

Intellectual Property DX

Strengthening competitiveness and creating sustainable value through IP DX

•Improving Efficiency and Enhancing Added Value through IP DX

Our company is making progress in the inventory, organization, and visualization of IP operations while strategically promoting automation and efficiency using AI and digital tools. By effectively utilizing the time created thereby and shifting to higher value-added tasks, we aim to further improve the quality of intellectual property rights and create new innovations in IP activities.

IP activities are an important management foundation that creates corporate value in integration with technology strategy and business strategy, and we believe that efficiency and advancement through DX are indispensable for our sustainable growth.

•Maximizing Results through IP DX

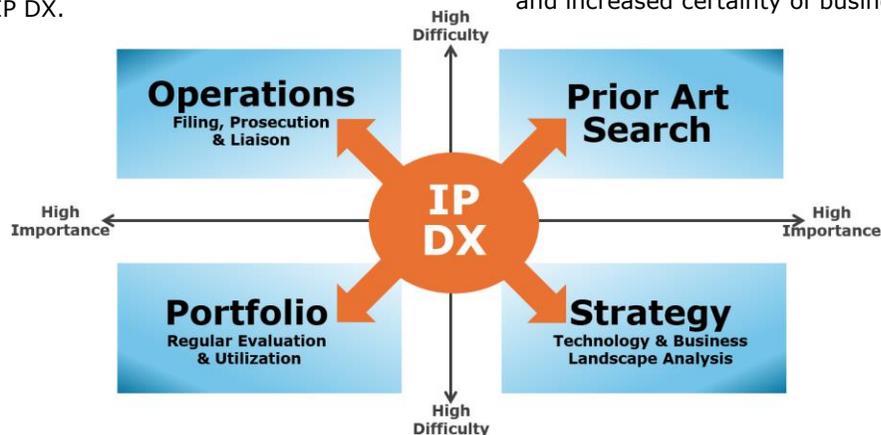
IP activities span a wide range from searches, translation, applications, and patent office responses to portfolio management. To evolve these activities more strategically, our company reinterprets them in a structure of simple man-hours × number of stakeholders and promotes efficiency through DX. Furthermore, to contribute directly to management through improvement of ROIC and ROE, we are advancing the development of offensive IP DX.

•Promoting DX Targeting the Entire IP Value Chain

Our IP DX is not limited to improving efficiency of individual tasks such as translation and patent searches. We are promoting DX that takes an overview of the entire IP value chain, from pre-filing idea generation, formulation of IP strategies, regular evaluation and utilization of portfolios, responses to patent offices, to routine monitoring. In particular, in areas with high occurrence frequency and large workload, we are introducing in-house tools utilizing AI to increase standardization and reproducibility of operations. Through this, we are building a system in which not only the Intellectual Property Division but also the development and business divisions can proactively utilize IP information.

•IP DX Leading to Strengthening Development and Business Capabilities

IP DX is not intended merely to improve efficiency of IP operations, but is a strategic initiative to strengthen development and business capabilities by improving the accuracy of selecting development themes, differentiating technologies, and reducing business risk. By rapidly visualizing patent information and technology trends through DX, decision-making quality and speed are improved, contributing to the efficiency of R&D investment and increased certainty of business.



Expansion of Internal Use of IP DX Tools

The following are representative examples of DX tools whose implementation has been completed and whose use is expanding within our company.

①Improving efficiency of prior art searches

The tool that can search prior art with text input only was introduced last fiscal year enables high-precision searches regardless of developers' skill differences.

②Improving efficiency of exploring our technology and human resources

The technology asset visualization tool integrates internal technical information and talent information to enable rapid searches.

③Reforming foreign patent filing processes using AI

The AI-based translation proofreading assist function has greatly reduced man-hours in the translation and verification processes for foreign patent filings.

④Improving productivity of IP Landscape using generative AI

To handle the increase in the number of IP Landscape processes, productivity has been improved by automating information collection and analysis using generative AI.

User Feedback on Prior Art Searches

With the introduction of IP DX tools, the time required for prior art searches has been shortened from the traditional more-than-half-day to several hours, and in some cases to about 10 minutes, greatly contributing to faster filing decisions. The ease of searching and the variety of usage methods have been highly evaluated, and the tools are used in a wide range of situations from initial idea examination to detailed confirmation. Developers who previously required support from the Intellectual Property Division are now able to conduct searches independently, enabling them to instantly check prior examples during meetings and decide the next policy on the spot, dramatically improving decision-making speed. In addition, initial evaluation of inventions and pre-filing screening have been streamlined, and search accuracy and comprehensiveness have also improved.