

FY2009 Awards for Excellent Enterprises Active in the Industrial Property Rights System

Minister of Economy, Trade and Industry Award (Enterprises Excelling in Trademark Utilization)

Enterprise: Toyota Motor Corporation
Representative: President Katsuaki Watanabe
Address: 1 Toyota-cho, Toyota-shi, Aichi-ken
Capital: ¥397,050 million

Employees: 69,478

Founded: August, 1937

Business operations: Automobiles, housing, finance, ITS, Gazoo, marine, bio/
greenery business operations

Reason for the award

As a corporation that has established a strong international reputation through its global brand strategy, Toyota has fully developed its trademark management and raised its recognition based on its activities in the USA, Europe and Singapore to maintain its brand image. The intellectual property division of its head office controls the worldwide development of its trademarks, from the patenting of a trademark to the exercise of patent rights. Toyota's marketing section and intellectual property department cooperate to improve the environmental image of the company through the global use of the trademarks, "Eco." and "Hybrid Synergy Drive," in addition to the names of Toyota cars.

Examples of products based on the right of possession



Registered trademark No.668292

 **TOYOTA**

PRIUS

Registered trademark No. 2711749



Registered trademark
No.4684803

