A large red square graphic with a white border, containing the title text. The square is slightly offset to the right and bottom, creating a layered effect with a light gray background.

FUJITSU LIMITED  
Intellectual Property  
Report 2013

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.

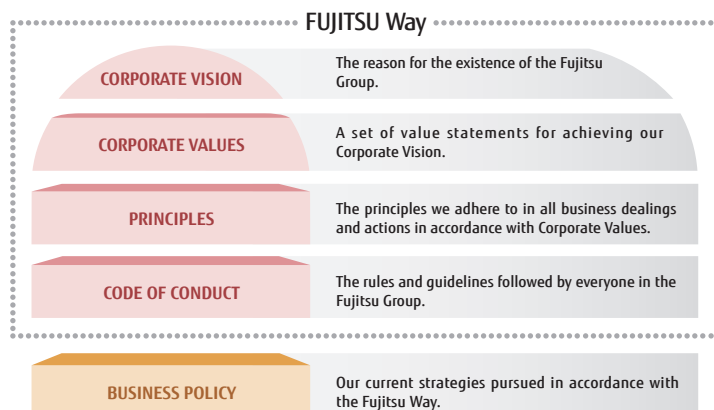
This Intellectual Property Report describes the role of Fujitsu's intellectual property strategy, and the efforts being made by our individual business units. It also includes statistics covering our intellectual property.

**(Masahiro Kamei, Head of Intellectual Property Unit, Intellectual Property Unit)**

## 2 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 act with fairness in our business dealings.	■ 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, and utilize them effectively in growing our business. We respect third-party intellectual property.

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 Group, 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 Fujitsu Group.

#### Role of intellectual property strategy



# Relationship between Products and Services and Intellectual Property

## Fujitsu Group products and services

Products and services provided by the Fujitsu Group are roughly divided into three segments, 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



New UNIX server SPARC M10-4S\*

\* SPARC M10: The SPARC M10 is marketed outside of Japan as the "Fujitsu M10."



Fujitsu Australia headquarters

**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 "Floral Kiss" PC for women, developed by a female team based on the design concept of bringing elegance to PCs (LIFEBOOK CH55/J)



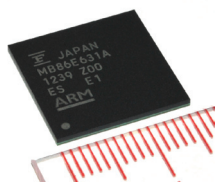
ARROWS NX F-06E smartphone brings together the latest high-spec capabilities

In PCs, Fujitsu provides high-quality, high value-added products such as desktop PCs that can be easily operated away from the main unit using a wireless touchpad feature, a 2-way notebook PC that doubles as a tablet, and water- and dust-resistant Windows 8 tablets.

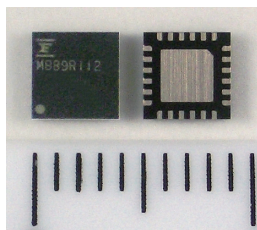
In mobile phones, Fujitsu offers high-end smartphones with advanced, high-speed CPUs, and the Raku-Raku Phone series featuring easy-to-read displays, clear-sounding speakers, and intuitive functionality.

In mobilewear, Fujitsu is answering diverse needs through "Connectivity Products," among them intuitively operated car navigation systems that connect with smartphones for a more enjoyable driving experience.

### Device Solutions



MB86E631 interface bridge SoC with 10 different built-in interfaces



MB89R112 HF-band RFID tag with built-in FRAM

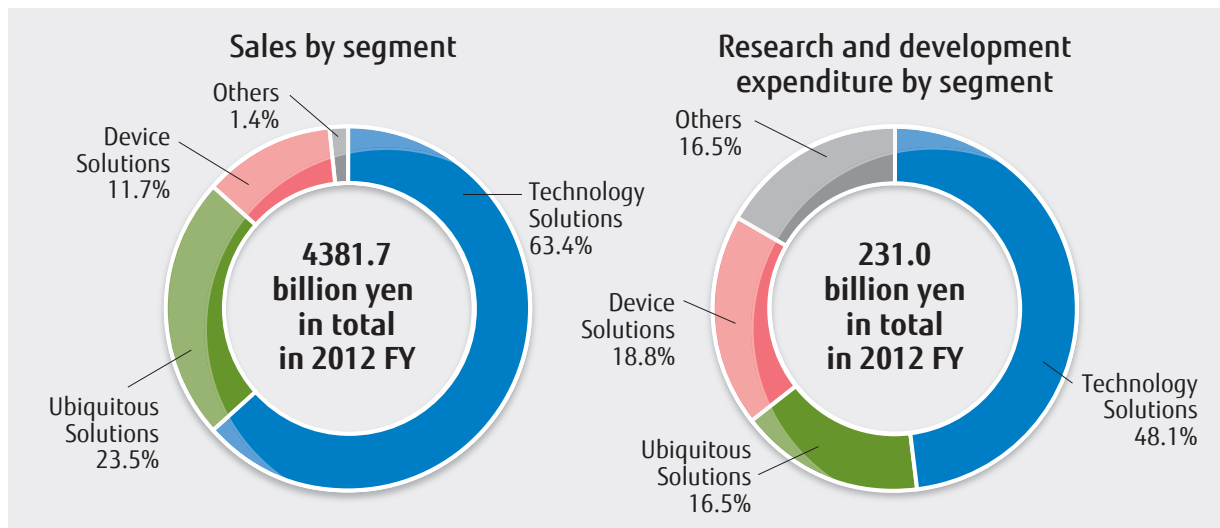
LSI devices and electronic components comprise Fujitsu's Device Solutions. Fujitsu Semiconductor, the Fujitsu Group's operating company in semiconductors, provides LSI devices found in products such as digital home appliances, automobiles, mobile phones, and servers. Meanwhile, publicly listed consolidated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

