

IP Strategy Conference

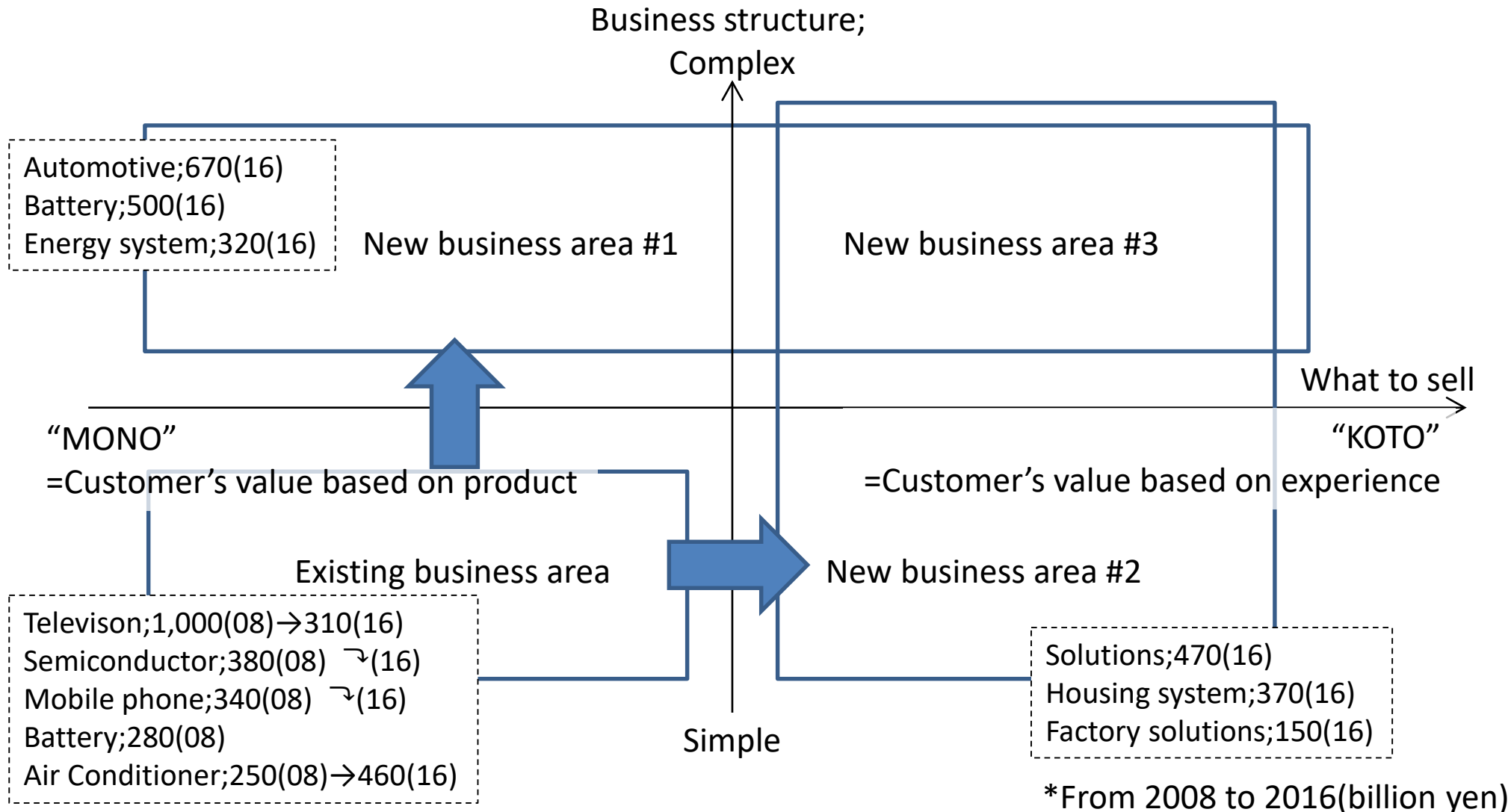
Patent quality/value
for the new business area

