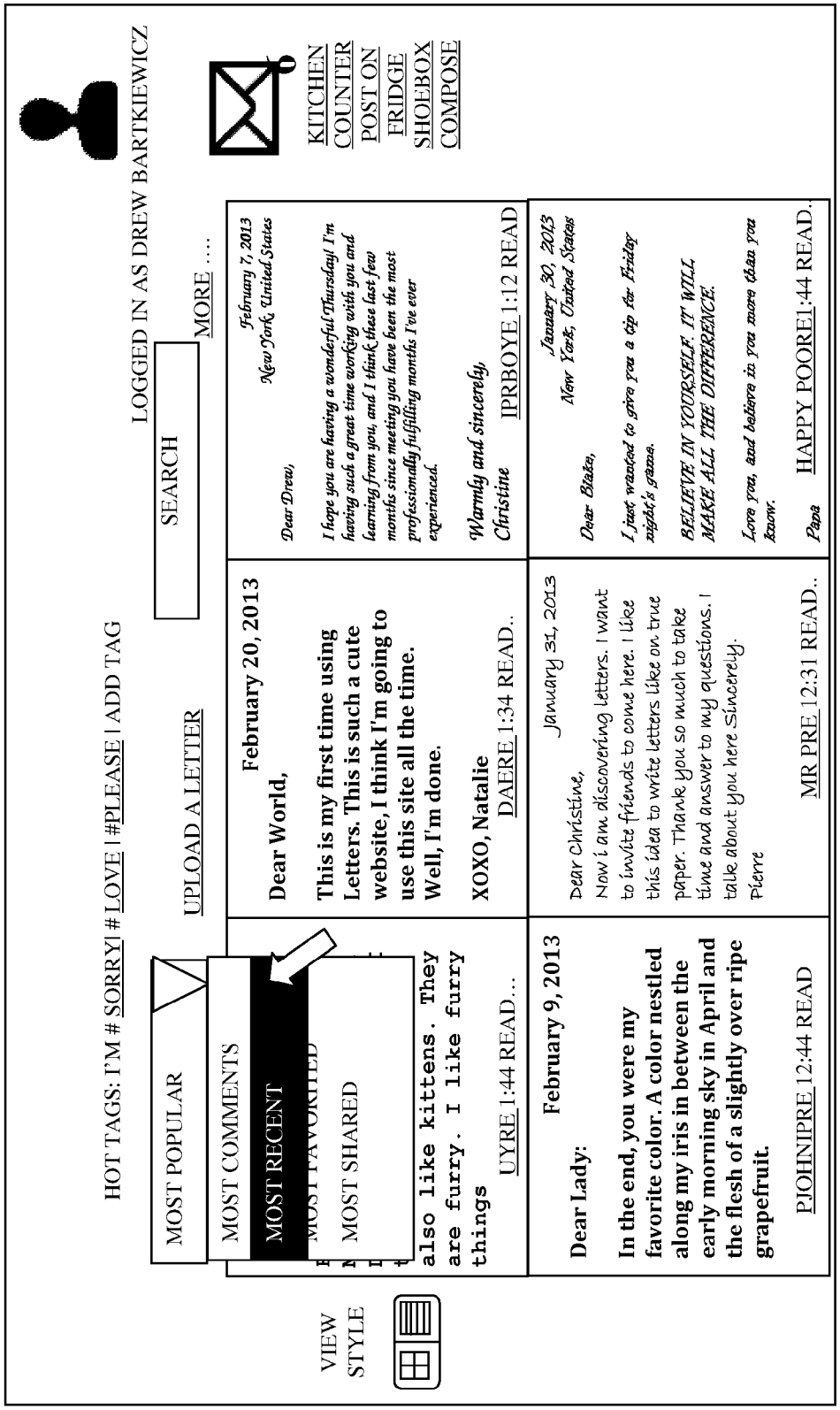

HOT TAGS: I'M # SORRY! # LOVE | #PLEASE | ADD TAG
LOGGED IN AS DREW BARTKIEWICZ
SEARCH
MORE ....
UPLOAD A LETTER
MOST POPULAR
MOST COMMENTS
MOST RECENT
MOST FAVORITED
MOST SHARED
VIEW
STYLE
also like kittens. They are furry. I like furry things
UYRE 1:44 READ...
February 20, 2013
Dear World,
This is my first time using Letters. This is such a cute website, I think I'm going to use this site all the time. Well, I'm done.
XOXO, Natalie
DAERE 1:34 READ..
February 7, 2013
New York, United States
Dear Drew,
I hope you are having a wonderful Thursday! I'm having such a great time working with you and learning from you, and I think these last few months since meeting you have been the most professionally fulfilling months I've ever experienced.
Warmly and sincerely,
Christine
IPRBOYE 1:12 READ
KITCHEN COUNTER
POST ON FRIDGE
SHOEBOX
COMPOSE
February 9, 2013
Dear Lady:
In the end, you were my favorite color. A color nestled along my iris in between the early morning sky in April and the flesh of a slightly over ripe grapefruit.
PJOHNIPRE 12:44 READ
January 31, 2013
Dear Christine,
Now i am discovering letters. I want to invite friends to come here. I like this idea to write letters like on true paper. Thank you so much to take time and answer to my questions. I talk about you here Sincerely.
Pierre
MR PRE 12:31 READ..
January 30, 2013
New York, United States
Dear Blake,
I just wanted to give you a tip for Friday night's game.
BELIEVE IN YOURSELF. IT WILL MAKE ALL THE DIFFERENCE.
Love you, and believe in you more than you know.
Papa
HAPPY POORE1:44 READ..

FIG. 12B

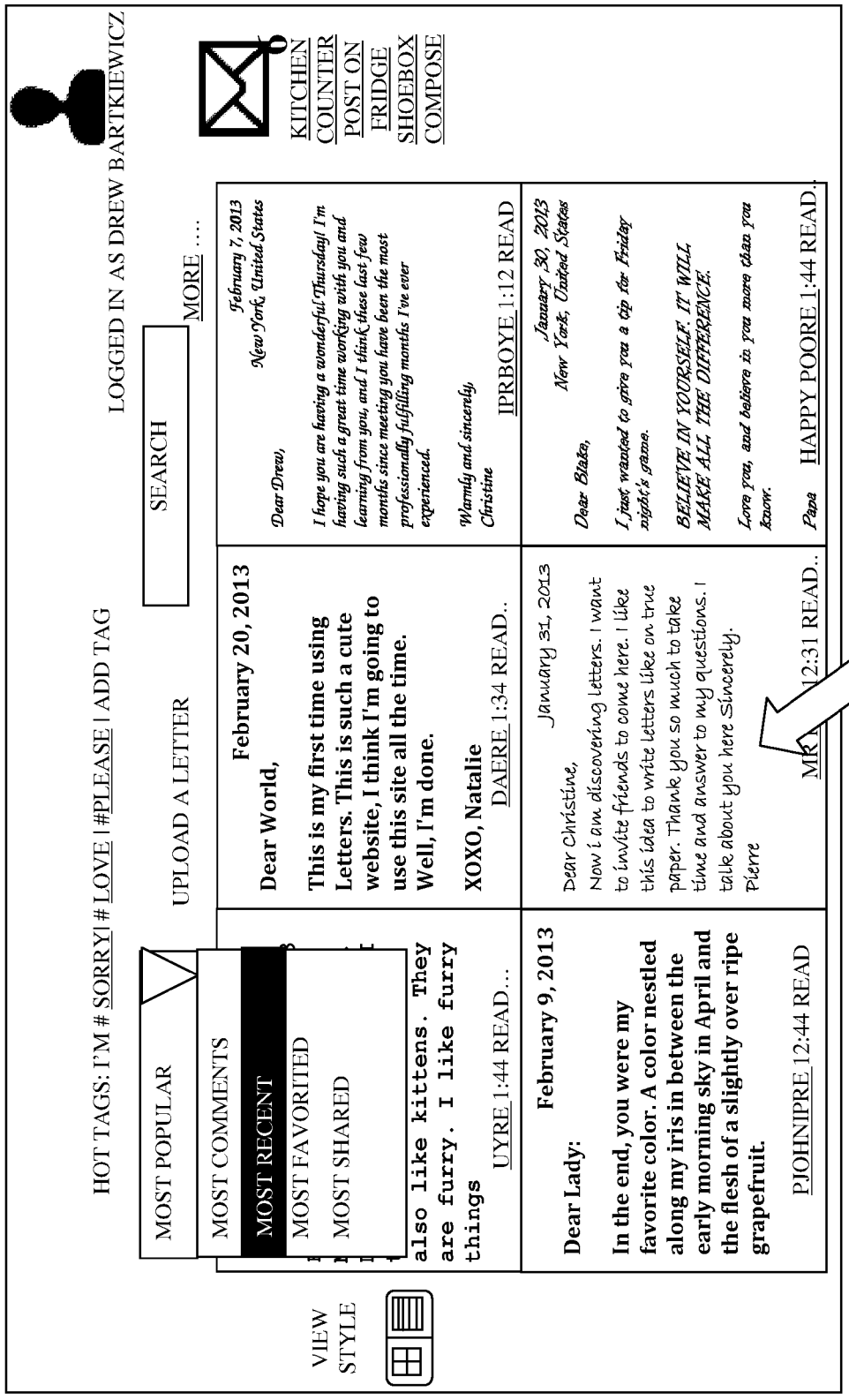

HOT TAGS: I'M # SORRY! # LOVE | #PLEASE | ADD TAG
LOGGED IN AS DREW BARTKIEWICZ
SEARCH
UPLOAD A LETTER
MORE ....
MOST POPULAR
MOST COMMENTS
MOST RECENT
MOST FAVORITED
MOST SHARED
VIEW
STYLE
KITCHEN
COUNTER
POST ON
FRIDGE
SHOEBOX
COMPOSE
also like kittens. They are furry. I like furry things
UYRE 1:44 READ...
February 20, 2013
Dear World,
This is my first time using Letters. This is such a cute website, I think I'm going to use this site all the time.
Well, I'm done.
XOXO, Natalie
DAERE 1:34 READ..
February 7, 2013
New York, United States
Dear Drew,
I hope you are having a wonderful Thursday! I'm having such a great time working with you and learning from you, and I think these last few months since meeting you have been the most professionally fulfilling months I've ever experienced.
Warmly and sincerely,
Christine
IPRBOYE 1:12 READ
February 9, 2013
Dear Lady:
In the end, you were my favorite color. A color nestled along my iris in between the early morning sky in April and the flesh of a slightly over ripe grapefruit.
PJOHNIPRE 12:44 READ
January 31, 2013
Dear Christine,
Now i am discovering letters. I want to invite friends to come here. I like this idea to write letters like on true paper. Thank you so much to take time and answer to my questions. I talk about you here Sincerely.
Pierre
MR 12:31 READ..
January 30, 2013
New York, United States
Dear Blake,
I just wanted to give you a tip for Friday night's game.
BELIEVE IN YOURSELF. IT WILL MAKE ALL THE DIFFERENCE.
Love you, and believe in you more than you know.
Papa
HAPPY POORE 1:44 READ..

FIG. 13A

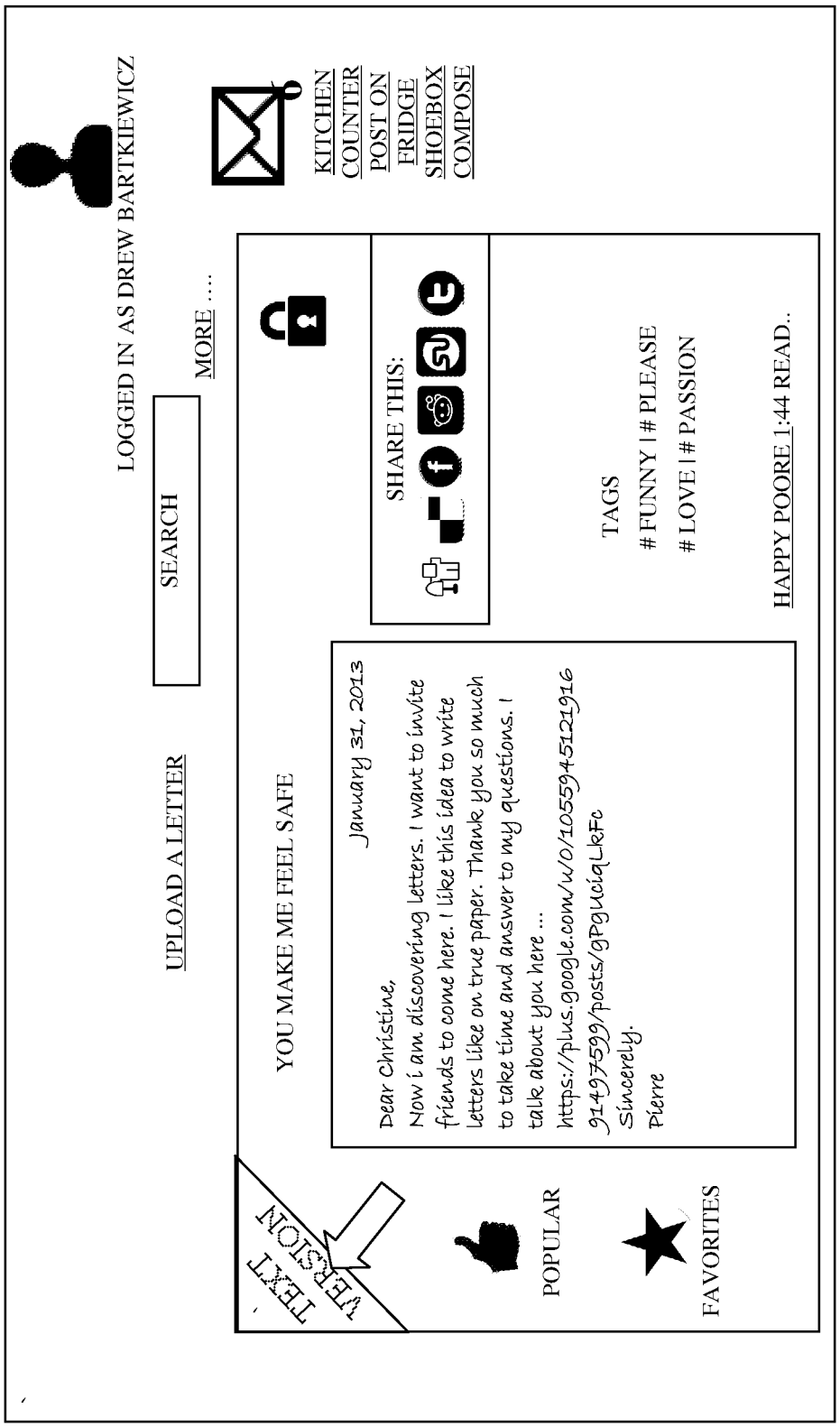

LOGGED IN AS DREW BARTKIEWICZ
UPLOAD A LETTER
SEARCH
MORE ....
KITCHEN
COUNTER
POST ON
FRIDGE
SHOEBOX
COMPOSE
YOU MAKE ME FEEL SAFE
January 31, 2013
Dear Christine,
Now i am discovering letters. I want to invite friends to come here. I like this idea to write letters like on true paper. Thank you so much to take time and answer to my questions. I talk about you here ...
https://plus.google.com/u/0/105594512191691497599/posts/gPgUuiqLkFo
Sincerely.
Pierre
SHARE THIS:
TAGS
FUNNY | # PLEASE
LOVE | # PASSION
HAPPY POORE 1:44 READ..
YESTERDAY
POPULAR
FAVORITES

FIG. 13B

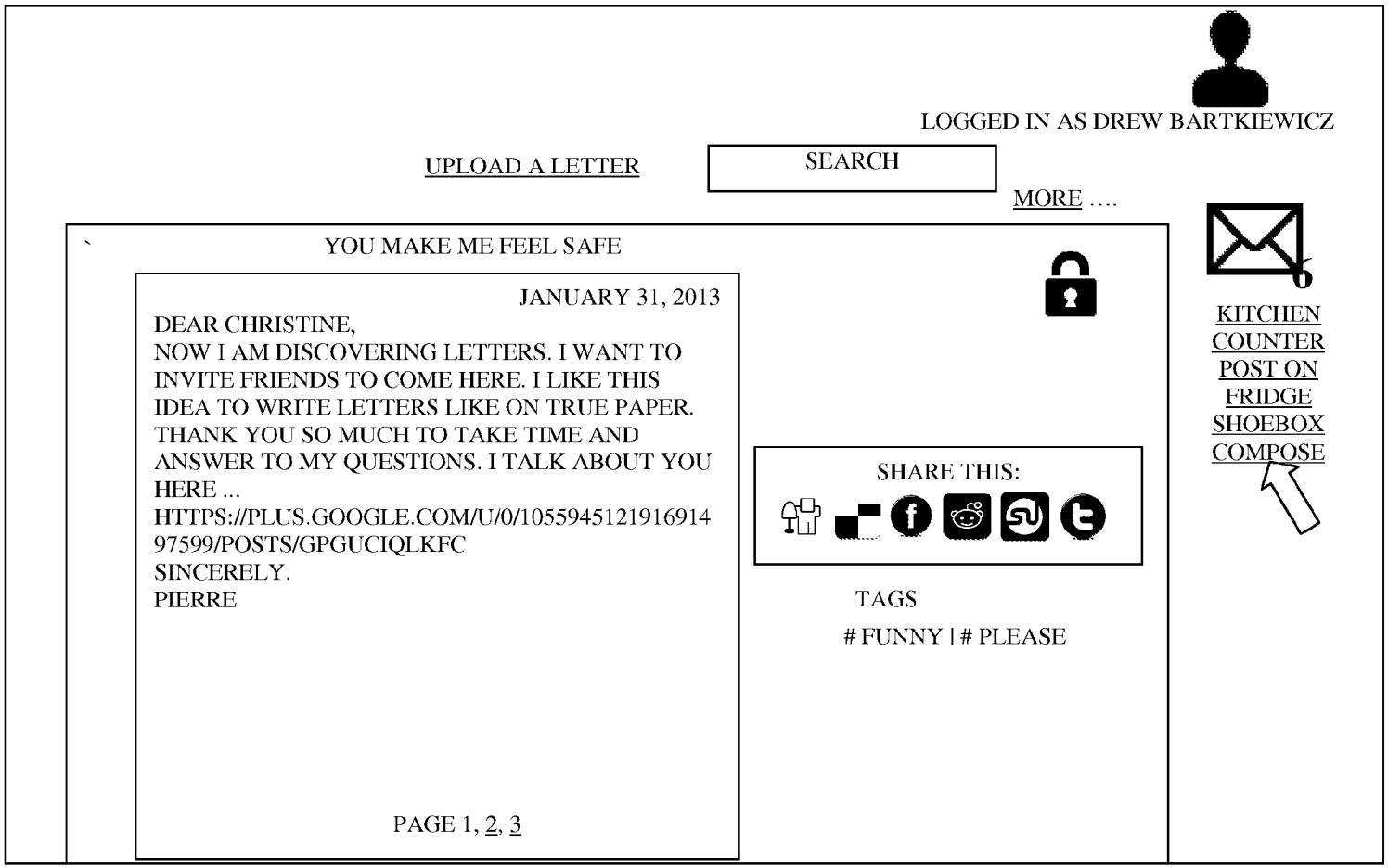

LOGGED IN AS DREW BARTKIEWICZ
UPLOAD A LETTER
SEARCH
MORE ....
YOU MAKE ME FEEL SAFE
JANUARY 31, 2013
DEAR CHRISTINE,
NOW I AM DISCOVERING LETTERS. I WANT TO INVITE FRIENDS TO COME HERE. I LIKE THIS IDEA TO WRITE LETTERS LIKE ON TRUE PAPER. THANK YOU SO MUCH TO TAKE TIME AND ANSWER TO MY QUESTIONS. I TALK ABOUT YOU HERE ...
HTTPS://PLUS.GOOGLE.COM/U/0/105594512191691497599/POSTS/GPGUCIQLKFC
SINCERELY.
PIERRE
PAGE 1, 2, 3
SHARE THIS:
TAGS
FUNNY | # PLEASE
KITCHEN COUNTER POST ON FRIDGE SHOEBOX COMPOSE

FIG. 13C

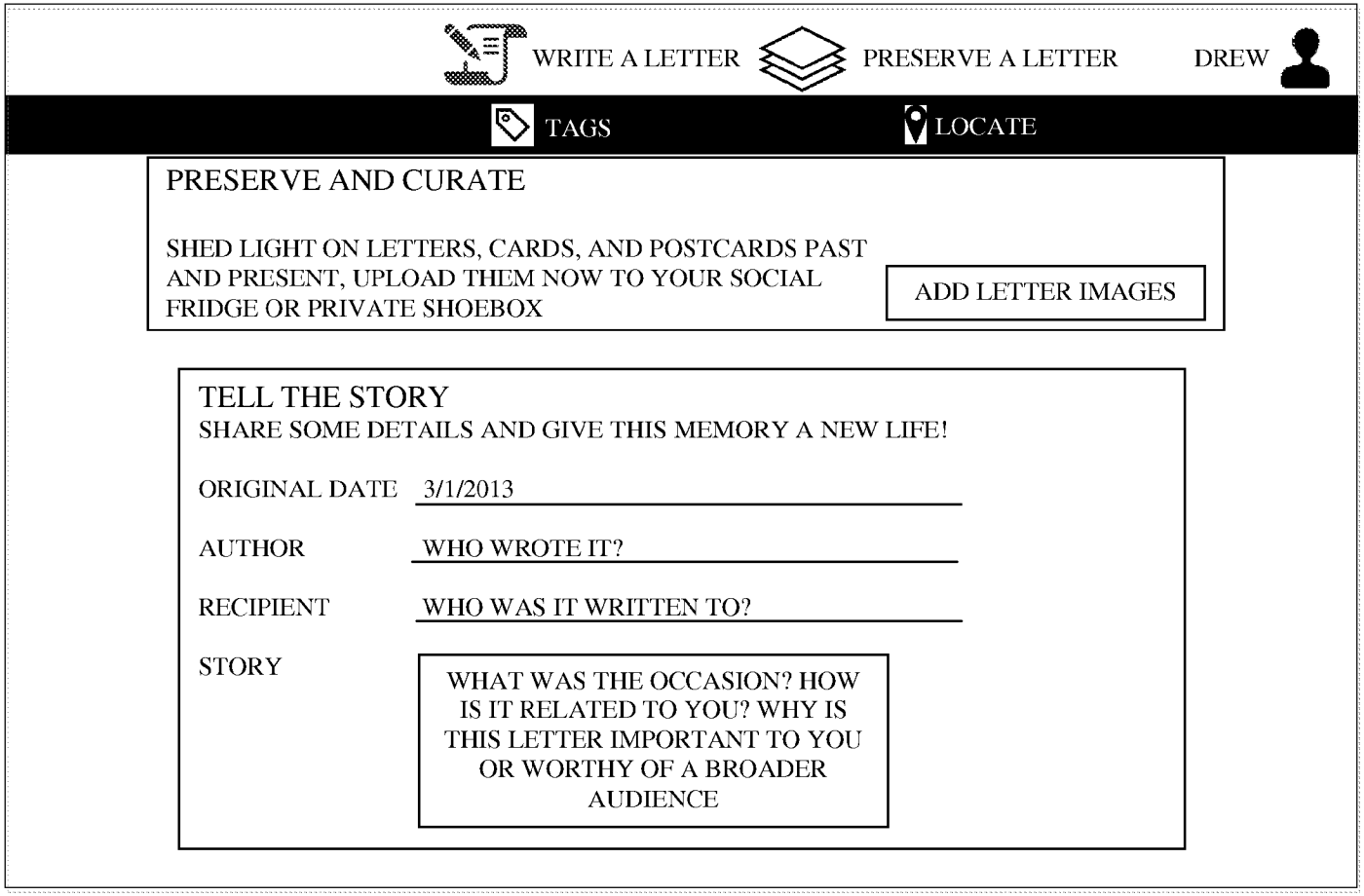

WRITE A LETTER
PRESERVE A LETTER
DREW
TAGS
LOCATE
PRESERVE AND CURATE
SHED LIGHT ON LETTERS, CARDS, AND POSTCARDS PAST AND PRESENT, UPLOAD THEM NOW TO YOUR SOCIAL FRIDGE OR PRIVATE SHOEBOX
ADD LETTER IMAGES
TELL THE STORY
SHARE SOME DETAILS AND GIVE THIS MEMORY A NEW LIFE!
ORIGINAL DATE 3/1/2013
AUTHOR WHO WROTE IT?
RECIPIENT WHO WAS IT WRITTEN TO?
STORY
WHAT WAS THE OCCASION? HOW IS IT RELATED TO YOU? WHY IS THIS LETTER IMPORTANT TO YOU OR WORTHY OF A BROADER AUDIENCE

