

## Responsibilities to Customers

# Intellectual Property Initiatives

Casio is developing systems for creating intellectual property, and working to secure competitive business advantage and flexibly use its intellectual property to increase revenues.

## Basic Policies

Casio's corporate creed is "Creativity and Contribution." Casio undertakes creative processes such as invention and discovery, and seeks to fulfill latent needs and develop new markets. This ensures that Casio continues to produce unique products that have never been seen before.

Casio recognizes that intellectual property is an important management resource for companies. While respecting the intellectual property rights of others, Casio protects its own businesses using a unique approach to intellectual property management, and also strives to increase its corporate earnings by leveraging its intellectual property.

### Casio's Intellectual Property Management Policies

The following four policies guide Casio's efforts to properly secure, protect, and manage its intellectual property.

1. Making Casio a company with strong technologies and intellectual property rights
2. Utilizing intellectual property rights
3. Avoiding the risk of intellectual property infringement
4. Developing human resources for intellectual property



Casio's Intellectual Property Management Policies (details)

### Respecting third-party intellectual property

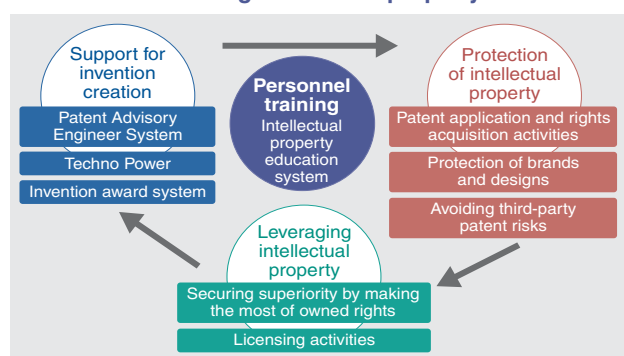
From a CSR standpoint, Casio respects the intellectual property rights of others, and observes all relevant laws. It makes every effort to avoid infringing on the patents of third parties, in all stages from R&D to practical application.

Casio also takes prompt, appropriate steps against any infringement of its own patent rights.

### Intellectual property activities

Casio promotes effective intellectual property activities by maintaining a variety of intellectual property systems. Casio aims to generate a continuous stream of R&D outcomes that become new intellectual property, while properly managing the intellectual property that it has already amassed.

### Initiatives for creating intellectual property



## Encouraging Invention

### 1. Patent Advisory Engineer System

This system was initiated in 1994 for the ongoing creation of outstanding intellectual properties. Highly qualified engineers with good technical knowledge and strong leadership qualities are appointed as patent advisory engineers and assigned to technical divisions. Their responsibility is to strengthen the intellectual properties within their individual



Company-wide patent advisory engineers conference (November 2006)

divisions by helping to create core inventions, explore opportunities for new inventions, evaluate inventions, and avoid infringement of other companies' patents.

### 2. Techno Power

This program aims to energize technology developers and facilitate the sharing and accumulation of technology.



Techno Power (September 2006)

Intellectual property results are announced to management, engineers share information,

and an exhibit is held to showcase the resulting inventions and patents. In addition, awards are given to the inventors of outstanding patented technology. Employees are inspired to develop new technologies through the resulting pride and motivation, and a climate has been created where the results of hard work are well appreciated.

## Protecting Intellectual Property

### 1. Filing patent applications and acquisition of patent rights

Casio is working to create strategic patent groups consisting of patent applications and patent rights (selection and concentration) falling in priority technology areas and to establish basic and de-facto patents in such technology areas. It is also actively engaged in filing patent applications and acquiring patent rights not only in the US and Europe but also in Asian markets such as China, South Korea, and Taiwan.

### 2. Protection of brands and designs

Casio strives to protect and maintain the value of its brands, which have earned the trust of customers. Moreover, it secures rights to brands and designs globally, and takes active steps in cooperation with the authorities of related countries to protect its brands from unlawful manufacturers of imitation goods, in order to protect customers' interests and avoid any harm to the Casio brand image.



• Global Patent Portfolio  
• Conditions for Trademark and Design Rights Infringement Countermeasures