

Intellectual Property
Report 2011

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Introduction

Every year since 2006 we have made an Intellectual Property Report available on the Internet to provide our shareholders and the general public with information on Fujitsu's efforts concerning intellectual property.

We are engaged in the total solution business in the field of Information and Communication Technology (ICT) to provide not only individual services, but also comprehensive enterprise services, including activities for developing, manufacturing, selling, and maintaining high-performance, high-quality advanced products and electronic devices that support these services. Our intellectual property strategy is closely tied to each phase of these business activities.

In particular, Fujitsu has set a medium- to long-term vision of "realizing a human centric intelligent society" (realizing a society in which people can live more affluently and peacefully through the use of ICT). Fujitsu aims to acquire, maintain, and use intellectual property rights to help achieve this vision.

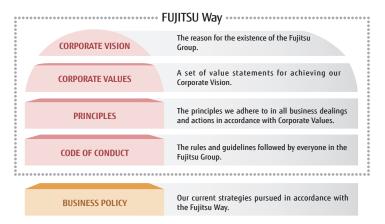
This Intellectual Property Report describes the role of Fujitsu's intellectual property strategy and the efforts being made in this area by our individual business units. It also includes statistics covering our intellectual property.

(Masahiro Kamei, President, Intellectual Property Unit)

Corporate Vision and Intellectual Property Strategy

Our Corporate Philosophy "FUJITSU Way"

FUJITSU Way embodies the philosophy of the Fujitsu Group, our reason for existence, our values and the principles that we follow in our daily activities.



Code of Conduct

We respect human rights.

We protect and respect intellectual property.

We comply with all laws and regulations.

We maintain confidentiality.

We do not use our position in our organization for personal gain.

One of FUJITSU Way codes of conduct clearly states that "We protect and respect intellectual property."

We are contributing to the establishment of a networked society by continuously creating new value and providing products and services on a global basis to meet customer needs. The intellectual property that results from our large investment in R&D is of great value to us. We conduct our business being fully aware that our intellectual property is a valuable resource and an essential management resource underpinning our business activities and the confidence our customers place in us. We will make every effort to obtain and maintain all necessary intellectual property rights, including patents, copyrights and trademarks, and utilize them effectively in growing our business.

We recognize that the knowledge and know-how held by each employee give us a competitive edge in our business activities. We respect third-party intellectual property and utilize it only after having properly secured rights to its use.

Role of our intellectual property strategy

At Fujitsu, our intellectual property strategy is based on our management strategy and is integrated with our business, research and development, and standardization strategies. To that end, from the earliest stages of our business activities, we implement a multilateral analysis focused on intellectual property to ensure that we can proceed based on the results of this analysis. By implementing our intellectual property strategy, we will endeavor to maximize the value of the intellectual property assets of the entire group.

Role of intellectual property strategy **Business strategy** Research and development strategy · New entry New research and development · Competit<mark>ive advantage</mark>s · Academic- Industry Collaboration Alliance Corporate strategy Standardization strategy Intellectual property strategy Acquisition, mair and use of rights Promotion of standardization activities Search, analysis, and of technology trends Patent portfolio analysis · Global strategy development

Relationship between Fujitsu Products and Services and Intellectual Property

Fujitsu products and services

Products and services provided by the Fujitsu Group are roughly divided into three solutions, each of which consists of business segments. The first segment includes technology solutions, which are typically servers, storage devices, mobile phones base stations,

many software products, and services. The second segment includes ubiquitous product solutions, which are typically personal computers and mobile phones.

The third segment includes device solutions, which are typically semiconductor devices.

Technology Solutions



Fujitsu's second datacenter in Sydney has launched public cloud services



PRIMERGY RX200 S6 energy-efficiency model is a 2-way rack server that dramatically cuts power consumption

Services. Fujitsu provides solutions/system integration services focused on information system consulting and integration, and infrastructure services centered on outsourcing services (complete information system operation and management).

System Platforms...Fujitsu offers system products such as servers and storage systems which form the backbone of information systems, along with network products such as mobile phone base stations, optical transmission systems, and other communications infrastructures.

Ubiquitous Solutions



The hybrid LIFEBOOK TH SERIES has a touch-panel display and a built-in keyboard



A waterproof smartphone and wallet mobile—the DOCOMO smartphone REGZA



AVN-Z01 car navigation system

In addition to PCs and mobile phones, this segment consists of mobilewear, such as car audio and navigation systems.

In PCs, along with more conventional desktop and notebook models, Fujitsu's wide-ranging lineup includes tablet PCs, products that enable users to experience 3-D images without special glasses, and models with more robust energy saving features.

In mobile phones, along with conventional feature phones, Fujitsu launched the sale of the "REGZA Phone" smartphone following integration with Toshiba Corporation's mobile phone business.

In mobilewear, Fujitsu is answering diverse needs through "Connectivity Products," among them car navigation systems that can be easily upgraded with the latest maps using a home-based PC.

