Intellectual Property

Basic Approach

Approach

Toppan sees intellectual property (IP) as a core source of competitiveness in business. The IP strategy executed by Toppan seeks to secure competitive advantages in markets.

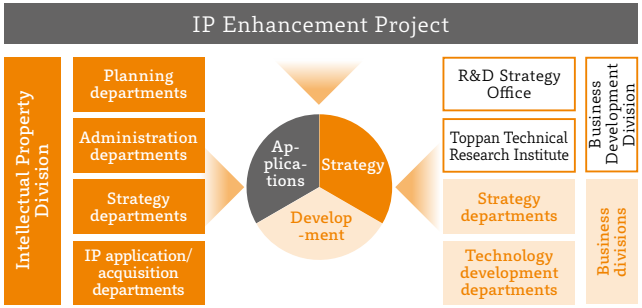
Developing its IP strategy in line with the business and R&D plans of the Group, Toppan continues to link its IP activities more closely with R&D and market-oriented activities and to acquire intellectual property rights for the products and services generated from those activities. Accelerated IP activities will enhance IP capabilities that bolster the business portfolio transformation and business management of the Group.

Intellectual Property Structure

Promotion framework

Toppan has launched a project to enhance IP by integrating business, R&D, and IP strategies across the Group. Project participants discussed the ideal structure for the future and concluded that the IP function must be strengthened, leading to the establishment of an Intellectual Property Division spun out from the Legal Affairs & Intellectual Property Division in April 2022. Meanwhile, IP strategy departments newly set up in the business divisions are coordinating with the strategy departments in the Intellectual Property Division to build the foundation for advancing IP initiatives at Toppan.

IP and technical managers from the business divisions direct the IP enhancement project to comprehensively take charge of activities focused on IP issues throughout the Group.



IP Management Initiatives

Activity results, performance data

Foundations for Patent Portfolio Management

Toppan maintains an accurate picture of its intellectual property portfolio by classifying all of the patents the Group holds in products, services, and technologies in accordance with a set of in-house criteria. Efforts are also underway to quantify the value of the patents held by assessing them with a set of in-house indicators in combination with external indicators conventionally used. These activities, applied together, form foundations for managing Toppan's patent portfolio in ways optimal for the ongoing transformation of the Group's business portfolio.

IP Management for DX and SX Businesses

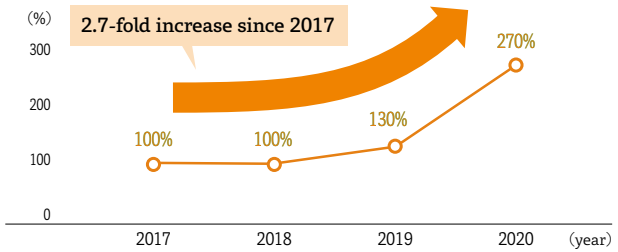
Toppan's Medium Term Plan sets a goal of growing the Group into a leading provider of solutions for social issues through DX and SX initiatives. As such, Toppan continues to examine the patents the Group holds in DX and SX businesses and to enrich its DX/SX patent portfolio in line with the Medium Term Plan.

IP Support for Exploring the Frontier

Toppan's intellectual property supports the creation of new businesses at frontiers to adapt to shifts in the business environment. The frontier businesses are managed through IP landscape analysis, a process that combines information on business, management, and intellectual property rights. Toppan strives to secure business advantages by formulating IP plans and strategies to intensify the acquisition of patents across the Group. To give one example, the IP departments and research departments work together to file patent applications strategically towards the creation of a network of patents for a forefront 3D cell culture technology that enables the creation of artificial cellular tissue with high biomimetic properties.

Patent Applications for 3D Cell Culture Technology (Japan)

(*No. of applications as a percentage relative to the total no. of applications filed in 2017)



IP landscape analysis is also used to select startup investments for creating and expanding businesses.

Global IP Initiatives

At present, the Toppan Group has filed applications for intellectual property rights and acquired the rights in about 40 countries and regions across the globe. Toppan works directly with overseas patent offices in major countries to back up the Group's global business activities.

