

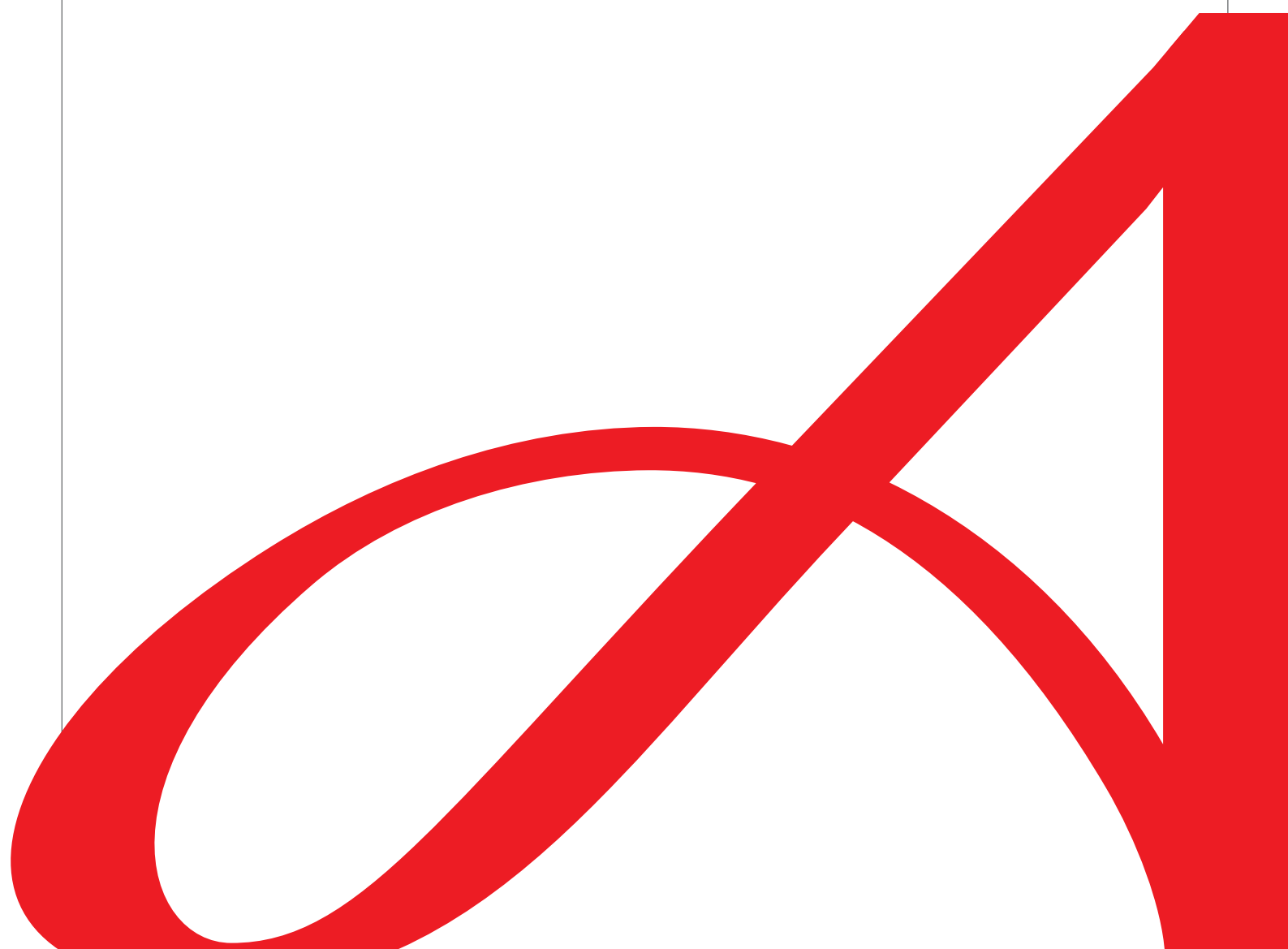
A taste of the future.
AJINOMOTO®



Intellectual Property Information Disclosure

2005

For the year ended March 31, 2005 (Fiscal 2004)



Corporate Overview (As of March 31, 2005)

Company Name: Ajinomoto Co., Inc.

