
Title Position on Intellectual Property

Introduction Chr. Hansen has a proactive strategy for capturing, creating and protecting Intellectual Property (IP). This means that we strive to protect and promote business interests in any significant existing or future market by establishing Intellectual Property Rights (IPR); By having legal protection of our ideas, secrets and innovations we constantly increase value of our business.

- Statements**
- Asset management**
 - We consider Intellectual Property (IP) as important valuable assets, which require careful and proactive management.
 - We nourish any innovative contribution by our employees by encouraging and acknowledging their innovative efforts.
 - Innovation**
 - We regard patents of high importance for accelerating innovative growth, leading to profitable processes, products and applications.
 - Trademarks**
 - We use trademarks as strategic tools to protect and promote (and brand) our products and ingredient solutions. We “license out” strategic trademarks to preferred customers.
 - Trade Secrets**
 - We hold valuable technical and commercial trade secrets which we safeguard by implementing appropriate measures.
 - Infringement**
 - We do our uttermost to respect third parties’ valid IP rights and will at any time defend own rights.
 - Licensing**
 - We see in- and out- licensing as an important tool for extracting maximal value of IP and will actively pursue any value proposition linked to IP with third parties.
 - International standardization**
 - We support international efforts to harmonize the patent and other IP systems thereby creating clear and operational criteria for obtaining IPR.
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