FIG. 14

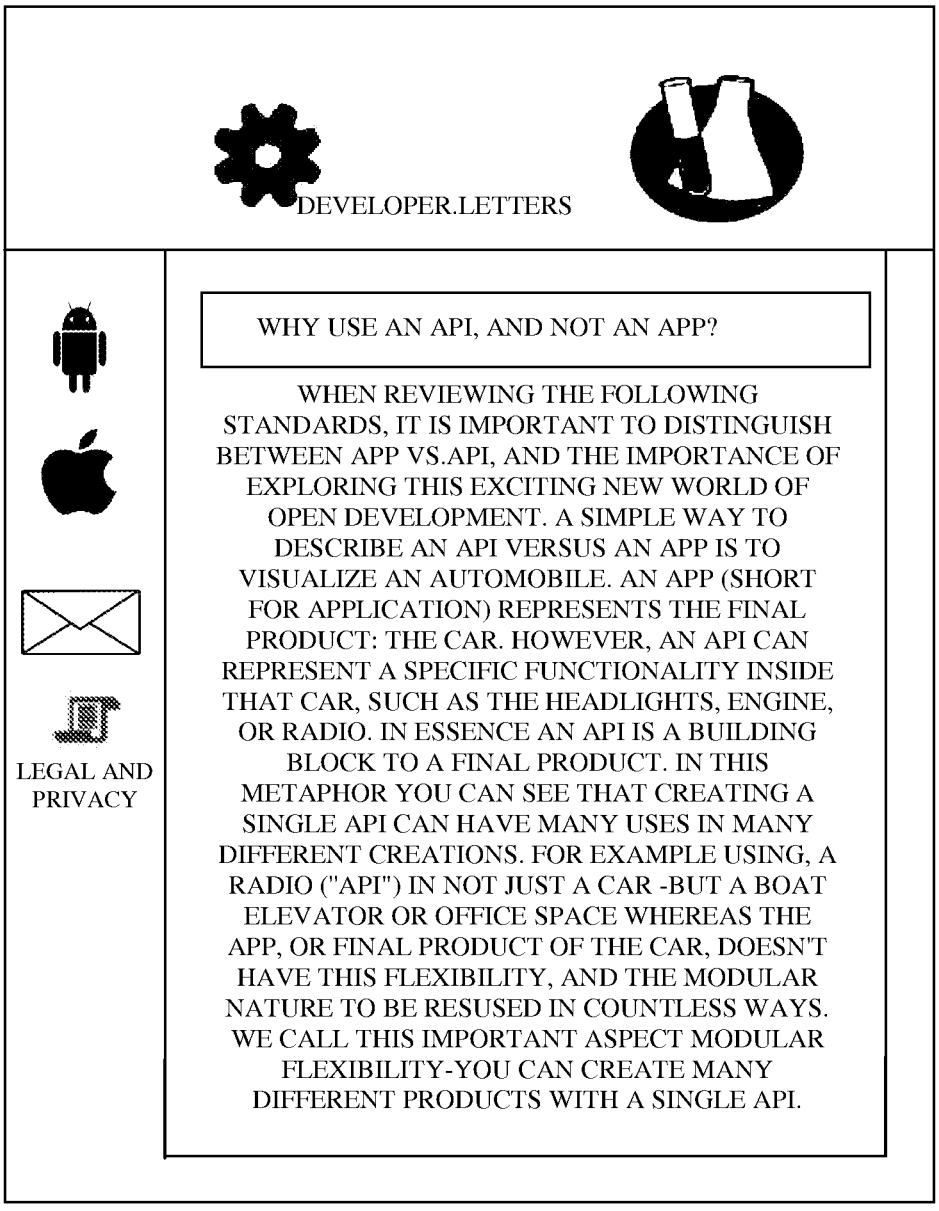

DEVELOPER.LETTERS
LEGAL AND PRIVACY
WHY USE AN API, AND NOT AN APP?
WHEN REVIEWING THE FOLLOWING STANDARDS, IT IS IMPORTANT TO DISTINGUISH BETWEEN APP VS.API, AND THE IMPORTANCE OF EXPLORING THIS EXCITING NEW WORLD OF OPEN DEVELOPMENT. A SIMPLE WAY TO DESCRIBE AN API VERSUS AN APP IS TO VISUALIZE AN AUTOMOBILE. AN APP (SHORT FOR APPLICATION) REPRESENTS THE FINAL PRODUCT: THE CAR. HOWEVER, AN API CAN REPRESENT A SPECIFIC FUNCTIONALITY INSIDE THAT CAR, SUCH AS THE HEADLIGHTS, ENGINE, OR RADIO. IN ESSENCE AN API IS A BUILDING BLOCK TO A FINAL PRODUCT. IN THIS METAPHOR YOU CAN SEE THAT CREATING A SINGLE API CAN HAVE MANY USES IN MANY DIFFERENT CREATIONS. FOR EXAMPLE USING, A RADIO ("API") IN NOT JUST A CAR -BUT A BOAT ELEVATOR OR OFFICE SPACE WHEREAS THE APP, OR FINAL PRODUCT OF THE CAR, DOESN'T HAVE THIS FLEXIBILITY, AND THE MODULAR NATURE TO BE RESUSED IN COUNTLESS WAYS. WE CALL THIS IMPORTANT ASPECT MODULAR FLEXIBILITY-YOU CAN CREATE MANY DIFFERENT PRODUCTS WITH A SINGLE API.

FIG. 15

LETT.RS APIS	DESCRIPTION	SPEC
GETMOSTPOPULAR	GET REQUEST DISPLAYS MOST VIEWED 25 LETTERS	REST|JSON
GETMOSTCOMMENTED	GET REQUEST DISPLAYS MOST COMMENTED ON 25LETTERS	REST|JSON
GETMOSTFAVORITED	GET REQUEST DISPLAYS MOST FAVORITED 25 ITEMS	REST|JSON
GETMOSTSHARED	GET REQUEST DISPLAYS MOST SHARED 25 LETTERS ONTO FACEBOOK OR TWITTER	REST|JSON
GETMYKITCHENCOUNTER	AUTHENTICATED USER HAS ACCESS TO KITCHEN COUNTER, CONTAINING LETTERS	REST|JSON
GETMYSHOEBOX	AUTHENTICATED USER HAS ACCESS TO SHOE BOX WITH HIGHLY SECURE LETTERS	REST|JSON
SEARCHBYKEYWORD	ABILITY TO SEARCH ANY FREE TEXT KEYWORD FROM DESCRIPTION OR TITLE	REST|JSON
SEARCHBYTAG	ABILITY TO SEARCH BY SPECIFIC TAG	REST|JSON
READLETTERSTEXTBYID	ABILITY TO READ ENTIRE TEXT OF A LETTER GIVEN ITS ID #	REST|JSON
SENDDIGILETTRSTO	ABILITY TO SEND ANY TEXT (TWEET, EMAIL) TO A CONTACT, COUNTER, OR SHOEBOX	REST|JSON
SENDPAPERLETTRSTO	ABILITY TO SEND A REAL-WORLD LETTER, IF AUTHENTICATED/PAID INTO POSTAL SYSTEMS	REST|JSON

FIG. 16

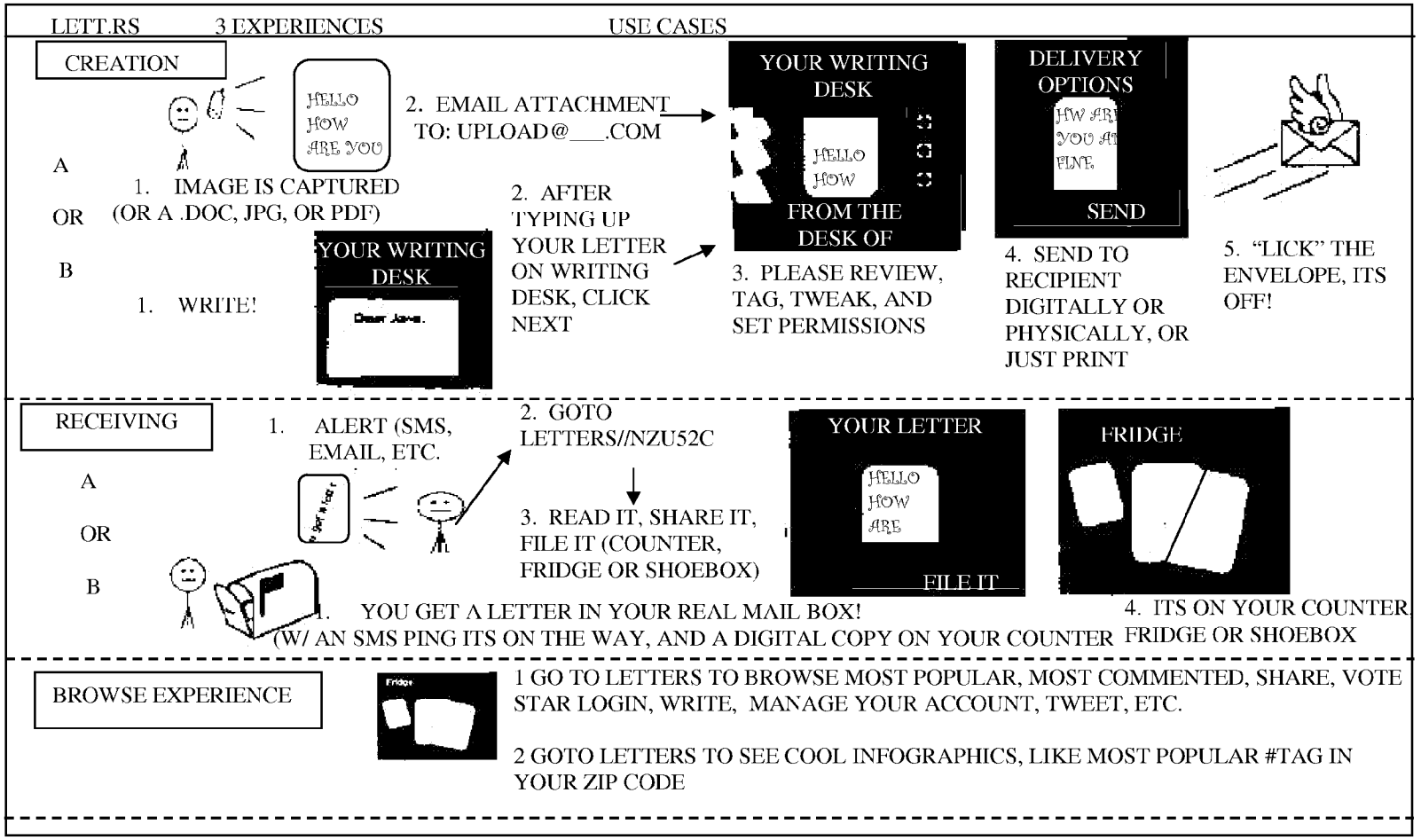

LETT.RS
3 EXPERIENCES
USE CASES
CREATION
HELLO HOW ARE YOU
A
OR
B
1. IMAGE IS CAPTURED (OR A .DOC, JPG, OR PDF)
1. WRITE!
YOUR WRITING DESK
2. EMAIL ATTACHMENT TO: UPLOAD@___.COM
2. AFTER TYPING UP YOUR LETTER ON WRITING DESK, CLICK NEXT
YOUR WRITING DESK
HELLO HOW
FROM THE DESK OF
3. PLEASE REVIEW, TAG, TWEAK, AND SET PERMISSIONS
DELIVERY OPTIONS
SEND
4. SEND TO RECIPIENT DIGITALLY OR PHYSICALLY, OR JUST PRINT
5. "LICK" THE ENVELOPE, ITS OFF!
RECEIVING
A
OR
B
1. ALERT (SMS, EMAIL, ETC.
2. GOTO LETTERS//NZU52C
3. READ IT, SHARE IT, FILE IT (COUNTER, FRIDGE OR SHOEBOX)
YOUR LETTER
HELLO HOW ARE
FILE IT
FRIDGE
1. YOU GET A LETTER IN YOUR REAL MAIL BOX!
(W/ AN SMS PING ITS ON THE WAY, AND A DIGITAL COPY ON YOUR COUNTER
4. ITS ON YOUR COUNTER FRIDGE OR SHOEBOX
BROWSE EXPERIENCE
1 GO TO LETTERS TO BROWSE MOST POPULAR, MOST COMMENTED, SHARE, VOTE STAR LOGIN, WRITE, MANAGE YOUR ACCOUNT, TWEET, ETC.
2 GOTO LETTERS TO SEE COOL INFOGRAPHICS, LIKE MOST POPULAR #TAG IN YOUR ZIP CODE

FIG. 17

FIG. 18A

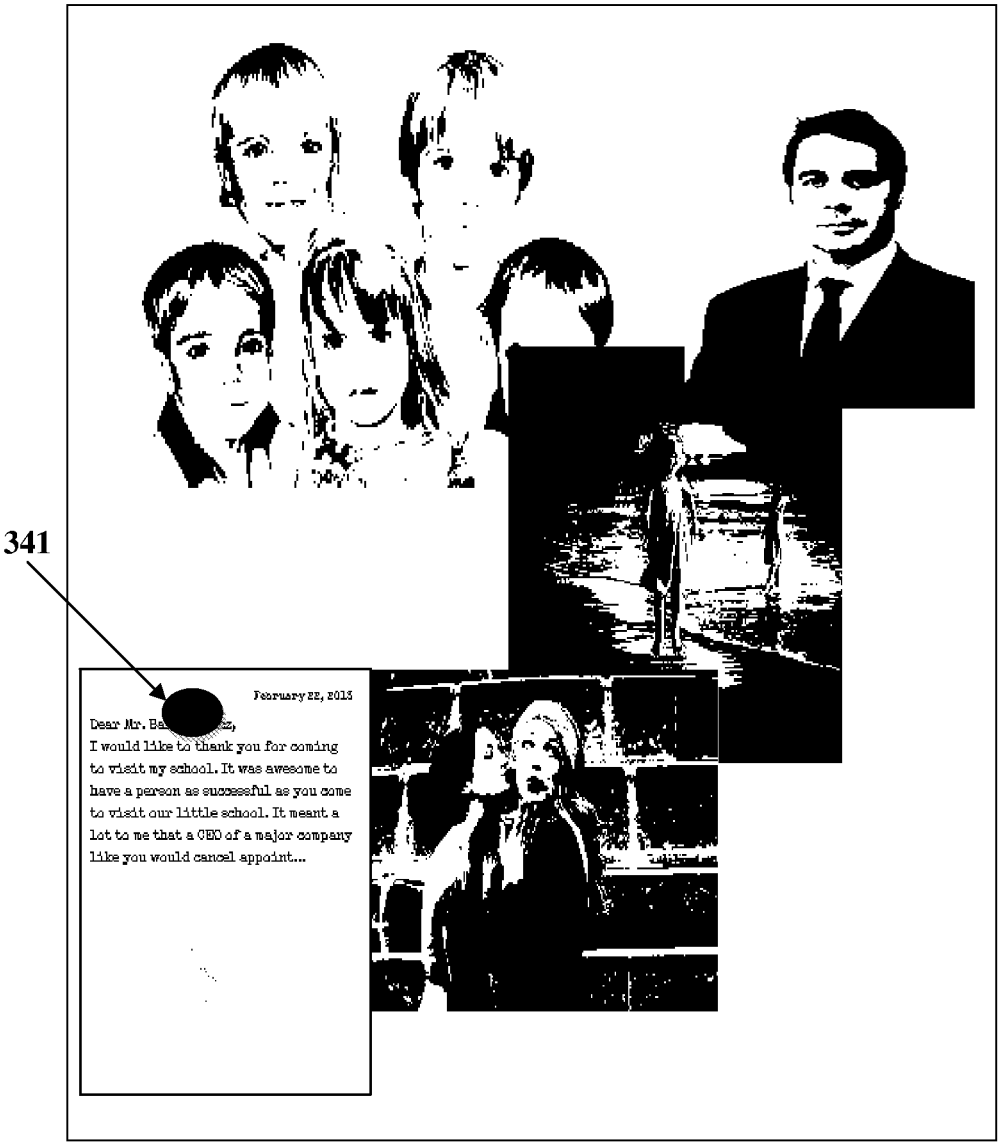

341
February 22, 2013
Dear Mr. Be
I would like to thank you for coming to visit my school. It was awesome to have a person as successful as you come to visit our little school. It meant a lot to me that a CEO of a major company like you would cancel appoint...

FIG. 18B

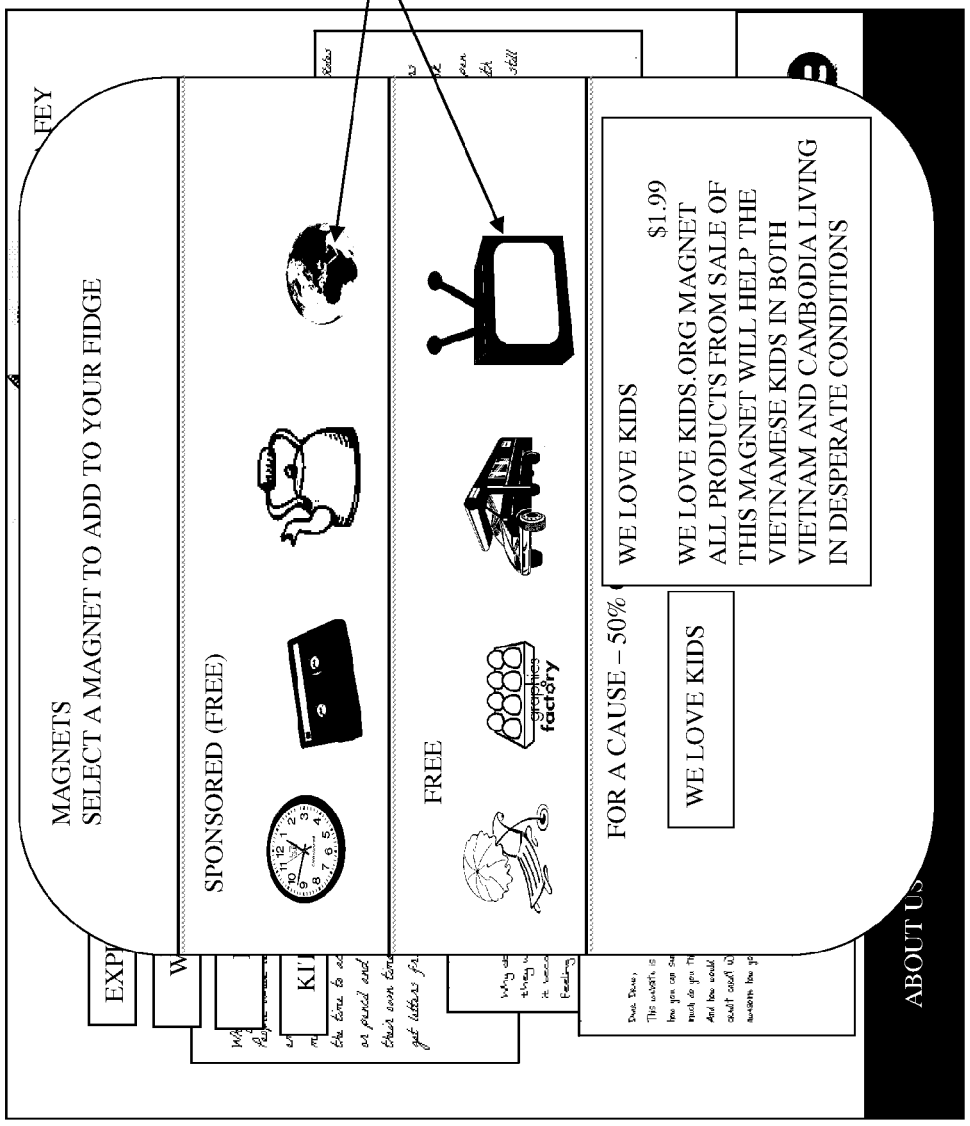

341
MAGNETS
SELECT A MAGNET TO ADD TO YOUR FIDGE
SPONSORED (FREE)
FREE
FOR A CAUSE – 50%
WE LOVE KIDS
WE LOVE KIDS
$1.99
WE LOVE KIDS.ORG MAGNET
ALL PRODUCTS FROM SALE OF
THIS MAGNET WILL HELP THE
VIETNAMESE KIDS IN BOTH
VIETNAM AND CAMBODIA LIVING
IN DESPERATE CONDITIONS
ABOUT US

FIG. 18C

USERS | LETTERS | TRANSACTIONS | PO BOX 99 | MAGNETS | THEMES | PACKAGES | PROMOTIONS | LOGOUT

MAGNETS

NEW MAGNET

IMAGE	NAME	DESCRIPTION	ENABLED	PRICE	MEMO	COUNT	
	CHILLIN'	INSPIRED BY GUCCI THESE GLASSES REMIND US OF THE STYLE OF LETTERS	TRUE	$0.00		19	EDIT
	DUNKIN IT	BREAKFAST IS A GREAT TIME TO WRITE A LETTER. KEEP DUNKIN…..	TRUE	$0.00		18	EDIT
	KEEP WRITING!	THE WORLD WILL ALWAYS NEED LETTERS	FALSE	$0.00		22	EDIT
	OLD SCHOOL	CAN'T WAIT FOR SIDE B	TRUE	$0.00		130	EDIT
	PARK BENCH READING PLACE	WHERE THE MOST PROFOUND LETTERS MAKE OUT SUNDAYS.	TRUE	$0.00		15	EDIT
	PLANET TRAVELER	THE JOURNEY IS THE DESTINATION	TRUE	$0.00		99	EDIT
	PLAY IT AGAIN	THE MUSIC OF LETTERS, THE WORDS THAT MATTER.	TRUE	$0.00		13	EDIT

