

The Hitachi Group: IP Strategies

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1 Patent Presence

2 Patenting Strategy

3 Recent IP Topics

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1 Patent Presence

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1. Patent Presence

US Patents Issued 2008

Company Group	Number of Patents
Samsung	4,227
IBM	4,189
Hitachi	2,289
Canon	2,132
Microsoft	2,089
Panasonic	1,908

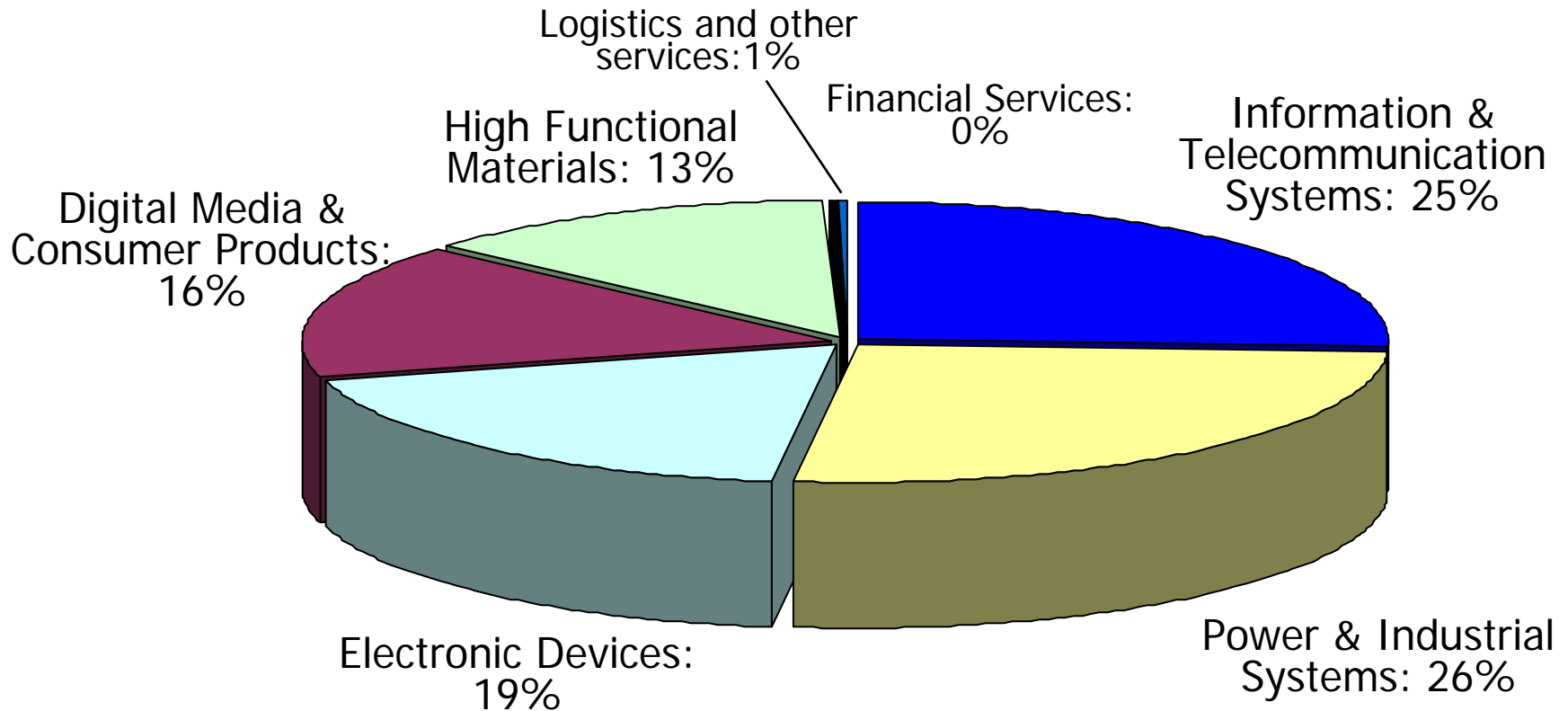
China Patents Laid Open 2008

Company Group	Number of Patents
ZTE Corp.	6,215
Huawei	4,483
Samsung	4,097
LG	3,115
Panasonic	2,285
Hitachi	1,790
Sony	1,722