Head Office: 15-1, Kyobashi 1-chome, Chuo-ku
Tokyo 104-8315, Japan

Established: May 20, 1909

Incorporated: December 17, 1925

Representative: Norio Yamaguchi,
President & Chief Executive Officer

Fiscal Year: April 1 – March 31

Net Sales: ¥1,073.0 billion (consolidated)

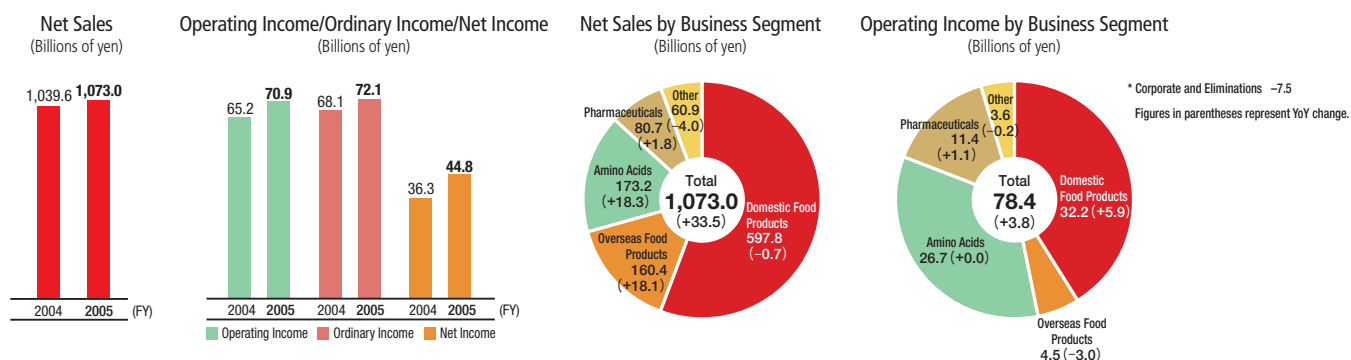
Paid-in Capital: ¥79,863 million

Common Stock Issued: 649,981,740 shares

Number of Shareholders: 60,940

Number of Employees: 25,812 (consolidated)
3,483 (non-consolidated)

Consolidated Results for the Year Ended March 31, 2005



Overview of Product Lineup (As of March 31, 2005)

| Segment | Business | Classification | Main Brands/Products |
|------------------------------|--|--|---|
| Domestic Food Products | Seasonings and Food Products | Seasonings and food products (home and restaurant use) | AJI-NO-MOTO, Hon-Dashi, Cook Do, Knorr Cup Soup, Ajinomoto KK Consommé, Pure Select mayonnaise, Kellogg's, Pal Sweet (domestic sales), Amino Vital (domestic) |
| | | Seasonings for processed food | Mieki, savory seasonings*, enzymes* (*Overseas sales are included in Domestic Food Products segment.) |
| | Frozen Foods | Gift sets | Seasonings gift sets, edible oils gift sets |
| | | Delicatessen and bakery products | Lunch boxes, side dishes, bakery products |
| | Frozen Foods | Frozen foods (home and restaurant use) | Gyoza (Chinese dumplings), Ebi Shumai (shrimp dumplings), Yawaraka Wakadori Kara-Age (fried chicken), Frec Yoshokutei Hamburg (hamburger steak) |
| | Edible Oils | Edible oils (home and restaurant use) | Salad Oil, Kenko Sarara, Oleic Acid Tappuri Safflower Oil |
| Beverages and Dairy Products | Beverages and Dairy Products (home and restaurant use) | Beverages and dairy products | Products of Ajinomoto General Foods, Inc. such as Maxim, Blendy, Blendy bottle coffee |
| | | | Products of Calpis Co., Ltd. such as CALPIS, CALPIS Water, AMEAL S Products of Calpis Ajinomoto Danone Co., Ltd. such as Fruit Selection, Petit Danone |
| Overseas Food Products | Seasonings and Food Products | Consumer foods (mainly home use) | AJI-NO-MOTO (outside Japan), ROSDEE (flavor seasoning/Thailand), Masako (flavor seasoning/Indonesia), Sazon (mixed seasoning/Brazil), yumyum (instant noodles/Thailand), Birdy (coffee beverage/Thailand) |
| | | Umami seasonings for processed food manufacturers | MSG and nucleotides for processed food manufacturers (Note: Domestic sales are also included in Overseas Food Products segment.) |
| | | Other | Overseas services |
| Amino Acids | Amino Acids and Specialty Chemicals | Feed-use amino acids | Feed-use Lysine, feed-use Threonine, feed-use Tryptophan |
| | | Amino acids for pharmaceuticals and foods | Amino acids (eg., for infusions and beverages) |
| | | Specialty chemicals | Cosmetic ingredients: Amisoft (surfactants), Ajidew (humectants) Eldew (emollients); Cosmetics: Jino; Electrochemicals: ABF (insulation film for use in computer MPU boards) |
| | | Amino acid-based sweeteners | Aspartame, overseas retail sweetener products (Note: Domestic sales of Pal Sweet are included in the Domestic Food Products segment.) |
| Pharmaceuticals | Pharmaceuticals and Medical Foods | Pharmaceutical intermediates | |
| | | Nutritional foods | Amino Vital (Note: The majority of Amino Vital sales are included in the Domestic Food Products segment.) |
| Other | Packaging materials, distribution, services, others | | LIVACT, SOLITA-T, PNTWIN, ELETAL, ATELEC, FASTIC, Actonel, IMPACT, Mitherapist Superfine Dispersed β-Glucan |

