

Human Resources Supporting Our Intellectual Asset Operations and Enhancement of Their Development

This report describes human resources supporting the intellectual asset operations in the NEC Group, their roles, and specific approaches for enhancement of their development.

Human Resources Supporting Our Intellectual Asset Operations, Their Roles, and Enhancement of Their Development

NEC is promoting the intellectual asset strategy integrated with the business strategy and research and development strategy to support its corporate strategy. For this purpose, NEC is enhancing the approaches on intellectual assets in any level as well as focusing on development of human resources. Here, typical human resources (shown in the Fig. below) engaged with the intellectual asset operations, their roles, and specific approaches for enhancement of their development are described.

(1) Top Management

For further development and growth of NEC, it is important to utilize the intellectual assets more positively as one of the corporate resources. Under this idea, corporate and business unit top management people are always conveying messages on importance of the intellectual assets to the employees. The Intellectual Asset Management Unit that coordinates the group's intellectual asset operations provides the top management with the latest intellectual asset information that is useful for business administration and gives various suggestions from the viewpoint of intellectual assets.

(2) Management Layer

In developing and executing the business strategy, the management layer is required to look down upon the intellectual assets of NEC and competitors in the business and attempt to minimize the risk and maximize the opportunities on intellectual assets based on the NEC's intellectual asset portfolio. To promote such activities of the management layer, the Intellectual Asset Management Unit provides suggestions and consulting in terms of intellectual assets, supports creation of the patent map, and arranges various tools. Also, the Unit provides the latest information on intellectual asset management through seminars of influential individuals and the internal website.

(3) Researchers and Engineers

For researchers and engineers as the human resources creating intellectual assets, the members (patent engineers) of the Intellectual Asset Management Unit participate in the field of development and are making efforts in creating better intellectual assets along with the researchers and engineers. Further, to improve the capabilities of researchers and engineers creating intellectual assets, the professional education

programs such as the workshop type education (invention description workshop) that practices their own inventions to patent applications in a short period under supervision of chartered patent agents and case study centric e-Learning reflecting new trends of intellectual assets are being allocated.

(4) Patent Engineers

Patent engineers play the role of patenting individual inventions and enhancing our intellectual asset portfolio through understanding the trends of the business and research and development. NEC's patent engineers first improve expertise on intellectual assets and then improve the strategic capability for intellectual asset management along the human resources development policy developed by the Intellectual Asset Management Unit. As the human resources development programs, the OJD (On the Job Development), practical workshop on patent techniques, and training in overseas patent offices are available. Thus, skill upgrades can be attempted through practice.

(5) External Agents

NEC requests multiple patent offices (external agents) for patent application operations but treats them as partners for creation of intellectual assets, not simple application agents. To enhance the NEC's intellectual assets portfolio through collaboration between NEC and partners, it is considered that close personal interaction and information sharing are indispensable. The meetings for explaining the patent application policy and for technical discussions, and so on are held on a regular basis and bidirectional information exchange is performed through the website that is limited to the agents.

As described above, each participant of NEC in intellectual asset activities proceeds with positive activities and continues skill upgrades to play the role in improving the NEC's power of intellectual assets.

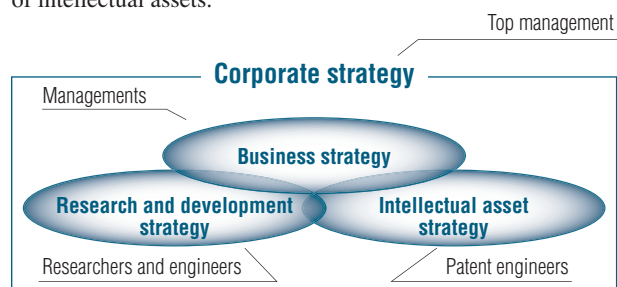


Fig. Triune intellectual asset activities and supporting human resources.