




**PHILIPS**

[www.philips.com](http://www.philips.com)

# Winning the hearts of our consumers

innovation  you

# DESIGN AND BRANDING: THE SYNERGY THAT BOOSTS BUSINESS VALUE

**EDANELA PEREZ BROCE**

Senior IP Counsel Trademarks and Designs

2 December 2024

innovation  you



# Contents



## 1. Our Purpose



## 2. Who is Philips? The Philips Brand



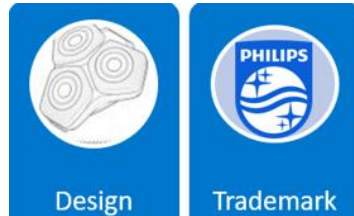
## 3. Doing business responsibly and sustainably



## 4. What we sell at Philips?



## 5. The Philips Brand and IP Portfolio



## 6. Branding: Trademark & Designs

It is our purpose to improve people's health and well-being through meaningful innovation.

We aim to improve the lives of 2.5 billion people per year by 2030.\*

\* 2 billion by 2025





## 2. Who is Philips?

### Philips, a born innovator

For over 130 years, we have been improving people's lives with a steady flow of ground-breaking innovations

The founding fathers of Philips



Frederik



Gerard



Anton



# Philips has reinvented itself many times



**Founded on innovation  
and entrepreneurship**



**Expanding  
beyond lighting**



**Global expansion  
post-WWII**



**Diversified industrial  
conglomerate**



**Strategic portfolio  
choices sharpening focus**

Our journey  
continues...



Products come and go ...  
Technologies change ...

But Philips is still  
about one thing:  
Creating meaningful  
innovation that improves  
people's lives

# Decades of innovation



**1905**  
First patent granted



**1924**  
Introduction of Metalix X-ray tube



**1927**  
Acquisition of X-ray firm C.H.F. Müller



**1927**  
First Philips radio with Miniwatt valve



**1939**  
Introduction of rotary electric shaver



**1947**  
First 100kV electron microscope



**1950**  
First Philips TV



**1956**  
First Philips image intensifier with TV



**1976**  
Sono Diagnost B ultrasound



**1979**  
Tomoscan whole-body CT scanner



**1983**  
Gyroscan Nuclear Magnetic Resonance system



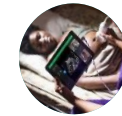
**1989**  
Integris, Philips' first dedicated interventional system



**2003**  
Philips Ambient Experience



**2013**  
IQon Spectral CT computed tomography imaging system



**2015**  
Philips Lumify portable ultrasound



**2017**  
Azurion, Philips' next-generation image-guided therapy platform



**2018**  
Philips IntelliSpace Portal



**2019**  
Philips IntelliSite Pathology Solution



**2020**  
Radiology Operations Command Center



**2021**  
Spectral CT 7500



# 3. Doing business responsibly and sustainably

# Our key ESG commitments

## Environment

We act responsibly towards our planet in line with UN SDGs 12 and 13

## Social

Our purpose is to improve people's health and well being through meaningful innovation, in line with UN SDG 3

We act responsibly towards society and partner with our stakeholders

## Governance

We aim to deliver superior long-term value for our customers and shareholders, and we live up to the highest standards of ethics and governance in our culture and practices