Introduction

In 1908, Dr. Kikunae Ikeda, a professor at the University of Tokyo, was granted the basic patent for umami seasoning *AJI-NO-MOTO*. In 1909, following research and development (R&D) based on this patent, Ajinomoto Co., Inc. (the “Company”) launched a unique product: *AJI-NO-MOTO*, the world’s first umami seasoning. Since then, in keeping with our initial goals of promoting the value of food and health, developing creative, high-value-added products, establishing innovative production technologies, and aggressively opening up new markets, we have expanded our global business and established the current Ajinomoto Group (“Ajinomoto” or the “Group”).

Ajinomoto established its Intellectual Property Center in 1957 as part of the Administration Department at the Company’s headquarters. Originally called the Patent Section, it was created to manage industrial property rights. In 1961 it became the Patent Department. In 1956, a year before the establishment of the Patent Section, we established our Central Research Laboratories. With a total staff of 99 (as of December 31, 1956) they initially undertook R&D on amino acid production, mainly for glutamic acid. Since then, we have continued to deepen and expand our R&D activities, which have grown into an organization of some 1,000 researchers working in a broad spectrum of R&D themes (see organization chart on page 5). Our researchers have made large contributions to Ajinomoto’s business by developing food products, specialty chemicals, pharmaceuticals and other products through life sciences research focused on fermentation technology. They have achieved significant advances in amino acid production technology and work in close cooperation with production technology divisions to develop leading-edge technologies and applications that are the driving force behind our continuing **strong number-one** position in the amino acids business.

Creating, protecting and using the technologies and products developed by our laboratories are, from the standpoint of intellectual property, extremely important management tasks. Ajinomoto promotes a tripartite approach to these tasks through its business, R&D and intellectual property strategies, and will continue to make enhancements to ensure ongoing growth.

We hope that by reading this Intellectual Property Information Disclosure you will gain a better understanding of the Ajinomoto Group’s amino acid-centered business, R&D and intellectual property strategies. We also hope that this disclosure will result in an increase in the value of our intellectual property and all of Ajinomoto’s intangible assets.

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NOTE: The plans, estimates and strategies described in the following Intellectual Property Information Disclosure are based on currently available information. Any future projections based on this information are only speculative, as determined by management. This information may be amended depending on factors including business conditions, the progress of technological innovation, and the progress and resolution of intellectual property litigation. Therefore, the accuracy of specific contents of this Intellectual Property Information Disclosure in the future is not guaranteed.