FIG. 18D

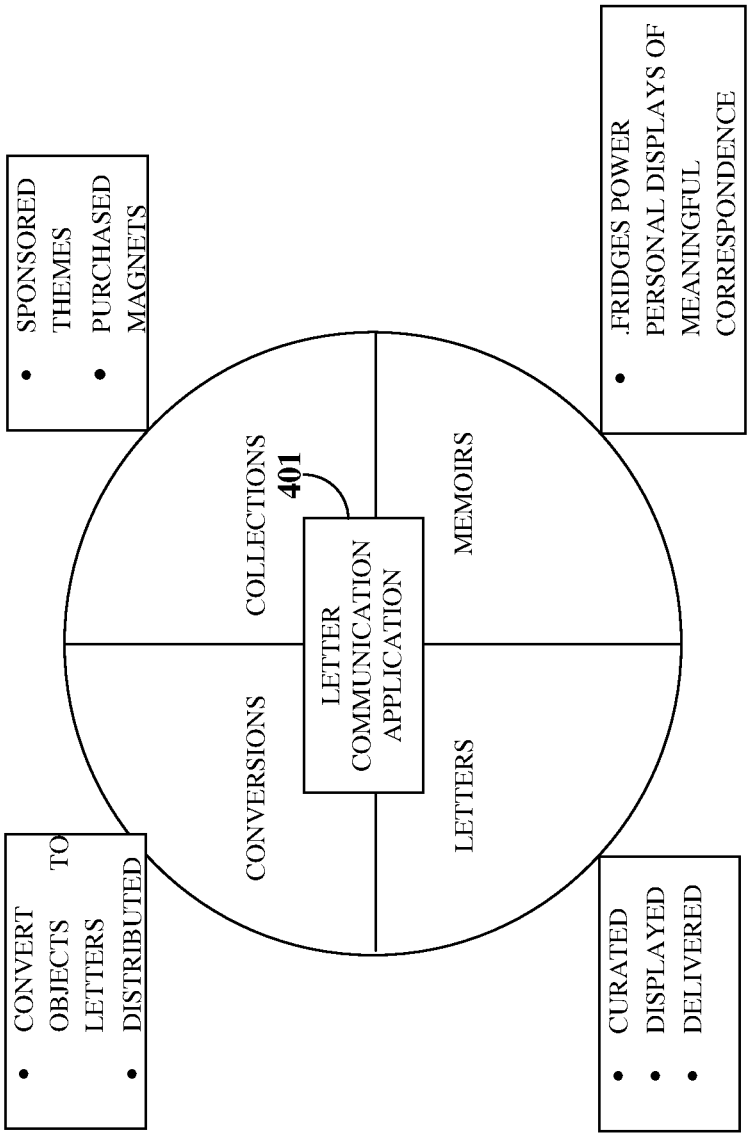

• SPONSORED THEMES
• PURCHASED MAGNETS
• .FRIDGES POWER PERSONAL DISPLAYS OF MEANINGFUL CORRESPONDENCE
COLLECTIONS
401
MEMOIRS
LETTER COMMUNICATION APPLICATION
CONVERSIONS
LETTERS
• CONVERT OBJECTS TO LETTERS
• DISTRIBUTED
• CURATED
• DISPLAYED
• DELIVERED

FIG. 19

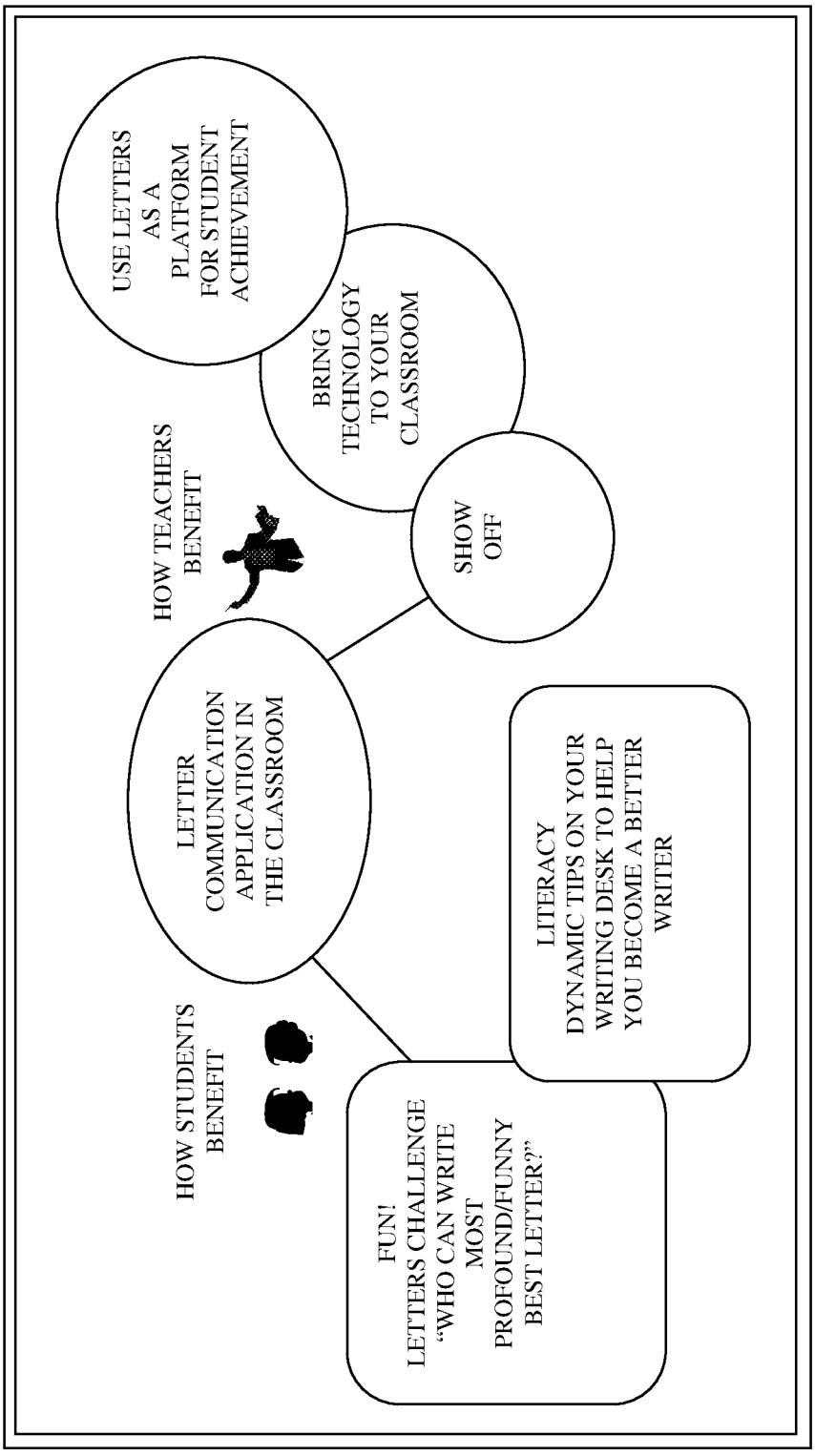

HOW STUDENTS BENEFIT
LETTER COMMUNICATION APPLICATION IN THE CLASSROOM
FUN! LETTERS CHALLENGE "WHO CAN WRITE MOST PROFOUND/FUNNY BEST LETTER?"
LITERACY DYNAMIC TIPS ON YOUR WRITING DESK TO HELP YOU BECOME A BETTER WRITER
HOW TEACHERS BENEFIT
SHOW OFF
BRING TECHNOLOGY TO YOUR CLASSROOM
USE LETTERS AS A PLATFORM FOR STUDENT ACHIEVEMENT

FIG. 20

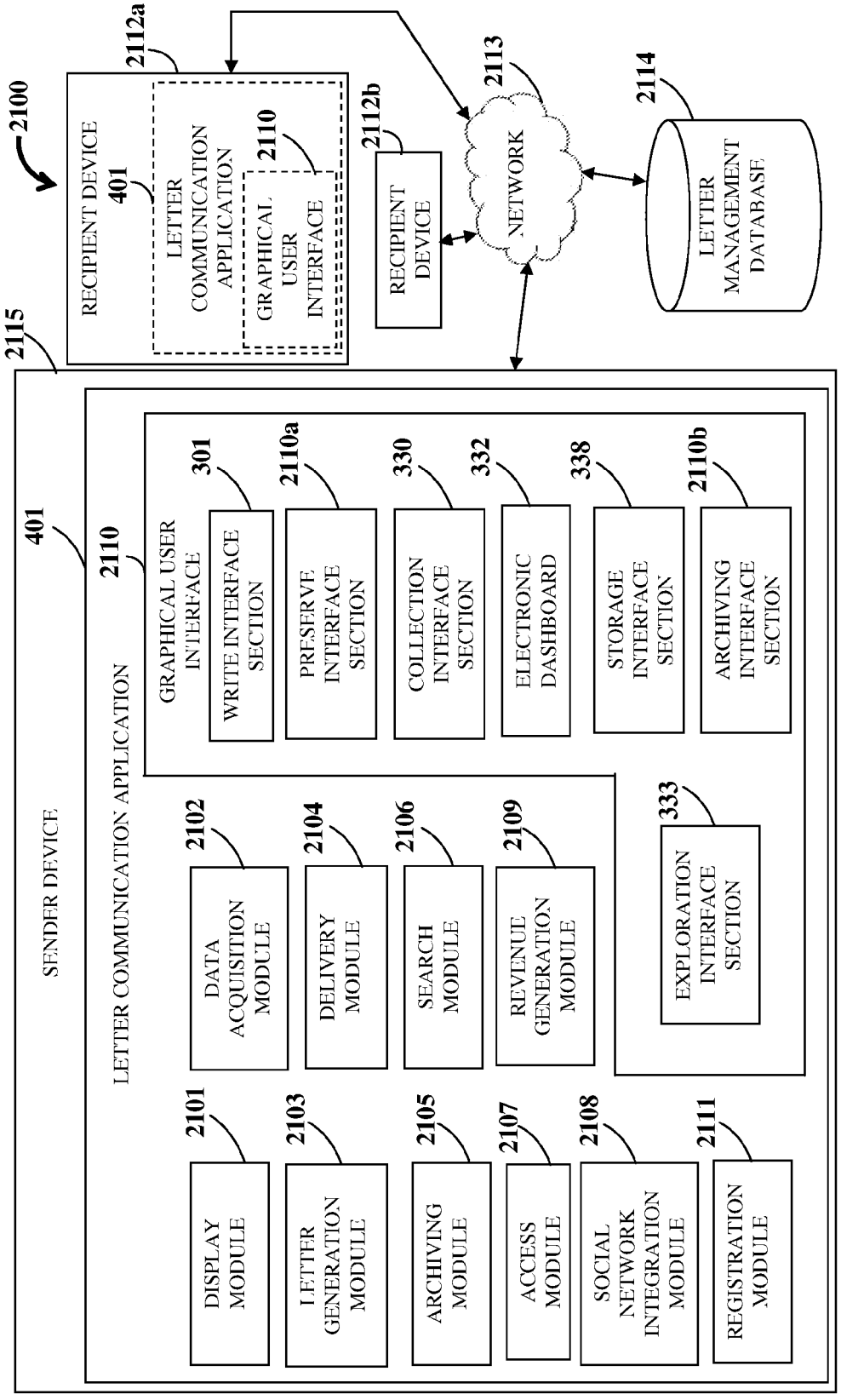

2100
2112a
RECIPIENT DEVICE
401
LETTER COMMUNICATION APPLICATION
2110
GRAPHICAL USER INTERFACE
2112b
RECIPIENT DEVICE
2113
NETWORK
2114
LETTER MANAGEMENT DATABASE
2115
SENDER DEVICE
401
LETTER COMMUNICATION APPLICATION
2110
GRAPHICAL USER INTERFACE
301
WRITE INTERFACE SECTION
2110a
PRESERVE INTERFACE SECTION
330
COLLECTION INTERFACE SECTION
332
ELECTRONIC DASHBOARD
338
STORAGE INTERFACE SECTION
2110b
ARCHIVING INTERFACE SECTION
2102
DATA ACQUISITION MODULE
2104
DELIVERY MODULE
2106
SEARCH MODULE
2109
REVENUE GENERATION MODULE
333
EXPLORATION INTERFACE SECTION
2101
DISPLAY MODULE
2103
LETTER GENERATION MODULE
2105
ARCHIVING MODULE
2107
ACCESS MODULE
2108
SOCIAL NETWORK INTEGRATION MODULE
2111
REGISTRATION MODULE

FIG. 21A

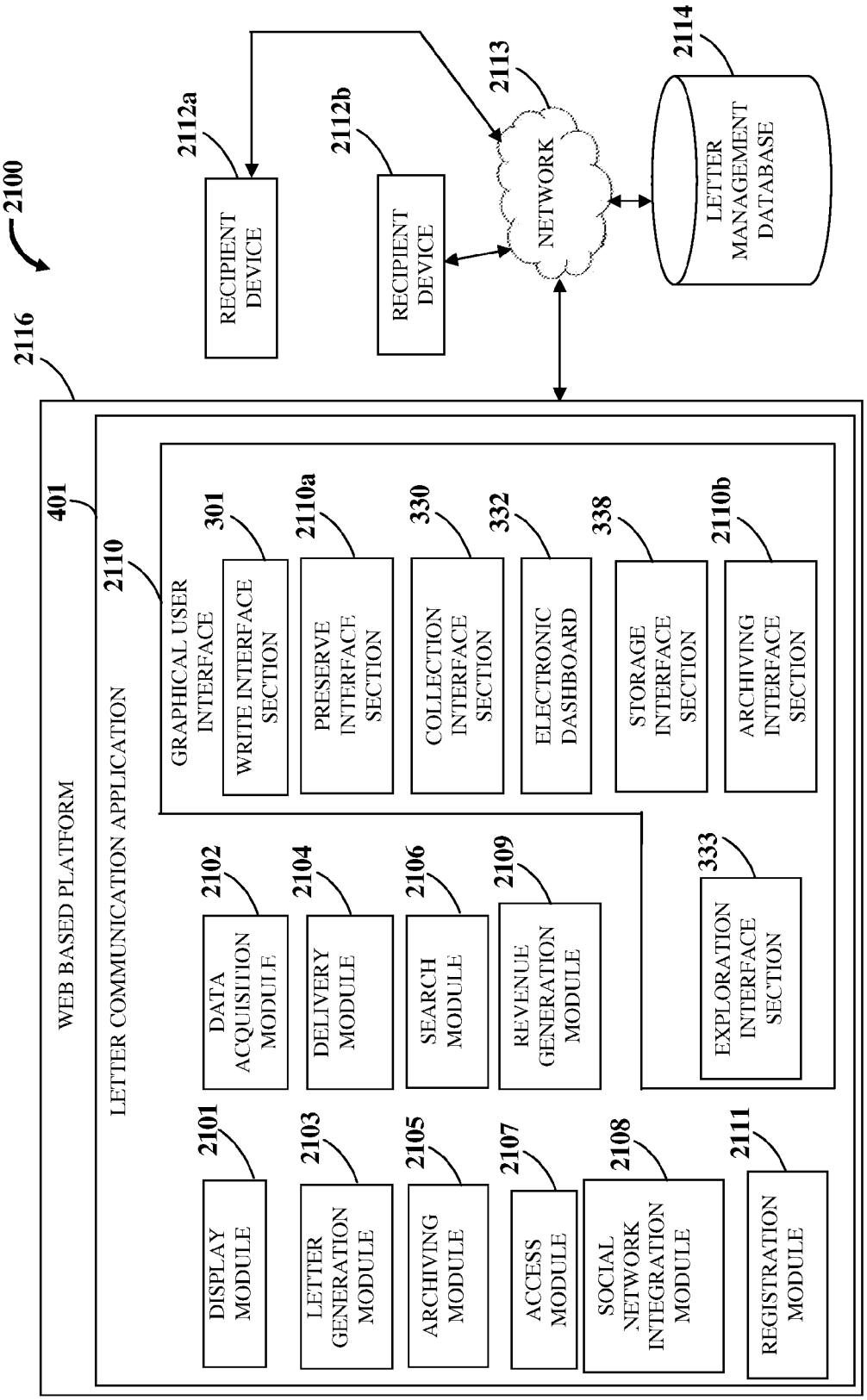

2100
2116
WEB BASED PLATFORM
401
LETTER COMMUNICATION APPLICATION
2110
GRAPHICAL USER INTERFACE
301
WRITE INTERFACE SECTION
2110a
PRESERVE INTERFACE SECTION
330
COLLECTION INTERFACE SECTION
332
ELECTRONIC DASHBOARD
338
STORAGE INTERFACE SECTION
2110b
ARCHIVING INTERFACE SECTION
333
EXPLORATION INTERFACE SECTION
2101
DISPLAY MODULE
2102
DATA ACQUISITION MODULE
2103
LETTER GENERATION MODULE
2104
DELIVERY MODULE
2105
ARCHIVING MODULE
2106
SEARCH MODULE
2107
ACCESS MODULE
2108
SOCIAL NETWORK INTEGRATION MODULE
2109
REVENUE GENERATION MODULE
2111
REGISTRATION MODULE
2112a
RECIPIENT DEVICE
2112b
RECIPIENT DEVICE
2113
NETWORK
2114
LETTER MANAGEMENT DATABASE

FIG. 21B

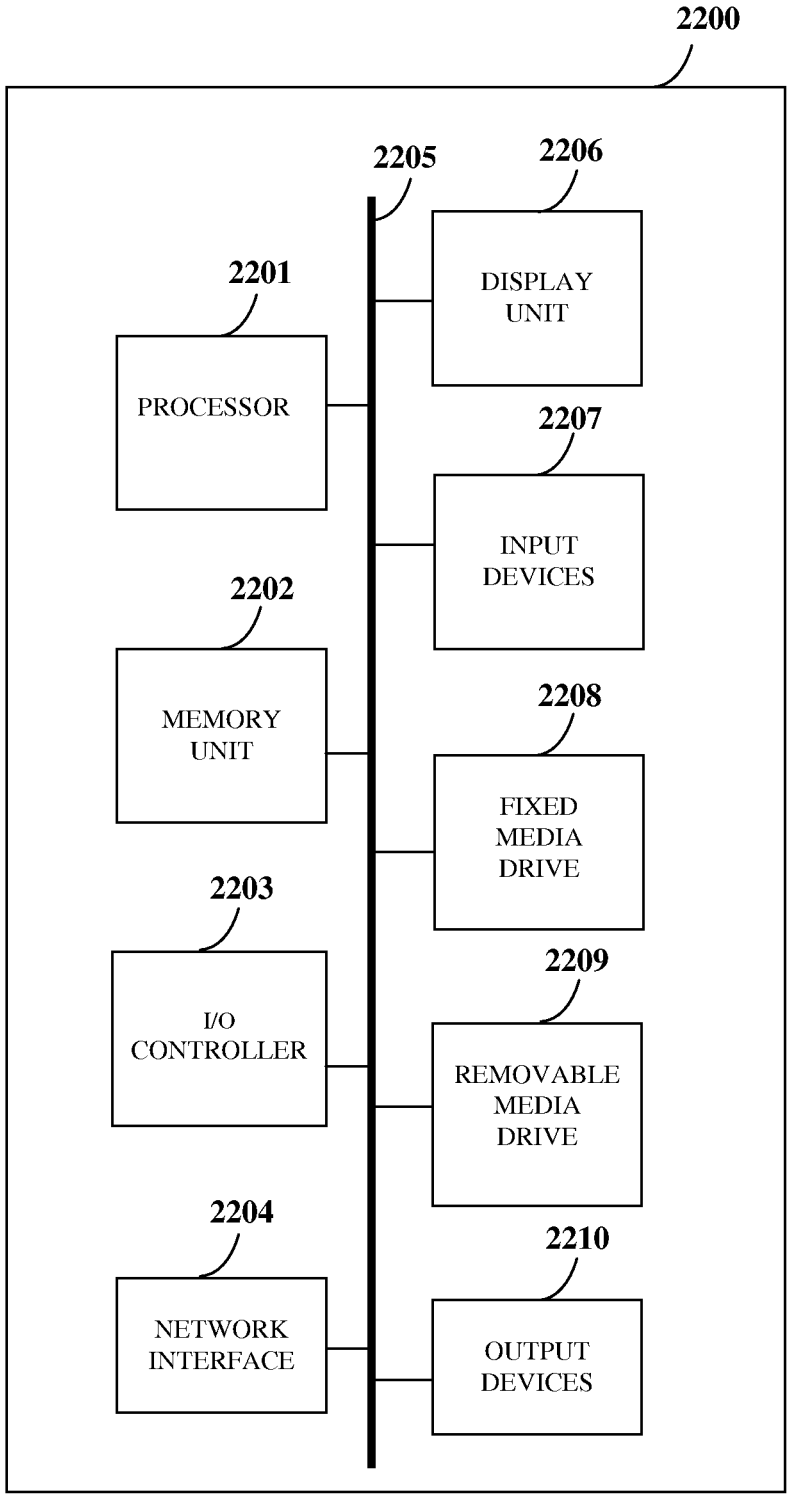

2200
2205
2206
DISPLAY UNIT
2201
PROCESSOR
2207
INPUT DEVICES
2202
MEMORY UNIT
2208
FIXED MEDIA DRIVE
2203
I/O CONTROLLER
2209
REMOVABLE MEDIA DRIVE
2204
NETWORK INTERFACE
2210
OUTPUT DEVICES

FIG. 22

LETTER GENERATION, COMMUNICATION, AND MANAGEMENT

CROSS REFERENCE TO RELATED APPLICATIONS

[0001] This application claims the benefit of provisional patent application No. 61/607,183 titled "Lett.rs Mail as Service Platform", filed in the United States Patent and Trademark Office on Mar. 6, 2012.

[0002] The specification of the above referenced patent application is incorporated herein by reference in its entirety.

BACKGROUND

[0003] In an age of instant communication where intimacy is sacrificed for immediacy, the need for a letter communication application that allows a user to create and manage letters is high. A letter is inspired by both digital and physical events, reveals a common link between people, and connects people all over the world. Communication through written letters typically requires people to actually think about what they are writing. Since the advent of digital media, people are communicating more but writing less. The number of people writing letters has drastically reduced and communication with others through a meaningful exchange of letters has reduced, for example, due to time constraints, unavailability of a recipient's physical or home address, etc. Accordingly, there is a need for a computer implemented method and a computer implemented system that enable a user to engage in a written form of communication using a digital writing desk to create new letters, preserve letters passed on, share letters with friends in different digital and non-digital formats, and access letters through multiple access modes.

[0004] Conventional communication systems do not support meaningful communication in the form of exchange of letters for both business and personal uses. Moreover, a conventional communication system cannot create new letters with the assistance of old handwritten letters or inspire creation of new letters from social media "likes", "tweets", etc., associated with letters of particular importance to the world. Furthermore, conventional communication systems do not facilitate searching of letters that transcend time and deserve a broader audience via multiple search options, for example, based on a category, a topic, a tag, a keyword, a timestamp, etc. Furthermore, conventional communication systems do not provide adequate access to the created letters in different digital and non-digital formats.

[0005] Hence, there is a long felt but unresolved need for a computer implemented method and a computer implemented system that create, communicate, and manage letters in multiple different formats, provide social network integration, provide search options for searching letters, provide a large variety of delivery options for delivering the created letters to a recipient using a single recipient identifier even though a sender does not know the physical address or an electronic address of the recipient, provide access to the created letters through multiple access modes, allow uploading, commenting, archiving, and preservation of hand written letters, create new letters with the assistance of old handwritten letters and other media content, and convert existing communication objects, for example, electronic mail to a letter. Furthermore, there is a need for a computer implemented method and a computer implemented system that generate revenue through a letter communication application using customizable objects that can adorn the letters and other revenue generation options.

SUMMARY OF THE INVENTION

[0006] This summary is provided to introduce a selection of concepts in a simplified form that are further disclosed in the detailed description of the invention. This summary is not intended to identify key or essential inventive concepts of the claimed subject matter, nor is it intended for determining the scope of the claimed subject matter.