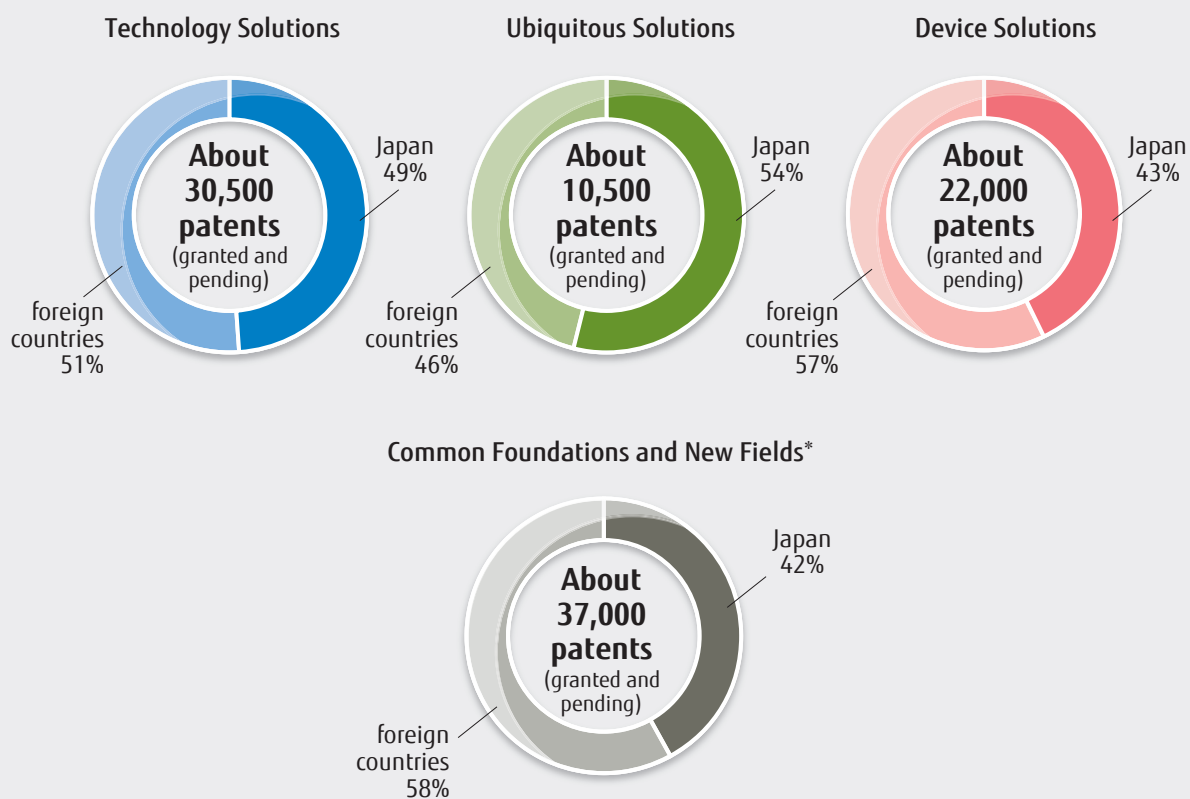
Fujitsu Group is enhancing its patent portfolio on a per segment basis.

The figures below show the sales and research and

development expenditure by segment in 2012 FY. They also show the number of granted and pending patents in Japan and overseas countries by segment in 2012 FY.



### Breakdown of granted and pending patents in Japan and overseas countries by segments



\* Fujitsu holds about 37,000 patents as a result of our efforts in research and development in technologies providing common foundations supporting all Fujitsu businesses and new fields.

# 4 Intellectual Property

## Our activities for acquiring patents

Fujitsu Group 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

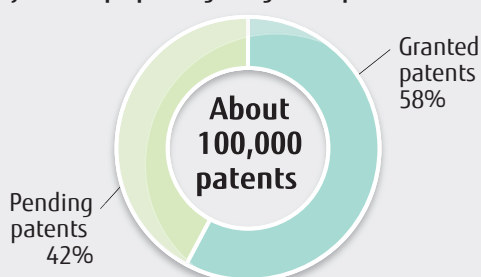
all patents and examining the relevant prior-art documents before making any application and by regularly reviewing how technologies covered by patents pending are being used.

In addition, we are focusing our efforts on improving the patent application preparation process to ensure efficiency in our acquisition of high-quality patents both in Japan and overseas, by developing internal infrastructures and dispatching representatives to overseas bases.