➤ Achieve higher presence in 2009 and beyond

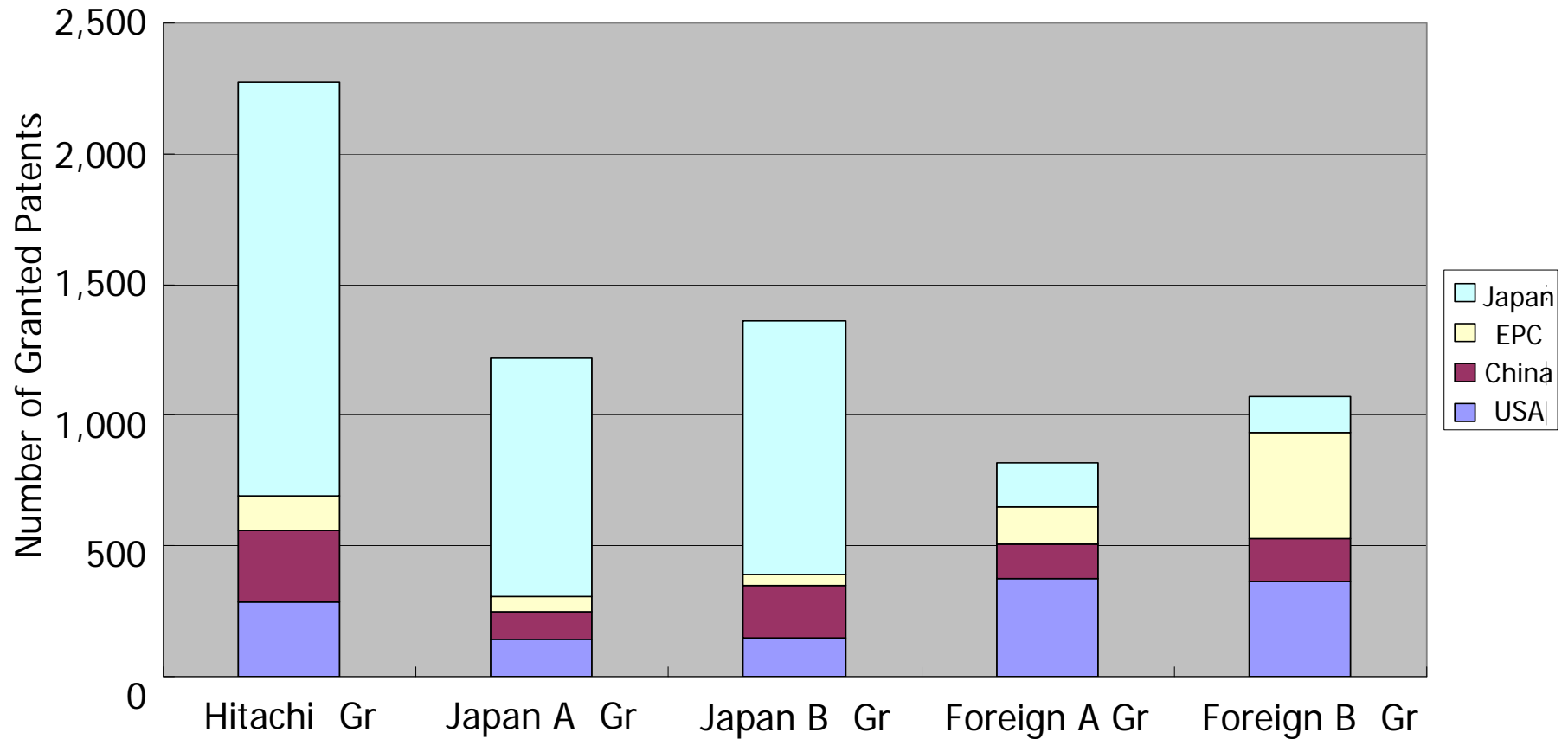
※ Research by Hitachi, with IFIPAT/Questel-orbit, Pat-List/CN

