Intellectual Property Strategy

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As part of its Code of Conduct, the Fujitsu Group protects and respects intellectual property.
Intellectual Property Strategy

Maintain Superior Competitive Position

- Create intellectual property to differentiate our products and services
- Foster the creation of IP through systematic employee training
- Avoid and prevent IP infringement

Ensure Business Flexibility

- Build global IP portfolio to facilitate cross-licensing and alliances
- Secure IP for promotion of international standards

Secure Business Profitability

- Obtain licensing revenue
- Aside from enforcement, promote IP (technology) transfer through “technology marketing”
Management Strategy

- Enhance corporate value (brand protection, information disclosure)
- Management environment

Business Strategy
- Enter new markets
- Prevent entry of competitors
- Have exit strategy
- Form alliances
- Protect designs

Standardization Strategy
- Promote standardization activities

Intellectual Property Strategy
- Secure, maintain and utilize IP
- Research, analyze and evaluate tech trends

R&D Strategy
- Pursue new R&D
- Collaborate with academia
- Develop supplementary technology
Group-wide Initiatives

- Structure enables Group-wide use of IP
- Group companies’ development and manufacturing units pursue a unified approach to IP
- Collaboration promoted among Group companies independently developing their businesses to enhance IP portfolio
- IP issues shared internally
- Unified approach to standardization activities promoted
Environmental Initiatives

Fujitsu’s Environmental Technologies

1. Multi-point temperature measurement technology using optic fiber
   • Enables low-cost, precise measurement of indoor temperature distribution

2. Bio-based plastics
   • From spring 2005, using corn-based plastics in notebook PC casings (and in mobile phones from 2007)
   • From spring 2007, using castor oil-based plastics for notebook PC parts
   • Uses alloy technology that enables superior durability, heat-resistance and moldability

3. Intellectual property initiatives
   • Fujitsu has applied for over 400 patents worldwide for technologies related to materials like bioplastics, photocatalysts, and lead-free solders, along with technologies for using heat waste and other environmental solutions

Exhibits A
WiMAX Business and Intellectual Property

Main feature
- Technology to relay traffic between wireless terminals and mobile base stations (multi-hop relay)

Intellectual property initiatives
1. Standardization promotion activities
   - WiMAX Forum: Fujitsu a founding Board member of the international standards body promoting the interoperability of IEEE802.16-compliant products
2. Patent applications
   - Unified approach with units outside of Japan (labs in US and Europe, Fujitsu Microelectronics Canada, Inc.)
   - Over 100 patent applications filed worldwide
WiMAX Business and Intellectual Property

Base Stations

Main features

World’s smallest outdoor macrocell base station

1. High-output amplifier using Gallium-nitride HEMT
2. Adopts digital pre-distortion technology used in 3G systems

Intellectual property initiatives

1. Gallium-nitride HEMT
   Approximately 80 patent applications filed worldwide
2. Digital pre-distortion technology
   Over 100 patent applications filed worldwide

Fujitsu aims to be the No. 1 WiMAX vendor. Target sales of 100,000 units over 5 years, with a 20% market share.
Integration of IT System Operational Management Data

Federated CMDB (Configuration Management Database)

Main features

• Uses standardized interface
• Integrated data format for each database (Resource Control XML)
• Makes uniform any overlapping data from different databases
• Commercialized (through Systemwalker) before other companies (press conference held Feb. 19, 2008)

Intellectual property initiatives

• Fujitsu, IBM, HP, CA, MS, BMC have proposed a standard interface that is under consideration
• Filed patent applications focus on alignment of data from different databases within integrated CMDB (pictured at right)
Future-oriented Research and Intellectual Property

Nanotechnology

- New Carbon Nanotube Composite

**Main features**
1. New technology forms a composite of carbon nanotubes and graphene
2. Combining with graphene enables electrical conduction and thermal dissipation in all directions
3. Application to LSI circuit technology appears promising

**Intellectual property initiatives**
1. Filed fundamental patent application on composite material in and outside Japan
2. Filed over 150 patents worldwide on circuit process and assembly relating to carbon nanotubes

