

Direction of Intellectual Property Activities

Konica Minolta views intellectual property as an important management resource and its intellectual property strategy is an essential component of management strategy. The “Intellectual Property Strategy 2017-2022,” which was put together to promote “SHINKA 2019,” is an evolution of the “Productivity Enhancement” initiatives relating to the formation of patent assets and supports the platform business through a comprehensive strategy that incorporates intellectual property other than patents for knowhow, data etc. The Intellectual Property Strategy is established for each of Core, Growth and New Businesses areas according to their respective business environments, and is promoted in coordination with each business.

In addition to “Intellectual Property Strategy 2017-2022”, Konica Minolta has formulated two plans in fiscal 2018, “Strategies and Policies to Improve Intellectual Property Quality” and “Strategies and Policies to Foster Intellectual Property Experts”, as part of its efforts to improve the quality of its intellectual property, foster human resources in charge of intellectual property operation, and strengthen the organization.

 Intellectual Property Strategy	Key Points
Intellectual Property Strategy 2017-2022	Evolution to IP capabilities that support a “sustainable, highly profitable business structure”. <ul style="list-style-type: none"> · Building a patent network to secure “dominant patents” and locking in “differentiating technologies” · Incorporating and using knowhow and data in intellectual property strategy · Strengthening capability in patent information analysis · Improving and strengthening global IP structure · Improving brand value through designs and trademarks
Strategies and Policies to Improve Intellectual Property Quality	Enhancement of patent assets value <ul style="list-style-type: none"> · Quantification of patent assets quality using internal and external evaluations · Implementation of quality improvement policies and fixed point observation using quantification index
Strategies and Policies to Foster Intellectual Property Experts	Fostering IP experts possessing expertise, skills and business sense <ul style="list-style-type: none"> · Thorough learning of basic skills and knowledge · Studying program in overseas law schools and overseas posting program · Training programs in technology management and business skills