## Frameworks/references

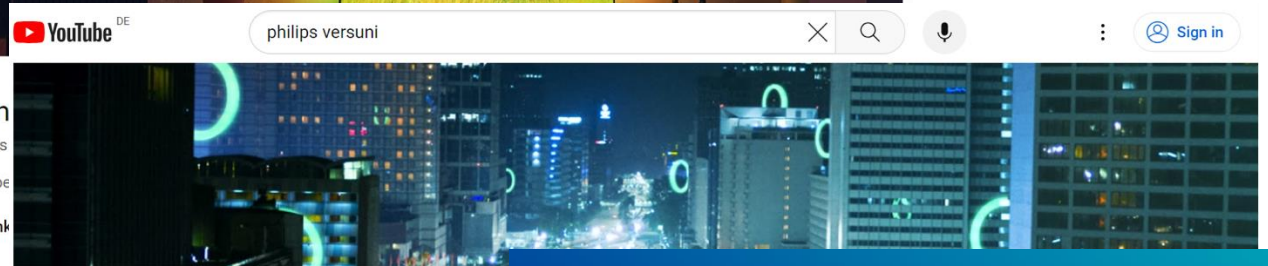
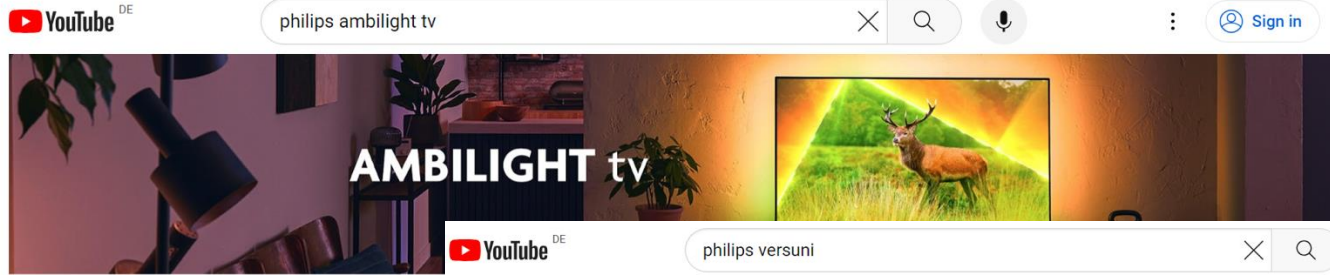
The image displays a collection of logos for various ESG frameworks and standards. The logos are arranged in two rows. The top row includes: 12 RESPONSIBLE CONSUMPTION AND PRODUCTION (orange square with infinity symbol), 13 CLIMATE ACTION (green square with eye and globe), 3 GOOD HEALTH AND WELL-BEING (green square with heart and pulse line), UN GLOBAL COMPACT (globe with laurel wreath), 17 PARTNERSHIPS FOR THE GOALS (blue square with interlocking circles), IFRS International Financial Reporting Standards (red and white logo), and Philips Corporate Governance Code (white cover with a stylized 'P' logo). The bottom row includes: CDP A LIST 2022 CLIMATE WATER (red and white logo), GRI Empowering Sustainable Decisions (globe logo), Dow Jones Sustainability Indexes (two overlapping circles), INTEGRATED REPORTING (blue diamond logo), COSO (stylized logo), and Philips General Business Principles, your guide for integrity (blue cover with white text).

Continued >



## 4. What we sell at PHILIPS?

# Brand Licensees



PHILIPS TV & Sound  
@philipstv 21.9K subscribers  
Welcome to the official Europe  
[philips.com/tv](https://philips.com/tv) and 4 more links

HOME VIDEOS PLAYLISTS

Signify  
@SignifyCompany 59.9K subscribers 4.5M views  
We are the world leader in lighting. >  
[signify.com](https://signify.com) and 4 more links

HOME VIDEOS SHORTS LIVE

February 17, 2023 | Press information

## Philips Domestic Appliances becomes Versuni



# We have three areas of business delivering on patient and consumer needs

	Focus areas	Products and solutions
Diagnosis & Treatment	<ul style="list-style-type: none"><li>• Precision diagnosis</li><li>• Treatment selection and planning</li><li>• Image-guided minimally invasive therapy</li></ul>	<ul style="list-style-type: none"><li>• Diagnostic imaging and ultrasound</li><li>• Digital and computational pathology</li><li>• Informatics for Radiology, Oncology, Cardiology</li><li>• Interventional imaging, navigation and devices</li><li>• Services (managed services, consultancy, etc.)</li></ul>
Connected Care	<ul style="list-style-type: none"><li>• Patient care and workflow management</li><li>• Population health management</li><li>• Chronic disease management</li></ul>	<ul style="list-style-type: none"><li>• Telehealth, patient monitoring and analytics</li><li>• Hospital and clinical informatics platforms</li><li>• Emergency care and resuscitation</li><li>• Sleep, breathing and respiratory care</li><li>• Managed services</li></ul>
Personal Health	<ul style="list-style-type: none"><li>• Healthy living and prevention</li><li>• Personal care</li><li>• Digital consumer engagement</li></ul>	<ul style="list-style-type: none"><li>• Oral Health care</li><li>• Mother and child care</li><li>• Grooming &amp; Beauty</li><li>• Services (re-ordering, support, coaching, etc.)</li></ul>