## Patent portfolio status

Currently, the entire Fujitsu Group holds about 100,000 patents worldwide.

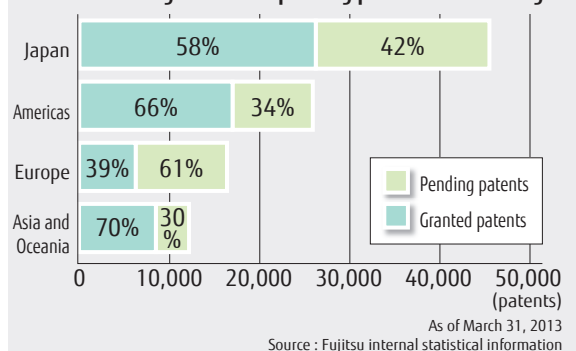
■ Fujitsu Group's pending and granted patents worldwide



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 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.

■ Breakdown of granted and pending patents for each region



In 2012, the Fujitsu Group filed around 4,200 patent applications in Japan and around 5,100 patent applications overseas.

■ Number of patent applications filed by Fujitsu Group in 2012 FY

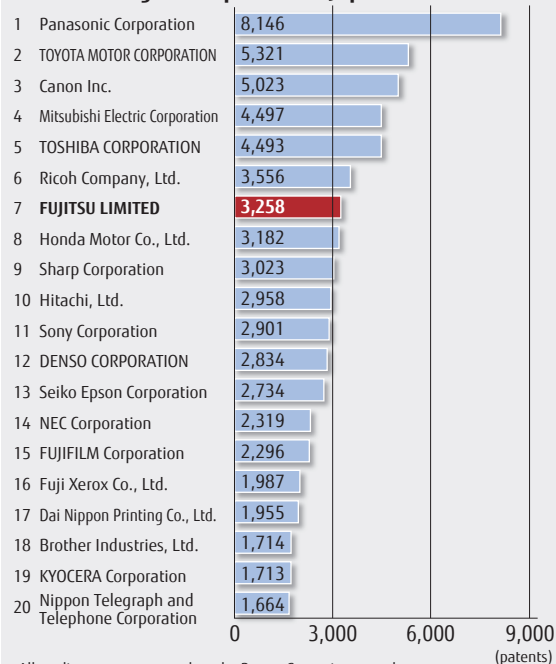
Number of patent applications filed in Japan*	Total number of patent applications filed foreign countries		
	Americas	Europe	Asia and Oceania
4,200	2,200	1,800	1,100

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

From April 1, 2012 to March 31, 2013  
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 2012, Fujitsu ranked 7th in Japan (based on our own research) and 11th in the U.S. (based on IFI CLAIMS Patent Services' research). The total number of patents issued to Fujitsu Group member companies came to 4,681 in Japan and 2,124 in the U.S. The graph in next page shows breakdowns of the Fujitsu Group member companies' laid open patents or issued patents in Japan in 2012, based on the International Patent Classification (IPC).

### ■Number of granted patents in Japan in 2012



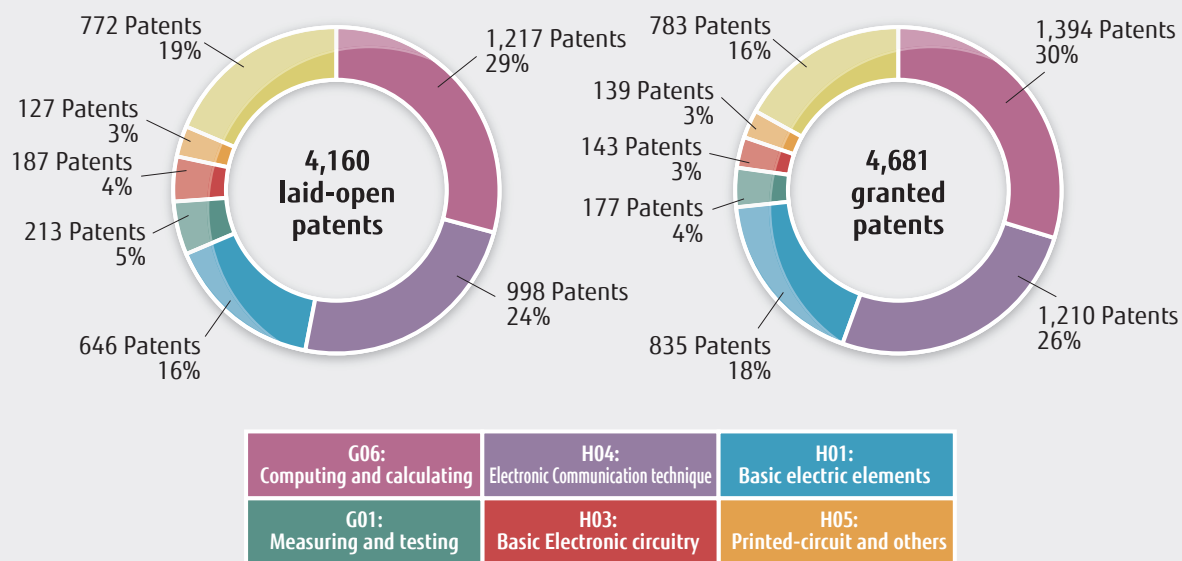
All applicants were counted on the Patent Grants issuance date.  
Source: in-house investigation based on data published by Japan Patent Office  
The number of patents granted to Fujitsu Group companies other than Fujitsu Limited is 1,423 (22 companies).  
The total number of patents granted to Fujitsu Group: 4,681