[0007] The computer implemented method and system disclosed herein address the above stated needs for creating, communicating, and managing letters in multiple different formats, providing social network integration, searching letters via multiple search options, providing a large variety of delivery options for delivering the created letters to a recipient using a single recipient identifier even though a sender does not know the physical or home address or an electronic address of a recipient, providing access to the created letters through multiple access modes, allowing uploading, commenting, archiving, and preservation of hand written letters, and creating new letters with the assistance of old handwritten letters and other media content. As used herein, the term "sender" refers to a user who initiates creation and delivery of a letter to a recipient. Also, as used herein, the term "recipient" refers to a user who receives a letter from a sender. Moreover, the computer implemented method and system disclosed herein convert communication objects, for example, electronic mail (email) to a letter through application programming interfaces (APIs) to enable and manage a more meaningful communication. Furthermore, the computer implemented method and system disclosed herein generate revenue through a letter communication application using customizable adornment objects that can adorn the letters, customizable dynamic objects such as themes that create unique computer enabled letters, and by enabling delivery of a personalized letter via postal mail.

[0008] The computer implemented method and the computer implemented system disclosed herein provide a letter management database configured to upload, store, aggregate, archive, curate, organize, search, and provide access to letters in different formats, for example, a digital format and a non-digital format. The computer implemented method and the computer implemented system disclosed herein also provide a letter communication application executable by at least one processor configured to generate, communicate, manage, and provide access to letters in different formats. The letter communication application is accessible via a sender device and one or more recipient devices via a network. In an embodiment, the letter communication application is configured as a web based platform. In another embodiment, the letter communication application is configured as a software application downloadable on the sender device and each of the recipient devices. The letter communication application is configured to communicate with the letter management database via the network.

[0009] In an embodiment, the letter communication application registers the senders and the recipients and stores their profile information in the letter management database. The letter communication application assigns a unique identification code, for example, a post box number to each of the recipients on registration of the recipients. The unique identification code is configured as a recipient identifier for deliv-

ery of a personalized letter generalized by the letter communication application. Therefore, even though a sender does not know the physical address or an electronic address of a recipient, the sender can send a personalized letter to the recipient using the unique identification code assigned by the letter communication application.

[0010] The letter communication application displays multiple static and dynamic themes and writing style options, for example, a hand writing style on the sender device via a graphical user interface (GUI) provided by the letter communication application. The letter communication application acquires a selection of one or more of the displayed themes and one or more of the displayed writing style options from the sender device via the GUI for generating a personalized letter. The letter communication application acquires media content and tags for the generation of the personalized letter from the sender device via the GUI. The media content comprises, for example, one or more of textual content, image content, audio content, video content, multimedia content, digital content, electronic mail (email) content, voicemail content, document content, social media content such as "likes", "tweets", etc., and any combination thereof. In an embodiment, the letter communication application analyzes the acquired media content and converts selective portions of the acquired media content, for example, as connected and imbedded assets into a consequent letter. In an embodiment, the tags used for the generation of the personalized letter comprise labels generated from a part, for example, text, image, location, etc., of the personalized letter. The letter communication application allows a user to send for any one personalized letter and to add tags and comments to help the user remember and share the personalized letter at a later point in time. The letter communication application generates the personalized letter based on the acquired selection of one or more of the displayed themes and one or more of the displayed writing style options, and the acquired media content and tags. In an embodiment, the letter communication application displays multiple customizable display elements, for example, images, videos, textual content, etc., on the sender device via the GUI. The letter communication application acquires a selection of one or more of the customizable display elements from the sender device via the GUI. In addition to the acquired selection of one or more of the displayed themes and one or more of the displayed writing style options, and the acquired media content and tags, the letter communication application is also configured to generate the personalized letter based on the acquired selection of one or more of the customizable display elements.

[0011] The letter communication application displays multiple delivery options on the sender device via the GUI for delivering the generated personalized letter. The delivery options comprise, for example, delivering the generated personalized letter on demand to each of one or more recipients via postal mail, printing the generated personalized letter for delivering the printed personalized letter, posting the generated personalized letter on an electronic dashboard provided on the GUI by the letter communication application of each of the recipients, and delivering a digital notification of the generated personalized letter to each of the recipient devices via one or more of multiple communication modes. The communication modes comprise, for example, electronic mail (email), a short message service (SMS), a multimedia messaging service (MMS), etc. To deliver the generated personalized letter to each of the recipients via postal mail, the letter communication application acquires transactional information from the sender device via the GUI. The transactional information comprises, for example, stationery options for printing the generated personalized letter, payment options for delivering the generated personalized letter via postal mail, etc. To deliver the digital notification of the generated personalized letter to each of the recipient devices, the letter communication application delivers the digital notification to an electronic mail address of each of the recipients, or posts the digital notification on the electronic dashboard of each of the recipients, or delivers the digital notification to a social network identification address of each of the recipients, or delivers the digital notification to each of one or more of multiple electronic platforms and channels via the electronic dashboard.

[0012] The delivery options further comprise, for example, delivering the generated personalized letter at a present date or a future date to each of the recipients via postal mail or digital mail. The delivery options further comprise, for example, delivering the generated personalized letter to each of the recipients based on changes detected in a social graph of a sender and each of the recipients. The letter communication application acquires a selection of one or more of the displayed delivery options and at least one recipient identifier of each of one or more recipients from the sender device via the GUI. The recipient identifier is, for example, a unique identification code such as a post box number, an electronic mail address, a postal address, a social network identification address of each of the recipients, etc. The letter communication application delivers the generated personalized letter in one or more of the different formats to the recipients and/or the recipient devices of the recipients using the acquired selection of the displayed delivery options and the recipient identifier. In an embodiment, the letter communication application creates a physical address using the recipient identifier for delivering the generated personalized letter to each of the recipients via postal mail.

[0013] The letter communication application further sends and receives digital notifications on multiple transaction events via one or more of different communication modes. The transaction events are, for example, delivery of the generated personalized letter, arrival of the generated personalized letter, receipt of a comment on a specific shared letter object displayed on a user's electronic dashboard, receipt of comments about a media object, for example, the generated personalized letter, sharing the generated personalized letter or the other letters via the electronic dashboard, etc. In an embodiment, the letter communication application delivers the generated personalized letter to each of the recipients based on changes detected in a social graph of the sender and each of the recipients. The letter communication application delivers the generated personalized letter to a recipient when an application programming interface (API) driven event is triggered. An API driven event is an event triggered by an API, for example, an event on a user's Facebook® application such as a change in status on a user's Facebook® profile.

[0014] The letter communication application facilitates access to the generated personalized letter through one or more of multiple access modes via the letter management database. In an embodiment, the access mode is a digital access identifier, for example, a uniform resource locator (URL), a quick response (QR) code, a digital watermark, etc., inserted on the generated personalized letter. The digital access identifier is configured to allow each of the recipient

devices to add the generated personalized letter to the electronic dashboard provided on the GUI by the letter communication application, or retrieve the generated personalized letter from the letter management database, or to preserve and share the generated personalized letter. In another embodiment, the access mode is the electronic dashboard provided on the GUI by the letter communication application for sharing the generated personalized letter and other letters. In another embodiment, the access mode is the recipient identifier for retrieval of the generated personalized letter from the letter management database by each of the recipients. In another embodiment, the access modes comprise digital notifications of the generated personalized letter delivered to each of the recipient devices, for example, via the email address of each of the recipients, the electronic dashboard, the social network identification address of each of the recipients, one or more of the electronic platforms and channels, etc.

[0015] The letter communication application further uploads and stores existing letters in the letter management database. The letter communication application, in communication with the letter management database, is configured to preserve the existing letters or generate the personalized letter using the existing letters. In an embodiment, the letter communication application enables searching for the generated personalized letter and other letters in the letter management database via one or more of multiple search options. The search options comprise, for example, a category based search, a topic based search, a tag based search, a keyword based search, a timestamp based search, a user based search, a date based search, and a popularity based search.

[0016] In an embodiment, the letter communication application archives the generated personalized letter from an electronic dashboard displayed on the GUI on the sender device and each of the recipient devices. In another embodiment, the letter communication application acquires approval from the sender device and each of the recipient devices via the GUI for sharing the generated personalized letter publicly on the electronic dashboard. In another embodiment, the computer implemented method and system disclosed herein integrates multiple social networking applications within the letter communication application via the network. The integration is configured to facilitate generation and delivery of the personalized letter, and communication of the generated personalized letter via the network.

[0017] In an embodiment, the letter communication application provides customizable adornment objects for display on an electronic dashboard provided on the GUI. The customizable adornment objects are configured for one or more of a static display, an integration of media files and digital links to electronic commerce destinations, advertisements, and revenue generation options, and triggering of one or more incentives. In an embodiment, the letter communication application generates revenue by providing customizable adornment objects for display and selection on the electronic dashboard and for sponsorship, for a predetermined fee. In another embodiment, the letter communication application generates revenue by providing one or more themes for the generation of the personalized letter and for sponsorship for a predetermined fee. In another embodiment, the letter communication application generates revenue by delivering the generated personalized letter to each of the recipients via postal mail.

[0018] The letter communication application provides a medium for experiencing the timeless art of letter communication by creating a postal and letter delivery system with a digital to paper closed loop in a cloud computing environment. The letter communication application converts any digital object to a personalized letter using an application programming interface, and transforms the digital object to a digital letter or a paper letter, accessible by notification links in the cloud computing environment. The converted digital objects and media objects are manageable within the letter communication application and network for letter creation, delivery, and organization. The letter communication application allows a user to design a life around meaningful communications by collecting letters on the user's personal letter display, that is, on the electronic dashboard.

BRIEF DESCRIPTION OF THE DRAWINGS

[0019] The foregoing summary, as well as the following detailed description of the invention, is better understood when read in conjunction with the appended drawings. For the purpose of illustrating the invention, exemplary constructions of the invention are shown in the drawings. However, the invention is not limited to the specific methods and components disclosed herein.

[0020] FIG. **1** illustrates a computer implemented method for generating, communicating, and managing letters of multiple different formats.

[0021] FIG. **2** exemplarily illustrates a graphical representation showing analysis and conversion of selective portions of media content into a consequent letter.

[0022] FIGS. **3**A-**3**D exemplarily illustrate a process flow diagram comprising the steps for creating, sharing, preserving, organizing, and delivering a personalized letter.

[0023] FIG. **4** exemplarily illustrates a structural design of the letter communication application.

[0024] FIG. **5** exemplarily illustrates functions performed by the letter communication application via different interface sections provided on a graphical user interface.

[0025] FIGS. **6**A-**6**F exemplarily illustrate screenshots of a graphical user interface provided by the letter communication application for registering and logging a user into the letter communication application.

[0026] FIGS. **7**A-**7**K exemplarily illustrate screenshots of a graphical user interface provided by the letter communication application, showing different interface sections provided by the letter communication application.

[0027] FIGS. **8**A-**8**B exemplarily illustrate screenshots of a graphical user interface provided by the letter communication application configured as a software application downloadable on a user device.

[0028] FIGS. **9**A-**9**C exemplarily illustrate screenshots of a graphical user interface provided by the letter communication application for generating a personalized letter.

[0029] FIGS. **10**A-**10**C exemplarily illustrate screenshots of a graphical user interface provided by the letter communication application, showing multiple delivery options for delivering the generated personalized letter.

[0030] FIGS. **11**A-**11**F exemplarily illustrate screenshots of a graphical user interface provided by the letter communication application for delivering the generated personalized letter via postal mail.

[0031] FIGS. **12**A-**12**B exemplarily illustrate screenshots of a graphical user interface provided by the letter communication application, showing different viewing options provided by the letter communication application.

[0032] FIGS. **13**A-**13**C exemplarily illustrate screenshots of a graphical user interface provided by the letter communication application for editing and composing a new personalized letter from an existing letter stored in a letter management database.

[0033] FIG. **14** exemplarily illustrates a screenshot of a graphical user interface provided by the letter communication application for uploading and preserving letters and sharing information about the letters.

[0034] FIG. **15** exemplarily illustrates a screenshot of a graphical user interface provided by the letter communication application, showing letters from developers of the letter communication application.

[0035] FIG. **16** exemplarily illustrates a screenshot of a graphical user interface provided by the letter communication application, showing various application programming interfaces of the letter communication application.

[0036] FIG. **17** exemplarily illustrates a screenshot of a graphical user interface provided by the letter communication application, showing the steps involved in generating and receiving a personalized letter as well as browsing options provided to a user by the letter communication application.

[0037] FIGS. **18**A-**18**D exemplarily illustrate screenshots of a graphical user interface provided by the letter communication application, showing customizable adornment objects provided by the letter communication application for display on an electronic dashboard provided on the graphical user interface.

[0038] FIG. **19** exemplarily illustrates revenue generation options provided by the letter communication application.

[0039] FIG. **20** exemplarily illustrates an implementation of the letter communication application in an online classroom environment.

[0040] FIGS. **21**A-**21**B illustrate embodiments of a computer implemented system for generating, communicating, and managing letters of multiple different formats.

[0041] FIG. **22** exemplarily illustrates an architecture of a computer system employed by the letter communication application for generating, communicating, and managing letters of multiple different formats.

DETAILED DESCRIPTION OF THE INVENTION

[0042] FIG. **1** illustrates a computer implemented method for generating, communicating, and managing letters of multiple different formats. The computer implemented method disclosed herein revives and enhances the concept of personalized letters by providing a relational letter management database and a thoughtful communication platform for education, publishing, consumer brands, and anyone who loves to write letters. The computer implemented method disclosed herein provides **101** a letter management database configured to upload, store, aggregate, archive, curate, organize, search, and provide access to letters in different formats, for example, digital formats and non-digital formats. The letter management database stores, for example, letters from different centuries. The letter management database also stores interesting personal letters and noteworthy letters from celebrities, for example, Marilyn Monroe, Elvis Presley, Beyoncé, and former presidents such as Eisenhower. In an embodiment, the letter management database is a cloud database that runs on a cloud computing platform, for example, PC Backup™ of MyPCBackup, Ltd., Amazon EC2 of Amazon Technologies Inc., GoGrid® of GoGrid, LLC, and the Rackspace® cloud of Rackspace US, Inc.

[0043] The computer implemented method disclosed herein also provides **102** a letter communication application executable by at least one processor configured to generate, communicate, manage, and provide access to letters in different formats. The letter communication application facilitates, inspires, and organizes the world's lasting communications. The letter communication application is configured to communicate with the letter management database via a network. The network is, for example, a wired network, a wireless network, a network that implements Wi-Fi® of the Wireless Ethernet Compatibility Alliance, Inc., an ultra-wideband communication network (UWB), a wireless universal serial bus (USB) communication network, a communication network that implements ZigBee® of ZigBee Alliance Corporation, a general packet radio service (GPRS) network, a mobile telecommunication network such as a global system for mobile (GSM) communications network, a code division multiple access (CDMA) network, a third generation (3G) mobile communication network, a fourth generation (4G) mobile communication network, a long-term evolution (LTE) mobile communication network, etc., a local area communication network, an internet connection network, an infrared communication network, etc., or a network formed from a combination of these networks.

[0044] The letter communication application allows users, for example, senders and recipients to catalog, preserve, organize, share, and communicate in a more thoughtful way, utilizing a hybrid digital and/or analog system. As used herein, the term "sender" refers to a user who initiates creation and delivery of a letter to a recipient using the letter communication application. Also, as used herein, the term "recipient" refers to a user who receives a letter from a sender via the letter communication application. Also, as used herein, the term "user" refers to a sender or a recipient of a personalized letter. The letter communication application assists worldwide culture by shedding light on historical letters and helping create new letters. The letter communication application is accessible via a sender device and one or more recipient devices via the network. As used herein, the term "sender device" refers to a user device utilized by a sender of a letter to access the letter communication application and the letter management database. Also, as used herein, the term "recipient device" refers to a user device utilized by a recipient of a letter to access the letter communication application and the letter management database. The sender device and the recipient devices are also referred to as a "user device". The user device is a linear electronic device or a non-linear electronic device, for example, a personal computer, a tablet computing device, a mobile computer, a mobile phone, a smart phone, a portable computing device, a laptop, a personal digital assistant, a touch centric device, a workstation, a client device, a portable electronic device, a network enabled computing device, an interactive network enabled communication device, any other suitable computing equipment, and combinations of multiple pieces of computing equipment, etc. In an embodiment, the letter communication application is configured as a software application downloadable on the user device. In another embodiment, the letter communication application is configured as a web based platform, for example, a website hosted on a server or a network of servers. The user device can access the letter communication application configured as the web based platform via the network, for example, the internet. The letter communication application is configured as the web based platform for curating,

aggregating, and organizing multiple paper letters into a social and display model, while integrating web services and a relational letter management database to create a system for letter writing in a digital environment.

[0045] In an embodiment, the letter communication application registers the senders and the recipients and stores their profile information in the letter management database. The letter communication application assigns a unique identification code, for example, a post box number to each of the recipients on registration of the recipients with the letter communication application. The unique identification code is configured as a recipient identifier for delivery of a personalized letter generated by the letter communication application. Therefore, even though a sender does not know the physical address or an electronic address of a recipient, the sender can send a personalized letter to the recipient using the unique identification code assigned by the letter communication application. In an embodiment, the unique identification code is linked to a recipient's address registered with the letter communication application for delivery of the personalized letter.

[0046] In an embodiment, the computer implemented method and system disclosed herein are implemented in a cloud computing environment. The letter communication application, in communication with the letter management database, offers a collection of letters to users by bringing cloud based syncing across various sender devices and recipient devices worldwide. In an embodiment, the letter communication application is implemented as a mail-as-a-service model hosted in the cloud computing environment and helps users create more meaningful exchanges of thoughts, feelings, and ideas by allowing the users to convert their life's significant moments into rich, timeless letters. The mail-as-a-service operates with web, mobile, and other web and real world integrations. The letter communication application allows the users to create and deliver letters via the cloud as a personal post office, upload and preserve handwritten personal letters in the letter management database, display meaningful letters publicly by displaying them on an electronic dashboard provided on a graphical user interface (GUI) by the letter communication application, explore thousands of personal and noteworthy letters and share them socially via social networks, and send open public letters or petitions for supporting a cause, a person, or a brand. The letter communication application provides application programming interfaces (APIs) for allowing digital assets and communications to seamlessly travel to real world communications, for example, from electronic mail to a paper letter and vice versa. The letter communication application can be used, for example, by internet users, businesses, letter writers, archivists, entertainment seekers, etc., via websites, mobile devices, and other network and real world integrations. The real world integrations comprise paper letters as well as geolocations.

[0047] The cloud architecture of the letter management database allows the distribution of a digital letter anywhere in the world, for example, with an internet browser or via the letter communication application. After registration with the letter communication application, the users can log into the letter communication application using a login identifier. The letter communication application acquires the login identifier via a graphical user interface (GUI) provided by the letter communication application on the user device as disclosed in the detailed description of FIGS. **6**A-**6**D. The login identifier is, for example, a unique login name, an electronic mail (email) address, a social network identification address, a password, etc. The letter communication application requires a user to enter one specific login identifier to access the letter management database and the letter communication application via the GUI on the user device.

[0048] The letter communication application displays **103** multiple themes and writing style options on the sender device via the GUI. The writing style options comprise, for example, a handwritten style, a typed style, etc. The letter communication application acquires **104** a selection of one or more of the displayed themes and one or more of the displayed writing style options from the sender device via the GUI for generating a personalized letter. In an embodiment, the letter communication application allows a user to generate a personalized letter using his/her handwriting. The user can write a personalized letter in his/her own handwriting by uploading a writing sample of the user's handwriting to the letter communication application via the GUI. The letter communication application incorporates the user's handwriting style into the personalized letter. The letter communication application also acquires **105** media content and tags for generating the personalized letter from the sender device via the GUI. The media content comprises, for example, one or more of textual content, image content, audio content, video content, multimedia content, digital content, voicemail content, electronic mail content, messaging content, document content, social media content, etc., and any combination thereof. The social media content comprises "likes" used by users to express that they like, enjoy, or support certain content, messages or "tweets" sent using Twitter® of Twitter, Inc., etc., that can be used to generate the personalized letter. The social media content inspires generation of new letters. The messaging content comprises, for example, content from chat messages, textual messages, etc. Tags are labels that can be applied to any part of the personalized letter, for example, to text, to images, etc. Tags also comprise location information. In an embodiment, the tags used for the generation of the personalized letter comprise labels generated from a part, for example, text, image, location, etc., of the personalized letter.

[0049] The letter communication application allows a user to create the personalized letter from any digital content. The letter communication application incorporates the media content and tags into the personalized letter via an application programming interface (API) of the letter communication application. The letter communication application analyzes the acquired media content and converts selective portions of the acquired media content, for example, as connected and imbedded assets into a consequent letter as disclosed in the detailed description of FIG. **2**. As such, almost every letter is different, resulting in generation of letter objects or personalized letters through original user generated words, enhanced by dynamic themes, tagged, located, and then imbedded with the dynamic media content, with all the letters being manageable within the network and letter creation, delivery, and organization system disclosed herein.

[0050] The letter communication application generates **106** the personalized letter, also referred to as a "letter object", based on the acquired selection of one or more of the displayed themes, one or more of the displayed writing style options, and the acquired media content and tags. In an embodiment, the letter communication application displays multiple customizable display elements on the sender device via the GUI. The customizable display elements comprise,

for example, icons, images, clip art, symbols, alphanumeric characters, etc. The letter communication application acquires a selection of one or more customizable display elements from the sender device via the GUI. In addition to the acquired selection of one or more of the displayed themes and one or more of the displayed writing style options, and the acquired media content and tags, the letter communication application is configured to generate the personalized letter based on the acquired selection of one or more of the customizable display elements.

[0051] In an embodiment, the letter communication application archives the generated personalized letter in a digital format or a non-digital format, from the electronic dashboard displayed on the GUI of the sender device and each of the recipient devices. The generated personalized letter can be archived both by the sender via the archiving interface section, exemplarily labeled as a "desk drawer", and the recipient via the storage interface section, exemplarily labeled as a "shoebox", and if both agree, the generated personalized letter can be shared in different ways with the world on a user's individual electronic dashboard exemplarily labeled as a "fridge". In another embodiment, the letter communication application acquires approval from the sender device and each of the recipient devices via the GUI for sharing the generated personalized letter publicly on the electronic dashboard provided on the GUI by the letter communication application. The letter communication application provides a dual-share approval process for a digitally delivered postal letter. Archiving feeds the letter management database that is searchable. The letter communication application also stores new personalized letters generated by the letter communication application into the letter management database. The letter communication application organizes the generated personalized letters and the existing or old letters based on various criteria, for example, letters sent, letters received, letters shared, letters read, letters tagged, letters commented upon, legacy of letters, etc., and arranges the letters, for example, by year, by user, by topic, etc.

[0052] The letter communication application allows a user to search for the generated personalized letter and other letters in the letter management database via one or more of multiple search options. The search options comprise, for example, a category based search, a topic based search, a tag based search, a keyword based search, a timestamp based search, a user based search, a date based search, a popularity based search, etc. The category based search is a search performed by the letter communication application in the letter management database based on a general class of ideas, terms, or objects that mark divisions or coordinates within the letters. The categories comprise, for example, courage, love, loss, achievement, support, hope, etc. The topic based search is a search performed by the letter communication application in the letter management database based on a subject of discussion or conversation of the letters. The tag based search is a search performed by the letter communication application in the letter management database based on the different tags or labels applied to the letters. The keyword based search is a search performed by the letter communication application in the letter management database based on a keyword or a descriptive word used as a reference point. A time stamp based search is a search performed by the letter communication application in the letter management database based on the time at which an event is recorded by a computing device. A user based search is a search performed by the letter communication application in the letter management database based on a user identifier, for example, a username, a user's name, a user's social network identifier, etc. The date based search is a search performed by the letter communication application in the letter management database based on the day, month, or year a letter was sent or received. The popularity based search is a search performed by the letter communication application in the letter management database based on a quality of a letter, for example, a well-liked letter, a common letter or a letter having a high social status, etc.