Toppan will further increase IP applications in countries with important markets for the Group's businesses and countries where the Group operates major production sites. The applications will be focused mainly on security solutions, packaging, and décor materials, the three business segments targeted for expansion in the Medium Term Plan.

Protecting Designs and Brands

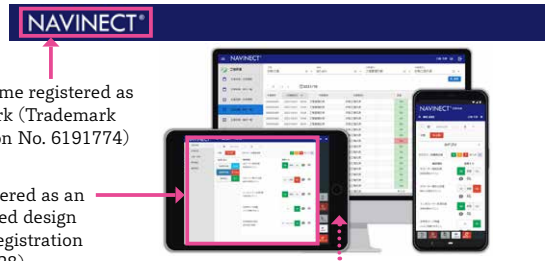
Toppan recognizes that patents to protect proprietary technologies and property rights to protect designs and brands are essential to ensuring the uniqueness and high competitiveness of the businesses developed under the TOPPAN brand. And recognizing the importance of designs and trademarks, the Group works to register and protect design and brand rights for its products and services. Toppan also focuses on brand protection by appropriately filing trademark applications for services in DX business, especially for Erhoeht-X®, the brand symbolizing Toppan's DX expansion. Turning to trademarks in SX business, Toppan delivers services under S-VALUE®, a brand that offers fulfilling, comfortable lifestyles in a sustainable society. In addition to the designs for packaging and other products and services, Toppan has also filed applications for image-based designs for the graphical user interfaces (GUIs) often used for the Group's DX services, based on the extended set of design categories to be protected under the amended Design Act of Japan.

Through these activities, Toppan strives for the proper utilization of design and trademark rights and patents to secure a mix of intellectual property rights that bring the Group a competitive edge in business.

Design and Brand Protection

Erhoeht-X S-VALUE Packaging

IP mix for a DX business

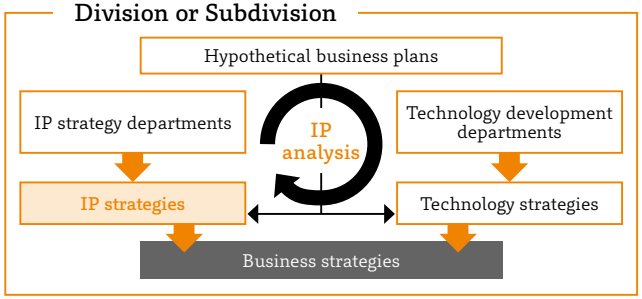


Intellectual Property Strategy

Approach

Toppan aims to establish a framework that promotes the formulation and implementation of a customized IP strategy in line with the Group's business plan in every division. Following are the measures so far taken to form this framework: IP analysis to determine the direction of technology development based on hypothetical business plans (e.g., a clear understanding of positioning); construction of an IP portfolio linked to technology development aiming at gaining business advantages; planning and execution of IP strategies for clearing obstacles posed by the intellectual properties of competitors.

Strategy, technology, and IP departments formulate a Groupwide IP strategy by jointly preparing an original IP strategy sheet. Each department has been using this sheet to identify Toppan's strengths in the businesses it handles by reviewing market environments, technological trends, and the intellectual property rights held by the Group and competitors. Once the Group's strengths are confirmed, Toppan searches for the optimal approach to IP application and acquisition throughout the Group's businesses.



IP Training and Talent Development

Training, education

The Intellectual Property Division leads Toppan's Groupwide IP training programs. The division releases news on intellectual property at regular intervals and arranges e-learning and group-training programs tailored to each employee's experience and duties. Toppan continues to enhance the IP knowledge of individual employees, along with their abilities to effectively use that knowledge.

Personnel at the Intellectual Property Division also provide IP support through all the stages from invention consultation to IP application, to any investee companies that need IP resources. The division personnel boost customer trust by visiting SME business partners across Japan to hold onsite IP training on topics such as patents and trademarks.