### ■Number of granted patents in the U.S. in 2012



All applicants were counted on the Patent Grants issuance date.  
Source: Date provided IFL CLAIMS Patent Services data  
The number of patents granted to Fujitsu Group companies other than Fujitsu Limited is 589 (15 companies).  
The total number of patents granted to Fujitsu Group: 2,124

### ■Number of Fujitsu Group is laid-open patents and granted patents in Japan sorted based on the International Patent Classification (2012)



(Patent applications field in Japan based on the Patent Cooperation Treaty are not included.  
Source : in-house investigation based on data published by Japan Patent Office)

The upper pie charts show classes which have rates equal to or more than 3 percent.

## Examples of activities for acquiring patents in 2012FY

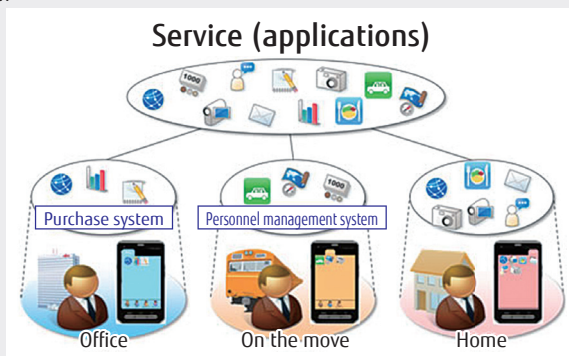
Fujitsu has set a mid- to long-term vision of "realizing a human-centric, intelligent society" ; realizing a society in which people can live more prosperous and secure lives through making use of ICT. Under this vision, Fujitsu has been energetically working on technological developments, and acquiring intellectual property based on these developments. Introduced here are two such examples.

### (1) Create Innovation through People

There has been demand for users to be able to use information terminals without delay when and where they are needed. However, in order to be able to receive accurate services at any place, a considerable amount of preparation has to be made by users on the receiving end.

Fujitsu is developing technology for an application distribution execution platform that provides for the automatic installation and execution of applications, multi-device collaboration that allows for dynamic use of user peripheral devices, and so on. For instance, these technologies will allow automatic distribution of necessary presentation material and its browsing applications in meeting rooms, guidance navigation at museums, textbook browsing applications in classrooms, and so on.

In this field of technological development, the intellectual property department has proactively identified inventions and filed patent applications for 23 core inventions both in Japan and overseas countries.



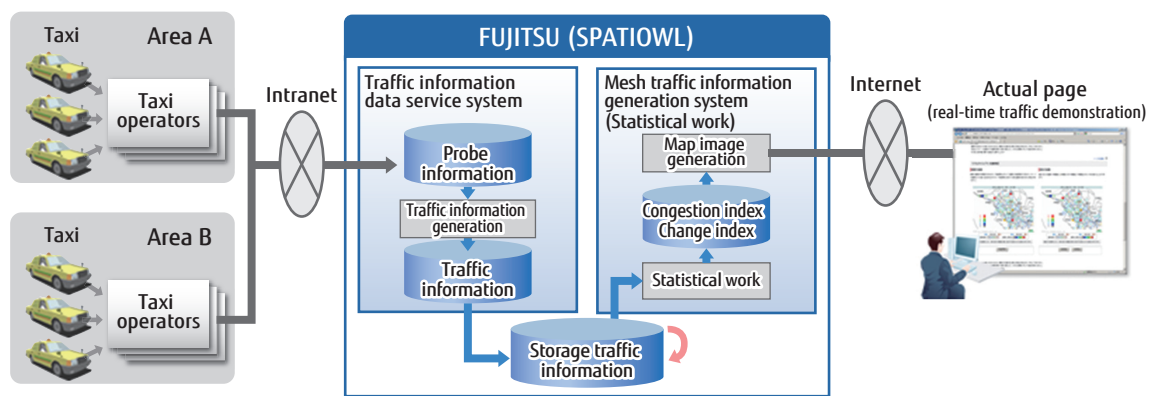
### (2) Powering business and society with information

Fujitsu is developing "SPATIOWL" as a service for big data utilization. "SPATIOWL" uses probe data <sup>(\*)</sup> collected from moving vehicles and vast amounts of location data gathered from people, facilities, sensors, and the Internet. It is a service that provides new value.

By leveraging Fujitsu's know-how and expertise in delivering data services to people on the move, and by bringing together vast amounts of location data that, until now, has been handled separately, the company has made it possible for such different collections of location data to be cross-referenced and mutually supplemented. For example, by combining taxi-probe information and other numerous data, more detailed, real-time traffic information is provided.