[0053] The letter communication application displays **107** multiple delivery options on the sender device via the GUI for delivering the generated personalized letter. The delivery options comprise, for example, delivering the generated personalized letter on demand to each of one or more recipients via postal mail, printing the generated personalized letter for delivering the printed personalized letter, posting the generated personalized letter on an electronic dashboard provided on the GUI by the letter communication application of each of the recipients, and delivering a digital notification of the generated personalized letter to each of the recipient devices via one or more of multiple communication modes. The communication modes comprise, for example, a short message service (SMS), a multimedia messaging service (MMS), an electronic mail, a telephonic mode of communication, etc., or any combination thereof. To deliver the digital notification of the generated personalized letter to each of the recipient devices, the letter communication application delivers the digital notification, for example, to an electronic mail address of each recipient, or posts the digital notification on the electronic dashboard provided on the GUI by the letter communication application of each recipient, or delivers the digital notification to a social network identification address of each recipient, or delivers the digital notification to each of one or more of multiple electronic platforms and electronic channels via the electronic dashboard. In an embodiment, the letter communication application sends a notification link with each of the digital notifications, to allow recipients to access a digital copy of the generated personalized letter. The letter communication application uses the electronic mail address, the social network identification address, etc., of each of the recipients to send the digital notifications, through which the recipients can retrieve the generated personalized letter stored in the letter management database.

[0054] The letter communication application delivers the generated personalized letter to each of one or more recipients via postal mail by acquiring transactional information from the sender device via the GUI. The transaction information comprises, for example, stationery options for printing the generated personalized letter, payment options for delivering the generated personalized letter via postal mail, etc. The delivery options further comprise delivering the generated personalized letter at a present date or a future date to the recipients via postal mail or digital mail. In an embodiment, the letter communication application delivers the generated personalized letter to each of the recipients based on changes in a social graph of a sender and/or each of the recipients. For example, a user can write a letter for a future event, for example, the wedding of his son, and store the letter in the letter management database. The user can set delivery of the letter through the letter communication application when the status on the social graph, for example, the relationship status of his son changes to "married". In an example, the letter communication application monitors the Facebook® status

of the user's son and detects the change in the son's relationship status. On detecting the change in the son's relationship status, the letter communication application then sends the stored letter to the son via digital mail or via postal mail, as per the user's predefined instructions or settings, even if the event of status change happens long after the user is gone.

[0055] The letter communication application acquires **108** a selection of one or more of the displayed delivery options and at least one recipient identifier of each of the recipients from the sender device via the GUI. The recipient identifier is, for example, the assigned unique identification code, an electronic mail address, a postal address, and a social network identification address or identifier of each recipient. Needing only one specific recipient identifier of a recipient, for example, an electronic mail (email) address or a twitter handle, a sender can request to send a paper letter through the letter communication application and complete the fulfillment of the letter to anywhere in the world, for example, from an internet browser or a mobile application. Needing only that same one recipient identifier, a sender can deliver a letter into the digital cloud through the letter communication application for retrieval by one recipient. The letter communication application delivers **109** the generated personalized letter in one or more of different formats to one or more recipients and/or one or more recipient devices of the recipients, using the acquired selection of one or more of the displayed delivery options and at least one recipient identifier. In an embodiment, the letter communication application sends a link of the digital generated personalized letter to the recipient in addition to providing the recipient with an option to save, print, or send a postal mail.

[0056] The letter communication application facilitates **110** access to the generated personalized letter through one or more of multiple access modes via the letter management database. In an embodiment, one of the access modes is a digital access identifier inserted on the generated personalized letter. The digital access identifier is, for example, a uniform resource locator (URL), a quick response (QR) code, a digital watermark, etc., used to access the letter management database. The digital access identifier is configured to allow each recipient device to add the generated personalized letter to the electronic dashboard provided on the GUI by the letter communication application or retrieve the generated personalized letter from the letter management database. The digital access identifier is also configured to preserve and share the generated personalized letter. In another embodiment, another one of the access modes is an electronic dashboard provided on the GUI for sharing the generated personalized letter and other letters. The letter communication application allows users to create a unique written communication and send the communication digitally or via hand mailed paper letter to one or more users, for a different impression. The recipient of the generated personalized letter can enter the QR code for that specific generated personalized letter on the GUI and add a digital version for displaying on the recipient's electronic dashboard, with the sender's consent, or store the generated personalized letter into the letter management database for organizing, saving, and cherishing.

[0057] In another embodiment, one of the access modes is at least one recipient identifier used by each of one or more recipients for retrieval of the generated personalized letter from the letter management database. In another embodiment, another access mode comprises the digital notifications of the generated personalized letter delivered to the recipient devices, for example, via the electronic mail address of each of the recipients, the electronic dashboard, the social network identification address of each of the recipients, one or more multiple electronic platforms and channels, etc. The letter communication application sends the digital notifications to the recipients with notification links to access digital copies of the generated personalized letter.

[0058] The letter communication application also sends and receives digital notifications on multiple transaction events via one or more of multiple communication modes. The transaction events comprise, for example, a delivery of the generated personalized letter, arrival of the generated personalized letter, receipt of a comment on a specific shared letter object displayed on a user's electronic dashboard, receipt of comments about a unique media object, for example, the generated personalized letter, triggering of an application programming interface (API) driven event, sharing the generated personalized letter or the other letters on the electronic dashboard, etc. An API driven event is an event triggered by an API, for example, an event on a user's Facebook® application such as a change in the status on a user's Facebook® profile. The notification links generated by the letter communication application allow the recipients to retrieve and read the generated personalized letter within the letter communication application. As such, the closed loop network of letter creation and letter reading maintains the integrity of the letter communication application for personal creation, delivery, and organization. When a recipient desires to share the retrieved personalized letter and displays the retrieved personalized letter on an electronic dashboard provided on the GUI, the letter communication application generates a digital notification, delivered, for example, via electronic mail, with a unique link, back to the sender of the personalized letter, to grant sharing rights for such letter media within the letter communication application and on the electronic dashboard. Furthermore, comments on a specific shared letter object displayed on a recipient's electronic dashboard also generate notifications of comments about the letter object.

[0059] The computer implemented method and system disclosed herein integrate multiple social networking applications within the letter communication application via the network. The integration is configured to facilitate the generation, delivery, and communication of the personalized letter via the network. Examples of social networking applications comprise, for example, blogs such as Slogger, LiveJournal, Open Diary, TypePad® of Six Apart Ltd., WordPress® of WordPress Foundation, ExpressionEngine® of PMachine, Inc., Xanga® of Xanga.com, Inc.; micro-blogging and presence applications comprising, for example, Twitter® of Twitter, Inc., Plurk, Tumblr.® of Tumblr, Inc., Jaiku® of Google, Inc., Fmylife®; social networking such as Bebo® of Bebo, Inc., Facebook® of Facebook, Inc., Linkedin® of Linkedin Corporation, MySpace® of MySpace Inc., Orkut® of Google, Inc., Skyrock®, Hi5® of Hi5 Networks, Inc., Ning® of Ning, Inc., Elgg and social network aggregation applications such as NutshellMail, FriendFeed® of Facebook, Inc., etc. The letter communication application combines social media technologies and cloud computing with old-fashioned letter writing and revives an old art form by making letters accessible across a range of mobile and social platforms. The integration of social networking applications within the letter communication application allows tracking and detection of changes to a user's social graph, thereby

allowing future deliveries of personalized letters based on changes in the user's social graph. The letter communication application provides a social letter and digital courier system as a meaningful digital communication between a sender and a recipient, which can be posted publicly or preserved privately for free. The basis of the computer implemented method and the computer implemented system disclosed herein allow for the creation of an entire personal postal system in the cloud.

[0060] FIG. **2** exemplarily illustrates a graphical representation showing analysis and conversion of selective portions of media content into a consequent letter. The letter communication application leverages application programming interfaces (APIs) for allowing the conversion of the media content to be transformed into letters. The letter communication application analyzes the media content comprising, for example, electronic mail (email), chat, tweets, likes, text, information graphics, video, etc., and converts selective portions of the media content into a consequent letter. For example, the letter communication application converts existing communication objects such as an email into a digital letter or a paper letter. In an embodiment, the letter communication application attaches selective portions of the media content to the personalized letter via the APIs. The letter communication application delivers the consequent letter as a digital letter or a paper letter to one or more recipients. The selective portions of the media content or digital objects are convertible to generate a letter or to be attached to a letter via the APIs. Consider an example where a user wants to capture digital moments of his/her life that deserve to be remembered and merit a more thoughtful communication. The user can use special pictures, photos from his/her mobile device, for example, the iPhone® of Apple, Inc., tweets from Twitter® of Twitter, Inc., email, and texts as ingredients to a great story. The letter communication application allows the user to save the digital media content in the letter management database for later use, and incorporate the digital media content into a personalized letter. The letter communication application allows the user to send the letter to his/her friends, his/her family, and his/her social network, digitally, or via postal mail as disclosed in the detailed description of FIG. **1** and FIGS. **11**A-**11**F.

[0061] FIGS. **3**A-**3**D exemplarily illustrate a process flow diagram comprising the steps for creating, sharing, preserving, organizing, and delivering a personalized letter. The letter communication application allows a user to create a personalized letter using multiple themes and one or more writing style options as disclosed in the detailed description of FIG. **1** and FIGS. **13**A-**13**C. The letter communication application provides a write interface section **301** on the graphical user interface (GUI) of the user device for creating **302** a new letter. The write interface section **301** provides changeable themes **303** for personalizing the letter and making the letter more attractive. The changeable themes **303** are either free **304**, sponsored **305**, or can be purchased **306**. The write interface section **301** integrates media content, for example, pictures **308**, music **309**, video **310**, etc., using an application programming interface (API). That is, the write interface section **301** allows an API based attachment **307** of media content to the personalized letter. The write interface section **301** also allows a user to add tags **311** and geolocate stamps **312** to the personalized letter. Once the personalized letter has been created, the letter communication application saves **313** the personalized letter as a draft for future editing **314** or delivers **315** the personalized letter using multiple delivery options as disclosed in the detailed description of FIG. **1** and FIGS. **10**A-**10**C.

[0062] The delivery options comprise, for example, an option to deliver via paper post **316**, delivery via a digital notification **317**, and delivery as an open letter **318**. As used herein, the term "open letter" refers to a letter that is publicly posted on the electronic dashboard **332** provided on the GUI by the letter communication application **401** and is intended to be publicly read by a wide audience, or intended for an individual, but that is nonetheless widely distributed using the electronic dashboard **332**. If the user chooses the option to deliver via paper post **316**, the letter communication application provides **319** multiple digital to paper options, for example, options for selecting a paper design, a paper type, a paper treatment, scent, weight, etc. The letter communication application then prints the paper letter for delivery via postal mail **320**. The printed paper letter **325** has a raised seal. The letter communication application embeds digital access identifiers, for example, a quick response (QR) code **326** and a digital link or a uniform resource locator (URL) **327** in the paper letter **325**. The QR code **326** and the URL **327** are unique to a paper letter **325**. The URL **327** embedded on the paper letter **325** is a digital link to a digital replica **329** of the paper letter **325** and provides a paper to digital loop. The letter communication application thus facilitates digital access to the paper letter **325** via the QR code **326** and the URL **327**. The QR code **326** and the URL **327** allow the digital replica **329** of the paper letter **325** to be viewable **328** on mobile devices, for example, mobile devices using Android of Google, Inc., the iPhone® of Apple, Inc., etc., via a collection interface section **330**. The collection interface section **330** obtains the digital replica **329** of the paper letter **325** using the QR code **326** and the URL **327** and enables viewing and organization of the paper letter **325**. Furthermore, the retrieval of the paper letter back into the digital letter is performed, for example, by the unique URL to that paper letter or the unique QR code to that paper letter, for digital preservation and sharing.

[0063] The letter communication application generates and transmits an approval request to the sender device to share or display the digital replica **329** of the paper letter **325** on the electronic dashboard **332**. The letter communication application also preserves the digital replica **329** of the paper letter **325** in a storage interface section **338**. The storage interface section **338** provides print options and sorting options **340** and also retains **339** the original theme and metadata of the original letter. The letter communication application displays **331** an open letter **318** on the electronic dashboard **332**. The electronic dashboard **332** provides integrated content advertising via customizable adornment objects **341**, for example, magnets as disclosed in the detailed description of FIGS. **18**A-**18**D. The customizable adornment objects **341** are free, sponsored or are purchasable. The user may also move letters from the electronic dashboard **332** to the storage interface section **338**, for example, by a click action, a drag action, etc.

[0064] If a user chooses the digital notification **317** option, the letter communication application sends a notification **321** of the personalized letter via application programming interfaces (APIs) or alerts **322** the recipient to claim the personalized letter from the cloud based letter management database. The letter communication application transmits the digital notifications, for example, via email, Facebook® of Facebook, Inc., Twitter® of Twitter, Inc., Google® of

Google, Inc., LinkedIn® of LinkedIn, Ltd., Pinterest® of Pinterest, Inc., etc., **323**. The digital notifications provide links to access and retrieve the digital letter **324**. The electronic dashboard **332** allows a user to search for and explore other letters from other electronic dashboards via an exploration interface section **333**. The user can like **334**, tweet **335**, pin **336**, or comment **337** on all the letters on the electronic dashboard **332**.

[0065] FIG. **4** exemplarily illustrates a structural design of the letter communication application **401**. The letter communication application **401** configured as a mobile application **402**, via a user device, for example, a mobile device captures and imbeds, for example, a picture, tweet, voicemail, etc., into a personalized letter. The letter communication application **401** provides an analog **403** mail service option and sends letters on demand via postal mail. The letter communication application **401** also sends personalized letters on demand via proprietary digital mail or as a mail-as-a-service platform. The letter communication application **401** also provides an option for creating a digital to paper loop and a paper to digital loop. The letter communication application **401** converts communications of significance, for example, an email **404** to letters of consequence via an application programming interface (API) provided by the letter communication application **401**. The letter communication application **401** integrates social networking applications **405** for posting, sharing, and socializing the personalized letter or other letters via a write interface section **301** exemplarily illustrated in FIG. **3**A and a digital courier defined by the letter communication application **401**, to distribute the personalized letter and/or other letters across multiple electronic platforms and electronic channels.

[0066] FIG. **5** exemplarily illustrates functions performed by the letter communication application **401** via different interface sections provided on a graphical user interface (GUI). The letter communication application **401** organizes and creates digital and paper letters. The letter communication application **401** creates **502**, curates **508**, connects **512**, and communicates **511** multiple letters in different formats. The letter communication application **401** makes a letter stand out in this digital age. The letter communication application **401** allows a user to enter a letter network, for example, around themes, location, life stage, pursuits, etc. The letter communication application **401** also provides letter writing tools to users and creates **502** or generates more creative and expressive letters. The letter communication application **401** creates **502** personalized letters, for example, using paper clip pictures **504**, uploaded letters from the past **505**, letters as a service application programming interface (API) **506**, etc. The letter communication application **401** allows a user to write **503** open letters to the world and delivers **507** the personalized letter via digital mail or postal mail.

[0067] The letter communication application **401** curates **508** and preserves the personalized letters in a storage interface section **338**, exemplarily labeled as the "shoebox" to improve **510** literacy and organize **509** the personalized letters and other letters. The letter communication application **401** communicates **511** with social networking applications **405**, for enabling users to "like" a personalized letter or "tweet" about the personalized letter to give the personalized letter a broader audience. The letter communication application **401** allows users to send letters for various occasions, for example, to thank a friend, share a life experience, and to organize the user's favorite letters received during the user's life journey. The letter communication application **401** provides a medium to send a private one-to-one communication of importance, or an open letter, for example, to the president. The letter communication application **401** shares and displays **501** meaningful letters via an electronic dashboard **332** exemplarily illustrated in FIG. **3**D. The letter communication application **401** also helps users to make new friends, for example, by managing communications and interactions associated with different letters. The letter communication application **401** connects **512** users in the world through more meaningful communication. A letter, inspired by both digital and physical events, can reveal a common link between users.

[0068] The letter communication application **401** allows the user to search **513** the world of personal letters, discover **514** friends through letters, and view **515** letters across time and place. Consider an example where a user wants to discover new friends and explore topics that the other users care about. The letter communication application **401** allows the user to browse publicly shared letters to find other users who care deeply about a certain event, subject, business, or cause. The letter communication application **401** allows the user to send a paper letter to connect to the other users while also protecting the other users' privacy of their physical addresses. The user can send a digital notification about the paper letter to the recipient's email address, a Facebook® identity of Facebook, Inc., or a Twitter® handle of Twitter, Inc., from where the recipient can retrieve a digital copy of the paper letter. The letter communication application **401** allows a user to write a personalized letter to anyone, for example, the president as easily as the user can write to his/her best friend. The letter communication application **401** allows a user to send an open letter to the world about a subject the user cares about.

[0069] The letter management database stores a collection of letters of election events, political events, and other letters, for example, love letters from Henry VIII to Anne Boleyn, hidden letters of wartime love, love letters lost on their way home, Abraham Lincoln's letters, letters sent to local veterans by kids, etc. A user can upload any paper letter that mattered to the user, or to a loved one who has passed, and can organize and share the letter using the letter communication application **401**. The letter communication application **401** allows users to delete digital letters at any time Millions of precious letters from the past can inspire meaningful letters of today. The letter communication application **401** provides the letter management database configured to upload, store, aggregate, archive, curate, organize, search, and provide access to letters in different formats, creates a connection between the world's letter writers, aggregates the letters of the world, inspires new letter writers, and captures history through the lens of personalized letters. Consider an example where a user sends notes to his/her son as he passes through major events in his young life. The letter communication application **401** allows the son to store the letters he receives over time in the letter management database. The letter communication application **401** also allows the user to send paper letters via postal mail, with a digital record, for the most significant passages in his/her son's life, for example, birthdays, little league tryouts, graduations, failures, achievements, etc.

[0070] FIGS. **6**A-**6**F exemplarily illustrate screenshots of a graphical user interface (GUI) provided by the letter communication application **401** exemplarily illustrated in FIG. **4**, for registering and logging a user into the letter communication application **401**. The letter communication application **401**

acquires a login identifier or an identity indicator from the user device via the GUI for logging a user into the letter communication application **401** as exemplarily illustrated in FIGS. **6**A-**6**B. The login identifier or identity indicator comprises, for example, an electronic mail address or a social network identifier such as a Facebook® identity or a Twitter® handle. FIGS. **6**A-**6**B exemplarily illustrate the login options provided to the user, for example, login with Facebook®, login with Twitter®, and a register option to authenticate the user prior to providing access to the letter management database and the letter communication application **401**. If the user chooses to login via one of the social network identifiers, the letter communication application **401** requests the user's permission to access the user's profile on the respective social network as exemplarily illustrated in FIGS. **6**C-**6**D.

[0071] In an embodiment, the letter communication application **401** also acquires user information from social media plug-ins, for example, Facebook® of Facebook, Inc. The letter communication application **401** also provides a registration option to first time users via the GUI. The letter communication application **401** acquires user information, for example, a name, an email address, a unique username, a mobile phone number, and a password from an unregistered user via the GUI as exemplarily illustrated in FIG. **6**E. Once registered, the letter communication application **401** allows the user to access the letter management database and create, send, and receive multiple personalized letters in different formats. On registration, the letter communication application **401** also sends a welcome notification, for example, to the email address of the user, with details such as the user's profile information and instructions on how to get started as exemplarily illustrated in FIG. **6**F.

[0072] FIGS. **7**A-**7**K exemplarily illustrate screenshots of a graphical user interface (GUI) provided by the letter communication application **401** exemplarily illustrated in FIG. **4**, showing different interface sections provided by the letter communication application **401**. The interface sections of the letter communication application **401** comprise, for example, an exploration interface section **333**, a write interface section **301** exemplarily labeled as a "writing desk", a preserve interface section, an electronic dashboard **332** exemplarily labeled as a "fridge", a collection interface section **330** exemplarily labeled as a "kitchen counter", a storage interface section **338** exemplarily labeled as a "shoebox", and an archiving interface section as exemplarily illustrated in FIGS. **3**A-**3**D and FIGS. **7**A-**7**K. On successful login, the letter communication application **401** directs the user to an exploration interface section **333** via the GUI as exemplarily illustrated in FIGS. **7**A-**7**B. The exploration interface section **333** provides links to the different interface sections provided by the letter communication application **401** and a link for composing a new personalized letter. The user can send for any one letter and add tags and comments to help the user remember the letter and share the letter at a later point in time. The exploration interface section **333** also provides different tier options for sharing and organizing the letters.

[0073] The write interface section **301** is configured to enable writing and delivery of a personalized letter as exemplarily illustrated in FIG. **7**C. The write interface section **301** helps a user to create and deliver typed, audio, and visual communications across multi-channels of social media, email, text, and postal mail or paper post with a digital preservation loop of paper letter back to digital. The write interface section **301** provides a writing place which mimics the delivery of letter writing from physical world elements. A user can start writing a new letter on the write interface section **301** and personalize the letter with the different themes found in paper style. The letter communication application **401** delivers a hand written letter, retrieved by a recipient device onto the write interface section **301**, deliverable within the letter communication application **401** and network. A user can also write an open letter to the world which goes into the electronic dashboard **332** for display as a meaningful communication that matters to the user. The user can create a letter today and decide to deliver the letter on a date that is days, months, or even years from now. The write interface section **301** provides multiple themes for personalizing the letter as exemplarily illustrated in FIG. **7**D. A user can select one of the professionally designed themes available in the letter communication application **401** or the user can unleash his/her creative beast and create his/her own theme using multiple theme creation options, for example, paper options, font options, ink color options, etc.

[0074] The preserve interface section is configured to enable upload, adding of comments and dates, and archiving of a hand written letter in the letter management database via the storage interface section **338** and the electronic dashboard **332** as exemplarily illustrated in FIG. **7**E. The letter communication application **401** captures a hand written letter as an attachment object for delivery and organization within the letter communication application **401** and the network. A user can upload and preserve letters from his/her past or handwritten letters and secure the letters in the letter management database or share the letters via the electronic dashboard **332**. For every letter object uploaded to the letter communication application **401** for preservation or display on the electronic dashboard **332**, the letter communication application **401** places a digital watermark on the letter object for authentication and association within the letter communication application **401**. The letter communication application **401** provides access to the different interface sections, for example, the electronic dashboard **332** exemplarily labeled as the "fridge", "drafts", the collection interface section **330** exemplarily labeled as the "kitchen counter", the storage interface section **338** exemplarily labeled as the "shoebox", and an archiving interface section exemplarily labeled as the "desk drawer" via the GUI as exemplarily illustrated in FIG. **7**E.

[0075] The collection interface section **330** exemplarily labeled as the "kitchen counter" is configured to receive the generated personalized letter and enable viewing and organization of the generated personalized letter and other letters as exemplarily illustrated in FIG. **7**F. The collection interface section **330** allows a user to organize the letters into a private space or a personal space in the letter communication application **401**. The electronic dashboard **332**, exemplarily labeled as the "fridge" is configured to display the generated personalized letter, customized adornment objects **341** exemplarily illustrated in FIG. **3**D, and the other letters as exemplarily illustrated in FIGS. **7**G-**7**J. The electronic dashboard **332** also displays the unique identification code, for example, a post box number as exemplarily illustrated in FIG. **7**H. The unique identification code is a unique and universal identifier to a recipient's digital address and physical address. The unique identification code allows a sender who does not know a recipient's physical address, social networking identification address, or email address to send a letter to the recipient through multiple delivery options.

