

Intellectual Property

Intellectual Property Action Policies

In response to the globalization of our business, Fuji Electric, based on respect for both the intellectual property (IP) rights it owns as well as those owned by other companies, is working to strengthen and expand its business through the implementation of IP strategies that are aligned with our business and R&D strategies and through the enhancement of its global patent portfolio and the reinforcement of patent acquisition systems at overseas bases.

In April 2011, the Company merged with its subsidiary that had previously handled patent applications. This enabled it to unify patent examination and application functions with its business strategy and R&D strategic functions. Going forward, we will establish global IP systems that take into account the unique characteristics of different countries and regions. At the same time, we will conduct IP-related activities through cooperation with the IP representatives and divisions of business headquarters and subsidiaries.

Main Measures

- Strengthen global patent portfolio in consideration of R&D resources
- Reinforce patent acquisition systems at overseas bases
- Investigate overseas IP systems

Patent Portfolio:

The patent portfolio concept involves viewing patents held as a single, aggregate body. This is useful in improving Fuji Electric's technology position (strengths and weaknesses) Vis-à-Vis other companies, as well as in establishing business strategies and evaluating competitiveness.

FY2011 Intellectual Property Activity Results

In fiscal 2011, we selected key themes and developed a clear vision for strengthening our patent portfolio through cooperation with IP divisions and operating divisions. Based on Fuji Electric's focus on energy-related businesses, we chose to accelerate efforts to acquire patents related to making more efficient and energy-saving power electronics products, such as power semiconductors, inverters, and UPSs, as well as those related to new energy sources, such as fuel cells and solar cells.

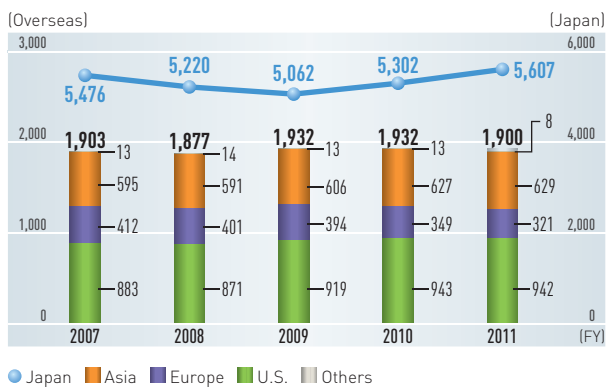
Overseas, carried over from fiscal 2010 was our focus on patent applications and on reinforcing patent acquisition systems at overseas bases.

We have taken steps to make sure that all overseas bases properly understand Fuji Electric's IP regulations,

brand imitation countermeasures, and technology transference guidelines. In China, we established employee invention regulations at five subsidiaries. Also, we held training sessions for locally hired engineers at Fuji Electric (China) Co., Ltd., to provide them with basic information regarding the importance of IP rights to corporate activities as well as patent systems and methods of patenting inventions.

Furthermore, our overseas IP activities also involved participation in the Beijing and Shanghai IP groups and working groups, patent application activities at Fuji Electric (China), and the exploitation of a patent office at Fuji Electric Corp. of America.

Number of Patents Held by Region



Number of Patent Applications by Region