Patents laid open by Industry Segment (2008)



※Aggregation of the number of patents laid open in USA, EU, China and Japan

Power&Industry Segment: Number of Granted Patents (2008)

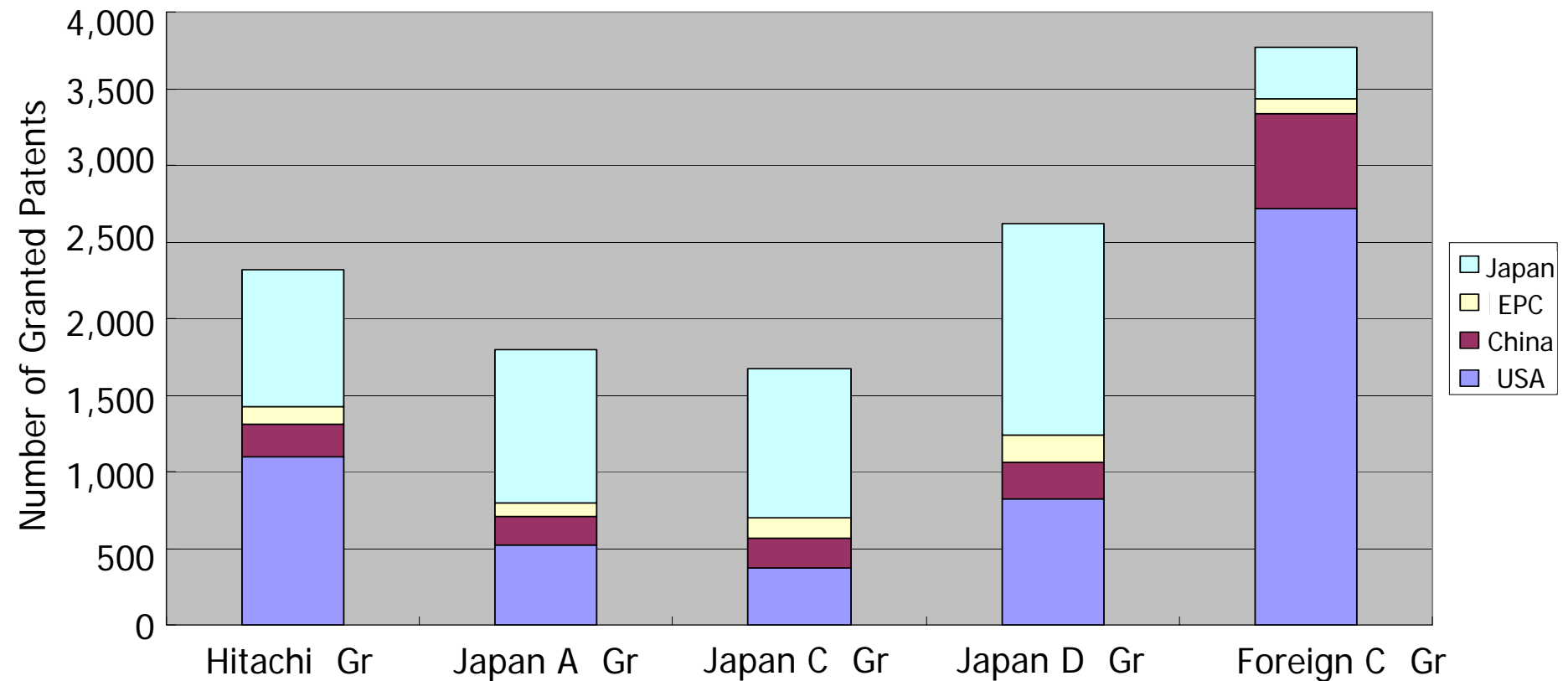


◆ Outnumbers competitors worldwide

※Research by Hitachi, with Shareresearch, PATOLIS, IFIPAT/Questel-orbit, Pat-List/CN

