

Intellectual Property

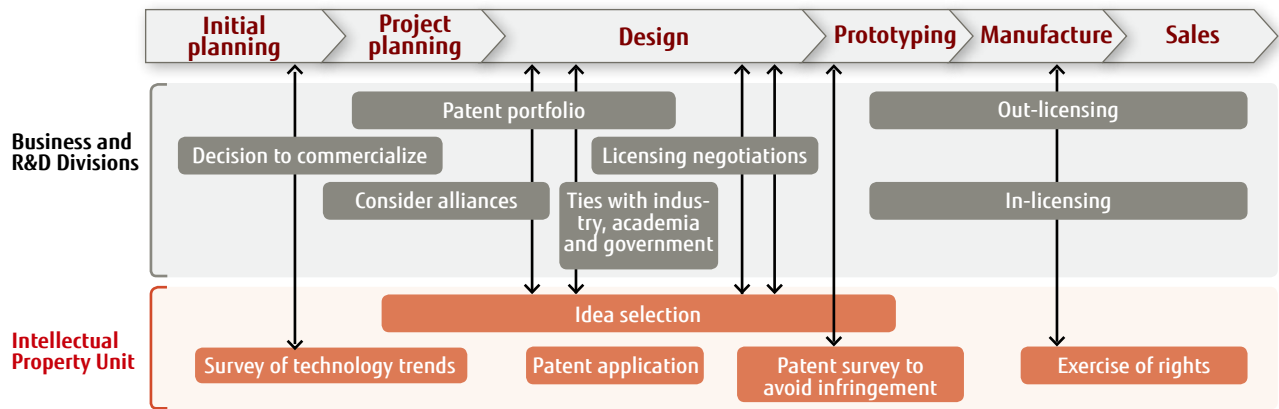
The Importance of Intellectual Property

Protecting and respecting intellectual property is part of the Code of Conduct in the Fujitsu Way, which articulates the philosophy of the Fujitsu Group and the core values and principles guiding the actions of each of its employees. Accordingly, every employee recognizes intellectual property as a key corporate asset supporting business activities. Moreover, Fujitsu employees are acutely aware of the role that technologies backed by intellectual property play in enabling customers to rely with confidence on the products and services we deliver.

Intellectual Property Strategy

We are promoting an intellectual property strategy closely integrated with our business and R&D strategies. Each business unit and R&D division is individually responsible for analyzing the intellectual property assets owned by Fujitsu and other companies in their respective fields. Based on this analysis, they formulate and implement intellectual property strategies.

Linking Business and R&D Divisions



Group-Wide Initiatives

We are developing a framework to strengthen Group-wide intellectual property activities to enable the entire Group to leverage our intellectual property assets. Some issues, such as the creation of international standards, require coordinated action among the global bases in the Group. Here, we use regular meetings among Group companies to share information as well as promote specific measures. In this way, we foster a unified approach to intellectual property activities.

1. Patent Rights

Patent rights support technological strength. Recognizing these rights as an important corporate asset, we are assembling a global patent portfolio centered on patents in Japan.

We ensure that the acquisition, maintenance, and utilization of patents are carried out in keeping with the Fujitsu Group's global business development strategy. We therefore acquire, maintain, and utilize the patents we need in the countries (regions) where they are needed, to support the operation of our R&D, production, and sales bases. Representatives are sent to the US and China so that local research or inventions at development bases can be securely protected. For obtaining patents in the US, Fujitsu has a framework not only for yielding inventions, but for handling the entire adjudication process to achieve more efficient registration of high-quality patents.

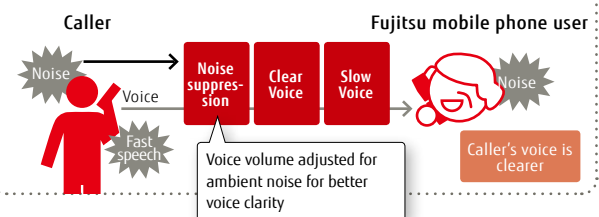
Mobile phone voice technology

Mobile phones need to produce clear voice communications, regardless of the speaker's vocal characteristics or the surrounding environment, as they are used in a wide range of locations by people who speak in many different ways.

Fujitsu has taken the lead in developing new technologies such as "noise suppression" that reduces the inherent noise in the speaker's voice, "clear voice" that makes the speaker's voice easier to hear by adjusting for ambient noise, and "slow voice" technology to slow the speaker's voice without changing its pitch.

Intellectual property and development divisions worked collaboratively to bring these technologies to fruition, streamlining their efforts to develop the technology behind roughly 50 comprehensive patent applications and patents made both in and outside of Japan. These initiatives are also part of Fujitsu's efforts to realize a Human Centric Intelligent Society.

Fujitsu's voice technologies were awarded the Commendation for Science and Technology by the Minister of Education, Culture, Sports, Science and Technology (Prizes for Science and Technology in Development Category) in 2012. Our noise suppression method for clearer mobile phone communications (Japanese Patent No. 4520732) received the Kanto Local Commendation for Invention and the Japan Patent Attorneys Association President's Encouragement Award sponsored by the Japan Institute of Invention and Innovation in 2011.



2. Exploitation of IP

Fujitsu preserves the competitive advantage of its businesses by providing differentiated products and services which are protected by prominent technologies and IP. IP also helps to preserve greater latitude in business by enabling Fujitsu to establish more advantageous terms when partnering with other companies. Furthermore, exploitation of IP rights helps to preserve business earnings through licensing and other activities. One example of such utilization is cross-licensing, which is an essential tool for securing greater latitude in business. Fujitsu enters cross-licensing agreements with a host of companies. A sample of major cross-licensees would include Intel, International Business Machines (IBM), Alcatel-Lucent USA, Texas Instruments, and Microsoft.

