

Maintaining and Enhancing Brand Value

Recognizing that the “KONICA MINOLTA” company name and symbols are important intangible assets for strengthening brand competitiveness, we have filed applications for and acquired rights to our trademarks in around 180 countries. We are also actively pushing forward to strategically acquire trademark rights for the names of our products and services in order to maintain and enhance our brand image. As of the end of fiscal 2019, we held approximately 2,700 trademark rights worldwide. Meanwhile, ongoing efforts are being made using trademark rights to clamp down on counterfeit goods to prevent deterioration of brand credibility and image, potential sales losses or other damages.

With respect to product designs, Konica Minolta is committed to creating attractive designs with a view to gaining dominance in market competition, efforts which were rewarded with the Good Design Award 2019 hosted by the Japan Institute of Design Promotion for the four products presented below. Of these four, the new generation MFP, “bizhub i-Series” also won the Red Dot Award: Product Design 2020, a very prestigious award globally, thus receiving praise for the sophisticated design befitting to the new-generation series that will lead the coming era. Design applications are actively filed to protect the designs of our products, and as of the end of fiscal 2019, we held approximately 400 design rights worldwide.

Products that earned the “Good Design Award”

A3 color MFP series
bizhub C360i/C300i/C250i



A4 color MFP series
bizhubC4050i/C3350i/
C3320i/C4000i/C3300i



Spectrophotometer
CM-26dG



Konica Minolta Planetaria Tokyo



* KONICA MINOLTA and KONICA MINOLTA logo are a trademark and a registered trademark of Konica Minolta, Inc.

* bizhub is a registered trademark of Konica Minolta, Inc.

* Planetaria is a registered trademark of Konica Minolta Planetarium Co., Ltd.