1. Patent Presence

Info.&Telecom. Segment: Number of Granted Patents(2008)



◆ Competitive against domestic competitors

※Research by Hitachi, with Shareresearch, PATOLIS, IFIPAT/Questel-orbit, Pat-List/CN

1. Patent Presence

Building a world-class patent portfolio

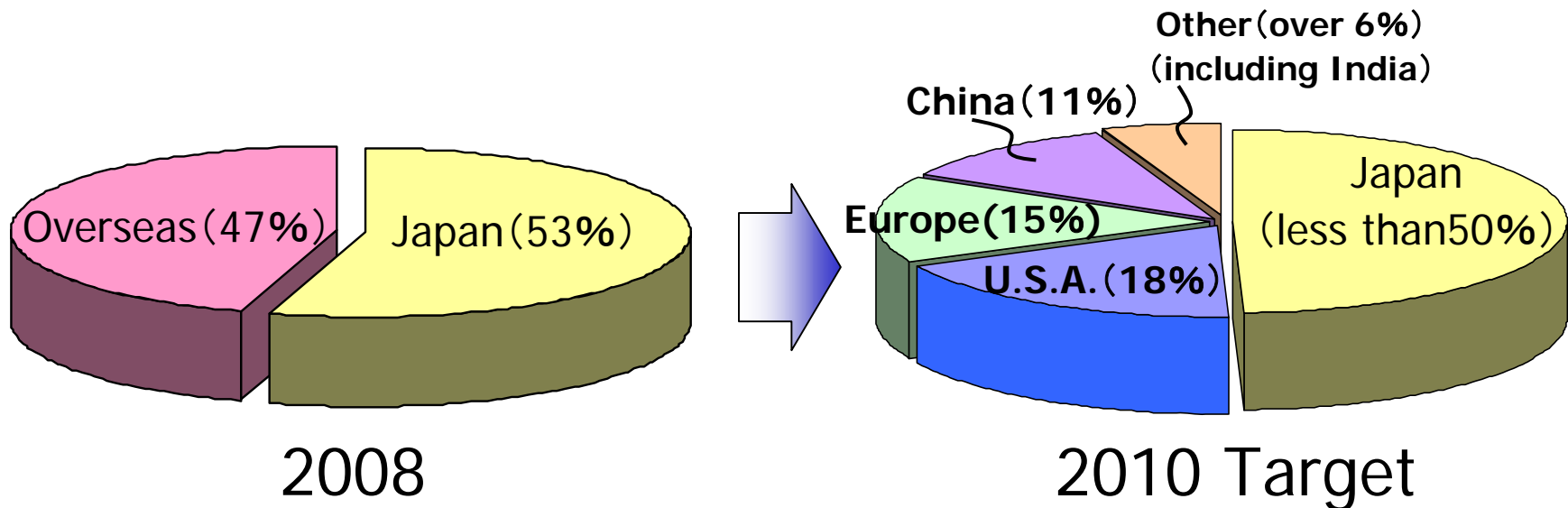
2010 Target:

Number of
Overseas Applications



Number of
Domestic Applications

Hitachi Group Domestic & Foreign Patent Applications



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2. Patenting Strategy

Create

Refine

**Build
a patent portfolio**

Flagship (FS) patent activities

- Invention Creation activities based on the R&D roadmap
- Selection of advantageous technology and invention creation for building the patent portfolio

Patent Portfolio Management (PPM) Activities

- Building up the portfolio for advantageous technology

Strategic Patent Activities

Early selection of important patent applications
Promotion of intensive patent acquisition activities

Five Fighting Patent Activities

Acquiring 5 patents (for each product and competitor) useful in litigations.

