Intellectual Property

The Fuji Electric Group is making a collective effort to strengthen its intellectual property rights to secure competitive superiority in the field of “energy and the environment.”

Intellectual Property Activities

The Fuji Electric Group, based on respect for both the intellectual property rights it owns as well as those owned by other companies, is working to strengthen its business through intellectual property activities that are aligned with the Group’s business and R&D strategies. Each Group company is (1) strengthening its patent balance sheet by optimizing its intellectual property rights portfolio to maintain an advantageous business position and (2) enhancing the auditing and monitoring of other companies’ patents to reduce the risk of patent infringement, while at the same time (3) strengthening overseas intellectual property activities in line with increased overseas business development.

The structure for intellectual property operations is that the holding company’s intellectual property rights division plans and promotes the intellectual property strategy for the Group as a whole, and the divisions responsible for intellectual property rights at operating companies handle the planning and management of patent proposals and applications as well as other related activities for the respective company. In addition, Fuji Technosurvey Co., Ltd. carries out patent inspections and handles the preparation and filing of patent specifications for the entire Group. These three entities work together, based on the Group’s overall intellectual property strategy, to promote intellectual property activities.

Our emphasis in fiscal 2010 will be to (1) strengthen intellectual property activities in the core research and development field of “energy and the environment,” (2) further position intellectual property activities as a central theme at operating companies, and (3) strengthen intellectual property activities at development centers in the United States, Europe, and China and bolster efforts to prevent imitation goods, in line with overseas business development.

Intellectual Property Activities Fiscal 2009 Results

In order to further build its business, the Fuji Electric Group filed more than 1,100 patent applications in Japan during fiscal 2009, and holds a total of more than 5,000 patents as of March 31, 2010. Overseas, the Group filed approximately 350 patent applications in the U.S. and European markets as well as in China and other Asian manufacturing centers, primarily related to semiconductors, magnetic disks, ED&C components, and power supplies. On an aggregated country-by-country basis, the Group holds a total of close to 2,000 patents overseas as of March 31, 2010.

In the core field of “energy and the environment,” we have applied for and hold a large number of patents related to alternative energy sources, including solar cells and fuel cells; patents that support increased efficiency as well as energy and resource savings in power semiconductors, inverters, power supplies, and other power electronics devices and equipment; and patents for vending machines that differentiate our products from other companies. In addition, we have filed applications for and hold many patents related to manufacturing, in areas including production methods for semiconductor components and devices, production technology for flexible film-type solar cells, and production methods for phosphoric acid fuel cells.

During fiscal 2009, we stepped up intellectual property activities at the initial product development stage, a central theme in our intellectual property activities, to strengthen our business. We also formulated a medium-term plan for intellectual property activities at overseas bases and created guidelines for managing intellectual property in China, to strengthen our business position and (2) enhance the auditing and management of intellectual property rights portfolio to maintain an advantageous business position.