Device Solutions



The FM3 family of 32-bit general purpose RISC microcontrollers use ARM's Cortex™-M3 core





Sixth-generation Milbeaut imaging processor for beautiful still and video images

LSI devices and electronic components comprise Fujitsu's Device Solutions. Fujitsu Semiconductor*, the Fujitsu Group's operating company in semiconductors, provides LSI devices found in products such as digital home appliances, automobiles, mobile phones, and servers.

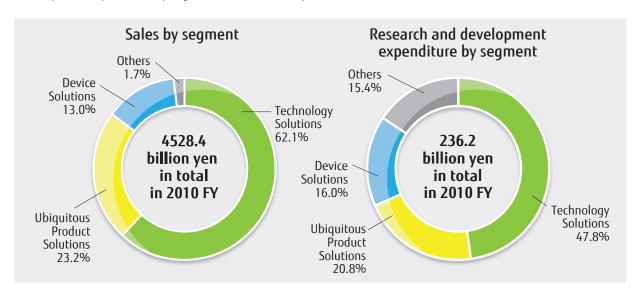
Meanwhile, publicly listed consolidated subsidiaries such as Shinko Electric Industries, Fujitsu Component, and FDK provide semiconductor packages and other electronic components, as well as structural components such as batteries, relays, and connectors.

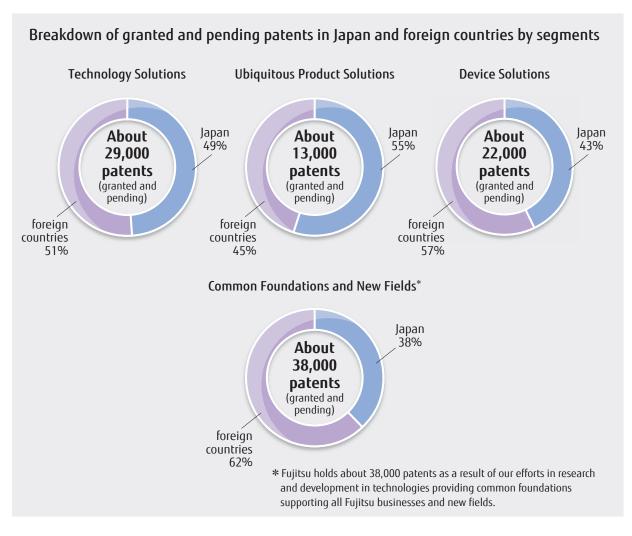
Patents by segment

Fujitsu is enhancing its patent portfolio on a per segment basis.

The figures below show the sales and research and development expenditure by segment in 2010 FY. They

also show the number of granted patents and patents pending by segment in 2010 FY inside and foreign country.





Fujitsu's Intellectual Property

Our activities for acquiring patents

Fujitsu is actively promoting activities for acquiring patents because patents comprise an important management resource that helps guarantee our technological advantage.

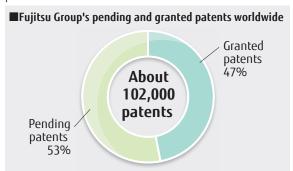
In particular, Fujitsu intensively creates inventions consistent with important themes based on the business and R&D strategies. It also acquires pertinent patents. Fujitsu makes efforts to enhance its patent portfolio by doing a prior-art search regarding

all patents and examining the relevant prior-art documents before making any application and by regularly reviewing how technologies covered by patents pending are being used.

In addition, we are focusing our efforts to improve the process of preparing patent applications to ensure that we efficiently acquire high-quality patents both in Japan and overseas.

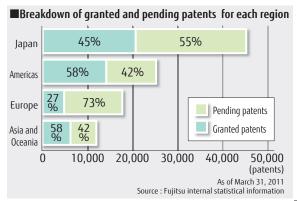
Patent portfolio status

Currently, the entire Fujitsu Group holds about 102,000 patents worldwide.



With the globalization of our business, the number of granted patents we hold in foreign countries has exceeded the number we hold in Japan. In order to enhance our patent portfolios, Fujitsu and the Fujitsu Group member companies are actively engaging in efforts to file patent applications globally, acquire patent rights, and extract inventions from the outcomes of the technological activities at our group member companies in the U.S., Europe, China, and other countries or areas.

The above data shows the cumulative number of patents that we had acquired as a result of our global efforts.



In 2010, the Fujitsu Group filed applications for around 4,800 patents in Japan and around 4,500 overseas.