A Message from President & CEO Norio Yamaguchi

Ajinomoto Co., Inc. will mark its first century of operations in 2009. Looking ahead to the next hundred years of business, we will work to increase corporate value through further business expansion and improvements in our earnings structure. We established our **A-dvance 10** medium- to long-term management plan, covering the period from fiscal 2005 to fiscal 2010, to achieve this goal. The plan sets four basic management strategies:

- > **Global Management:** Focus business resources on core businesses and accelerate growth worldwide
- > **Innovative Management:** Deliver new value in foods and amino acids through innovative technology
- > **Group Management:** Develop group employees and foster a shared corporate culture
- > **Commitment to Corporate Social Responsibility (CSR):** Be a respected global corporate citizen



Innovative management is essential for achieving high profitability. To survive amid intense competition, Ajinomoto must maintain a leading position by offering distinctive, original technologies that competitors do not have. I think, therefore, that innovative management is the most important of the basic management strategies for us. Ajinomoto promotes creation of new value, primarily in the areas of foods and amino acids. To achieve this, I believe that we must continually concentrate R&D resources in these two core fields. Such concentration of investments must also be carried out strategically. All of this necessitates a fundamental approach that strategically anticipates, creates, maintains and uses the intellectual property that is created.

Moreover, human resource development and recruitment and cultivation of a corporate culture that supports invention and creativity form an important part of this set of basic strategies. To create breakthrough technologies, we must foster a richly creative environment, one that raises awareness of invention and intellectual property and supports the creative efforts of researchers and inventors. To do so, we are educating R&D staff about intellectual property and revising our system for employee inventions.

We hope that by reading this Intellectual Property Information Disclosure you will develop a deeper awareness of Ajinomoto and its activities.

July 2005

A handwritten signature in black ink that reads "Norio Yamaguchi".

Norio Yamaguchi
President & Chief Executive Officer

I. Core Technology and Business Models

Ajinomoto is enhancing its key amino acid-related fermentation, synthesis and evaluation technologies to further strengthen the leading position of its core amino acids business segment. For example, we are conducting R&D to expand production capacity of feed grade amino acids and amino acids for pharmaceuticals and foods. Specifically, our aim is to expand the market for amino acid applications. As part of these efforts, we are increasing and strengthening our factories for feed grade amino acids (Lysine, Threonine and Tryptophan) in France, Italy, the United States, Thailand, China and Brazil.

We strive to provide a stable supply of feed-use amino acids and amino acids for pharmaceuticals and

foods through our accumulated R&D that makes use of our world-class amino acid production technologies. In addition, we are expanding amino acid markets globally through research on amino acid use and development of new materials and applications that utilize our large stock of R&D data. These activities contribute to enhancing our amino acids business.

Segment-specific R&D expenditures for fiscal 2002 to fiscal 2004 are shown below. While overall R&D expenditures are rising, outlays related to amino acids and pharmaceuticals comprise more than half of the total in each year. Ajinomoto's policy is to continue making stable R&D expenditures focused on amino acids.

R&D Expenditures by Business Segment (Fiscal 2002 to Fiscal 2004)

(Billions of yen)

| Business Segment | FY2002 | FY2003 | FY2004 |
|----------------------------|--------|--------|--------------|
| Domestic Food Products | 2.97 | 3.09 | 2.87 |
| Overseas Food Products | 1.77 | 1.64 | 1.48 |
| Amino Acids | 6.80 | 7.09 | 7.46 |
| Pharmaceuticals | 10.60 | 11.29 | 10.58 |
| Corporate and Eliminations | 4.39 | 5.06 | 6.04 |
| Total | 26.53 | 28.17 | 28.43 |

II. Business Strategy for R&D Segments

The Company's R&D strategy is to offer new value in the areas of amino acids, health and the environment by enhancing core technologies and accelerating development. In amino acids, we have secured a **strong number-one** position through closely linked R&D and intellectual property strategies.

R&D in the area of amino acids is divided into production technologies and application technologies. Efforts in the area of amino acid production technologies are focused on raising the level of technologies to make them the most cost competitive in the world. The policy of our consolidated subsidiary Ajinomoto-Genetika Research Institute (AGRI) is to further enhance research on amino acid fermentation while expanding activities in other R&D fields as well.

A significant result of our longstanding R&D efforts in enzymatic synthesis technology was the successful development of an efficient peptide production method. Applying this new technology in the industrial-scale pro-

duction of alanylglutamine, a dipeptide, will allow us to supply this promising new pharmaceutical product at a low price. Moreover, as a generally applicable technology it can be used in the production of longer-chain oligopeptides as well as in the production of a variety of peptides including unnatural amino acids. As a result, it will establish our position in the market for peptide medicines and contribute to increasing sales and earnings of the amino acids business segment.