[0076] The storage interface section **338** exemplarily labeled as the "shoebox" is configured to enable sliding and dragging of the generated personalized letter and the other letters to the electronic dashboard **332** as exemplarily illustrated in FIG. **7**K. The letter communication application **401** generates a dual share request and sends the dual share request to the sender or the original writer to display a private letter on the electronic dashboard **332**. The archiving interface section exemplarily labeled as the "desk drawer" is configured to maintain the delivered personalized letter and the other letters based on sort parameters. The sort parameters comprise, for example, design, theme, content, origin, tags, destination, etc. The archiving interface section maintains the metadata for sort, the organization processes, etc.

[0077] The letter management database allows users to browse many walls of letters created by other users via the electronic dashboard **332**. The electronic dashboard **332** provides a fun way to discover writing skills and obtain inspiration from other users who share the same interests. Consider an example where a user uses the letter communication application **401** to share his/her personal style by incorporating things he/she cares about into embedded letters. The user can share letters he/she receives that have significance, that are creative or just fun. The user can personalize the layout of the electronic dashboard **332** and allow the world to explore his/her letter collection through the electronic dashboard **332**. Consider another example where a user uses the letter communication application **401** to organize his/her life of meaningful communications into the storage interface section **338**. The letter communication application **401** allows the user to deliver, tag, and save all the letters that he/she receives. The letter communication application **401** allows the user to compile all letters he/she receives, offline and online, to tell his/her life story. The user can organize and sort, for example, by specific person, by year, or by subject to keep his/her storage interface section **338** an accessible and meaningful part of his/her life.

[0078] FIGS. **8**A-**8**B exemplarily illustrate screenshots of a graphical user interface (GUI) provided by the letter communication application **401** configured as a software application downloadable on a user device. FIG. **8**A exemplarily illustrates a screenshot of the GUI displayed on the user device, for example, a mobile device, showing the letter communication application **401** as one of the software applications downloaded on the mobile device. FIG. **8**B exemplarily illustrates a screenshot of the GUI displayed on a mobile device, showing the different interface sections of the letter communication application **401** as disclosed in the detailed description of FIGS. **7**A-**7**K.

[0079] FIGS. **9**A-**9**C exemplarily illustrate screenshots of a graphical user interface (GUI) provided by the letter communication application **401** exemplarily illustrated in FIG. **4**, for generating a personalized letter. The write interface section **301** exemplarily illustrated in FIG. **3**A, allows a user to write a letter from the web based platform or the website or a mobile device. The user can start a new letter via the write interface section **301** or continue writing a letter from the "drafts" section on the GUI as exemplarily illustrated in FIG. **9**A. The draft section contains letters in progress started on a user device or via the website. The letter communication application **401** provides an option on the write interface section **301** to load older drafts. The write interface section **301** provides a link to view the archiving interface section exemplarily labeled as the "desk drawer" as exemplarily illustrated in FIG. **9**A. The user can upload other letters and add dynamic themes to personalize a new letter via the write interface section **301** on the GUI as exemplarily illustrated in FIG. **9**B. The dynamic themes comprise, for example, themes that play a song when the user begins writing. The dynamic themes also comprise, for example, a fusion of fonts, templates, art, commerce, etc. The themes can be custom created by the user or sponsored, for example, by a brand, a person, or a cause. The themes can be seasonal, commemorative and can be bought and owned by one person or by a company. The topic of the new personalized letter can, for example, be about a humanitarian cause, a famous person, an event, or a political movement. The letter communication application **401** integrates themes which become dynamic spaces for digital links, displays, application programming interface (API) calls, action buttons, advertising, and electronic commerce. The letter communication application **401** blends vintage themes of letters past with emerging ideas of letters present via the write interface section **301**. The user can also upload multiple pages for any one letter and add tags and comments to help the user remember the letter and share the letter at a later point in time as exemplarily illustrated in FIG. **9**C. The user can also add a geo-locate stamp and attach an API driven picture, song or video to the letter. The user can then stash the personalized letter for later use or mail the personalized letter. The generated personalized letter can also be shared with the world via the electronic dashboard **332** exemplarily illustrated in FIG. **3**D, with the user's consent.

[0080] FIGS. **10**A-**10**C exemplarily illustrate screenshots of a graphical user interface (GUI) provided by the letter communication application **401** exemplarily illustrated in FIG. **4**, showing multiple delivery options for delivering the generated personalized letter. The letter communication application **401** allows a user to send the personalized letter to a physical recipient, a digital recipient, or as an open letter as exemplarily illustrated in FIGS. **10**A-**10**B. The letter communication application **401** allows a user to send a real letter via postal mail to one or more recipients. If the user chooses to send the personalized letter to a physical recipient, the letter communication application **401** provides different packaging options to mail the personalized letter anywhere in the world for a low price as disclosed in the detailed description of FIGS. **11**A-**11**F. The letter communication application **401** further provides a free digital mail option to the user. The digital mail option allows a user to choose to deliver the personalized letter to a digital recipient at a future date by sending digital notifications, for example, to an email address of a recipient, a Facebook® friend, a Twitter® friend or a Google® contact as exemplarily illustrated in FIG. **10**C. The user can also send digital notifications of the personalized letter to someone the user is following on Twitter®. The open letter option allows the user to deliver a message to the world. If the user chooses to deliver the personalized letter as an open letter, the letter communication application **401** posts the letter immediately on the user's electronic dashboard **332** exemplarily illustrated in FIG. **3**D for the world to see.

[0081] FIGS. **11**A-**11**F exemplarily illustrate screenshots of a graphical user interface (GUI) provided by the letter communication application **401** exemplarily illustrated in FIG. **4**, for delivering the generated personalized letter via postal mail. The letter communication application **401** provides a digital letter-as-a-service platform for international digital distribution, and also provides a fee based paper mail-as-a-service option for handmade, hand sent, paper distribu-

tion to enhance the letter experience and provide letters on demand. The letter communication application **401** processes millions of digital letters using cloud computing platforms. The letter communication application **401** sends the generated personalized letter via postal mail using a postal address or the recipient identifier. The digital to paper post identification process requires only one recipient identifier of a specific recipient to send a paper letter to anywhere in the world from an internet browser or a mobile application.

[0082] The letter communication application **401** reverse engineers the social and email addresses of the users to create physical addresses for letter delivery. If the user knows the postal address of the recipients, the user can send the personalized letter by entering the postal address of all the recipients via the GUI as exemplarily illustrated in FIG. **11**A. The letter communication application **401** allows the user to send a paper letter to one or more recipients even if the user does not know the postal addresses of the recipients. The letter communication application **401** creates the physical address using at least one recipient identifier for delivering the generated personalized letter to one or more recipients via postal mail. The letter communication application **401** acquires a recipient identifier, for example, an email address, a contact number, etc., of each of the recipients from the user via the GUI.

[0083] In an embodiment, the letter communication application **401** contacts the recipients, for example, by sending an email to each of the recipients, by initiating a call to each of the recipients, or by sending a short messaging service (SMS) to each of the recipients, and acquires the postal address of each of the recipients for delivering the generated personalized letter via postal mail. In another embodiment, the letter communication application **401** acquires the unique identification code, for example, the post box number of each of the recipients, from the sender device via the GUI. The unique identification code may be linked to the physical or postal address of each of the recipients, thereby allowing the letter communication application **401** to deliver the generated personalized letter via postal mail. The paper mail service, also referred to as postal mail, is also internationally available. To send a paper letter via postal mail, the letter communication application **401** communicates with a main postal center located at a geographical location, for example, Collinsville, Connecticut.

[0084] Once the mailing address is acquired, the letter communication application **401** allows the user to select the look and feel of the personalized letter, for example, by providing stationary options on the GUI as exemplarily illustrated in FIG. **11**B. The different stationery options comprise, for example, high quality recycled paper, high quality stock paper, handmade paper, etc. The letter communication application **401** also provide matching envelopes in the selected paper type. A user may also create a handwritten personalized envelope via the letter communication application **401**. The letter communication application **401** enters handwriting on the selected paper envelope to create the personalized envelope to deliver the letter. The letter communication application **401** provides vintage options for printing and packaging the paper letters, for example, seals, wax, and parchment paper, thereby bringing back the timeless nature of letters that has lasted for hundreds of years. The letter communication application **401** allows the user to place the user's return address on the printed paper letter, or place the post box number on the printed paper letter. At the main postal center, every paper letter is sealed by hand to mark its authenticity of origination and certification. The letter communication application **401** also provides the seal option in digital form.

[0085] The letter communication application **401** provides multiple payment options to deliver the personalized letter via postal mail. The cost of the personalized letter varies, for example, according to the type of paper selected, number of pages to be printed, the location of the recipients, etc. The letter communication application **401** acquires the billing details and card details from the user via the GUI for sending the personalized letter as exemplarily illustrated in FIG. **11**C. The hand mailed paper letter that the users create and design can be mailed, for example, for about $2, about $4, about $8, etc. For international paper letter delivery an additional charge of, for example, about $3 is charged. Once the payment has been made, the letter communication application **401** delivers the personalized letter and sends digital notifications to the user via the GUI as exemplarily illustrated in FIGS. **11**D-**11**E. The letter communication application **401** notifies the user on when the personalized letter has been sent and when the personalized letter is delivered. The letter communication application **401** then directs the user to a summary page on the GUI, showing the list of personalized letters sent, number of views of a personalized letter, options for providing permissions to the recipients to share the personalized letter, etc., as exemplarily illustrated in FIG. **11**F.

[0086] FIGS. **12**A-**12**B exemplarily illustrate screenshots of a graphical user interface (GUI) provided by the letter communication application **401** exemplarily illustrated in FIG. **4**, showing different viewing options provided by the letter communication application **401**. The letter communication application **401** provides different viewing styles, for example, a grid view, a list view, etc., for viewing different letters stored in the letter management database as exemplarily illustrated in FIG. **12**A. The letter communication application **401** also allows users to view letters, for example, by most popular, by most recent, by most comments, by most favorited, and by most shared as exemplarily illustrated in FIG. **12**B.

[0087] FIGS. **13**A-**13**C exemplarily illustrate screenshots of a graphical user interface (GUI) provided by the letter communication application **401** exemplarily illustrated in FIG. **4**, for editing and composing a new personalized letter from an existing letter stored in the letter management database. The letter communication application **401** provides an "upload a letter" link on the GUI as exemplarily illustrated in FIGS. **13**A-**13**C, for enabling a user to upload existing or old letters. The letter communication application **401** uploads and stores the existing letters in the letter management database. The letter communication application **401**, in communication with the letter management database, is configured to preserve the existing letters and/or generate the personalized letter using the existing letters. The letter communication application **401** manages the letters in the cloud for each user to read, preserve, or share. The letter communication application **401** allows a user to select one of the most recent uploaded letters from the letter management database via the GUI as exemplarily illustrated in FIG. **13**A, and create a text version of the selected uploaded letter on the GUI as exemplarily illustrated in FIG. **13**B. The user can then compose a new mail using the selected uploaded letter on the GUI as exemplarily illustrated in FIG. **13**C.

[0088] FIG. **14** exemplarily illustrates a screenshot of a graphical user interface (GUI) provided by the letter communication application **401** exemplarily illustrated in FIG. **4**, for

uploading and preserving letters and sharing information about the letters. The letter communication application **401** preserves and curates past and present letters, cards and postcards. A user can upload the letters, cards or postcards to the electronic dashboard **332** or "fridge" exemplarily illustrated in FIG. **3**D, or store them in the private storage interface section **338** or "shoebox" exemplarily illustrated in FIG. **3**D. The user can also add letter images, for example, by clicking on an "add letter images" interface element or button provided on the GUI. The letter communication application **401** allows the user to tell the story behind each letter, share some details about the letter, and give the memory of the letter a new life. The user can enter details about each uploaded letter, for example, the original date the letter was written, the author of the letter, the recipient of the letter, etc., via the GUI. The user can also add details such as the occasion for writing the letter, how the letter is related to the user, the importance of the letter to the user, etc., via the GUI, or share the letter with a wider audience through the electronic dashboard **332**.

[0089] FIG. **15** exemplarily illustrates a screenshot of a graphical user interface (GUI) provided by the letter communication application **401** exemplarily illustrated in FIG. **4**, showing letters from developers of the letter communication application **401**. FIG. **15** exemplarily illustrates a letter from a developer stored in the letter management database detailing the usage of an application programming interface (API) and the differences between APIs and applications. Developers can upload, post, share letters on multiple topics, for example, new developments, new features added, bug information, bugs fixed, help topics, etc., concerning the letter communication application **401** and the letter management database via the GUI to help a user use the letter communication application **401**.

[0090] FIG. **16** exemplarily illustrates a screenshot of a graphical user interface (GUI) provided by the letter communication application **401** exemplarily illustrated in FIG. **4**, showing various application programming interfaces (APIs) of the letter communication application **401**. The letter communication application **401** incorporates multiple APIs for performing multiple functions of the letter communication application **401** as exemplarily illustrated in FIG. **16**. The APIs of the letter communication application **401** comprise, for example, a getmostpopular API, a getmostcommented API, a getmostfavorited API, a getmostshared API, a getmykitchencounter API, a getmyshoebox API, a searchbykeyword API, a searchbytag API, a readletterstextbyID API, a senddigilettrsto API, and a sendpaperlettrsto API. The getmostpopular API request displays, for example, 25 of the most viewed letters on the GUI. The getmostcommented API request displays 25 of the most commented on letters on the GUI. The getmostfavorited API request displays 25 of the most favorite letters or items on the GUI. The getmostshared API request displays 25 of the most shared letters onto Facebook® or Twitter® on the GUI. The getmykitchencounter API request provides authenticated users access to the collection interface section **330**, exemplarily labeled as the "kitchen counter", containing letters. The getmyshoebox API provides the authenticated users access to the storage interface section **338**, exemplarily labeled as the "shoebox", with highly secure letters. The searchbykeyword API request enables the users to search the letter management database using any free text keyword from description or title. The searchbytag API request enables the users to search the letter management database using a specific tag. The readletterstextbyID API request enables the users to read the entire text of a letter given its digital access identifier (ID). The senddigilettrsto API request enables the users to send any text, for example, a tweet, an email, etc., to a contact, a counter, or the storage interface section **338**. The sendpaperlettrsto API request enables the users to send a real-world letter, also referred to as paper letter, if authenticated into postal systems.

[0091] FIG. **17** exemplarily illustrates a screenshot of a graphical user interface (GUI) provided by the letter communication application **401** exemplarily illustrated in FIG. **4**, showing the steps involved in generating and receiving a personalized letter as well as browsing options provided to a user by the letter communication application **401**. A user can capture an image using his/her user device. The image can be of multiple formats, for example, a portable document format (PDF), a joint photographic experts group (JPEG) format, a document (DOC) format, etc. The user can email the image as an attachment to the letter communication application **401**. Using the write interface section **301** of the letter communication application **401** exemplarily illustrated in FIG. **3**A, the user can create and review a personalized letter that incorporates the image and can tag, tweak, and set permissions to the created personalized letter. The user can then send the personalized letter to a recipient digitally or physically or print the personalized letter. The user can also write a new letter via the write interface section **301**, labeled as the "writing desk" and then send the letter. The letter communication application **401** sends alerts to the recipient device, for example, via a short messaging service, an electronic mail, etc., on receipt of a personalized letter. On receipt of the alerts, the recipient can login to the letter communication application **401** and view, share, or file the received personalized letter, or check his/her real world mailbox for a paper letter sent via postal mail. The recipient can file the received personalized letter in the storage interface section **338**, exemplarily labeled as the "shoebox", or on the collection interface section **330** exemplarily labeled as the "kitchen counter", or display the received personalized letter on the electronic dashboard **332**, exemplarily labeled as the "fridge" as exemplarily illustrated in FIGS. **3**C-**3**D. The recipient can also tag the received personalized letter via the GUI. A digital copy of the paper letter is also available to the recipient via the GUI of the letter communication application **401**. The user can also browse the letters stored in the letter management database, for example, by most popular, by most commented, by vote, by share, by star, by login, by write, by tweet, etc. The letter communication application **401** also provides information graphics to the user, for example, a most popular tag in the user's zip code.

[0092] FIGS. **18**A-**18**D exemplarily illustrate screenshots of a graphical user interface (GUI) provided by the letter communication application **401** exemplarily illustrated in FIG. **4**, showing customizable adornment objects **341** provided by the letter communication application **401** for display on an electronic dashboard **332** exemplarily illustrated in FIG. **3**D, provided on the GUI. The customizable adornment objects **341**, example, magnets, are configured for one or more of a static display, an integration of media files and digital links to electronic commerce destinations, advertisements, and revenue generation options, and triggering of one or more incentives. The media files comprise, for example, songs, announcements, video commercials, etc. The application programming interfaces (APIs) of the letter communication application **401** integrate the customizable adornment objects **341** that play a song or announcement or a video

commercial. The incentives comprise, for example, coupons, promotions, etc. The customizable adornment objects **341**, for example, magnets are free, sponsored by a brand, or are purchasable for monetary value. The customizable adornment objects **341** leverage APIs for multiple social and commercial purposes. The integrated customizable adornment objects **341** are configured as dynamic placeholders for digital links, displays, API calls, action buttons, advertising, and electronic commerce.

[0093] The customizable adornment objects **341**, for example, magnets integrated with physical objects, pictures, and letters are exemplarily illustrated in FIGS. **18**A-**18**D. Specific tiers of customizable adornment objects **341** integrate adverting and commerce into letter and picture displays. The customizable adornment objects **341** provided by the letter communication application **401** can generate a song, create a purchase, promote a business, a person or a cause, generate a video, maintain a count, drive advertising, and drive commerce. FIG. **18**C exemplarily illustrates customizable adornment objects **341** such as magnets on sale for charity purposes, for example, to support kids in Vietnam and Cambodia living in desperate conditions. The customizable adornment objects **341** are configured as day to day objects, for example, glasses, doughnuts, letters, cassettes, park benches, a globe, musical instruments such as an accordion, etc., as exemplarily illustrated in FIG. **18**D. In an embodiment, the letter communication application **401** generates a count of a customizable adornment object **341**, for example, by maintaining a count of the number of users who have selected that particular customizable adornment object **341** to adorn their electronic dashboard **332**, and a count of the aggregate number of views of all letters on that electronic dashboard **332**. FIG. **18**D exemplarily illustrates shows magnet counts which can become part of the displayed metadata on a magnet. The letter communication application **401** develops a content and commerce system around the customizable adornment objects **341**, for example, magnets to develop advertising, electronic commerce, fundraising, and API mashups specific to the world of letter correspondence for the digital world.

[0094] FIG. **19** exemplarily illustrates revenue generation options provided by the letter communication application **401**. The revenue generation options comprise, for example, customizable adornment objects **341** such as magnets as exemplarily illustrated in FIGS. **18**A-**18**D, themes, and postal mail. The letter communication application **401** generates revenue, for example, via conversions, collections, letters, memoirs, etc. The letter communication application **401** generates revenue by converting digital objects to letters and distributing the letters. In an embodiment, the letter communication application **401** generates revenue by providing customizable adornment objects **341** for display and selection on the electronic dashboard **332** exemplarily illustrated in FIG. **3**D, provided on the GUI, and for sponsorship for a predetermined fee. In another embodiment, the letter communication application **401** also generates revenue by providing one or more themes for the generation of the personalized letter and for sponsorship for a predetermined fee. In another embodiment, the letter communication application **401** delivers the generated personalized letter to each of one or more recipients via postal mail. The letter communication application **401** curates, displays, and delivers the letters. The letter communication application **401** generates revenue via postal mail by providing different stationery options, for example, paper types, envelope types, etc., for printing and delivering the personalized letters for a fee. In an embodiment, the letter communication application **401** generates revenue by creating memoir type products, for example, books of letters, letters on canvas, mugs, shirts, etc., using the letters stored in the letter management database. The users can search the letter management database for stored personal letters via the GUI of the letter communication application **401** and create the memoir type products using the selected personal letters and other media objects.

[0095] FIG. **20** exemplarily illustrates an implementation of the letter communication application **401** exemplarily illustrated in FIG. **4**, in an online classroom environment. In an embodiment, the letter communication application **401** is implemented in an online classroom environment. The letter communication application **401** provides dynamic tips on the write interface section **301**, exemplarily illustrated in FIG. **3**A, to teach students. The letter communication application **401** also provides classroom displays of letter projects. The letter communication application **401** displays letters, for example, as commentable, likeable, tweetable writing objects. The letter communication application **401** provides fun letter challenges to students, for example, a challenge on who can write the most profound and/or funny letter. The letter communication application **401** provides dynamic tips on the write interface section **301** to help improve the writing skills of students. The students can use the letter communication application **401** to show off their talents, to bring technology to the classroom, and as a platform for achievements.

[0096] FIGS. **21**A-**21**B illustrate embodiments of a computer implemented system **2100** for generating, communicating, and managing letters of multiple different formats, for example, a digital format and a non-digital format. The computer implemented system **2100** disclosed herein comprises the letter management database **2114** and the letter communication application **401** accessible via a sender device **2115** and one or more recipient devices **2112***a* and **2112***b*, for example, a mobile phone, a laptop, etc., over a network **2113**. The network **2113** is, for example, a wired network, a wireless network, a communication network that implements Wi-Fi® of the Wireless Ethernet Compatibility Alliance, Inc., an ultra-wideband communication network (UWB), a wireless universal serial bus (USB) communication network, a communication network that implements ZigBee® of ZigBee Alliance Corporation, a general packet radio service (GPRS) network, a mobile telecommunication network such as a global system for mobile (GSM) communications network, a code division multiple access (CDMA) network, a third generation (3G) mobile communication network, a fourth generation (4G) mobile communication network, a long-term evolution (LTE) mobile communication network, etc., a local area communication network, an internet connection network, an infrared communication network, etc., or a network formed from a combination of these networks.

[0097] The computer implemented system **2100** disclosed herein further comprises at least one processor and a non-transitory computer readable storage medium communicatively coupled to the processor. The non-transitory computer readable storage medium is configured to store modules **2101**, **2102**, **2103**, **2104**, **2105**, **2106**, **2107**, **2108**, **2109**, **2110**, **2111**, etc., of the letter communication application **401** of the computer implemented system **2100**. The letter management database **2114** is configured to upload, store, aggregate,

archive, curate, organize, search, and provide access to the letters in different formats. The letter management database **2114** is further configured to communicate with the letter communication application **401** via the network **2113**. In an embodiment, the letter communication application **401** is downloaded on a sender device **2115** and a recipient device **2112***a* as exemplarily illustrated in FIG. **21**A. In another embodiment, the letter communication application **401** is implemented on a web based platform **2116** as exemplarily illustrated in FIG. **21**B. The sender device **2115** and the recipient devices **2112***a* and **2112***b* access the web based platform **2116** via the network **2113** as exemplarily illustrated in FIG. **21**B.