Exhibit I
THE POSSIBILITIES ARE INFINITE
Cautionary Statement

These presentation materials and other information on our meeting may contain forward-looking statements that are based on management’s current views and assumptions and involve known and unknown risks and uncertainties that could cause actual results, performance or events to differ materially from those expressed or implied in such statements. Words such as “anticipates,” “believes,” “expects,” “estimates,” “intends,” “plans,” “projects,” and similar expressions which indicate future events and trends identify forward-looking statements. Actual results may differ materially from those projected or implied in the forward-looking statements due to, without limitation, the following factors:

•general economic and market conditions in the major geographic markets for Fujitsu’s services and products, which are the United States, EU, Japan and elsewhere in Asia, particularly as such conditions may effect customer spending;
•rapid technological change, fluctuations in customer demand and intensifying price competition in the IT, telecommunications, and microelectronics markets in which Fujitsu competes;
•Fujitsu’s ability to dispose of non-core businesses and related assets through strategic alliances and sales on commercially reasonable terms, and the effect of realization of losses which may result from such transactions;
•uncertainty as to Fujitsu’s access to, or protection for, certain intellectual property rights;
•uncertainty as to the performance of Fujitsu’s strategic business partners;
•declines in the market prices of Japanese and foreign equity securities held by Fujitsu which could cause Fujitsu to recognize significant losses in the value of its holdings and require Fujitsu to make significant additional contributions to its pension funds in order to make up shortfalls in minimum reserve requirements resulting from such declines;
•poor operating results, inability to access financing on commercially reasonable terms, insolvency or bankruptcy of Fujitsu’s customers, any of which factors could adversely affect or preclude these customers’ ability to timely pay accounts receivables owed to Fujitsu; and
•fluctuations in rates of exchange for the yen and other currencies in which Fujitsu makes significant sales or in which Fujitsu’s assets and liabilities are denominated, particularly between the yen and the British pound and U.S. dollar, respectively.
Supplementary Materials

* For more detailed information on Fujitsu’s intellectual property strategy and related activities, please refer to our Intellectual Property Report, which we plan to make public this year as we did last year.
Organization
Position of Law & Intellectual Property Unit

Board of Directors

President

Corporate Center

Law & Intellectual Property Unit

Div.

BG

BG

BG

Fujitsu Techno Research

- Prior art search (*1)
- Patent Clearance (*2)

- 7 divisions
- Create, promote & support basic policies
- IP management (budgeting, planning, rights management)
- IP creation activities (patents, designs, trademarks)
- IP utilization promotion
- Support of standardization activities

Intellectual Property Strategy Manager (*3)

IP/Patent Promotion Depts.

Creation and Use of IP to Promote Business Operations

*1 Survey of prior art: Survey of other companies’ technologies prior to patent application
*2 Clearance survey: Survey of other companies’ patents prior to commercialization in order to avoid infringement.
*3 Intellectual Property Strategy Manager: Builds patent portfolio, evaluates IP risk, etc.
Coordination with Business Units

Business Unit
- Business Unit President
- Business Unit President

Plan
- Project
- Design
- Prototype
- Production
- Sales

IP Strategy Manager
- Patent Portfolio
- Commercialization Decision
- Alliance Development
- License Negotiations
- Offense
- Defense

IP Promotion Manager
- Idea Extraction
- Technology Survey
- Patent Application
- Infringement Avoidance
- IP Utilization

Law & Intellectual Property Unit
- Standards Strategy office
- IP Strategy office
- Patent Div.
- IP Strategy office
- Public Relations

TRL
- TRL
- Patent Law Office
- TRL

TRL= Fujitsu Techno Research Limited
Patent Application Data
Global Patent Portfolio

Fujitsu’s Registered Patents & Pending Applications Worldwide

- Registered Patents: 39%
- Pending Applications: 61%
- Total: Approx. 94,000

Registered Patents & Pending Applications by Region

- Japan: Pending: 35%, Registered: 65%
- North America: Pending: 53%, Registered: 47%
- Europe: Pending: 24%, Registered: 75%
- Asia / Oceania: Pending: 59%, Registered: 41%

As of March 20, 2008
Source: Fujitsu
Continuously Strengthening Overseas Portfolio – Supporting Overseas Business –

Applications in Japan

Overseas Applications

% of Japan Applications Applied for Overseas

Source: Fujitsu

* Includes patent applications in Japan based on Patent Cooperation Treaty
Top 20 Japan Patent Registrants for 2007