May 18, 2017

Yoshiaki Tokuda

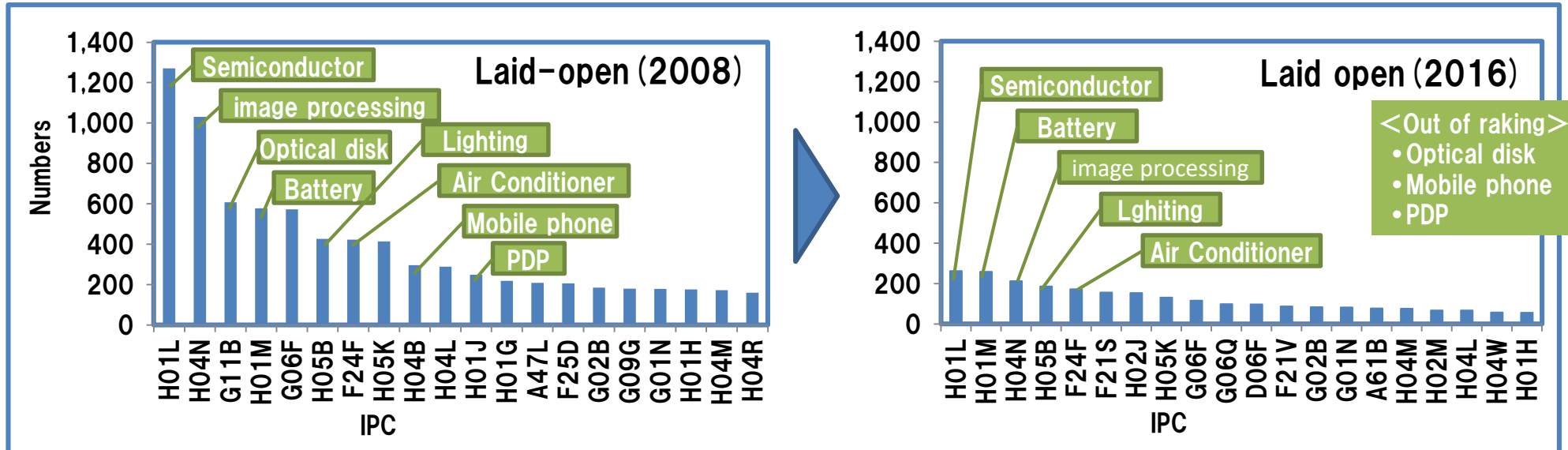
Intellectual Property Center, Panasonic Corporation

Expansion of Panasonic's business



Patent value in new business

Top 20 of Panasonic's patent applications in Japan



Source of customer's value

Business	Existing business	New business
Source of customer's value	Individual technology	Superiority in combination / service method
How to protect?	Patent	?

Value of Japanese patent

Company	Term	Number of patent applications(family)	US	EP	JP	CN	KR	IN
Company "E"	2007-2011	6,403	97%	92%	25%	43%	7%	26%
	2012-	4,023	96%	82%	8%	35%	5%	19%
Company "G"	2007-2011	3,748	100%	38%	15%	31%	23%	9%
	2012-	4,094	100%	35%	9%	35%	15%	5%
Company "Q"	2007-2011	7,950	100%	69%	66%	69%	64%	62%
	2012-	7,410	99%	44%	37%	51%	39%	30%
Company "I"	2007-2011	14,085	100%	16%	20%	31%	10%	2%
	2012-	12,069	100%	2%	7%	22%	1%	1%
Company "A"	2007-2011	699	98%	33%	27%	27%	8%	19%
	2012-	1,159	99%	22%	19%	20%	8%	8%
Company "S"	2007-2011	37,441	97%	25%	23%	30%	98%	2%
	2012-	35,476	94%	23%	13%	33%	97%	3%