With regard to the development of this technology, with respect to each new function, core inventions have been identified across sections, and patent applications have been filed for five inventions both in Japan and overseas countries.

(\*) Probe information is information such as location, time, and speed data collected from the moving vehicles that are treated as moving sensors or "probes."



Additionally, the following example is introduced as a part of our activities to acquire patents in the underlying technologies that serve as the foundation for the services Fujitsu provides.

### (3) High-Definition Digital Video Transmission Technology

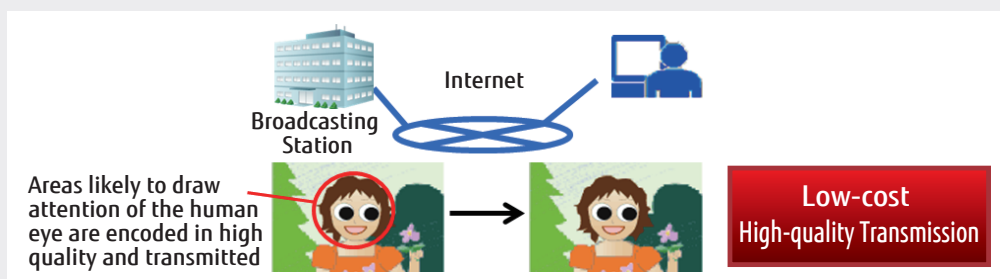
The spread of digital terrestrial broadcasting and large-screen televisions has increased demand for low-cost, high-quality recording and transmission of high-definition video content.

The characteristics of people relating to visual perception were not taken into account in conventional technology, and therefore, regions of interest such as people's faces and slow-moving objects that particularly draw people's attention in video were not encoded adequately. Meanwhile, visually unimportant regions were encoded with a high degree of quality. Therefore, Fujitsu developed technology in which regions of high interest for people are detected/tracked from the spatiotemporal features of the video and are, by and large, cleanly encoded. Through omitting information/computation for other regions during encoding, subjective qualities are significantly improved and the amount of computation is reduced.

Furthermore, there have been problems in that there is very slight degradation in the color components in video information transmitted by video transmission devices/reception devices when transmitted via multiple relay points, and the accumulation of this degradation causes color blurring. Fujitsu has established the world's first color degradation minimizing technology by optimizing the conversion filter used in shrinking and expanding color components, and has received high evaluations in the video industry around the world.

As a result of the various forms of research and development that make it possible to record and transmit high-resolution image content at low rates while being of high quality and low cost, we provide technologies that enable a number of people to enjoy high-quality, high-definition digital images by promoting the high-definition digitalization of consumer products, and contributing to a smooth transition to terrestrial digital broadcasting.

This high-definition digital image transmission technology received the Technology Award/Development Prize from a general incorporated association, the Institute of Image Information and Television Engineers in 2012, and the Fiscal 2013 Commendation for Science and Technology Prize (Development Category) from the Minister of Education, Culture, Sports, Science and Technology in Japan. Also, in 2012, one particular technology that minimizes the occurrence of color blurring was adopted as a "Recommended Practice RP 2050-1" of the Society of Motion Picture & Television Engineers (SMPTE), an international professional association that establishes standards for motion imaging devices. The core inventions to realize this technology have been patented: seven in Japan and two overseas.



## Design

We believe that all design activities are centered on people and that Fujitsu Group 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 Group handles a broad range of design activities, including designing products such as PCs and smartphones, 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 belief that designs are valuable intellectual 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 550 design rights in Japan and overseas countries.

### <Smartphone design>

In designing a smartphone, we define the potential users, and develop a charismatic, easy-to-use design, while introducing the latest technology.

The NTT docomo F-12D Raku-Raku Smartphone won the Good Design Award 2012 in Japan.



NTT docomo rakuraku smartphone F-12D  
(Design Registration in Japan (No.1467851))

### <Raku-Raku Smartphone screen menu>

The phone's menu interface was redeveloped to take a variety of factors into consideration, including the size of the buttons, the readability of the screen, and the window layout. Common features such as phone, e-mail and address book applications are displayed prominently with large buttons and icon illustrations. As a result, the menu can be intuitively navigated even by first-time smartphone users.



(Design Registration in Japan (No.1458483))

## Brand

Fujitsu Group 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.

The design of the brand graphic is based on the "F" of the FUJITSU symbol mark, and the concept of "dialogs with customers," which will be the most important task related to putting the brand promise into action, thereby creating a visually unique and memorable impact.

Furthermore, from fiscal 2012 onward, Fujitsu has

been promoting activities geared toward reinforcing consistency within its product branding system.

Fujitsu is ranked 22th in Interbrand Corporation's "Japan's Best Global Brands 2013\*."

Fujitsu actively pursues the acquisition of trademark rights for the names of products and services to protect our brand value.

Currently, Fujitsu holds about 5,900 trademarks inside and foreign countries. In particular, we have acquired the trademark rights to the Fujitsu symbol mark in about 150 countries and regions.