1. Matsushita E.I. 4,705
2. Toshiba 3,423
3. Ricoh 2,813
4. Hitachi 2,726
5. Canon 2,655
6. Sony 2,641
7. Seiko Epson 2,628
8. Denso 2,611
9. Fujitsu 2,511
10. Honda 2,466
11. Mitsubishi Elec. 2,381
12. Sharp 2,005
13. Toyota 1,840
14. Nissan 1,720
15. Fuji Photo 1,680
16. Matsushita E. W. 1,387
17. Sanyo 1,363
18. NTT 1,201
19. Fuji Xerox 1,071
20. Samsung 976

Based on data from Patent Gazettes
Source: Internal research on patent data

Top 20 US Patent Registrants for 2007

1. IBM 3,148
2. SAMSUNG 2,725
3. Canon 1,987
4. Matsushita E.I. 1,941
5. Intel 1,865
6. Microsoft 1,637
7. Toshiba 1,549
8. Sony 1,481
9. Micron 1,476
10. HP 1,470
11. Hitachi 1,397
12. Fujitsu 1,315
13. Seiko Epson 1,208
14. GE 914
15. Infineon 856
16. Denso 803
17. TI 752
18. Ricoh 728
19. Honda 719
20. SIEMENS 700

Based on data from Patent Gazettes
Source: IFI CLAIMS Patent Services
Patent Applications Aligned with Business

- Breakdown based on Intl Patent Classification (Jan.-Dec. 2007)

**4,069 Published Applications**
- G06F: Electric Digital Data Processing (957, 24%)
- H01L: Semiconductor Devices; Electric Solid State Devices Not Otherwise Provided For (511, 13%)
- H04L: Transmission of Digital Information, i.e. Digital Communications (networks) (309, 8%)

**2,511 Registered Patents**
- G06F: Electric Digital Data Processing (527, 21%)
- H01L: Semiconductor Devices; Electric Solid State Devices Not Otherwise Provided For (231, 9%)
- H04L: Transmission of Digital Information, i.e. Digital Communications (networks) (224, 9%)

Source: Internal Survey Based on Data from the Japan Patent Office

* Excludes patent applications in Japan based on Patent Cooperation Treaty
Patent Trends 1 – G06F
(Data Processing Related)

G06F Published Applications (JP)
Full Year Jan. – Dec Based on Publication Date

G06F Registered Patents (JP)
Full Year Jan. – Dec Based on Patent Gazette Date

* Comparison against top 7 companies for published applications (besides Fujitsu)

G06F: Electric Digital Data Processing

Source: Internal survey based on data from the Japan Patent Office
**Patent Trends 2 – H01L (Electronic Devices Related)**

**Trend of H01L Published Applications (JP)**

*Full Year Jan. – Dec Based on Publication Date*

**Trend of H01L Registered Patents (JP)**

*Full Year Jan. – Dec Based on Patent Gazette Date*

*Comparison against top 7 companies for published applications (besides Fujitsu)*

**H01L: Semiconductor Devices; Electric Solid State Devices Not Otherwise Provided For**

Source: Internal survey based on data from the Japan Patent Office
Patent Trends 3 – H04L (Networking Related)

* Comparison against top 7 companies for published applications (besides Fujitsu)

**H04L: Transmission of Digital Information**

Trend of H04L Published Applications (JP)
Full Year Jan. – Dec Based on Publication Date

Trend of H04L Registered Patents (JP)
Full Year Jan. – Dec Based on Patent Gazette Date

Source: Internal survey based on data from the Japan Patent Office
Fujitsu Patents by Business Group

Composition of Fujitsu Pending Applications & Registered Patents by Business Group

- Labs 33%
- Products 33%
- Electronic Devices 19%
- Solutions 11%
- Other 4%

Ratio of Pending Applications / Registered Patents within Business Groups

- Solutions: Pending 53%, Registered 64%
- Products: Pending 35%, Registered 70%
- Electronic Devices: Pending 50%, Registered 50%
- Labs: Pending 51%, Registered 51%
- Other: Pending 49%, Registered 49%

As of March 20, 2008
Source: Fujitsu
Trend in Published Patent Applications Among Major Companies (Japan)

From January 1 to December 31, based on date of disclosure.

- **Fujitsu**: 4,069
- Internal survey based on data from the Japan Patent Office

Excludes patent applications in Japan based on Patent Application Treaty

Internal survey based on data from the Japan Patent Office