

Intellectual Property Strategy

Intellectual property activities are a key element in supporting the sustainable growth of our company. We promote our intellectual property activities with a focus on “defensive” measures to protect our business and secure freedom to operate, “offensive” efforts to build and leverage a strong patent portfolio with an awareness of entry barriers, and “co-creation and collaboration” with various players to address societal issues, including environmental impact reduction.

Our Vision

Building the foundation for business competitiveness, achieving business growth, and enhancing corporate value by proactively advancing intellectual property activities that encompass “offense” and “defense” strategies, as well as “co-creation and collaboration.”

Basic Policy

1 Promote activities in line with our business strategies

2 Create global business value

3 Strive to utilize all technological development accomplishments

4 Respect rights and comply with the law

Implementation Structure Closer to the Business

The Intellectual Property Department organizes teams tailored to each business sector. It works in coordination with intellectual property teams within business divisions and research institutes to formulate intellectual property strategies, manage patent portfolios, handle patent applications and rights acquisition, and conduct research and analysis.

Directors and Supervisory Officers

Executive Officers

General Manager of Intellectual Property Dept.

Intellectual Property Dept.

Group organization by business sectors