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

Symbol mark



Symbol mark

Brand graphic

Brand promise and Brand graphic (example)

shaping tomorrow with you

shaping  
tomorrow  
with you

## Copyrights

In the Fujitsu Group, copyrighted work constitutes part of our important management resources. For example, we not only maintain the licenses for our software products but also reuse our accumulated software resources so as to provide our customers with high-quality systems with a short delivery time.

In the future, changes to the business environment will provide an increasing number of opportunities for Fujitsu to collaborate with our customers and business partners in offering services. The Fujitsu Group will respect other companies' rights while making careful use of our own copyrights.

## Thorough information management

Proper information handling is not only the basis of Fujitsu Group'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 Group 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

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

Fujitsu Group requires its employees to survey intellectual property held by other entities, during both the research and development and product development phases. For patents, when a new technology to be included in a product under

development is determined, a survey is conducted to investigate whether other companies already hold patents on that technology. When a new name is to be assigned to a product or a service, an advance trademark survey is conducted and a trademark application is filed. For copyrights, we adhere to the licensing conditions for other companies' copyrighted work. Before using free or open-source software, which has become popular in recent years, we carefully study the risks involved with applying it to our products.

## 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. Recently, it has also become important for a company to ensure superiority in business by successfully creating an area in which they can be competitive while making good use of standards.

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.

### <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

## 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, the Fujitsu Group contributes to the protection of the global environment from the perspective of intellectual property, while at the same time, responding to global environmental activities and regulations.

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

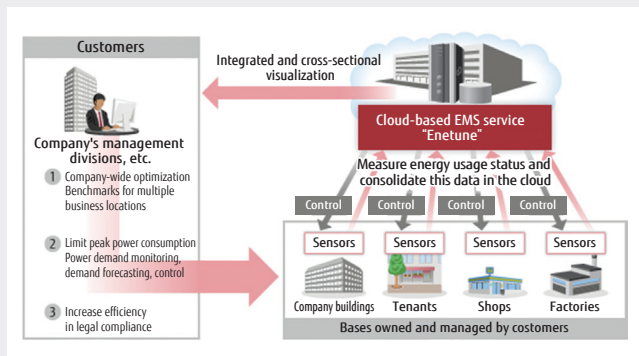
cooperating with the business unit as early as in the stage of searching for useful inventions. In addition, we are using such technologies strategically by, for example, applying them to products and using them for promotion in business negotiations.

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.

### <Cloud-based Energy Management Service "Enetune">

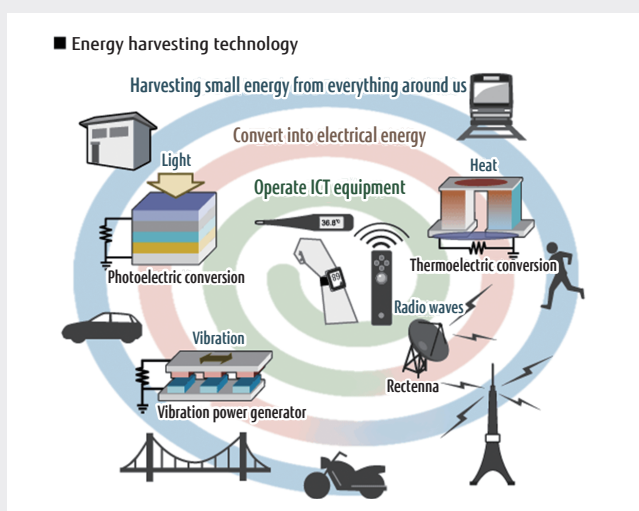
#### FUJITSU Intelligent Society Solution Enetune-BEMS

The cloud-based energy management system (EMS) service Enetune-BEMS is a cloud-based service that supports energy management at all business locations managed and owned by customers. The service not only makes energy use for each building visible, but also consolidates and centrally manages the cloud data, bringing integrated and cross-sectional visualization of energy use. Moreover, this technology provides functions, such as a demand management function, and a function for the remote/automatic control of energy consuming equipment that support the energy conservation of customers, their power-saving efforts, and facilitates energy management at all business locations.



### <Green technology for self-sufficient power supply — Energy harvesting>

Energy harvesting is the process of harvesting minute amounts of energy from everything around us, including body temperature, people's movement, the vibration of vehicles, and so on, converting it to electric power and operating electronic devices. The realization of this technology allows for the achievement of a self-sufficient power supply, and means that electrical wiring and replacement batteries will no longer be required. Moreover, once this technology is incorporated in sensory devices, it will become possible to construct a sensor network system with a low environmental load. Through the employment of this technology, Fujitsu aims to realize a human-centric network society.



Within the field of energy management and energy harvesting technologies, more than 100 inventions have been filed patent applications both in Japan and overseas.

# Intellectual Property Related Organizations and Management Frameworks

## Organizations and global management frameworks

Fujitsu established Intellectual Property Unit as one of units of corporate center. 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. We also perform activities to promote our strategic standardization activities, and also take the initiative in activities relating to the intellectual property of the entire Fujitsu Group, as mentioned on the next page.