[0098] The letter communication application **401** comprises modules executable by at least one processor configured to generate, communicate, manage, and provide access to letters in different formats. The modules of the letter communication application **401** comprise a display module **2101**, a data acquisition module **2102**, a letter generation module **2103**, a delivery module **2104**, an access module **2107**, a search module **2106**, an archiving module **2105**, a social network integration module **2108**, a revenue generation module **2109**, a graphical user interface (GUI) **2110**, and a registration module **2111**. The GUI **2110** of the letter communication application **401** comprises a write interface section **301**, a preserve interface section **2110***a*, the electronic dashboard **332**, a collection interface section **330**, a storage interface section **338**, an archiving interface section **2110***b*, and an exploration interface section **333**. The write interface section **301** is configured to enable writing and delivery of a personalized letter. The preserve interface section **2110***a* is configured to enable uploading, commenting, dating, and archiving of a hand written letter in the letter management database **2114** via the storage interface section **338** and the electronic dashboard **332**. The electronic dashboard **332** is configured to display the personalized letter generated by the letter generation module **2103**, the customized adornment objects **341**, and other letters. The collection interface section **330** is configured to receive the generated personalized letter and enable viewing and organization of the generated personalized letter and other letters. The storage interface section **338** is configured to enable sliding and dragging of the generated personalized letter and other letters to the electronic dashboard **332**. The archiving interface section **2110***b* is configured to maintain the generated personalized letter and other letters based on sort parameters comprising, for example, design, theme, content, origin, tags, destination, etc. The exploration interface section **333** is configured to enable a search for letters based on the search options.

[0099] The registration module **2111** is configured to register senders and recipients with the letter communication application **401**. The registration module **2111** is configured to assign a unique identification code, for example, a post box number to each recipient on registration of the recipient with the letter communication application **401**. The unique identification code is configured as a recipient identifier for the delivery of the personalized letter. The display module **2101** is configured to display multiple themes and writing style options on the sender device **2115** via the GUI **2110** provided by the letter communication application **401**. The data acquisition module **2102** is configured to acquire a selection of one or more of the displayed themes and one or more of the displayed writing style options from the sender device **2115** via the GUI **2110** for generating a personalized letter. The data acquisition module **2102** is further configured to acquire media content, for example, textual content, image content, audio content, video content, multimedia content, digital content, electronic mail content, messaging content, voicemail content, document content, social media content, or any combination thereof, and tags for the generation of the personalized letter from the sender device **2115** via the GUI **2110**.

[0100] The letter generation module **2103** is configured to generate the personalized letter based on the acquired selection of one or more of the displayed themes and one or more of the displayed writing style options, the acquired media content, and the tags. In an embodiment, the display module **2101** is further configured to display multiple customizable display elements on the sender device **2115** via the GUI **2110**. The data acquisition module **2102** is further configured to acquire a selection of one or more customizable display elements from the sender device **2115** via the GUI **2110**. The letter generation module **2103** is also configured to generate the personalized letter based on the acquired selection of one or more of the customizable display elements. The letter generation module **2103** is further configured to analyze the acquired media content and convert selective portions of the acquired media content into a consequent letter. The data acquisition module **2102** is further configured to upload and store existing letters in the letter management database **2114**. The letter generation module **2103**, in communication with the letter management database **2114**, is configured to preserve the existing letters or generate the personalized letter using the existing letters.

[0101] The display module **2101** is further configured to display multiple delivery options on the sender device **2115** via the GUI **2110** for delivering the generated personalized letter. The delivery options comprise, for example, delivering the generated personalized letter on demand to each of one or more recipients via postal mail, printing the generated personalized letter for delivering the printed personalized letter, posting the generated personalized letter on an electronic dashboard **332** exemplarily illustrated in FIG. **3**D, provided on the GUI **2110** by the letter communication application **401** of each of the recipients, and delivering a digital notification of the generated personalized letter to each of the recipient devices **2112***a* and **2112***b* via one or more of multiple communication modes. The data acquisition module **2102** is further configured to acquire a selection of one or more of the displayed delivery options and at least one recipient identifier, for example, a unique identification code, an electronic mail address, a postal address, a social network identification address, etc., of each of one or more recipients from the sender device **2115** via the GUI **2110**. The data acquisition module **2102** is further configured to acquire transactional information comprising, for example, stationery options for printing the generated personalized letter, payment options for delivering the generated personalized letter via postal mail, etc., from the sender device **2115** via the GUI **2110**.

[0102] The delivery module **2104** is configured to deliver the generated personalized letter in one or more different formats to each of one or more recipients and/or the recipient devices **2112***a* and **2112***b* of the recipients using the acquired selection of one or more of the displayed delivery options and at least one recipient identifier. The delivery module **2104** is further configured to create a physical address using at least one recipient identifier for delivering the generated personalized letter to each of one or more recipients via postal mail as disclosed in the detailed description of FIGS. **11**A-**11**F. The

delivery module **2104** is further configured to deliver the digital notification of the generated personalized letter to an electronic mail address of the recipients or post the digital notification on the electronic dashboard **332** of each of the recipients, or deliver the digital notification to a social network identification address of each of the recipients, or deliver the digital notification to each of one or more of multiple electronic platforms and channels via the electronic dashboard **332**. The delivery module **2104** is further configured to deliver the generated personalized letter at a present date or a future date to each of the recipients via postal mail or digital mail. The delivery module **2104** is further configured to deliver the generated personalized letter to each of the recipients based on changes detected in a social graph of a sender and each of the recipients.

[0103] The access module **2107** is configured to facilitate access to the generated personalized letter through one or more of multiple access modes via the letter management database **2114** as disclosed in the detailed description of FIG. **1**. In an embodiment, the access module **2107** is further configured to insert one of the access modes, for example, a digital access identifier such as a uniform resource locator (URL), a quick response (QR) code, etc., on the generated personalized letter as disclosed in the detailed description of FIG. **1** and FIGS. **3**A-**3**D. The access module **2107** is further configured to acquire approval from the sender device **2115** and each of the recipient devices **2112***a* and **2112***b* via the GUI **2110** for sharing the generated personalized letter publicly on an electronic dashboard **332** provided on the GUI **2110** by the letter communication application **401**.

[0104] The search module **2106** is configured to search for the generated personalized letter and other letters in the letter management database **2114** via one or more of multiple search options, for example, a category based search, a topic based search, a tag based search, a keyword based search, a timestamp based search, a user based search, a date based search, a popularity based search, etc. The archiving module **2105** is configured to archive the generated personalized letter from the electronic dashboard **332** displayed on the GUI **2110** on the sender device **2115** and each of the recipient devices **2112***a* and **2112***b*. The social network integration module **2108** is configured to integrate multiple social networking applications within the letter communication application **401** via the network **2113**. The integration is configured to facilitate the generation and delivery of the personalized letter, and communication of the generated personalized letter via the network **2113**.

[0105] In an embodiment, the display module **2101** is further configured to display customizable adornment objects **341** for display on the electronic dashboard **332** provided on the GUI **2110**. The customizable adornment objects **341** are configured for static display, for integration of media files and digital links to electronic commerce destinations, advertisements, and revenue generation options, and for triggering of one or more incentives. The revenue generation module **2109** is configured to generate revenue, for example, by providing customizable adornment objects **341** for display and selection on the electronic dashboard **332** provided on the GUI **2110**, and for sponsorship for a predetermined fee, by providing one or more themes for generation of the personalized letter and for sponsorship for a predetermined fee, and by delivering the generated personalized letter to each of the recipients via postal mail.

[0106] FIG. **22** exemplarily illustrates an architecture of a computer system **2200** employed by the letter communication application **401** for generating, communicating, and managing letters of multiple different formats. The letter communication application **401** of the computer implemented system **2100** exemplarily illustrated in FIGS. **21**A-**21**B employs the architecture of the computer system **2200** exemplarily illustrated in FIG. **22**. The computer system **2200** is programmable using a high level computer programming language. The computer system **2200** may be implemented using specially programmed, special purpose hardware.

[0107] The letter communication application **401** communicates with the sender device **2115** and the recipient devices **2112***a* and **2112***b* via a network **2113**, for example, a short range network or a long range network. The network **2113** is, for example, the internet, a local area network, a wide area network, a wired network, a wireless network, a mobile communication network, etc. The computer system **2200** comprises, for example, a processor **2201**, a memory unit **2202** for storing programs and data, an input/output (I/O) controller **2203**, a network interface **2204**, a data bus **2205**, a display unit **2206**, input devices **2207**, a fixed media drive **2208**, a removable media drive **2209** for receiving removable media, output devices **2210**, etc.

[0108] The term "processor" refers to any one or more microprocessors, central processing unit (CPU) devices, finite state machines, computers, microcontrollers, digital signal processors, logic, a logic device, an electronic circuit, an application specific integrated circuit (ASIC), a field-programmable gate array (FPGA), a chip, etc., or any combination thereof, capable of executing computer programs or a series of commands, instructions, or state transitions. The processor **2201** may also be implemented as a processor set comprising, for example, a general purpose microprocessor and a math or graphics co-processor. The processor **2201** is selected, for example, from the Intel® processors such as the Itanium® microprocessor or the Pentium® processors, Advanced Micro Devices (AMD®) processors such as the Athlon® processor, UltraSPARC® processors, MicroSPARC™ processors, HP® processors, International Business Machines (IBM®) processors such as the PowerPC® microprocessor, the MIPS® reduced instruction set computer (RISC) processor of MIPS Technologies, Inc., RISC based computer processors of ARM Holdings, Motorola® processors, etc. The computer implemented system **2100** disclosed herein is not limited to a computer system **2200** employing a processor **2201**. The computer system **2200** may also employ a controller or a microcontroller.

[0109] The memory unit **2202** is used for storing programs, applications, and data. For example, the display module **2101**, the data acquisition module **2102**, the letter generation module **2103**, the delivery module **2104**, the access module **2107**, the search module **2106**, the archiving module **2105**, the social network integration module **2108**, the revenue generation module **2109**, the registration module **2111**, etc., of the letter communication application **401** are stored in the memory unit **2202** of the computer system **2200**. The memory unit **2202** is, for example, a random access memory (RAM) or another type of dynamic storage device that stores information and instructions for execution by the processor **2201**. The memory unit **2202** also stores temporary variables and other intermediate information used during execution of the instructions by the processor **2201**. The computer system **2200** further comprises a read only memory (ROM) or

another type of static storage device that stores static information and instructions for the processor **2201**.

[0110] The network interface **2204** enables connection of the computer system **2200** to the network **2113**. For example, the letter communication application **401** connects to the network **2113** via the network interface **2204**. In an embodiment, the network interface **2204** is provided as an interface card also referred to as a line card. The network interface **2204** comprises, for example, one or more of an infrared (IR) interface, an interface implementing Wi-Fi® of the Wireless Ethernet Compatibility Alliance, Inc., a universal serial bus (USB) interface, a FireWire® interface of Apple, Inc., an Ethernet interface, a frame relay interface, a cable interface, a digital subscriber line (DSL) interface, a token ring interface, a peripheral controller interconnect (PCI) interface, a local area network (LAN) interface, a wide area network (WAN) interface, interfaces using serial protocols, interfaces using parallel protocols, and Ethernet communication interfaces, asynchronous transfer mode (ATM) interfaces, a high speed serial interface (HSSI), a fiber distributed data interface (FDDI), interfaces based on transmission control protocol (TCP)/internet protocol (IP), interfaces based on wireless communications technology such as satellite technology, radio frequency (RF) technology, near field communication, etc. The I/O controller **2203** controls input actions and output actions performed by the letter communication application **401**. The data bus **2205** permits communications between the modules, for example, **2101**, **2102**, **2103**, **2104**, **2105**, **2106**, **2107**, **2108**, **2109**, **2110**, **2111**, etc., of the letter communication application **401**.

[0111] The display unit **2206**, via the graphical user interface (GUI) **2110**, displays information, display interfaces, user interface elements such as text fields, checkboxes, text boxes, windows, etc., for example, for displaying multiple themes, writing style options, delivery options, etc., provided by the letter communication application **401**. The display unit **2206** comprises, for example, a liquid crystal display, a plasma display, an organic light emitting diode (OLED) based display, etc. The input devices **2207** are used for inputting data into the computer system **2200**. For example, a user types, uploads, comments, etc., a personalized letter, etc., using the input devices. The input devices **2207** are, for example, a keyboard such as an alphanumeric keyboard, a joystick, a pointing device such as a computer mouse, a touch pad, a light pen, a physical button, a pointing device, a touch sensitive display device, a track ball, a pointing stick, any device capable of sensing a tactile input, etc.

[0112] Computer applications and programs are used for operating the computer system **2200**. The programs are loaded onto the fixed media drive **2208** and into the memory unit **2202** of the computer system **2200** via the removable media drive **2209**. In an embodiment, the computer applications and programs may be loaded directly via the network **2113**. Computer applications and programs are executed by double clicking a related icon displayed on the display unit **2206** using one of the input devices **2207**. The output devices **2210** output the results of operations performed by the letter communication application **401**. For example, the letter communication application **401** displays the generated personalized letter on the GUI **2110** using the output devices **2210**.

[0113] The processor **2201** executes an operating system, for example, the Linux® operating system, the Unix® operating system, any version of the Microsoft® Windows® operating system, the Mac OS of Apple Inc., the IBM® OS/2, VxWorks® of Wind River Systems, inc., QNX Neutrino® developed by QNX Software Systems Ltd., Palm OS®, the Solaris operating system developed by Sun Microsystems, Inc., the Android operating system, Windows Phone™ operating system of Microsoft Corporation, BlackBerry® operating system of Research in Motion Limited, the iOS operating system of Apple Inc., the Symbian® operating system of Symbian Foundation Limited, etc. The computer system **2200** employs the operating system for performing multiple tasks. The operating system is responsible for management and coordination of activities and sharing of resources of the computer system **2200**. The operating system further manages security of the computer system **2200**, peripheral devices connected to the computer system **2200**, and network connections. The operating system employed on the computer system **2200** recognizes, for example, inputs provided by the users using one of the input devices **2207**, the output display, files, and directories stored locally on the fixed media drive **2208**, for example, a hard drive. The operating system on the computer system **2200** executes different programs using the processor **2201**. The processor **2201** and the operating system together define a computer platform for which application programs in high level programming languages are written.

[0114] The processor **2201** retrieves instructions for executing the modules, for example, **2101**, **2102**, **2103**, **2104**, **2105**, **2106**, **2107**, **2108**, **2109**, **2111**, etc., of the letter communication application **401** from the memory unit **2202**. A program counter determines the location of each of the instructions in the memory unit **2202**. The program counter stores a number that identifies the current position in the program of each of the modules, for example, **2101**, **2102**, **2103**, **2104**, **2105**, **2106**, **2107**, **2108**, **2109**, **2111**, etc., of the letter communication application **401**. The instructions fetched by the processor **2201** from the memory unit **2202** after being processed are decoded. The instructions are stored in an instruction register in the processor **2201**. After processing and decoding, the processor **2201** executes the instructions. For example, the registration module **2111** defines instructions for registering senders and recipients with the letter communication application **401**. Furthermore, the registration module **2111** defines instructions for assigning a unique identification code, for example, a post box number to each of the recipients on registration of the recipients with the letter communication application **401**. The display module **2101** defines instructions for displaying multiple themes and writing style options on the sender device **2115** via the GUI **2110** provided by the letter communication application **401**. The data acquisition module **2102** defines instructions for acquiring a selection of one or more of the displayed themes and one or more of the displayed writing style options from the sender device **2115** via the GUI **2110** for generating a personalized letter. Furthermore, the data acquisition module **2102** defines instructions for acquiring media content and tags for the generation of the personalized letter from the sender device **2115** via the GUI **2110**.

[0115] The letter generation module **2103** defines instructions for generating the personalized letter based on the acquired selection of one or more of the displayed themes and one or more of the displayed writing style options, the acquired media content and the tags. Furthermore, the letter generation module **2103** defines instructions for analyzing the acquired media content and converting selective portions of the acquired media content into a consequent letter. Fur-

thermore, the display module **2101** defines instructions for displaying multiple customizable display elements on the sender device **2115** via the GUI **2110**. The data acquisition module **2102** defines instructions for acquiring a selection of one or more customizable display elements from the sender device **2115** via the GUI **2110**. The letter generation module **2103** defines instructions for generating the personalized letter based on the acquired selection of one or more the customizable display elements. The data acquisition module **2102** defines instructions for uploading and storing existing letters in the letter management database **2114**. The letter generation module **2103**, in communication with the letter management database **2114**, defines instructions for preserving the existing letters or generating the personalized letter using the existing letters.

[0116] Furthermore, the display module **2101** defines instructions for displaying multiple delivery options on the sender device **2115** via the GUI **2110** for delivering the generated personalized letter. The data acquisition module **2102** defines instructions for acquiring a selection of one or more of the displayed delivery options and at least one recipient identifier of each of one or more recipients from the sender device **2115** via the GUI **2110**. Furthermore, the data acquisition module **2102** defines instructions for acquiring transactional information from the sender device **2115** via the GUI **2110**.

[0117] The delivery module **2104** defines instructions for delivering the generated personalized letter in one or more different formats to each of one or more recipients and/or the recipient devices **2112***a* and **2112***b* of the recipients using the acquired selection of one or more of the displayed delivery options and at least one recipient identifier. Furthermore, the delivery module **2104** defines instructions for creating a physical address using at least one recipient identifier for delivering the generated personalized letter to each of the recipients via postal mail. Furthermore, the delivery module **2104** defines instructions for delivering a digital notification of the generated personalized letter to an electronic mail address of each of the recipients, or posting the digital notification on an electronic dashboard **332** of each of the recipients, or delivering the digital notification to a social network identification address of each of the recipients, or delivering the digital notification to each of one or more of multiple electronic platforms and channels via the electronic dashboard **332**. Furthermore, the delivery module **2104** defines instructions for delivering the generated personalized letter at a present date or a future date to each of the recipients via postal mail or digital mail. Furthermore, the delivery module **2104** defines instructions for delivering the generated personalized letter to each of the recipients based on changes detected in a social graph of a sender and each of the recipients.

[0118] The access module **2107** defines instructions for facilitating access to the generated personalized letter through one or more of multiple access modes via the letter management database **2114**. Furthermore, the access module **2107** defines instructions for inserting one of the access modes, for example, the digital access identifier on the generated personalized letter. Furthermore, the access module **2107** defines instructions for acquiring approval from the sender device **2115** and each of the recipient devices **2112***a* and **2112***b* via the GUI **2110** for sharing the generated personalized letter publicly on the electronic dashboard **332**. The search module **2106** defines instructions for searching the generated personalized letter and other letters in the letter management database **2114** via one or more of multiple search options. The archiving module **2105** defines instructions for archiving the generated personalized letter from the electronic dashboard **332** displayed on the GUI **2110** on the sender device **2115** and each of the recipient devices **2112***a* and **2112***b*. The social network integration module **2108** defines instructions for integrating multiple social networking applications within the letter communication application **401** via the network **2113**.

[0119] Furthermore, the display module **2101** defines instructions for displaying customizable adornment objects **341** for display on the electronic dashboard **332** provided on the GUI **2110**. The revenue generation module **2109** defines instructions for generating revenue by one or more of providing customizable adornment objects **341** for display and selection on the electronic dashboard **332** provided on the GUI **2110**, and for sponsorship for a predetermined fee, providing one or more themes for the generation of the personalized letter and for sponsorship for a predetermined fee, and delivering the generated personalized letter to each of one or more recipients via postal mail.

[0120] The processor **2201** of the computer system **2200** employed by the letter communication application **401** retrieves the instructions defined by the registration module **2111**, the display module **2101**, the data acquisition module **2102**, the letter generation module **2103**, the delivery module **2104**, the access module **2107**, the search module **2106**, the archiving module **2105**, the social network integration module **2108**, and the revenue generation module **2109** of the letter communication application **401**, and executes the instructions, thereby performing one or more processes defined by those instructions.

[0121] At the time of execution, the instructions stored in the instruction register are examined to determine the operations to be performed. The processor **2201** then performs the specified operations. The operations comprise arithmetic operations and logic operations. The operating system performs multiple routines for performing a number of tasks required to assign the input devices **2207**, the output devices **2210**, and memory for execution of the modules, for example, **2101**, **2102**, **2103**, **2104**, **2105**, **2106**, **2107**, **2108**, **2109**, **2111**, etc., of the letter communication application **401**. The tasks performed by the operating system comprise, for example, assigning memory to the modules, for example, **2101**, **2102**, **2103**, **2104**, **2105**, **2106**, **2107**, **2108**, **2109**, **2111**, etc., of the letter communication application **401**, and to data used by the letter communication application **401**, moving data between the memory unit **2202** and disk units, and handling input/output operations. The operating system performs the tasks on request by the operations and after performing the tasks, the operating system transfers the execution control back to the processor **2201**. The processor **2201** continues the execution to obtain one or more outputs. The outputs of the execution of the modules, for example, **2101**, **2102**, **2103**, **2104**, **2105**, **2106**, **2107**, **2108**, **2109**, **2111**, etc., of the letter communication application **401** are displayed to the user on the display unit **2206**.

[0122] For purposes of illustration, the detailed description refers to the letter communication application **401** being run locally on a computer system **2200**; however the scope of the computer implemented method and system **2100** disclosed herein is not limited to the letter communication application **401** being run locally on the computer system **2200** via the operating system and the processor **2201**, but may be

extended to run remotely over the network **2113** by employing a web browser and a remote server, a mobile phone, or other electronic devices. One or more portions of the computer system **2200** may be distributed across one or more computer systems (not shown) coupled to the network **2113**.

[0123] Disclosed herein is also a computer program product comprising a non-transitory computer readable storage medium that stores computer program codes comprising instructions executable by at least one processor **2201** for generating, communicating, and managing letters of multiple different formats. As used herein, the term "non-transitory computer readable storage medium" refers to all computer readable media, for example, non-volatile media such as optical discs or magnetic disks, volatile media such as a register memory, a processor cache, etc., and transmission media such as wires that constitute a system bus coupled to the processor **2201**, except for a transitory, propagating signal.

[0124] The computer program codes comprise a first computer program code for displaying multiple themes and writing style options on a sender device **2115** via the GUI **2110**; a second computer program code for acquiring a selection of one or more of the displayed themes and one or more of the displayed writing style options from the sender device **2115** via the GUI **2110** for generating a personalized letter; a third computer program code for acquiring media content and tags for the generation of the personalized letter from the sender device **2115** via the GUI **2110**; a fourth computer program code for generating the personalized letter based on the acquired selection of one or more of the displayed themes and one or more of the displayed writing style options, the acquired media content, and the tags; a fifth computer program code for displaying multiple delivery options on the sender device **2115** via the GUI **2110** for delivering the generated personalized letter; a sixth computer program code for acquiring a selection of one or more of the displayed delivery options and at least one recipient identifier of each of one or more recipients from the sender device **2115** via the GUI **2110**; a seventh computer program code for delivering the generated personalized letter in one or more of a digital format and a non-digital format to one or more recipient devices **2112***a* and **2112***b* using the acquired selection of one or more of the displayed delivery options and at least one recipient identifier; and a eighth computer program code for facilitating access to the generated personalized letter through one or more of multiple access modes via the letter management database **2114** as disclosed in the detailed description of FIG. **1**.

[0125] The computer program product disclosed herein further comprises one or more additional computer program codes for performing additional steps that may be required and contemplated for generating, communicating, and managing letters of multiple different formats. In an embodiment, a single piece of computer program code comprising computer executable instructions performs one or more steps of the computer implemented method disclosed herein for generating, communicating, and managing letters of multiple different formats. The computer program codes comprising computer executable instructions are embodied on the non-transitory computer readable storage medium. The processor **2201** of the computer system **2200** retrieves these computer executable instructions and executes them. When the computer executable instructions are executed by the processor **2201**, the computer executable instructions cause the processor **2201** to perform the steps of the computer implemented method for generating, communicating, and managing letters of multiple different formats.

