
HONDA

The Power of Dreams

February 26, 2008

**T. Sugai
Senior Manager, Planning Dept.
Intellectual Property Division
Honda Motor Co., Ltd.**

Honda's Products



Sales Volume:
26 million units
Sales Amount:
100 billion US Dollar
(2006)

Words of Mr. Honda

“Our product is developed for the first time when it is based on untiring accumulation of original technologies.

I believe that by fully using those original technologies made with our own hands, we will be able to achieve non-superficial, proudful prosperity.”

Innovation

HondaJet



HF120 turbofan jet engine



Future Technology



Honda Fuel Cell Vehicle

1st in the world

CAA conformity certification

2002 7 16



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY
OFFICE OF MOBILE SOURCES
ANN ARBOR, MICHIGAN 48105

2003 MODEL YEAR

ZERO-EMISSION VEHICLE (ZEV) AND INHERENTLY LOW-EMISSION VEHICLE (ILEV)

CERTIFICATE OF CONFORMITY
WITH THE CLEAN AIR ACT OF 1990 ISSUED TO:

Honda Motor Co., Ltd.

HONDA-ZEV-T2-2003-01

July 16, 2002

MANUFACTURER

CERTIFICATE NO.

EFFECTIVE DATE

Signed by GREGORY A. GREEN
Director of Certification
and Compliance Division

Test Group: 3HNKV00.07XC Evaporative/Refueling Family: 3HNKR000CDA

Applicable Emission Standards: Tier 2: Bin 1; NLEV: ZEV; CFV: ILEV, ZEV

Date Issued: July 16, 2002

Vehicle Description: Hydrogen-fueled Polymer Electrolyte Membrane (PEM) Fuel Cell Vehicle, 60kW DC brushless motor, single speed transmission, regenerative braking system, ultra capacitor (8.0 farad), fuel cell output 78 kW.