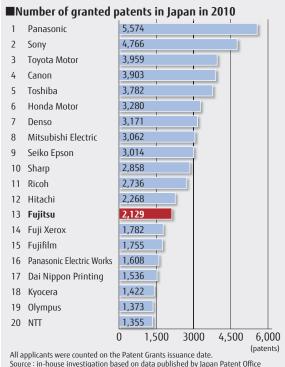
■ Number of patent applications filed by Fujitsu Group in 2010 FY

	Number of patent applications filed in Japan*	Total number of patent applications filed foreign countries		
	4,800	4,500		
		Americas	Europe	Asia and Oceania
		2,250	1,500	750

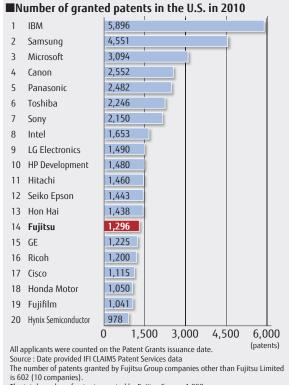
This value includes patent applications filed in Japan based on the Patent Cooperation Treaty.

From April 1, 2010 to March 31, 2011 Source: Fujitsu internal statistical information

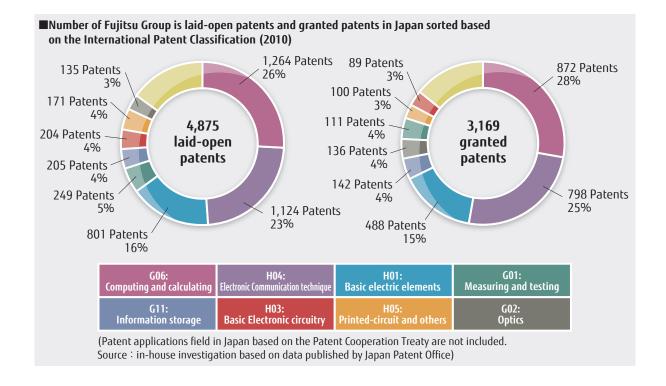
When Fujitsu's patent position is viewed in terms of the number of Fujitsu issued patents in Japan and in the U.S., in 2010, Fujitsu ranked 13th in Japan (based on our own research) and 14th in the U.S. (based on IFI CLAIMS Patent Services' research). The total number of patents issued to Fujitsu Group member companies came to 3,169 in Japan and 1,898 in the U.S. Breakdowns of the Fujitsu Group member companies' laid open patents or issued patents in Japan in 2010, based on the International Patent Classification (IPC), illustrate that the number of Fujitsu Group member companies' patents is large in technical fields that are closely related to Fujitsu Group's business.



Source: in-house investigation based on data published by Japan Patent Office
The number of patents granted by Fujitsu Group companies other than Fujitsu Limited is 1,040 (19 companies). The total number of patents granted by Fujitsu Group : 3,169



The total number of patents granted by Fujitsu Group: 1,898

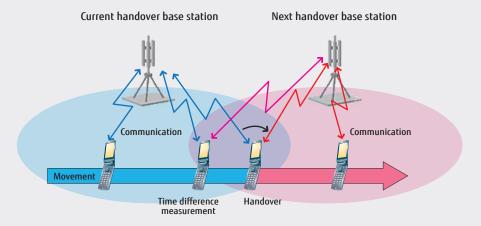


Examples of patent activities carried out in 2010

Here are two examples of our patent activities in 2010.

(1) Method for switching between base stations in CDMA mobile telecommunications

In a mobile phone system, handover technology is essential to ensure that an ongoing connection is switched from one base station to another in response to the callers moving, so that the communication is not disconnected. Fujitsu is actively working in research and development of handover technology for Wideband Code Division Multiple Access (W-CDMA), one of the third-generation mobile telecommunication systems, and has acquired strong patents in the field.

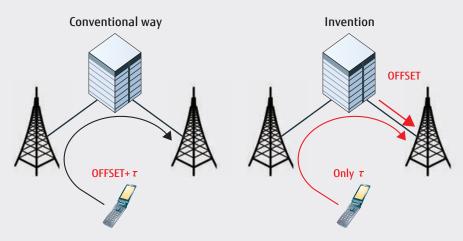


Here we present one of these patents, which won the "Invention Award" in the "National Commendation for Invention 2011," organized by the Japan Institute of Invention and Innovation.

In handover technology, before the execution of handover, the system is required to determine the time difference between the signals being transmitted by two base stations installed in different locations in order to match the timings of the reception from the base stations. For handover between two base stations operating at different frequencies, the time difference between the signals being transmitted by the base stations is broken into a difference in frame number (OFFSET) and a time difference within a single frame (τ). In conventional technology, the measurement of OFFSET and τ was conducted on the terminal, and it took time.

Thus, the technology has been improved so that only τ is measured on the terminal, and OFFSET is measured and an adjustment is made in the system. This has reduced the time needed to measure the time difference between base stations, realizing voice calls without momentary interruptions and data communication with no reduction in transmission rate.

This invention has been adopted by the W-CDMA standard, and approved as a standard-essential patent by the patent pool. This technology has improved the use of mobile phones, alleviating user stress, even while moving, thereby contributing to an improvement in convenience and the satisfaction of users worldwide.

