

Maintaining and Enhancing Brand Value

Konica Minolta is strongly committed to maintaining and enhancing the Konica Minolta brand by actively filing trademark and design applications. With respect to the company name “KONICA MINOLTA” and symbols, registered trademarks have been acquired in almost all the countries that have trademark systems. As of the end of fiscal 2018, we held approximately 2,700 trademark rights worldwide. In order to prevent damage to our brand, ongoing efforts include using trademark rights of “KONICA MINOLTA” and symbols, in actions such as applying to customs for suspension and reporting vendors of counterfeit products.

Konica Minolta is proactively committed to improving and refining product designs and, as a result of these activities, won the Good Design Award 2018 hosted by the Japan Institute of Design Promotion for the five products and services presented below. Of these, planetarium projector “Cosmo Leap Σ ” was selected for “Good Design Best 100,” which comprises the 100 designs receiving especially high evaluations. The product further received the “Good Design Gold Award” which is selected by the award jury from among the 100 best designs, indicating high recognition of Konica Minolta’s commitment to product design. 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 2018, we hold approximately 370 design rights worldwide.

Product that won the Good Design Gold Award

Planetarium projector “Cosmo Leap Σ ”



Products that earned the “Good Design Award”

High-resolution diagnostic ultrasound system
“SONIMAGE MX1 / SNIbLE yb”



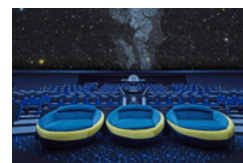
Odor visualizing checker
“Kunkun body”



Display color analyzer
“CA-410”



Konica Minolta Planetarium
“TENKU” in TOKYO SKYTREE TOWN



- * KONICA MINOLTA and KONICA MINOLTA logo are the trademark and registered trademark of Konica Minolta, Inc.
- * Cosmo Leap and TENKU are registered trademarks of Konica Minolta Planetarium Co., Ltd.
- * SONIMAGE, SNIbLE and Kunkun body are registered trademarks of Konica Minolta, Inc.