Commendation

Activity results, performance data

FY 2022 Intellectual Property Achievement Award

Toppan Inc. won an award from the Commissioner of the Japan Patent Office (JPO) at the Intellectual Property Achievement Awards organized by the Japanese Ministry of Economy, Trade and Industry (METI) and JPO in fiscal 2022. METI and JPO recognized Toppan as a corporation that effectively utilizes intellectual property rights, especially patents.

Toppan will advance activities under an IP strategy closely linked to its business and R&D strategies to enhance the corporate value of the Group through the transformation of its business portfolio.

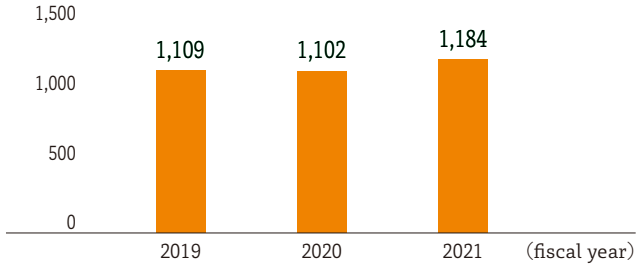


Acquisition of Intellectual Property Rights at Toppan Inc.

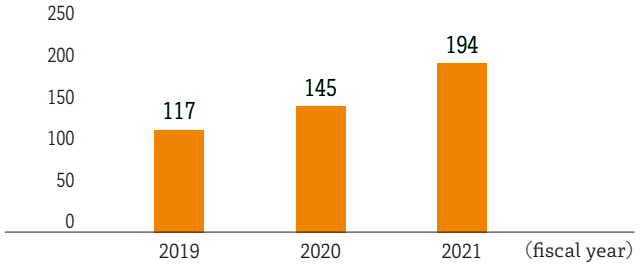
Activity results, performance data

*The no. of applications, etc. may increase or decrease when the in-house aggregation methods change.

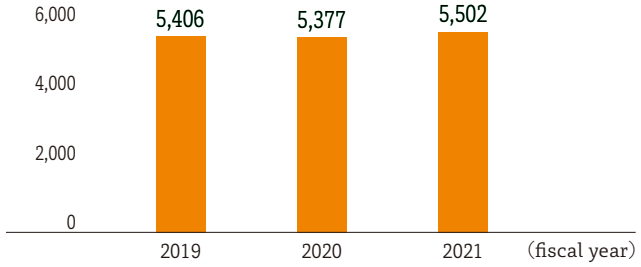
Number of Patent Applications (Japan)



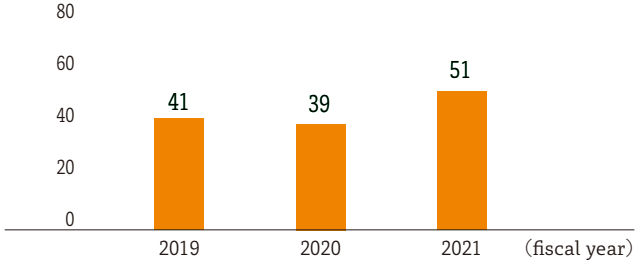
Number of Overseas IP Applications (PCT)



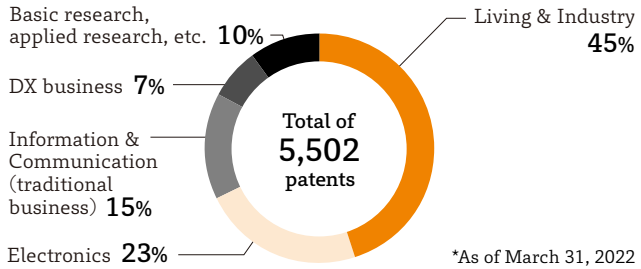
Number of Patents Held (Japan)



Number of Design Applications (Japan)



Portfolio of Patents Held by Business Field (Japan)



*As of March 31, 2022

Number of Trademark Applications (Japan)

