

Direction of Intellectual Property Activities

Intellectual property is one of the important management resources, and the existence of intellectual property strategy that is closely linked to business strategy and technology strategy is an indispensable element of management strategy. The new “Intellectual Property Strategy 2017-2022” has been put together to support, from the intellectual property aspect, Konica Minolta’s New, Growth and Core businesses including the data-based platform business that “SHINKA 2019” is aiming for.

“Intellectual Property Strategy 2017-2022” is an evolution of the “Productivity Enhancement” initiatives relating to the formation of patent assets which have been pursued since the integration of Konica Corporation and Minolta Co., Ltd. in 2003. It also supports the platform business through a comprehensive strategy that incorporates intellectual property other than patents for knowhow, data etc. The Intellectual Property Strategy is developed in accordance with the specific business environment of New, Growth and Core businesses, and is promoted in coordination with each business.

	Key Points	Breakdown
New and Growth businesses	IP that supports a business model that has evolved	<ul style="list-style-type: none"> Building a patent network to secure “dominant patents” and lock in “differentiating technologies” Incorporating and using knowhow and data in intellectual property strategy
Core Businesses	IP that supports profitability	<ul style="list-style-type: none"> Enhancement of property value through optimization of patent portfolio Improvement of productivity (pursuit of effectiveness and efficiency)
Across all businesses	Strengthening of IP promotion structure	<ul style="list-style-type: none"> Strengthen capability in patent information analysis Develop human resources that would lead to next generation intellectual property structure Improve and strengthen global IP structure Improve brand value through designs and trademarks

In the New and Growth businesses, patent applications will be actively filed to secure dominant patents and lock in differentiating technologies. Further, in addition to strategic use of patents and knowhow, from the legal aspect, contracts provide support in the use and protection of data, which is the key element in platform business.

