

# Intellectual Property

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 implement IP strategies that are aligned with our business and R&D strategies. By advancing these initiatives, Fuji Electric will continue to strengthen and expand its business globally.

## IP Policies

- Comprehensively strengthen our patent portfolio\* by working from stages of business and R&D planning
- Investigate and respond to overseas IP systems and status
- Reinforce IP activities at overseas bases

\* A group of patents strategically acquired in relevant technical fields with the goal of securing leeway in business fields, avoiding litigation, and establishing a competitive advantage

Source: Nomura Research Institute, Ltd.

## Major Initiatives in Fiscal 2013

### IP Activities in Consideration of Business and R&D Resources

For key research themes and products, the IP divisions worked with the business group and the R&D group to strengthen the patent portfolio. Also, efforts were focused on filing patent applications, centered on businesses related to energy and power electronics.

Looking ahead, we will work to construct a patent portfolio providing an absolute advantage in our business operations. We will take steps to avoid operational risks relating to other companies' patents, and make aggressive use of patents through licensing, collaboration, and other means.

#### Main Fields for Patent Applications

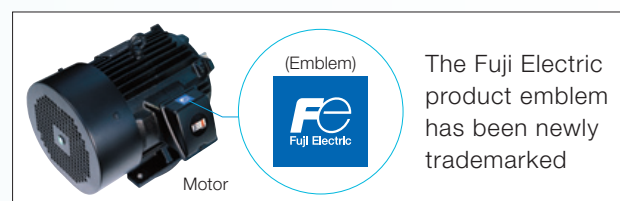
- Patents relating to increasing the efficiency and energy-saving of power electronics products
- Patents relating to semiconductors such as SiC-related technologies
- Patents relating to vending machines

### IP Activities Responding to Globalization

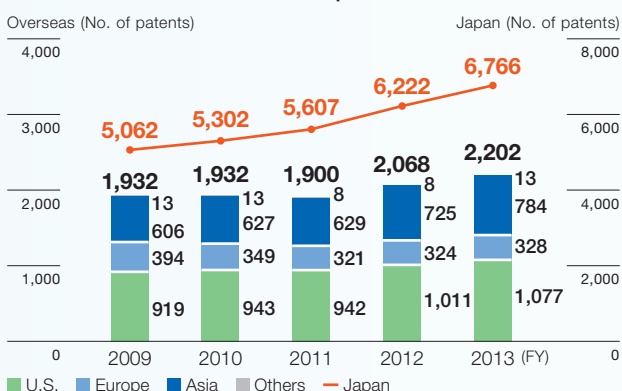
Fuji Electric is taking steps to strengthen its global IP activities and to reduce operational risks related to IP by conducting searches of overseas IP and continuing to implement measures against counterfeit products.

In fiscal 2013, our local IP division in China gathered IP information and implemented countermeasures against counterfeit products and technology leakage. Moreover, we are continuing to survey recent developments in the IP systems of Southeast Asia and India, where our business continues to grow. We have strengthened business relations with IP law firms in these regions.

We have also worked to keep pace with the globalization of our business by increasing the number of overseas patent applications. We are steadily applying for trademarks overseas on our newly designed emblem.



#### Number of Patents Held in Japan and Overseas



#### Number of Patent Applications in Japan and Overseas