Our laboratories are also cooperating in the promotion of R&D for amino acid application technologies to increase the use of amino acids for pharmaceuticals, health and nutrition, food products, cosmetics and specialty chemicals. The aim is to maximize expansion of the amino acid market and thus ensure our uncontested number-one position. Recent results in this area include our discovery that ingestion of the amino acid glycine improves the quality of sleep. Products using the sleep-enhancing properties of glycine will open up

new markets in the area of health and nutrition.

We are also aggressively developing our health-related businesses. In addition to searching for new uses for amino acids, we are promoting R&D, mainly at the Research Institute for Health Fundamentals, to identify new functions of health-related ingredients. In this area, we have already launched *Pure Select Saralear*, a mayonnaise-type dressing containing plant-derived ingredients. In 2004, we added CH-19 Sweet, a mild variety of chili pepper, as a health-related ingredient after acquiring the intellectual property rights from Morinaga & Co., Ltd. *Capsiate*, a component of CH-19 Sweet possessing fat-burning and body temperature-raising properties, is a unique and relatively hard-to-find ingredient in the anti-obesity field. We intend to pursue worldwide R&D to develop the potential of this ingredient in the field of health and nutrition.

We understand that environmental businesses are

important for achieving a sustainable society, and are conducting R&D toward this end. For example, we are using Ajinomoto's strength in fermentation technologies to develop raw material production processes and applications for biodegradable plant-derived plastics. We presented a briefcase made from such a plastic to the 2005 Children's World Summit for the Environment held in conjunction with the 2005 World Exposition in Aichi, Japan. Ajinomoto will continue to increase market acceptance for such products and expand the range of applications for these materials.



Pure Select Saralear
mayonnaise-type dressing

III. R&D Segments and Intellectual Property Overview

From its beginnings in Japan, Ajinomoto aims to be a global corporation in food and amino acid products through the **Ajinomoto Way**. We have developed and implemented an intellectual property strategy as a basis for accomplishing this aim. In the area of food products, we are implementing global brand and patent strategies to respond to growth in our global retail products business and acceleration in our global bulk ingredients business. Our policy is to enhance our global intellectual property management system by aggressively gathering information on intellectual property systems and related measures on a country-by-country basis. In addition, we are using patent mapping and other methods to build a framework that discourages new entrants in important product areas in the field of food products. In the field of amino acid production technology, where Ajinomoto is the world leader, we are working to establish a network of patents that excludes competitors. We are also promoting an aggres-

sive patent strategy for amino acid-based products. As part of our intellectual property strategy, we are implementing a strong and extensive network of patents to discourage new entrants in the areas of amino acids for pharmaceuticals and clinical nutrition. In the area of health and nutrition, we will work to establish our position in the market by acquiring novel patents that support unique product concepts.

In the current pro-patent era, many complicated issues arise in connection with intellectual property. In the field of biotechnology, handling of intellectual property rights and other matters in connection with joint research with universities or public institutions is becoming increasingly insecure. We enter effective joint-research contracts and licensing agreements with such organizations to avoid potential problems. While enhancing the linkage of our intellectual property strategy with our business and R&D strategies, we continue to employ effective intellectual property risk management.

IV. Analysis of Marketability and Market Advantages of Technologies

The market for amino acids continues to grow and expand, and Ajinomoto continues to hold the leading position in this market due to our superior technologies for production and application. In this business segment, we succeeded in producing the amino acid-based sweetener aspartame on a commercial scale, thereby attaining a leading share of the global diet market. In the area of amino acid-related products, we developed and launched the cosmetic line *Jino* and are steadily expanding its presence in the market. In the food products segment, we have succeeded in commercializing new ingredients including transglutaminase that are used widely in Japan and overseas, in addition to core income-generating seasonings such as *Hon-Dashi*. As for pharmaceuticals, our branched-chain amino acid

formula *LIVACT Granules* has grown into a major product that is used in the treatment of liver cirrhosis.

As shown in the chart below, we have acquired a large share of the global market for feed-use Lysine, Threonine and Tryptophan. These products contribute significantly to profit. Major competitors in the field of amino acid production include Kyowa Hakko Kogyo, Co., Ltd., Degussa AG, BASF AG, Archer Daniels Midland Company (ADM), and PT. Cheil Samsung Indonesia (CSI). We regularly review and analyze the patent applications and strategies of these companies.