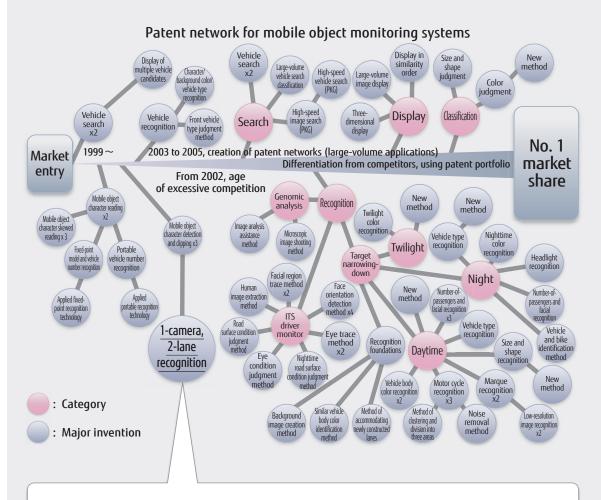


* "Handover method and CDMA mobile telecommunication system in CDMA mobile telecommunications and base and mobile stations thereof"

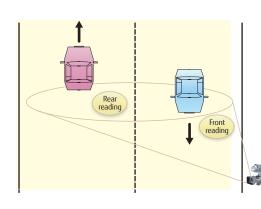
(2) Mobile object monitoring system/multiple-lane recognition technology

To help realize a safer and more secure society, Fujitsu has promoted the creation of unique features in mobile object monitoring systems for use as part of social infrastructures.

In particular, we have focused on the enhancement of "image shooting control/image recognition technologies" intended for the image features (such as color, shape, size, type, character, direction, and field angle) of vehicles and other mobile objects in an outdoor environment, and have applied for patents on more than 50 major inventions (30 of which have been issued). (See the figure below.)



Of these technologies, here we present one of the core technologies, Patent No. 4391839 "1-camera, 2-lane recognition." This technology provides a software improvement to change the image shooting conditions depending on the direction of movement of the vehicle, as shown below. This has made it possible to recognize two lanes with a single camera.



- (1) If the vehicle is moving away from the camera, an image is captured when the rear of the vehicle reaches the shooting point (rear reading).
- (2) If the vehicle is moving towards the camera, an image is captured when the front of the vehicle reaches the shooting point (front reading).

Design rights

We believe that all design activities are centered on people and that Fujitsu should build a positive relationship between people and ICT in order to contribute to the realization of an ICT society in which everybody can participate.

Fujitsu handles a broad range of design activities, including designing products such as PCs and mobile phones, designing graphical user interfaces (GUIs) for Web sites and business systems, designing office and retail space for use in information systems, and creating visual designs for branding purposes.

In the design of mobile phones, Fujitsu took on the challenge of designing a "Separate Phone" for the purpose of enabling customers to freely select a style to suit a given application, and won the Good Design Award in 2010.

In the belief that designs are valuable intellectual



docomo PRIME series F-04B, which has won the Award

property assets because they link our customers to our products and services, Fujitsu has been active in acquiring design rights that will protect its designs. At present, Fujitsu holds about 750 design rights inside and foreign country.

Trademark rights

Fujitsu regards our brands as one of our important management resources. We promote the spread of the brand promise "shaping tomorrow with you," announced in 2010. We have decided on a brand graphic that visually represents the brand promise, aiming to establish our brand image throughout the world. Fujitsu actively pursues the acquisition of trademark rights for the names of products and services that will effectively convey our brand image.

Currently, Fujitsu holds about 4,700 trademarks

inside and foreign country. In particular, we have acquired the trademark rights to the Fujitsu symbol mark in about 150 countries and regions. Fujitsu is ranked 24th in Interbrand Corporation's "Japan's Best Global Brands 2011*."

*Released every year by Interbrand Corporation in order to rate the values and positions of globally expanding Japanese brands based on world standards.

Brand promise and Brand graphic (example)

Symbol mark



shaping tomorrow with you

shaping tomorrow with you

Copyrights

At Fujitsu, copyrighted work constitutes part of our important management resources. The use of our copyrighted software has become an important theme, particularly in solutions and services. We reuse our accumulated software resources in order to provide our customers with high-quality systems with a short delivery time.

Changes in the business environment provide an increasing number of opportunities for Fujitsu to collaborate with its customers and partners by using software they developed. Of course, while doing so, Fujitsu takes the utmost care to respect the copyrights of other companies.

Thorough information management

Proper information handling is not only the basis of Fujitsu's business activities, it is also vital to the company's success. However, any information even leaked due to a careless mistake will lose its value as intellectual property, possibly having an adverse affect on Fujitsu's business.

Therefore, Fujitsu has established detailed rules on handling information properly, and requires its employees to understand correctly and comply with these rules, and remain conscious of the importance of handling information properly.

