

# 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 its business and R&D strategies, and 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 and reinforce IP activities at overseas bases
- ▶ Promote international standardization

\* 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 2014

### 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 portfolios. Also, efforts were focused on filing patent applications, centered on businesses related to energy and power electronics.

Looking ahead, after confirming the direction of business and development from the theme-planning stage prior to commencing research and development, we will establish IP strategies based on analysis and investigation of patents,

reinforcing our patent portfolio to ensure an absolute advantage in business activities. Moreover, we will make active use of the IP we own and have acquired.

#### 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 strengthening its global IP activities and reducing operational risks related to IP by continuing to search overseas IP and to implement measures against counterfeit products.

In fiscal 2014, our local IP division in China led efforts to gather IP information and implement countermeasures against counterfeit products. Meanwhile, in Asian countries such as Thailand and India, we established IP strategies and focused on matters such as countermeasures against technology leakage. Furthermore, with the globalization of our business, we have set up a Companywide International Standardization Committee, which works with relevant departments to bring our products into conformance with

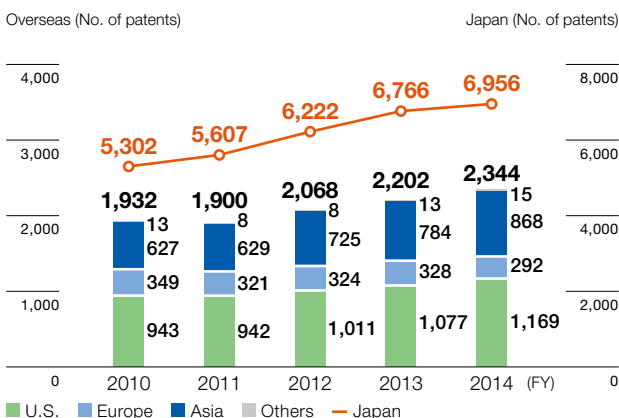
international standards more quickly.

Looking ahead, as we step up our IP activities overseas, we will also undertake strategic international standardization initiatives and contribute to the creation of new products and services, as well as market expansion.



Introducing initiatives for international standardization at the Fuji Electric booth in the IEC (International Electrotechnical Commission) General Meeting in Tokyo.

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



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