[0126] It will be readily apparent that the various methods, algorithms, and computer programs disclosed herein may be implemented on computer readable media appropriately programmed for general purpose computers and computing devices. As used herein, the term "computer readable media" refers to non-transitory computer readable media that participate in providing data, for example, instructions that may be read by a computer, a processor or a similar device. Non-transitory computer readable media comprise all computer readable media, for example, non-volatile media, volatile media, and transmission media, except for a transitory, propagating signal. Non-volatile media comprise, for example, optical discs or magnetic disks and other persistent memory volatile media including a dynamic random access memory (DRAM), which typically constitutes a main memory. Volatile media comprise, for example, a register memory, a processor cache, a random access memory (RAM), etc. Transmission media comprise, for example, coaxial cables, copper wire, fiber optic cables, modems, etc., including wires that constitute a system bus coupled to a processor, etc. Common forms of computer readable media comprise, for example, a floppy disk, a flexible disk, a hard disk, magnetic tape, a laser disc, a Blu-ray Disc®, any magnetic medium, a compact disc-read only memory (CD-ROM), a digital versatile disc (DVD), any optical medium, a flash memory card, punch cards, paper tape, any other physical medium with patterns of holes, a random access memory (RAM), a programmable read only memory (PROM), an erasable programmable read only memory (EPROM), an electrically erasable programmable read only memory (EEPROM), a flash memory, any other memory chip or cartridge, or any other medium from which a computer can read.

[0127] The computer programs that implement the methods and algorithms disclosed herein may be stored and transmitted using a variety of media, for example, the computer readable media in a number of manners. In an embodiment, hard wired circuitry or custom hardware may be used in place of, or in combination with, software instructions for implementation of the processes of various embodiments. Therefore, the embodiments are not limited to any specific combination of hardware and software. In general, the computer program codes comprising computer executable instructions may be implemented in any programming language. Other object-oriented, functional, scripting, and/or logical programming languages may also be used. The computer program codes or software programs may be stored on or in one or more mediums as object code. Various aspects of the computer implemented method and system disclosed herein may be implemented in a non-programmed environment comprising documents created, for example, in a hypertext markup language (HTML), an extensible markup language (XML), or other format that render aspects of a graphical user interface (GUI) or perform other functions, when viewed in a visual area or a window of a browser program. Various aspects of the method and system disclosed herein may be implemented as programmed elements, or non-programmed elements, or any suitable combination thereof. The computer program product disclosed herein comprises computer executable instructions embodied in a non-transitory computer readable storage medium, wherein the computer pro-

gram product comprises one or more computer program codes for implementing the processes of various embodiments.

[0128] Where databases are described such as the letter management database **2114**, it will be understood by one of ordinary skill in the art that (i) alternative database structures to those described may be readily employed, and (ii) other memory structures besides databases may be readily employed. Any illustrations or descriptions of any sample databases disclosed herein are illustrative arrangements for stored representations of information. Any number of other arrangements may be employed besides those suggested by tables illustrated in the drawings or elsewhere. Similarly, any illustrated entries of the databases represent exemplary information only; one of ordinary skill in the art will understand that the number and content of the entries can be different from those disclosed herein. Further, despite any depiction of the databases as tables, other formats including relational databases, object-based models, and/or distributed databases may be used to store and manipulate the data types disclosed herein. Likewise, object methods or behaviors of a database can be used to implement various processes such as those disclosed herein. In addition, the databases may, in a known manner, be stored locally or remotely from a device that accesses data in such a database. In embodiments where there are multiple databases in the system, the databases may be integrated to communicate with each other for enabling simultaneous updates of data linked across the databases, when there are any updates to the data in one of the databases.

[0129] The present invention can be configured to work in a network environment comprising one or more computers that are in communication with one or more devices via a network. The computers may communicate with the devices directly or indirectly, via a wired medium or a wireless medium such as the Internet, a local area network (LAN), a wide area network (WAN) or the Ethernet, a token ring, or via any appropriate communications mediums or combination of communications mediums. Each of the devices may comprise processors, for example, the Intel® processors, Advanced Micro Devices (AMD®) processors, UltraSPARC® processors, HP® processors, International Business Machines (IBM®) processors, RISC based computer processors of ARM Holdings, Motorola® processors, etc., that are adapted to communicate with the computers. In an embodiment, each of the computers is equipped with a network communication device, for example, a network interface card, a modem, or other network connection device suitable for connecting to a network. Each of the computers and the devices executes an operating system, for example, the Linux® operating system, the Unix® operating system, any version of the Microsoft® Windows® operating system, the Mac OS of Apple Inc., the IBM® OS/2, the Palm OS®, the Solaris operating system developed by Sun Microsystems, Inc., or any other operating system. Handheld devices execute operating systems, for example, the Android operating system, the Windows Phone™ operating system of Microsoft Corporation, the BlackBerry® operating system of Research in Motion Limited, the iOS operating system of Apple Inc., the Symbian® operating system of Symbian Foundation Limited, etc. While the operating system may differ depending on the type of computer, the operating system will continue to provide the appropriate communications protocols to establish communication links with the network. Any number and type of machines may be in communication with the computers.

[0130] The foregoing examples have been provided merely for the purpose of explanation and are in no way to be construed as limiting of the present invention disclosed herein. While the invention has been described with reference to various embodiments, it is understood that the words, which have been used herein, are words of description and illustration, rather than words of limitation. Further, although the invention has been described herein with reference to particular means, materials, and embodiments, the invention is not intended to be limited to the particulars disclosed herein; rather, the invention extends to all functionally equivalent structures, methods and uses, such as are within the scope of the appended claims. Those skilled in the art, having the benefit of the teachings of this specification, may affect numerous modifications thereto and changes may be made without departing from the scope and spirit of the invention in its aspects.

I claim:

1. A computer implemented method for generating, communicating, and managing letters in a plurality of different formats, comprising:

providing a letter management database configured to upload, store, aggregate, archive, curate, organize, search, and provide access to said letters of said different formats;

providing a letter communication application executable by at least one processor configured to generate, communicate, manage, and provide access to said letters of said different formats, wherein said letter communication application is accessible via a sender device and one or more recipient devices via a network, and wherein said letter communication application is configured to communicate with said letter management database via said network;

displaying a plurality of themes and writing style options on said sender device via a graphical user interface provided by said letter communication application;

acquiring a first selection of one or more of said displayed themes and one or more of said displayed writing style options from said sender device by said letter communication application via said graphical user interface for generating a personalized letter;

acquiring media content and tags for said generation of said personalized letter from said sender device by said letter communication application via said graphical user interface;

generating said personalized letter by said letter communication application based on said acquired first selection of said one or more of said displayed themes and said one or more of said displayed writing style options, and said acquired media content and said tags;

displaying a plurality of delivery options on said sender device by said letter communication application via said graphical user interface for delivering said generated personalized letter;

acquiring a second selection of one or more of said displayed delivery options and at least one recipient identifier of each of one or more recipients from said sender device by said letter communication application via said graphical user interface;

delivering said generated personalized letter in one or more of said different formats to one of said one or more recipients, said one or more recipient devices of said one or more recipients, and a combination thereof, by said

letter communication application using said acquired second selection of said one or more of said displayed delivery options and said at least one recipient identifier; and

facilitating access to said generated personalized letter through one or more of a plurality of access modes by said letter communication application via said letter management database.

2. The computer implemented method of claim **1**, wherein said different formats comprise a digital format and a non-digital format.

3. The computer implemented method of claim **1**, wherein said media content comprises one or more of textual content, image content, audio content, video content, multimedia content, digital content, electronic mail content, messaging content, voicemail content, document content, social media content, and any combination thereof.

4. The computer implemented method of claim **1**, further comprising creating a physical address using said at least one recipient identifier by said letter communication application for delivering said generated personalized letter to said each of said one or more recipients via postal mail.

5. The computer implemented method of claim **1**, further comprising analyzing said acquired media content and converting selective portions of said acquired media content into a consequent letter by said letter communication application.

6. The computer implemented method of claim **1**, wherein said access modes comprise:

a digital access identifier inserted on said generated personalized letter by said letter communication application, wherein said digital access identifier is configured to allow each of said one or more recipient devices to one of add said generated personalized letter to an electronic dashboard provided on said graphical user interface by said letter communication application, and retrieve said generated personalized letter from said letter management database, and to preserve and share said generated personalized letter;

said electronic dashboard provided on said graphical user interface by said letter communication application for sharing said generated personalized letter and other said letters;

said at least one recipient identifier for retrieval of said generated personalized letter from said letter management database by said each of said one or more recipients; and

digital notifications of said generated personalized letter delivered to said each of said one or more recipient devices via one of an electronic mail address of said each of said one or more recipients, said electronic dashboard, a social network identification address of said each of said one or more recipients, and one or more of a plurality of electronic platforms and channels.

7. The computer implemented method of claim **1**, further comprising:

displaying a plurality of customizable display elements on said sender device by said letter communication application via said graphical user interface; and

acquiring a third selection of one or more of said customizable display elements from said sender device by said letter communication application via said graphical user interface, wherein said letter communication application is configured to generate said personalized letter based on said acquired third selection of said one or more of said customizable display elements.

8. The computer implemented method of claim **1**, further comprising uploading and storing existing letters in said letter management database by said letter communication application, wherein said letter communication application, in communication with said letter management database, is configured to one of preserve said existing letters and generate said personalized letter using said existing letters.

9. The computer implemented method of claim **1**, further comprising searching for said generated personalized letter and other said letters in said letter management database via one or more of a plurality of search options by said letter communication application, wherein said search options comprise a category based search, a topic based search, a tag based search, a keyword based search, a timestamp based search, a user based search, a date based search, and a popularity based search.

10. The computer implemented method of claim **1**, wherein said delivery options comprise delivering said generated personalized letter on demand to said each of said one or more recipients via postal mail, printing said generated personalized letter for delivering said printed personalized letter, posting said generated personalized letter on an electronic dashboard provided on said graphical user interface by said letter communication application of said each of said one or more recipients, and delivering a digital notification of said generated personalized letter to each of said one or more recipient devices via one or more of a plurality of communication modes.

11. The computer implemented method of claim **10**, wherein said delivery of said digital notification of said generated personalized letter to said each of said one or more recipient devices comprises one or more of delivering said digital notification to an electronic mail address of said each of said one or more recipients, posting said digital notification on said electronic dashboard, delivering said digital notification to a social network identification address of said each of said one or more recipients, and delivering said digital notification to each of one or more of a plurality of electronic platforms and channels via said electronic dashboard.

12. The computer implemented method of claim **10**, wherein said delivery of said generated personalized letter on demand to said each of said one or more recipients via said postal mail comprises acquiring transactional information from said sender device by said letter communication application via said graphical user interface, wherein said transactional information comprises stationery options for printing said generated personalized letter and payment options for delivering said generated personalized letter via said postal mail.

13. The computer implemented method of claim **1**, wherein said delivery options comprise:

delivering said generated personalized letter at one of a present date and a future date to said each of said one or more recipients via one of postal mail and digital mail; and

delivering said generated personalized letter to said each of said one or more recipients based on changes detected in a social graph of a sender and said each of said one or more recipients.

14. The computer implemented method of claim **1**, further comprising archiving said generated personalized letter from an electronic dashboard displayed on said graphical user

interface on said sender device and each of said one or more recipient devices by said letter communication application.

15. The computer implemented method of claim **1**, further comprising acquiring approval from said sender device and each of said one or more recipient devices by said letter communication application via said graphical user interface for sharing said generated personalized letter publicly on an electronic dashboard provided on said graphical user interface by said letter communication application.

16. The computer implemented method of claim **1**, wherein said at least one recipient identifier is one of a unique identification code, an electronic mail address, a postal address, and a social network identification address of said each of said one or more recipients.

17. The computer implemented method of claim **1**, further comprising assigning a unique identification code to each of a plurality of recipients by said letter communication application on registration of said recipients with said letter communication application, wherein said unique identification code is configured as a recipient identifier for said delivery of said generalized personalized letter.

18. The computer implemented method of claim **1**, further comprising providing customizable adornment objects by said letter communication application for display on an electronic dashboard provided on said graphical user interface, wherein said customizable adornment objects are configured for one or more of a static display, an integration of media files and digital links to electronic commerce destinations, advertisements, and revenue generation options, and triggering of one or more incentives.

19. The computer implemented method of claim **1**, further comprising generating revenue by said letter communication application by one or more of:

providing customizable adornment objects for display and selection on an electronic dashboard provided on said graphical user interface by said letter communication application, and for sponsorship, for a predetermined fee;

providing one or more of said themes for said generation of said personalized letter and for sponsorship for a predetermined fee; and

delivering said generated personalized letter to said each of said one or more recipients via postal mail.

20. The computer implemented method of claim **1**, further comprising sending and receiving digital notifications on a plurality of transaction events via one or more of a plurality of communication modes by said letter communication application.

21. The computer implemented method of claim **1**, further comprising integrating a plurality of social networking applications within said letter communication application via said network, wherein said integration is configured to facilitate said generation and said delivery of said personalized letter, and communication of said generated personalized letter via said network.

22. The computer implemented method of claim **1**, wherein said letter communication application is configured as one of a web based platform and a software application downloadable on said sender device and each of said one or more recipient devices.

23. A computer implemented system for generating, communicating, and managing letters in a plurality of different formats, comprising:

at least one processor;

a non-transitory computer readable storage medium communicatively coupled to said at least one processor, said non-transitory computer readable storage medium configured to store modules of a letter communication application in said computer implemented system;

a letter management database configured to upload, store, aggregate, archive, curate, organize, search, and provide access to said letters of said different formats, wherein said letter management database is further configured to communicate with said letter communication application via a network; and

said letter communication application comprising said modules executable by said at least one processor configured to generate, communicate, manage, and provide access to said letters of said different formats, wherein said letter communication application is accessible via a sender device and one or more recipient devices via said network, and wherein said modules of said letter communication application comprise:

a display module configured to display a plurality of themes and writing style options on said sender device via a graphical user interface provided by said letter communication application;

a data acquisition module configured to acquire a first selection of one or more of said displayed themes and one or more of said displayed writing style options from said sender device via said graphical user interface for generating a personalized letter;

said data acquisition module configured to acquire media content and tags for said generation of said personalized letter from said sender device via said graphical user interface;

a letter generation module configured to generate said personalized letter based on said acquired first selection of said one or more of said displayed themes and said one or more of said displayed writing style options, and said acquired media content and said tags;

said display module configured to display a plurality of delivery options on said sender device via said graphical user interface for delivering said generated personalized letter;

said data acquisition module configured to acquire a second selection of one or more of said displayed delivery options and at least one recipient identifier of each of one or more recipients from said sender device via said graphical user interface;

a delivery module configured to deliver said generated personalized letter in one or more of said different formats to one of said one or more recipients, said one or more recipient devices of said one or more recipients, and a combination thereof, using said acquired second selection of said one or more of said displayed delivery options and said at least one recipient identifier; and

an access module configured to facilitate access to said generated personalized letter through one or more of a plurality of access modes via said letter management database.

24. The computer implemented system of claim **23**, wherein said different formats comprise a digital format and a non-digital format.

25. The computer implemented system of claim **23**, wherein said media content comprises one or more of textual

content, image content, audio content, video content, multimedia content, digital content, electronic mail content, messaging content, voicemail content, document content, social media content, and any combination thereof.

26. The computer implemented system of claim **23**, wherein said delivery module is further configured to create a physical address using said at least one recipient identifier for delivering said generated personalized letter to said each of said one or more recipients via postal mail.

27. The computer implemented system of claim **23**, wherein said letter generation module is further configured to analyze said acquired media content and convert selective portions of said acquired media content into a consequent letter.

28. The computer implemented system of claim **23**, wherein said access module is further configured to insert one of said access modes on said generated personalized letter, wherein said one of said access modes is a digital access identifier configured to allow each of said one or more recipient devices to one of add said generated personalized letter to an electronic dashboard provided on said graphical user interface by said letter communication application, and retrieve said generated personalized letter from said letter management database, and to preserve and share said generated personalized letter.

29. The computer implemented system of claim **23**, wherein said access modes comprise:

an electronic dashboard provided on said graphical user interface by said letter communication application for sharing said generated personalized letter and other said letters;

said at least one recipient identifier for retrieval of said generated personalized letter from said letter management database by said each of said one or more recipients; and

digital notifications of said generated personalized letter delivered to each of said one or more recipient devices via one of an electronic mail address of said each of said one or more recipients, said electronic dashboard, a social network identification address of said each of said one or more recipients, and one or more of a plurality of electronic platforms and channels.

30. The computer implemented system of claim **23**, wherein said display module is configured to display a plurality of customizable display elements on said sender device via said graphical user interface, and wherein said data acquisition module is configured to acquire a third selection of one or more of said customizable display elements from said sender device via said graphical user interface, and wherein said letter generation module is configured to generate said personalized letter based on said acquired third selection of said one or more of said customizable display elements.

31. The computer implemented system of claim **23**, wherein said data acquisition module is configured to upload and store existing letters in said letter management database, wherein said letter generation module, in communication with said letter management database, is configured to one of preserve said existing letters and generate said personalized letter using said existing letters.

32. The computer implemented system of claim **23**, wherein said modules of said letter communication application further comprise a search module configured to search for said generated personalized letter and other said letters in said letter management database via one or more of a plurality of search options, wherein said search options comprise a category based search, a topic based search, a tag based search, a keyword based search, a timestamp based search, a user based search, a date based search, and a popularity based search.

33. The computer implemented system of claim **23**, wherein said delivery options comprise delivering said generated personalized letter on demand to said each of said one or more recipients via postal mail, printing said generated personalized letter for delivering said printed personalized letter, posting said generated personalized letter on an electronic dashboard provided on said graphical user interface by said letter communication application of said each of said one or more recipients, and delivering a digital notification of said generated personalized letter to each of said one or more recipient devices via one or more of a plurality of communication modes.

34. The computer implemented system of claim **23**, wherein said delivery module is further configured to deliver a digital notification of said generated personalized letter to each of said one or more recipient devices by one or more of:

delivering said digital notification to an electronic mail address of said each of said one or more recipients;

posting said digital notification on an electronic dashboard provided on said graphical user interface by said letter communication application of said each of said one or more recipients;

delivering said digital notification to a social network identification address of said each of said one or more recipients; and

delivering said digital notification to each of one or more of a plurality of electronic platforms and channels via said electronic dashboard.

35. The computer implemented system of claim **23**, wherein said data acquisition module is configured to acquire transactional information from said sender device via said graphical user interface, wherein said transaction information comprises stationery options for printing said generated personalized letter and payment options for delivering said generated personalized letter via postal mail.

36. The computer implemented system of claim **23**, wherein said delivery module is further configured to deliver said generated personalized letter at one of a present date and a future date to said each of said one or more recipients via one of postal mail and digital mail, and to deliver said generated personalized letter to said each of said one or more recipients based on changes detected in a social graph of a sender and said each of said one or more recipients.

37. The computer implemented system of claim **23**, wherein said modules of said letter communication application further comprise an archiving module configured to archive said generated personalized letter from an electronic dashboard displayed on said graphical user interface on said sender device and each of said one or more recipient devices.

38. The computer implemented system of claim **23**, wherein said access module is further configured to acquire approval from said sender device and each of said one or more recipient devices via said graphical user interface for sharing said generated personalized letter publicly on an electronic dashboard provided on said graphical user interface by said letter communication application.

39. The computer implemented system of claim **23**, wherein said at least one recipient identifier is one of a unique identification code, an electronic mail address, a postal

address, and a social network identification address of said each of said one or more recipients.

40. The computer implemented system of claim **23**, wherein said modules of said letter communication application further comprise a registration module configured to register senders and recipients, wherein said registration module is configured to assign a unique identification code to each of said recipients on said registration of said recipients with said letter communication application, wherein said unique identification code is configured as a recipient identifier for said delivery of said generalized personalized letter.

41. The computer implemented system of claim **23**, wherein said display module is configured to display customizable adornment objects on an electronic dashboard provided on said graphical user interface, wherein said customizable adornment objects are configured for one or more of a static display, an integration of media files and digital links to electronic commerce destinations, advertisements, and revenue generation options, and triggering of one or more incentives.

42. The computer implemented system of claim **23**, wherein said modules of said letter communication application further comprise a revenue generation module configured to generate revenue by one or more of:

providing customizable adornment objects for display and selection on an electronic dashboard provided on said graphical user interface by said letter communication application, and for sponsorship, for a predetermined fee;

providing one or more of said themes for said generation of said personalized letter and for sponsorship for a predetermined fee; and

delivering said generated personalized letter to said each of said one or more recipients via postal mail.

43. The computer implemented system of claim **23**, wherein said graphical user interface provided by said letter communication application comprises:

an exploration interface section configured to enable a search for said letters based on a plurality of search options;

a write interface section configured to enable writing and delivery of said personalized letter;

a preserve interface section configured to enable upload, commenting, dating, and archiving of a hand written letter in said letter management database via a storage interface section and an electronic dashboard;

said electronic dashboard configured to display said generated personalized letter, customized adornment objects, and other said letters;

a collection interface section configured to receive said generated personalized letter and enable viewing and organization of said generated personalized letter and other said letters;

said storage interface section configured to enable sliding and dragging of said generated personalized letter and other said letters to said electronic dashboard; and

an archiving interface section configured to maintain said generated personalized letter and other said letters based on sort parameters, wherein said sort parameters comprise design, theme, content, origin, said tags, and destination.

44. The computer implemented system of claim **23**, wherein said modules of said letter communication application further comprise a social network integration module configured to integrate a plurality of social networking applications within said letter communication application via said network, wherein said integration is configured to facilitate said generation and said delivery of said personalized letter, and said communication of said generated personalized letter via said network.

45. A computer program product comprising a non-transitory computer readable storage medium, said non-transitory computer readable storage medium storing computer program codes that comprise instructions executable by at least one processor, said computer program codes comprising:

a first computer program code for displaying a plurality of themes and writing style options on a sender device via a graphical user interface;

a second computer program code for acquiring a first selection of one or more of said displayed themes and one or more of said displayed writing style options from said sender device via said graphical user interface for generating a personalized letter;

a third computer program code for acquiring media content and tags for said generation of said personalized letter from said sender device via said graphical user interface;

a fourth computer program code for generating said personalized letter based on said acquired first selection of said one or more of said displayed themes and said one or more of said displayed writing style options, and said acquired media content and said tags;

a fifth computer program code for displaying a plurality of delivery options on said sender device via said graphical user interface for delivering said generated personalized letter;

a sixth computer program code for acquiring a second selection of one or more of said displayed delivery options and at least one recipient identifier of each of one or more recipients from said sender device via said graphical user interface;

a seventh computer program code for delivering said generated personalized letter in one or more of a digital format and a non-digital format to said one or more recipient devices using said acquired second selection of said one or more of said displayed delivery options and said at least one recipient identifier; and

an eighth computer program code for facilitating access to said generated personalized letter through one or more of a plurality of access modes via a letter management database, wherein said access modes comprise:

a digital access identifier inserted on said generated personalized letter to allow each of said one or more recipient devices to one of add said generated personalized letter to an electronic dashboard provided on said graphical user interface and retrieve said generated personalized letter from said letter management database, and to preserve and share said generated personalized letter;

said electronic dashboard provided on said graphical user interface for sharing said generated personalized letter and other said letters;

said at least one recipient identifier for retrieval of said generated personalized letter from said letter management database by said each of said one or more recipients; and

digital notifications of said generated personalized letter delivered to said each of said one or more recipient devices via one of an electronic mail address of said

each of said one or more recipients, said electronic dashboard, a social network identification address of said each of said one or more recipients, and one or more of a plurality of electronic platforms and channels.

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