More specifically, we properly manage information

that is distributed internally as confidential information, separate from public information, so that it will not leak. If we disclose our confidential information to another company as part of our business activities, we will first conclude a nondisclosure agreement with that company before disclosing the information.

If we obtain confidential information from our customers and other companies, we will limit the users of the obtained information, implement education about the handling of that information, and properly manage the information so that no one except such limited users can access it.

Respect for other companies' intellectual property

We believe that the policy of respecting the intellectual property of other companies is extremely important, not only to protect Fujitsu's business, but also to avoid causing unexpected problems for our customers.

Fujitsu requires its employees to survey intellectual property held by other entities, during the research and development phase or product development phase.

First, when a new technology to be included in a product under development is determined, an advance patent survey is conducted to investigate whether other companies already hold patents relating to that technology to make sure that the no patent infringement occurs. When a new name is to be assigned to a product or a service, an advance trademark survey is conducted to ensure that no trademark infringement occurs. Before using free or open-source software, which has become popular in recent years, we carefully study the terms of the licenses and the rights concerned in order to identify what risks may accompany the use of such software.

Efforts in international standardization

Particularly in the ICT area, it is difficult for one company alone to create a market by depending only on its own technologies. A robust market is formed when multiple companies provide various products using standardized technologies and ensure that their products satisfy interconnectivity and compatibility requirements. Such a business environment is beneficial to companies that have developed technologies adopted as international standards and that hold patents on such technologies.

Participation in international standardization is a crucial strategy for Fujitsu's business. Fujitsu is promoting, from the perspective of the entire Fujitsu Group, strategic standardization activities aimed at fostering the development of an information-oriented society. Fujitsu has established, within Intellectual

Property Unit, a special organization that is responsible for drawing up and implementing standardization strategies, in order to encourage standardization activities across sectional boundaries within the Fujitsu Group. In addition to promoting activities for standardization-related patent acquisitions, Fujitsu is actively working to effectively use patents by participating in various patent pools* as a licensor.

*Fujitsu is participating as a licensor in patent pools relating to various standards such as AVC/H.264, MPEG-4 Visual, VC-1, W-CDMA, ARIB digital broadcasting standards, and digital cable broadcasting standards.

<Participation in the international standardization activities for technologies related to cloud computing technologies>

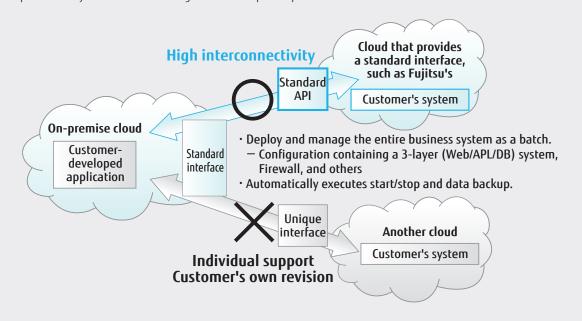
To secure the interconnectivity of cloud services and improve their operational efficiency, Fujitsu is actively involved in formulating international standards for cloud computing technology and making them open. We are a board member of the Distributed Management Task Force (DMTF)*1, an international standard-setting organization for operation and management technologies and virtualization, which are essential to cloud services. We participate in the Cloud Management Working Group (CMWG), and have proposed the Application Programming Interface (API) of Fujitsu's cloud technology *2 as a standard specification.

In 2010, the contribution of the Fujitsu Group to standardization was recognized with Jacques Durand of Fujitsu America Inc. winning the "2010 DMTF Star Award."

In the field of cloud computing, the market for which is expected to expand explosively in the future, we will actively take the lead in standardization, and will take strategic initiatives involving related intellectual property activities.

- *1 DMTF (Distributed Management Task Force): International standard-setting organization for operation and management technologies and virtualization technologies
- *2 On-demand virtual system service

(http://fenics.fujitsu.com/outsourcingservice/saas/plat/sop/)



Contribution to global environmental protection

Based on the statement "In all our actions, we protect the environment and contribute to society," which is included in the FUJITSU Way Corporate Values, Fujitsu contributes to the protection of the global environment from the perspective of intellectual property.

More specifically, we have positioned technologies that contribute to the protection of the global environment as one of our important themes, and are maintaining awareness of the environment by cooperating with the business unit as early as in the stage of searching for useful inventions. In addition,

we are using such technologies strategically by, for example, applying them to products and using them for promotion in business negotiations. At the same time, we are also endeavoring to be prepared for global environmental protection activities and for any changes in environmental regulations.