Competitors' Information (markets, prior arts, etc.)

Core Patents

Castle Keep Patents



Inner Moat Patent Portfolio

Outer Moat Patent Portfolio

Patents related to the core patents

Examples of FS (Create) PPM (Refine)

Build world-class patent portfolios in environmental technologies/social innovation

	Theme	Particular Products
Environment	High Efficiency Thermal Power Generation	steam turbines, boilers
	Green Mobility	HEV motors, HEV inverters, lithium-ion battery
	Green IT	data centers with intelligent cooling
Next Generation Network (NGN)		router, wideband access controller

FS=Flagship, PPM=Patent Portfolio Management

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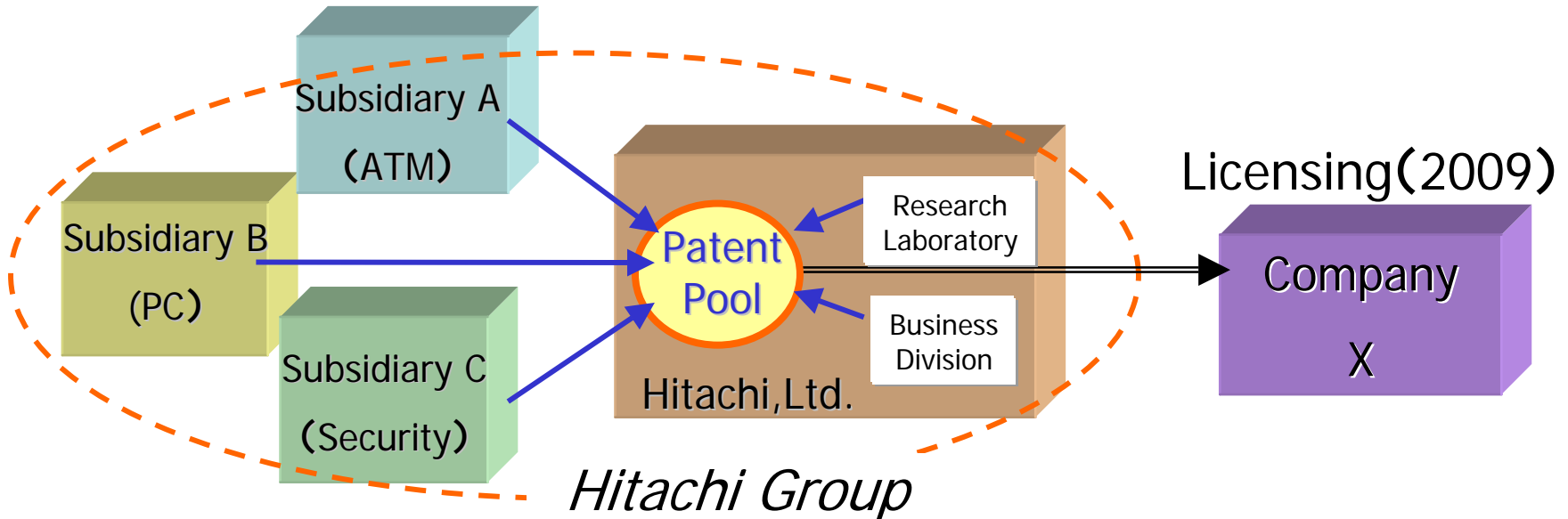
3 Recent IP Topics

3. Recent Topics : Patent Pool Model

Hitachi Group Patent Pool Model

- Integrate the management of invention creation and patent filing in a technology field that involves a diverse group of business divisions and subsidiaries.
- Provide one pool license with others