3. Global Standards Initiatives

The technology and market landscape is shifting from an era of using rules to one of creating them. Amid this changing competitive environment, Fujitsu recognizes the need for each division to align its business strategies with standardization initiatives. Fujitsu is helping to develop global standards through participation in the International Organization for Standardization/International Electrotechnical Commission (ISO/IEC), Institute of Electrical and Electronics Engineers (IEEE), European Telecommunications Standards Institute (ETSI), Internet Engineering Task Force (IETF), 3rd Generation Partnership Project (3GPP), and other major global standard-setting organizations.

4. Respecting Third Parties' Rights

Infringing upon the rights of third parties could have a major financial impact on our company, including having to pay significant compensation and the loss of business opportunities. In addition, it could prevent us from providing products and services, thereby severely inconveniencing our customers. We are fostering a culture at Fujitsu that respects the patent rights of other companies, as well as creating an environment that allows all our engineers to utilize the ATMS/IR.net system* to efficiently and effectively research patents held by other companies.

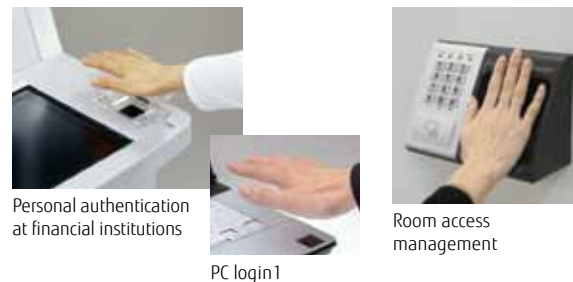
* An ASP-based service which searches laid-open patent applications and prosecution history data provided by the Japan Patent Office.

International standardization of biometric authentication technology

The Fujitsu Group's palm vein pattern recognition technology has earned high marks for usability and security. The technology enjoys widespread use in Japan and abroad, including at financial institutions for personal authentication and at companies for PC login and room access management. For instance, the technology is used by some seven million people at the ATMs of Brazilian bank Banco Bradesco S.A.—one of our clients.

Fujitsu is promoting standardization activities to make our palm vein pattern recognition technology as international standards for biometric authentication in order for many people to use this technology at ease. In fact, researchers at Fujitsu Laboratories played a key role in ushering in the vascular image data format standard ISO/IEC 19794-9:2011 (issued October 1, 2011).

Fujitsu is also actively working on international standardization in areas related to biometric authentication, such as information security and IC card technology.



Patents Issued in Japan in 2011

1	Panasonic Corporation	6,812
2	TOYOTA MOTOR CORPORATION	5,011
3	Sony Corporation	4,300
4	Canon Inc.	4,206
5	TOSHIBA CORPORATION	3,825
6	Mitsubishi Electric Corporation	3,655
7	Ricoh Company, Ltd.	3,330
8	Honda Motor Co., Ltd.	3,163
9	Seiko Epson Corporation	2,964
10	Sharp Corporation	2,959
11	DENSO CORPORATION	2,949
12	FUJITSU LIMITED	2,902
13	Fuji Xerox Co., Ltd.	2,689
14	Hitachi, Ltd.	2,510
15	FUJIFILM Corporation	2,156
16	Panasonic Electric Works Co., Ltd.	2,074
17	KYOCERA Corporation	1,884
18	NEC Corporation	1,877
19	Dai Nippon Printing Co., Ltd.	1,832
20	Brother Industries, Ltd.	1,725

Fujitsu survey based on Japan Patent Office data (Number of issued patents)

The number of patents granted to Fujitsu Group companies other than Fujitsu Limited is 1,337 (24 companies). Total Fujitsu Group patents: 4,239

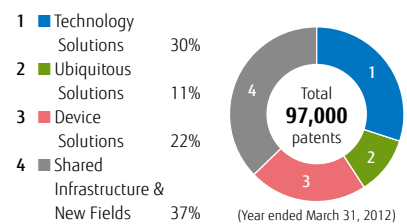
Patents Issued in US in 2011

1	IBM Corporation	6,180
2	Samsung Electronics Co., Ltd.	4,894
3	Canon Inc.	2,821
4	Panasonic Corporation	2,559
5	TOSHIBA CORPORATION	2,483
6	Microsoft Corporation	2,311
7	Sony Corporation	2,286
8	Seiko Epson Corporation	1,533
9	Hon Hai Precision Industry Co., Ltd.	1,514
10	Hitachi, Ltd.	1,465
11	General Electric Company	1,448
12	LG Electronics, Inc.	1,411
13	FUJITSU LIMITED	1,391
14	Hewlett-Packard Development Company, L.P.	1,308
15	Ricoh Company, Ltd.	1,248
16	Intel Corporation	1,244
17	BROADCOM	1,164
18	GM Global Technology	1,095
19	Renesas Electronics Corporation	1,005
20	Honda Motor Co., Ltd.	997

Source: IFI CLAIMS Patent Services (Number of issued patents)

The number of patents granted to Fujitsu Group companies other than Fujitsu Limited is 616 (13 companies). Total Fujitsu Group patents: 2,007

Fujitsu Filings and Registered Patents by Business Segment



Fujitsu Filings and Registered Patents by Geographic Region

