

6. Maintaining and Enhancing Brand Value

We fully recognize the considerable importance of Konica Minolta's brands in the course of promoting our business, and are aggressively pushing forward to maintain and enhance the value of those brands.

As such, to protect our brands we have accordingly filed applications for trademarks and otherwise taken steps to secure our intellectual property rights in approximately 200 countries, and have registered roughly 2,900 trademarks worldwide as of the end of fiscal 2015.

Moreover, we regard product design as a key element in our efforts to maintain and enhance brand value. We also seek visibility as well as operability with respect to our product designs. In Japan, Konica Minolta won the Good Design Award 2015, awarded by the Japan Institute of Design Promotion (JDP)^{*13} for its bizhub 367/287/227 monochrome MFPs and the bizhub Remote Access application for mobile devices (see photo at right).

Accordingly, to protect our designs we also file design applications and pursue efforts to acquire intellectual property rights in Japan and overseas, from the perspective of heightening brand value and addressing threats posed by counterfeit goods. As such, we have holdings of approximately 330 design rights worldwide as of the end of fiscal 2015.

Products recognized by the Good Design Award



7. Conclusion

At Konica Minolta, we fully recognize that our intellectual property constitutes one of our most important business resources, and accordingly engage in initiatives involving our intellectual property on a daily basis. We will continue to aggressively promote efforts to ensure proper creation, protection and effective use of our intellectual property, thereby providing support for enabling "The Creation of New Value," our management philosophy, from an intellectual property perspective.

Information included in this report with regard to the future prospects of Konica Minolta is provided as forecasts based on the business environment at the time of writing. Such information is subject to change according to changes in the business environment.

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*13 For information on the Good Design Award 2015 by the Japan Institute of Design Promotion, visit our website:

http://www.konicaminolta.com/about/releases/2015/1009_01_01.html

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