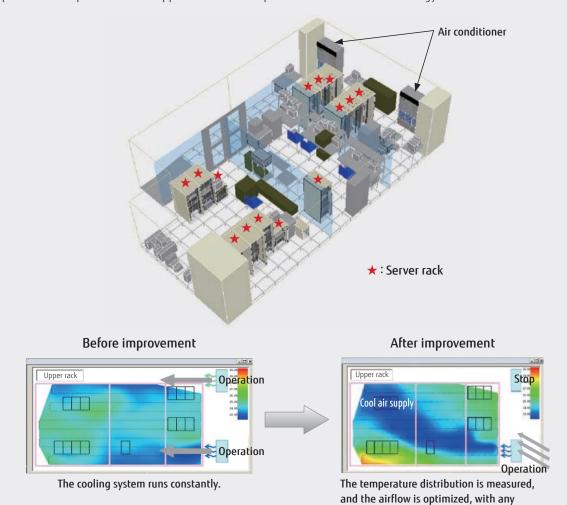
To raise our employees' awareness of environmental issues, we have established a system for awarding those who have made remarkable contributions to the creation or use of intellectual property for the protection of the global environment.

unnecessary cooling devices being stopped.

(1) Optical fiber data sensing technology

Data centers contain a large numbers of racks, each of which houses many computers. These computers generate large amounts of heat. Conventionally, a cooling system suitable to handle the maximum heat generated is kept running all the time. However, this method is far from satisfactory, because it not only increases operating costs but also it produces greenhouse gases.

Thus, an air conditioning system has been developed that uses optical fiber to measure the temperature distribution within each of the racks installed in the data center and which optimizes the airflow so that the center does not suffer from either excessive or insufficient cooling. As a result, we have realized significant reductions in power consumption. We have applied for about 20 patents related to this technology.



(2) Smart power strip

Since the Great East Japan Earthquake, energy conservation is a pressing issue, and people's awareness of energy conservation has increased significantly. Because, however, they have no real way of checking their power consumption in an easy visual manner, people miss opportunities for saving energy in their daily lives. Even before the Earthquake, Fujitsu Laboratories Limited had developed a power tap (smart power strip) using high-resolution small-size power sensor technology. This smart power strip is capable of collecting data about the energy being used by devices nearby and determining their use status. In developing the screen for indicating the status of use, we actually used the power strip experimentally within the company, and collected suggestions from the company's employees on how to improve it. Fujitsu Design Limited improved the screen layout, color, and operability. We have applied for about 30 patents relating to this technology.

In the future, Fujitsu Laboratories Limited will develop technologies with a view to expanding them to cloud-based energy management services, which are one of Fujitsu's strengths, not to mention energy conservation.



Smart power strip and Gateway

Fujitsu Data Center

Necessary data

Internet

Gateway

Smart Plug

Range of business and home electrical appliances

Intellectual Property Related Organizations and Management Frameworks

Organizations and global management frameworks

Fujitsu established Intellectual Property Unit as one of its corporate centers. The Intellectual Property Unit deals with any activities relating to intellectual property, in areas ranging from the development and planning of the intellectual property strategies of the Fujitsu Group to the utilization of intellectual property, including licensing of intellectual property rights. It also performs activities to promote our strategic standardization activities.

The Intellectual Property Unit establishes the uniform policy mentioned on the next page and takes the initiative in activities relating to the intellectual property of the entire group.

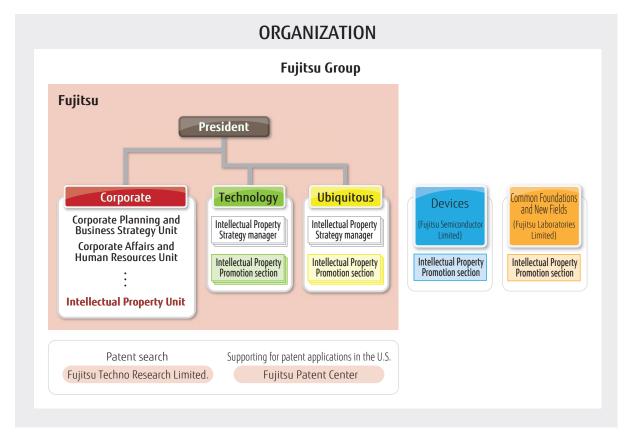
In each business group, an intellectual property manager is appointed and a promotion section is established to assure seamless cooperation between the research and development sections and the intellectual property sections.

In addition, Fujitsu Techno Research Limited, a

Group company, mainly conducts pre-application surveys of prior art to determine the appropriate scope of rights being claimed as well as pre-commercialization surveys to avoid infringement of patent rights owned by other companies.

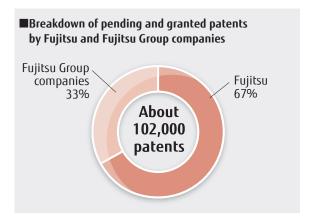
Furthermore, to promote efficient global business operations, the Fujitsu Group is making efforts to appropriately acquire, maintain, and utilize its intellectual property throughout the world.

