

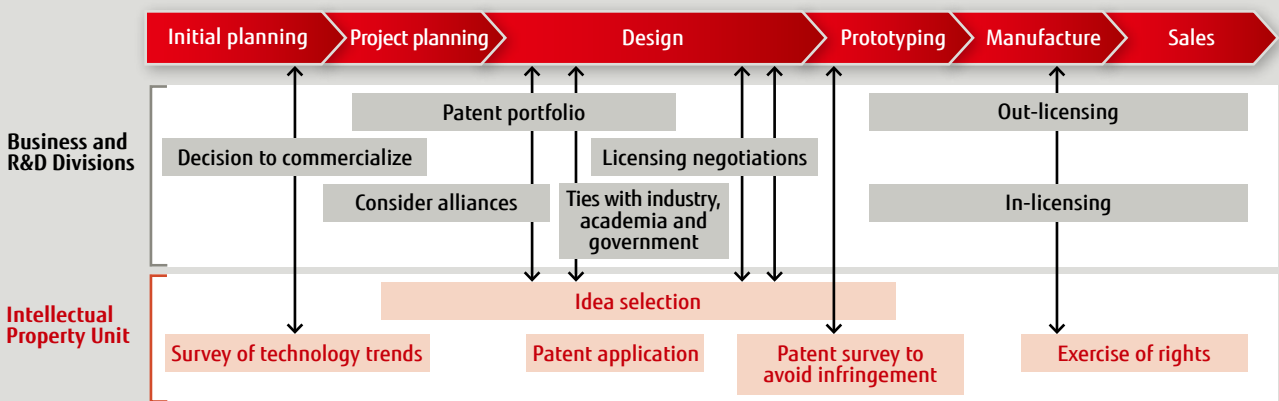
The Importance of Intellectual Property

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 developing a global patent portfolio centered on patents in Japan.

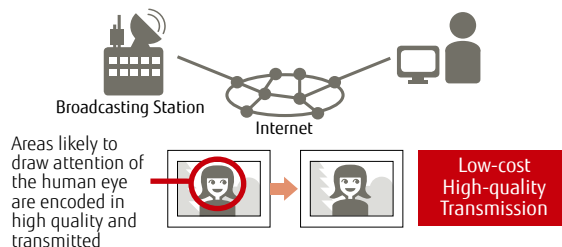
We ensure that the acquisition, maintenance, and utilization of patents are carried out in keeping with the Fujitsu Group's global business development strategy. We therefore acquire, maintain, and utilize the patents we need in the countries (regions) where they are needed, to support the operation of our R&D, production, and sales bases. In particular, Fujitsu stations Group representatives in China in efforts to ensure that all the results, namely the inventions, generated by local R&D facilities lead to patent applications. Furthermore, in the U.S., the Fujitsu Patent Center established in 2008 to improve our ability to acquire patent rights is expanding its activities to raise the quality of our patents.

High-Definition Digital Video Transmission Technology

The spread of digital terrestrial broadcasting and large-screen televisions has increased demand for low-cost, high-quality recording and transmission of high-definition video content.

Fujitsu has developed technologies that enable high-definition video content to be recorded and transmitted inexpensively, at a low rate, and in high-quality. One technology dramatically improves subjective image quality by analyzing the spatio-temporal characteristics of an image to detect and track areas likely to draw the attention of the human eye. It then concentrates high-quality image encoding in those areas. Another is the world's first technology to inhibit the degradation of colors that tends to occur when video images are transmitted through multiple relay points.

Fujitsu technologies—which have made high-quality video available for the enjoyment of so many people—were awarded the Commendation for Science and Technology by the Minister of Education, Culture, Sports, Science and Technology (Prizes for Science and Technology in the Development Category) in 2013. Fujitsu has also obtained a number of patents in Japan and other countries for inventions that made the new technologies possible.



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 Optical Transport Network Technologies

The FLASHWAVE Series—optical transport systems developed by the Fujitsu Group that have garnered acclaim for their sophisticated technology and full line of support services—has been adopted by major network carriers in Japan and North America. The series contributes to the spread of smartphones and user-friendly services delivered via network-based cloud computing.

Fujitsu has worked to realize a global network with the capacity to handle ever-greater volumes of data traffic. The Company has made numerous technical proposals, including to the International Telecommunication Union (ITU) with regard to the ITU Telecommunication Standardization Sector (ITU-T)'s Recommendation G.709 (published in 2010) that sets optical network standards, and has contributed to the formulation of standards to realize the 100Gbit/s class high-speed optical transport system. The FLASHWAVE Series utilizes technologies that comply with these standards, and contributes to realizing higher carrier network speeds.

Fujitsu also actively participates in international standardization activity for technologies of the 400Gbit/s class next-generation ultra-high-speed optical transport network, which will be capable of carrying even greater data traffic.



FLASHWAVE 9500, constructing the 100Gbit/s class network

Patents Issued in Japan in 2012

1	Panasonic Corporation	8,146
2	TOYOTA MOTOR CORPORATION	5,321
3	Canon Inc.	5,023
4	Mitsubishi Electric Corporation	4,497
5	TOSHIBA CORPORATION	4,493
6	Ricoh Company, Ltd.	3,556
7	FUJITSU LIMITED	3,258
8	Honda Motor Co., Ltd.	3,182
9	Sharp Corporation	3,023
10	Hitachi, Ltd.	2,958
11	Sony Corporation	2,901
12	DENSO CORPORATION	2,834
13	Seiko Epson Corporation	2,734
14	NEC Corporation	2,319
15	FUJIFILM Corporation	2,296
16	Fuji Xerox Co., Ltd.	1,987
17	Dai Nippon Printing Co., Ltd.	1,955
18	Brother Industries, Ltd.	1,714
19	KYOCERA Corporation	1,713
20	Nippon Telegraph and Telephone Corporation	1,664

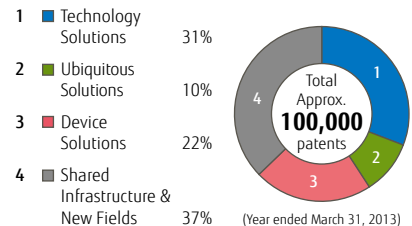
Fujitsu survey based on Japan Patent Office data (Number of issued patents)
The number of patents granted to Fujitsu Group companies other than Fujitsu Limited is 1,423 (22 companies).
Total Fujitsu Group patents: 4,681

Patents Issued in US in 2012

1	IBM Corporation	6,478
2	Samsung Electronics Co., Ltd.	5,081
3	Canon Inc.	3,174
4	Sony Corporation	3,032
5	Panasonic Corporation	2,769
6	Microsoft Corporation	2,613
7	TOSHIBA CORPORATION	2,447
8	Hon Hai Precision Industry Co., Ltd.	2,013
9	General Electric Company	1,652
10	LG Electronics, Inc.	1,624
11	FUJITSU LIMITED	1,535
12	Seiko Epson Corporation	1,461
13	Hitachi, Ltd.	1,436
14	Ricoh Company, Ltd.	1,410
15	Hewlett-Packard Development Company, L.P.	1,394
16	GM Global Technology	1,377
17	QUALCOMM Incorporated	1,292
18	Intel Corporation	1,290
19	TOYOTA MOTOR CORPORATION	1,285
20	BROADCOM	1,157

Source: IFI CLAIMS Patent Services (Number of issued patents)
The number of patents granted to Fujitsu Group companies other than Fujitsu Limited is 589 (15 companies).
Total Fujitsu Group patents: 2,124

Fujitsu Filings and Registered Patents by Business Segment



Fujitsu Filings and Registered Patents by Geographic Region