Test Fuel Type: Compressed Gaseous Hydrogen

NLEV Sales Area: All States Trading Region

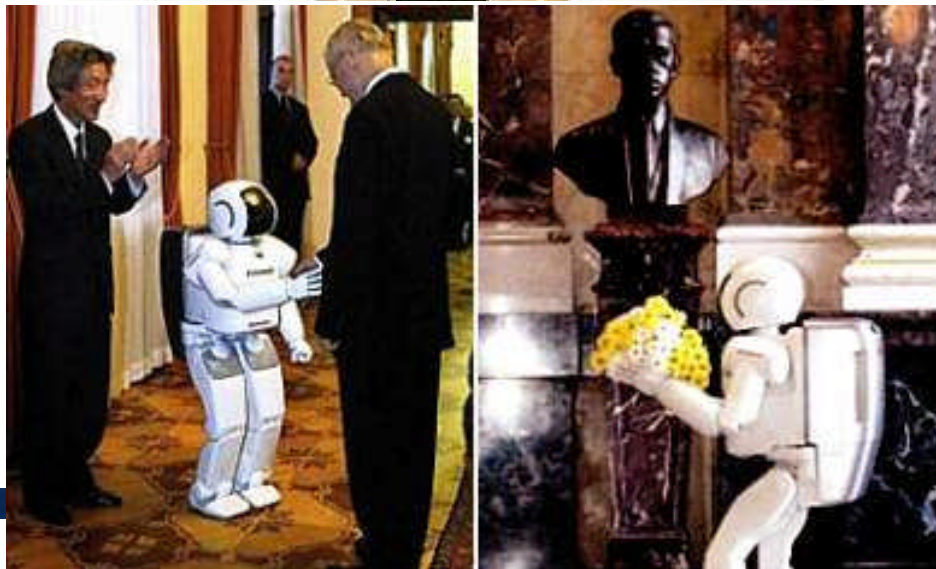
Full Useful Life Miles: 120,000 miles

Models Covered: Honda FCX

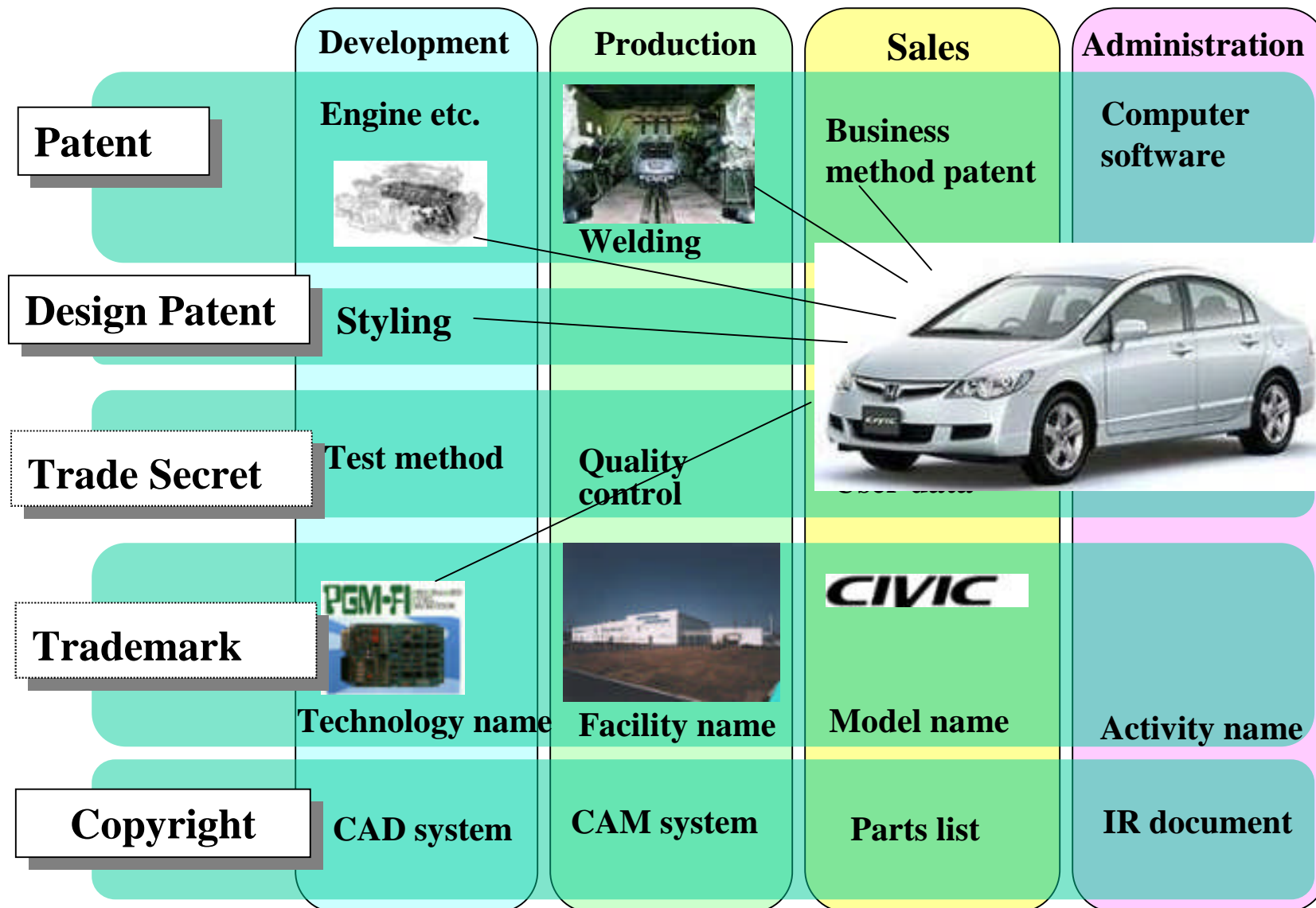
Challenge to new area

ASIMO

World's 1st humanoid robot able to walk like a human




IP rights in a Company



Priorities When Buying a Car:

- (1) Price
 - (2) Design
 - (3) Performance
 - (4) Spaciousness
 - (5) Ease of driving
 - (6) Safety
 - (7) Fitness for lifestyle and family size
 - (8) Quality of ride
 - (9) Maintenance cost
 - (10) Amenities
 - (11) Relationship with distributors
 - (12) Brand image
 - (13) Manufacturer's corporate image
 - (14) General popularity of the model
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Black Panthers

FUTURISTIC PERSONAL MINIVAN

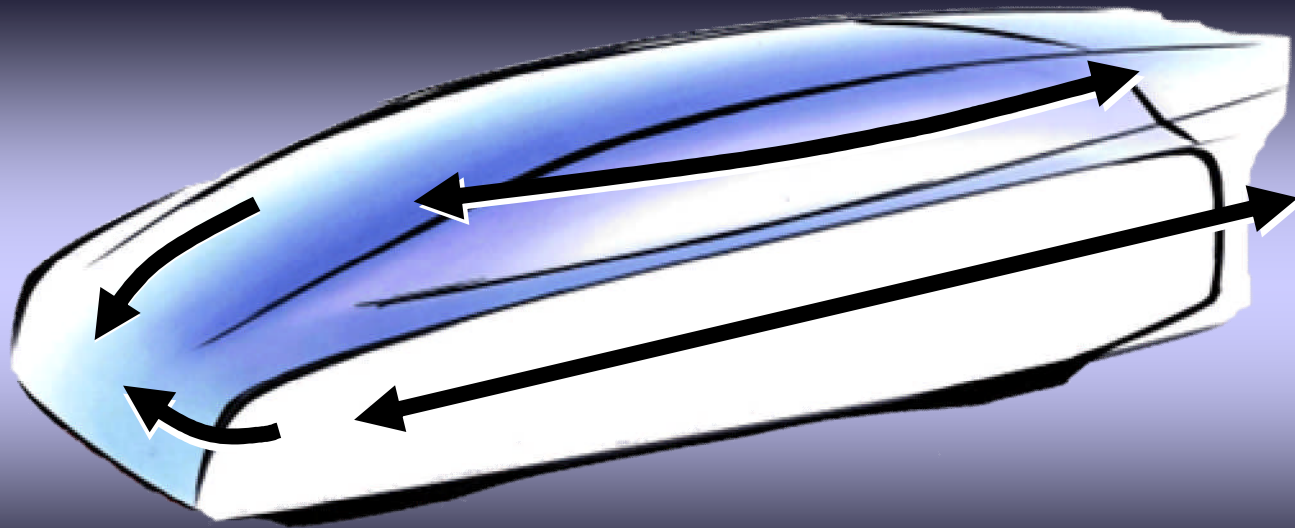




Image of Black Panther car



Copy Design

Honda CRV



Copy Car



Counterfeit Goods Combining More Than One Design

At Chinese Motor Show

Honda



Toyota



Design Right Infringement

Genuine Products

Honda CB125T



Honda WAVE



Honda FUSION



Counterfeit Products



**Found in
Vietnam**



**Found in
Thailand**



**Found in
Japan**

Unseen Patent Infringement

Genuine Product



Honda Joker

Counterfeit Product



**Brakes do not work
Too much vibration
Engine stops while running on the street**

This level of counterfeiting infringes upon design rights but not patent rights.

Difference of materials

Honda GX Engine



Counterfeit Products



Right to Protect Company Products

Intellectual Property exists to protect the following:

Patent Rights = New Technology

Design Rights = New Designs

Trademark Rights = Marks

Copyrights= Copyright Works

While the above list shows the typical categorization, any type of intellectual property as available will be used in practice in order to protect new company products.

Importance of IP Protection

-1 Protection of Consumers

- Misunderstanding and confusion re. product origin and identity
- Poor quality and performance posed by safety problems

-2 Protection & Strengthening of Domestic Industry

- Copy products can drive honest domestic companies out of the market

-3 Protection & Enhancement of Technology Level

- National industry competitiveness is weakened
 - Environment-friendly technology may not be developed
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