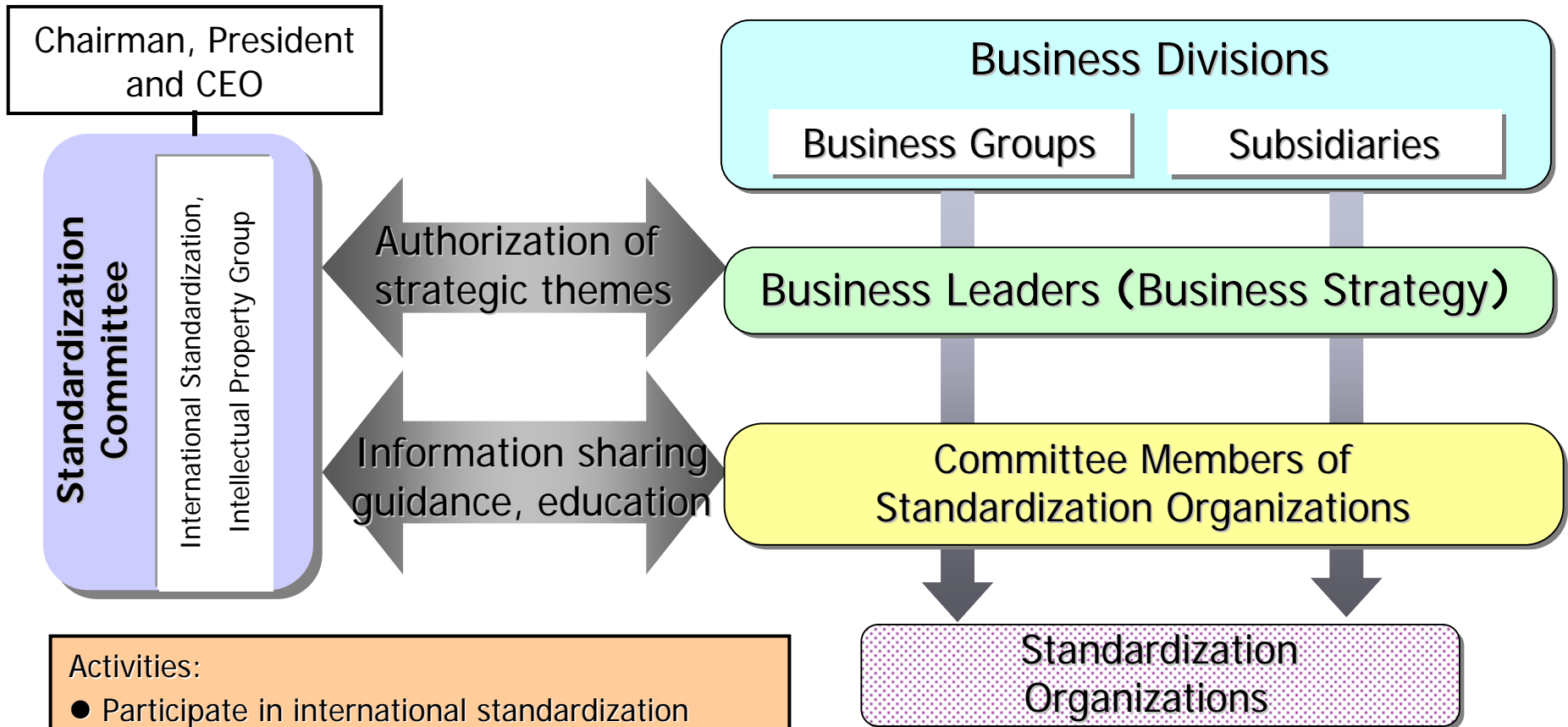
Ex: Finger Vein Authentication



3. Recent Topics : International Standardization

International Standardization Team in IP group (Since Aug. 2008)

Mission: Integrate the standardization activities of business divisions into a Hitachi group-wide activity from a shared corporate perspective



- Activities:
- Participate in international standardization activities in environmental areas
 - Dispatch committee members to IEC, ISO, ITU

IEC=International Electro-technical Commission
 ISO=International Organization of Standardization
 ITU=International Telecommunication Union

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