In each business group, an intellectual property strategy manager is appointed and assures seamless cooperation between the research and development units and the intellectual property units.

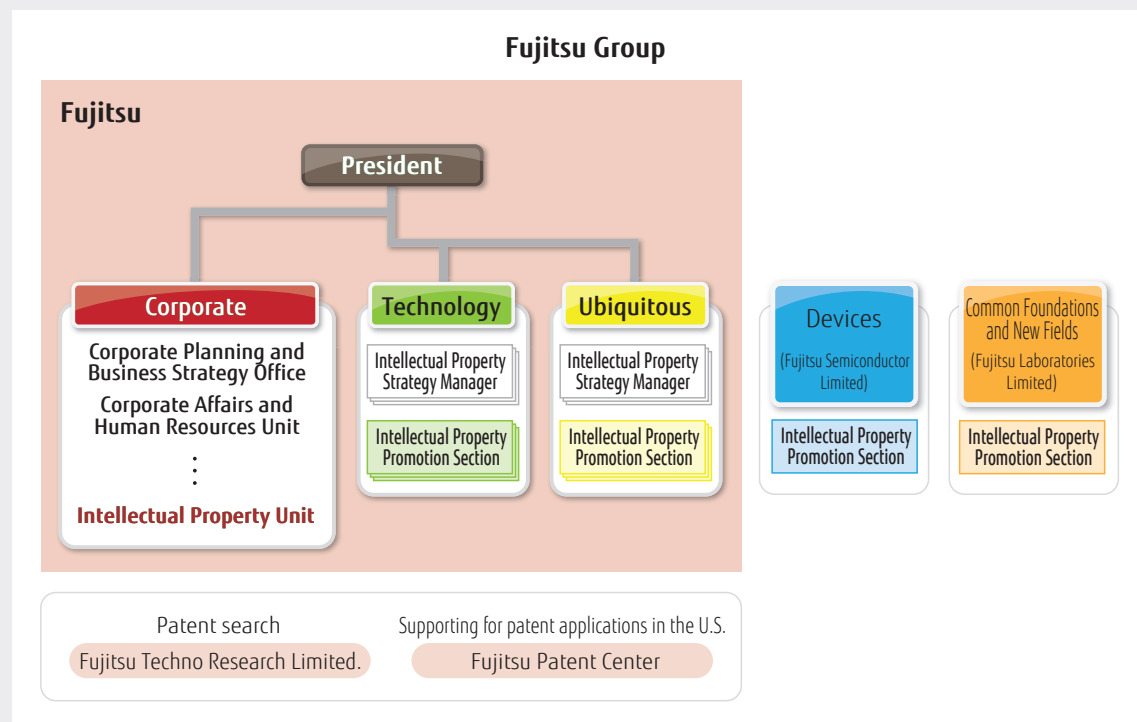
In addition, Fujitsu Techno Research Limited, a Group company, mainly conducts pre-application

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.

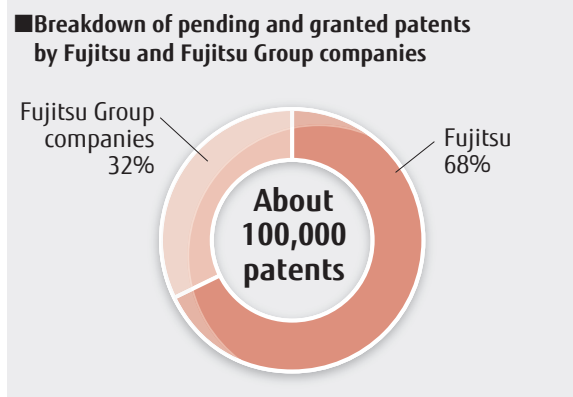
In particular, Fujitsu-Group resident office is located in China to ensure that all inventions produced as a result of efforts made in our research and development sites in those countries are identified, and to promote to file patent applications. Furthermore, in the U.S., the Fujitsu Patent Center 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.

## ORGANIZATION



## 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 is high (around 30% in fiscal 2012, as in the previous year), 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 Group 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 are developing

a training system for increasing awareness of intellectual property, while offering a large number of training programs to ensure effective and efficient training to fulfill the needs of individual employees in their respective careers, thereby providing strategic employee education. 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 life 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 is comprehensive intellectual property solution that support activities throughout the entire intellectual property life cycle from the stage in which inventions are still mere ideas through patent search, acquisition of rights, utilization 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**

It supports to analyze intellectual property, such as 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.