# Strong positions across our portfolio of businesses

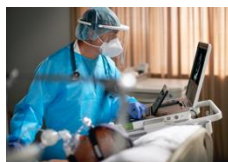
Last 12 months' sales

## Diagnosis & Treatment

47% of sales



Diagnostic Imaging



Ultrasound



Image Guided Therapy

Systems, smart devices, software and services, powered by AI-enabled informatics

Supporting precision diagnosis and minimally invasive treatment in a growing number of therapeutic areas such as cardiology, peripheral vascular, neurology, surgery, and oncology

## Connected Care

29% of sales



Enterprise Informatics



Monitoring



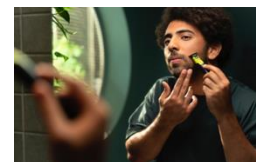
Sleep & Respiratory Care

Ambulatory, home-based and in-hospital monitoring and workflow solutions fueled by advanced interoperability and patient data insights

Connecting patients and caregivers across care settings, delivering clinical, operational and therapeutic solutions

## Personal Health

20% of sales



Personal Health

Broad range of consumer solutions to support people in proactively managing their health and well-being

Market-leading capabilities integrating platforms, informatics, and services

# Personal Health delivers personalized solutions that enable healthier lifestyles and support living with chronic disease

We are in the business of helping people live a **happier, healthier life.**

People are looking to take greater control of their personal health and well-being. They want solutions that help them to take care of themselves and their families, everyday.

Our aim is to deliver sustainable, meaningful solutions that enable happier, healthier lives, today and tomorrow.



# Grooming & Beauty



## Key innovations

- Philips Shaver Series 9000 with SkinIQ and in-app coaching
- Philips OneBlade
- Philips Lumea Prestige with SenseIQ,
- Philips hair styling tools with SenseIQ

## Key areas of business

- Shavers
- Groomers
- Trimmers
- Hair removal
- Skin care
- Hair care



# Oral Healthcare



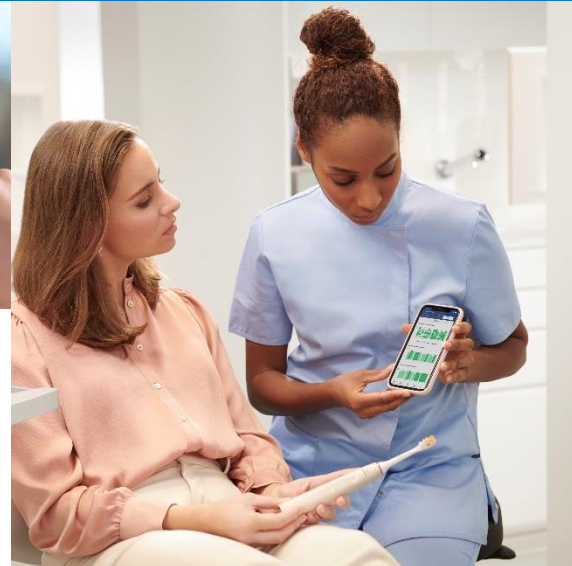
## Key innovations

- Philips Sonicare 9900 Prestige
- Philips One by Sonicare



## Key areas of business

- Power toothbrushes
- Whitening
- Brush heads
- Interdental cleaning



# Mother & Child Care



## Key innovations

- **Avent Natural Bottles** and **Breast Pump**
- **Pregnancy+** and **Baby+** apps

## Key areas of business

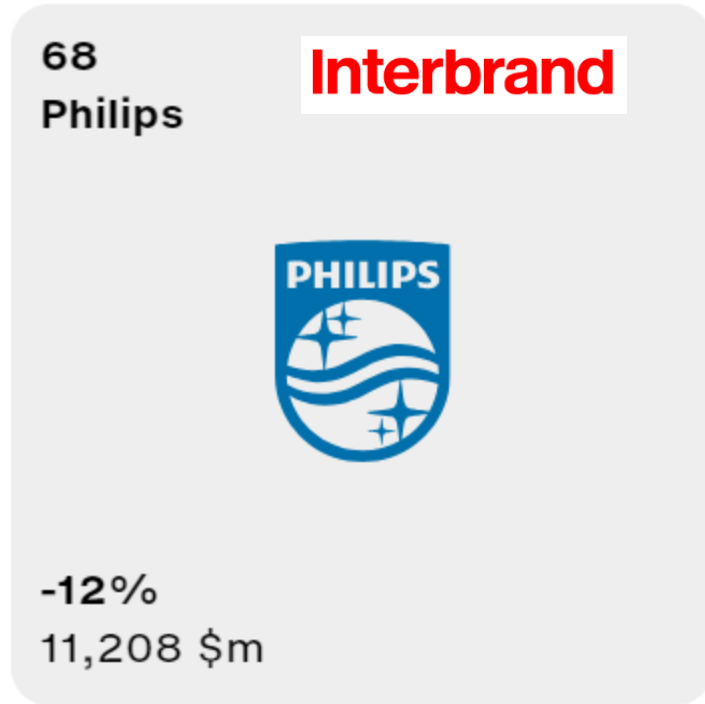
- Infant feeding (breast pumps, baby bottles, sterilizers)
- Digital parental solutions