In particular, Fujitsu Group resident offices are located in the U.S. and China to ensure that all inventions produced as a result of efforts made in our research and development sites in those countries are identified without fail, and to promote applications for patents for those inventions. Furthermore, in the U.S., the Fujitsu Patent Center we established in 2008 in an effort to improve our ability to acquire patent rights is expanding its activities to increase the quality of our patents.



Improvement of the value of the intellectual property of the entire group

Looking at the entire Fujitsu Group, the proportion of patents held by group member companies to the total number of patents held by the group has been increasing annually, so that intellectual property activities that consider the entire group have become ever more important.



With the aim of improving the value of our intellectual property assets so as to contribute to the improvement of the business competitiveness of the group, the Fujitsu Group is undertaking the following efforts so that the group member companies worldwide can collaboratively practice consistent intellectual property strategies:

- Information sharing by holding regular liaison conferences by group member companies
- Establishment of a framework that enables the use of intellectual property within the group
- · Mutual cooperation within the group for patent portfolio enhancement
- · Concerted standardization activities throughout the entire group
- Creation and enhancement of common infrastructures for intellectual property related activities within the group

Education and enlightenment for effectively implementing our intellectual property strategy

Fujitsu places importance on the employee education required to implement our intellectual property strategy.

We believe that it is vitally important to foster our employees' awareness of the importance of intellectual property and to encourage them to integrate business, research and development, standardization, and intellectual property strategies when performing their activities.

As part of our efforts to this end, we distribute to all Fujitsu and Fujitsu group company organizations e-mail

magazines containing messages from the company's top management concerning intellectual property and descriptions of each department's related activities.

Another strategic means for developing human resources is training programs provided through a system established to ensure effective and efficient training and to fulfill the needs of individual employees in their different careers. We provide two types of training programs, e-learning and classroom education, so that employees can select the type suitable for their purposes and conditions.

Systems for supporting tasks related to intellectual property

We have developed systems to support the intellectual property related tasks that become necessary in the course of our business activities, thereby improving the efficiency of those tasks.

For example, our patent search service allows researchers or developers to verify the novelty of their own inventions and to determine whether their inventions would relate to the patent rights of other companies. This service can be used by all employees, including those of Fujitsu group member companies, over our intranet.

Our patent management system is used by our intellectual property sections when they initiate prosecution procedures, or manage our intellectual property rights, among others.

The know-how and techniques we have accumulated through our intellectual property activities are applied to our intellectual property solution ATMS for direct sales. ATMS is now widely used by customers as a solution that totally supports all tasks in the intellectual property cycle.

<Intellectual property solution ATMS> http://jp.fujitsu.com/solutions/ip/

"An intellectual property solution that supports all tasks included in the intellectual property life cycle"

Fujitsu's ATMS offers various products that support activities throughout the entire intellectual property life cycle from the stage in which inventions are still mere ideas through the acquisition of rights and assistance in business strategy.

ATMS supports customers in a wide range of intellectual property activities by integrating the know-how and techniques Fujitsu and Fujitsu Group member companies have accumulated through their in-house practices.

The main ATMS-related products and services include the following:

Patent analysis system – ATMS/Analyzer

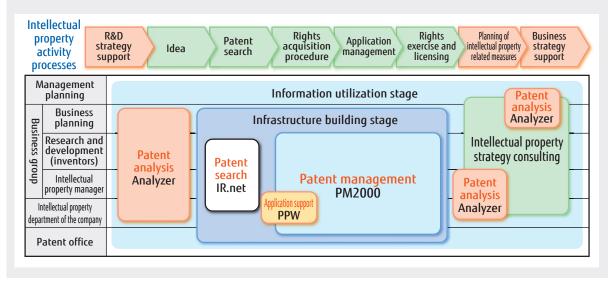
ATMS/Analyzer provides tools for mapping and "visualizing" technological trend analysis, which is indispensable for planning and implementing business and research and development strategies, and for valuation of products and services relative to those of competitors from large volumes of patent information, speedily and from a range of viewpoints through the use of the latest text mining technology.

· Patent search service - ATMS/IR.net

ATMS/IR.net was designed by incorporating the search ideas used by our experienced patent survey engineers. It is a full ASP-type service that provides search functions that fulfill the needs from a wide range of users from people engaged in research and development to those engaged in managing intellectual property assets. We are planning to offer a new service in the future that will considerably expand that range of searchable patent information and provide users with a wide range of assistance functions.

· Patent management system – ATMS/PM2000

We offer a comprehensive patent management system that fulfills the needs of users in various types of business to further improve the efficiency of patent management tasks that are characterized by increasing complexity and sophistication. As part of our recent efforts, we offer "PM2000 Smart," which provides carefully selected basic functions, based on the field-proven PM2000, so that it can be used even by those customers who make relatively few patent applications.



