

Maintaining and Enhancing Brand Value

Konica Minolta is strongly committed to enhancing the Konica Minolta brand by actively filing trademark and design applications. With respect to the company name “KONICA MINOLTA” and symbols, trademark rights are acquired in almost all the countries (approximately 200) that have trademark system. In addition, with a view to achieving further penetration of our brand, trademark rights are also acquired for the KONICA MINOLTA company name expressed in Chinese, Hangul, Persian, and Arabic as used in the growth markets of China, Korea, and the Middle East. Including these company names and symbols, the number of trademark rights held as of the end of fiscal 2017 came to approximately 2,800 worldwide.

Further, Konica Minolta is proactively committed to improving and refining product designs and, as a result of these activities, won the Good Design Award 2017 hosted by the Japan Institute of Design Promotion for the five products and services presented below. To protect the designs of these and other products, we continuously file design applications and pursue efforts to acquire property rights in Japan and overseas. As of the end of fiscal 2017, we hold approximately 360 design rights worldwide.



Care support solution



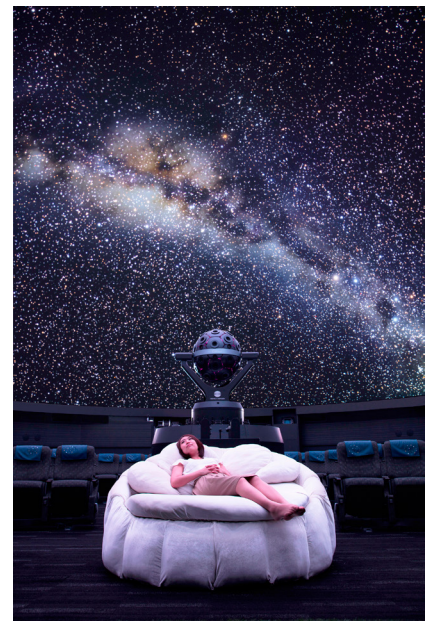
Spectrophotometer "CM-M6"



Wireless digital radiography system "AeroDR fine"



Planetarium projector "Infinium Σ"



Konica Minolta Planetarium "MANTEN" in Sunshine City