# 5. Our Philips Brand and our IP Portfolio

# The Philips Brand



2022 Interbrand Best  
Global Brands valuation

Brand value

USD 12.8 billion

Interbrand ranking

#59



# OUR IP PORTFOLIO IN NUMBERS

56K patent rights

33K trademarks

114K design rights

3K domain names.

**2023 Clarivate Top 100 Global Innovator for  
10th year in succession**

# OUR FILING POLICY

Top Priorities:

\*EU CN US WO

Second Level

\*RELEVANT COUNTRIES





# 6. Branding: Trademark and Designs

# Creation and Protection – Clearance Process



# Shaver



SkinIQ



**SkinIQ technology senses and adapts to you**

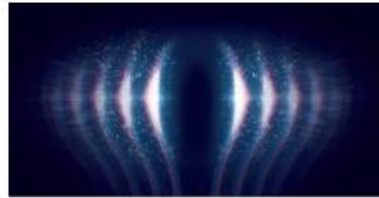
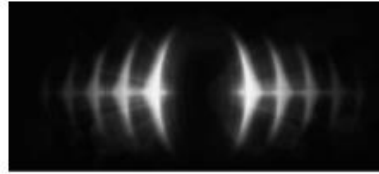
- Protective SkinGlide technology**  
Smooth gliding for better skin protection
- Pressure Guard sensor**  
Guides you to apply the right pressure
- Power Adapt sensor**  
Reacts 900x per second. Adjusts to your beard for effortless shaving.
- Motion Control sensor**  
Guides you to an improved shaving technique with fewer passes.

**Dermatologically tested**

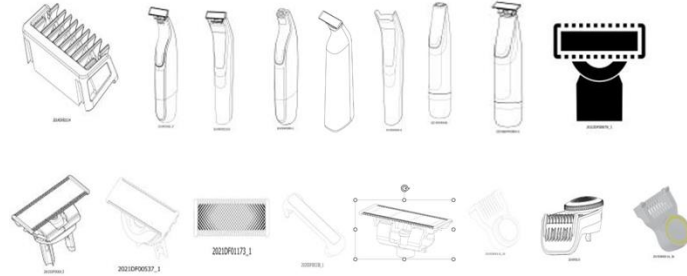
Get started with the Pro-Pre-shave skin.



# Oral Health



# Oneblade



# Enforcement



Roll over image to zoom in

Replacement Heads, Replacement Blades for One Blade Electric Shaver, 2 Counts

Brand: TOWASLR

Age Range: Adult

Get Fast, Free Shipping with Amazon Prime. Get \$60 off instantly: Pay \$0.00 upon approval for Amazon Visa. No annual fee.

Brand: TOWASLR

Age Range: Adult

Skin Type: All

Unit Count: 2.00 Count

Number of Pieces: 2

About this item



## Some recommendations...

A holistic IP strategy for the protection of the product will:

- i) Guarantee the success of the product in the market.
- ii) Increase the value of the product.
- iii) Facilitates the combat against counterfeits and infringers.

The Role of the In-house Counsel is to

- i) Communicate and influence the creation process of IP rights.
- ii) Protect and train the stockholders on the IP Rights.
- iii) Enforce these rights actively

A good combination of Design and Trademark rights will help to keep exclusivity and keep bad actors from your market space.



**EDANELA PEREZ BROCE**

**WWW.PHILIPS.COM**

**EDANELA.PEREZBROCE@PHILIPS.COM**