Capitalizing on Our Intellectual Property

Patent licensing

By utilizing our intellectual property, we effectively differentiate our products and services from those of our competitors to secure "business competitive advantages". We also achieve "business flexibility" by partnering with other companies under favorable terms. Furthermore, we utilize our intellectual property to gain profits from our licensing and related deals.

For example, Fujitsu has concluded cross-licensing

agreements with numerous companies to secure business flexibility.

Major companies that have signed cross-licensing agreements with Fujitsu include Intel Corporation, IBM Corporation, Alcatel-Lucent USA, Inc., Motorola Inc., Texas Instruments Inc., Microsoft Corporation, and Samsung Electronics Co., Ltd.

Technology sales

Fujitsu no longer uses some of the patents it holds because of changes in its business strategy. Even those patents that Fujitsu currently uses may be available for widespread use by other companies to create more value. We are aggressively working to license to these patents and other know-how, as technology "seeds," to other companies to ensure that the outcome of our research and development work will be utilized widely in society and become a source of royalty earnings. These technology seeds serve as core technologies for customers and we support our customers' sales promotion activities for products developed from these seeds. We refer to all of these activities as technology sales activities.

In keeping up with the recent trend towards open innovation, many companies are actively working to introduce technologies from other companies as a step toward developing their own brands. For example, we conduct technology sales activities through coordination with local governments such as Kawasaki City and Yokohama City and have succeeded in matching our seeds with the needs of small- and medium-sized companies. In this way, Fujitsu's technology seeds help other businesses create new value.

Fujitsu posts information on these technology seeds on a publicly accessible Web page, which outlines titanium apatite technology, environmental assessment system technology, and other many attractive technologies. For more information on technology sales, please visit the "Patents available for sale" Web page at the following URL:

http://jp.fujitsu.com/about/ip/

Award-Winning Inventions/Activities

Awards related to inventions and standardization

Fujitsu's overall efforts relating to innovation and intellectual property have been widely recognized even outside the company and Fujitsu received various

awards. The table below lists the main awards we have earned since 2010.

< Awards related to inventions >

Year	Award Title	Awarding institution
2011	National Commendation for Invention; Invention Award Invention related to the method of switching between base stations in CDMA mobile telecommunications(Patent No. 3479935)	Japan Institute of Invention and Innovation
2010	Kanto Local Commendation for Invention; Trade and Industry Director's Award CDMA telecommunication system random access method (Patent No.4037965)	Japan Institute of Invention and Innovation
2010	National Commendation for Invention; Minister of Economy, Trade and Industry's Invention Award Invention of material for chemically amplified photoresist (Patent No. 3297272)	Japan Institute of Invention and Innovation

< Awards related to Standardization>

Year	Award Title	Awarding institution
2010	2010 DMTF Star Award Contribution to standardization activities related to proposals for the API specifications for clouds in DMTF, "API Design for laaS Cloud Computing Service"	DMTF(Distributed Management Task Force)
2010	2010 Industrial Standardization Prime Minister's Award Vigorous international standardization activities in the environmental field and the improvement of the position of Japan	Ministry of Economy, Trade and Industry
2010	Information and Communications Technology Award; TTC Chairman's Award Commencement of international cooperative activities in the Asia-Pacific region	Telecommunication Technology Committee (TTC)
2010	Information and Communications Technology Award; the Award for Distinguished Service (two winners) Promotion of standardization regarding inter-network physical interfaces Promotion of upstream activities regarding ICT and climate changes	Telecommunication Technology Committee (TTC)
2010	Japan Electronics and Information Technology Industries Association Chairman's Award Efforts related to international standardization activities in the environmentally conscious design field and contribution to the enhancement of Japan's international competitive advantage	Japan Electronics and Information Technology Industries Association
2010	ITU-AJ Award; Performance Award Achievement in the IMT-Advanced frequency band calculation method in ITU-R	ITU Association of Japan (ITU-AJ)
2010	ITU-AJ Award; International Activity Incentive Award (two winners) Achievement in serving as a leader for the domestic ITU-T SG5 research committee and performing general telecommunication standardization activities (ITU-T SG15 and others)	ITU Association of Japan (ITU-AJ)

Information contained in this document includes statements regarding future forecasts based on current business estimates or hypotheses. The actual results or events may differ from what is expressed or implied by these statements because of known or unknown risks and/or uncertain factors. Examples of risks and factors that may affect actual results and examples of events are listed below. (Note that they are only examples and the actual risks and factors are not limited to those listed below.)

- · Economic trends in major markets (especially in Japan, North America, and Europe)
- · Possible changes in high-tech markets (especially in the semiconductor, PC, and mobile phone markets)
- · Trends in foreign exchange and floating interest rates
- · Capital market trends
- · Intensification of price competition
- · Changes of competitors' positions in a market as a result of technological developments
- · Changes in component procurement environments
- · Changes in competitive relationships resulting from tie-ups, alliances, and technological licensing
- · Possibility of projects becoming unprofitable
- · Accounting policy changes

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