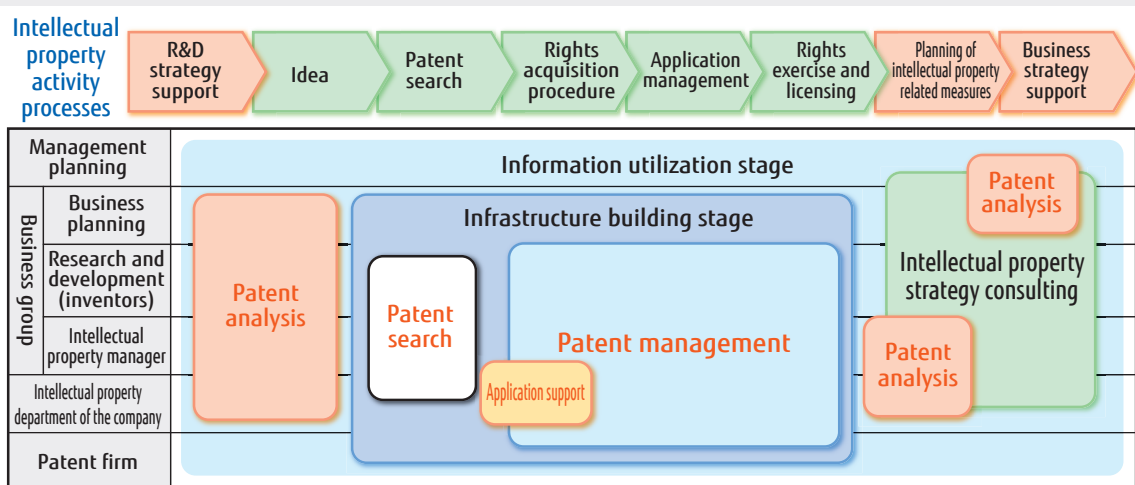
It provides not only tools with the latest analyzing functions, but also agent service of analyzing or consulting service for Intellectual property strategy.

- **Patent search service**

It was designed based on the result of analyzing the search techniques used by our experienced patent survey engineers. It provides easy-to use search functions that fulfill the needs from a wide range of users from inventors (researchers and developers) to people engaged in managing intellectual properties.

- **Patent management system**

It promotes informatization of patent management works and comprehensively supports works of intellectual property such as deadline management, cooperative system with patent firm's system, automated data input, computerization of distributing information.



# 6 Capitalizing on Our Intellectual Property

## Policy

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., Texas Instruments Inc., Microsoft Corporation.

## Technology sales

Fujitsu Group 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. We refer to all of these activities as technology sales activities.

The sales of technology in close collaboration with local authorities, regional banks and universities throughout Japan have created a large number of new business opportunities in small- and medium-sized companies, and have helped to revitalize regional communities.

In partnership with Fujitsu's customer value

promotion center and the medium-sized business sector, we actively introduce technology solutions for improving the products and services of our customers.

The technology sales activities have been highly regarded for their contribution to the creation of new business opportunities for our customers, and for their regional and social contributions. In fact, they were awarded the FY2013 Intellectual Property Achievement Awards (the Minister of Economy, Trade and Industry Award. [http://www.jpo.go.jp/torikumi/hiroba/pdf/25\\_tizai\\_kourou/fujitsu.pdf](http://www.jpo.go.jp/torikumi/hiroba/pdf/25_tizai_kourou/fujitsu.pdf)).

Fujitsu's technology seeds are posted on a publicly accessible Web page at the following URL. It shows many attractive technologies in the field of material, hardware, software etc. We hope you to access the page.

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

## 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 Group received various

awards. The table below lists the main awards we have earned after 2012FY.

## &lt; Awards related to Invention &gt;

Award Title	Awarding Institution
<b>FY2013 Awards for Excellent Enterprises Active in the Industrial Property Rights System</b> Minister of Economy, Trade and Industry Awards (Enterprises Excelling in Patent Applications) (Note: This is introduced on page 18 of this Intellectual Property Report. We encourage you to read this.)	Ministry of Economy, Trade and Industry

## &lt;Awards related to Standardization&gt;

Award Title	Awarding Institution
<b>ITU-AJ Award; International Activity Incentive Award</b> Contribution to standardization relating to OTN technology in ITU-T SG15	(General incorporated association) ITU Association of Japan
<b>Standardization Contribution Award</b> Standardization for Information Technology regarding Software Asset Management Process	(General incorporated association) Information Technology Standards Commission of Japan, Information Processing Society of Japan
<b>Standardization Contribution Award</b> Standardization for interchange of biometric data	(General incorporated association) Information Technology Standards Commission of Japan, Information Processing Society of Japan
<b>IEC Activities Promotion Committee of Japan 2012</b> Contribution as the ACEA (Advisory Committee on Environmental Aspects) Subcommittee Member	(General incorporated association) Japanese Standards Association IEC Activities Promotion Committee
<b>IEC Activities Promotion Committee of Japan 2012</b> Standardization activities and their contributions for IEC TC100: Audio, video and multimedia equipment and systems	(General incorporated association) Japanese Standards Association IEC Activities Promotion Committee
<b>The Award for Distinguished Service</b> The achievement of international standardization activities regarding framework of energy saving for future networks	(General incorporated association) The Telecommunication Technology Committee
<b>Industrial Science and Technology Policy and Environment Bureau Director-General's Awards, FY2012 Industrial Standardization Awards</b> Contributions to the standardization activities and to the development of international standards on optical communication components	Ministry of Economy, Trade and Industry

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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