Through our amino acid-related R&D and intellectual property activities we will maintain our competitive advantage and expand the market for our amino acid-related products.

Estimated Market Size and Market Share for Feed-Use Amino Acids

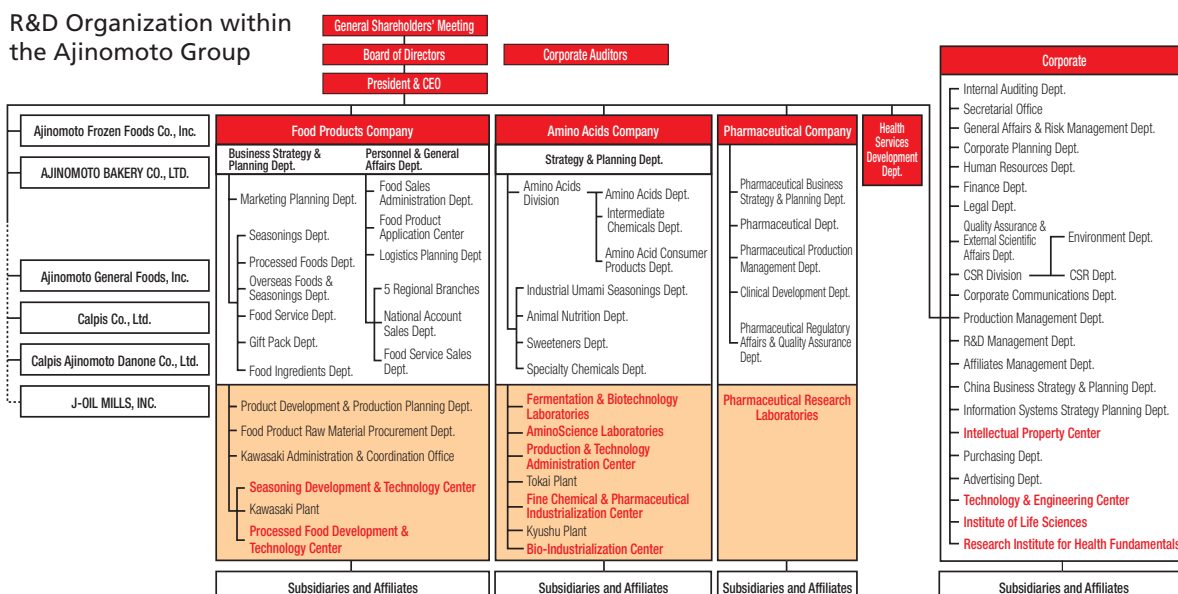
| Feed-Use Amino Acids | | FY2002 | FY2003 | FY2004 | FY2005 (projected) |
|----------------------|---------------------------|---------|---------|----------------|------------------------|
| Lysine | Market size (metric tons) | 650,000 | 700,000 | 770,000 | 830,000—850,000 |
| | Ajinomoto's share (%) | 35% | 35% | 35% | 35% |
| Threonine | Market size (metric tons) | 40,000 | 50,000 | 65,000 | 75,000—85,000 |
| | Ajinomoto's share (%) | 60% | 70% | 70% | 70% |
| Tryptophan | Market size (metric tons) | 1,200 | 1,300 | 1,500 | 1,700—1,800 |
| | Ajinomoto's share (%) | 70% | 70—80% | 70—80% | 70—80% |

V. R&D and Intellectual Property Organization, R&D Alliances

Ajinomoto's R&D organization consists of two corporate laboratories and the Technology & Engineering Center, as well as laboratories responsible for R&D at internal companies. As of April 2005, the internal com-

pany laboratory organization comprises eight laboratories and R&D centers. Three bases in the United States, China and Japan cooperate in R&D for the food products business segment. We are preparing an R&D

R&D Organization within the Ajinomoto Group



environment for the pharmaceuticals business segment through the establishment of clinical development divisions in the United Kingdom and the United States of America. In addition, we have established Regional Technology Centers (RTCs) at plants in six countries to accelerate production processes.

Our Central Research Laboratories have been located at our Kawasaki Plant since their establishment in 1956. We will be rebuilding these facilities as part of our reconstruction plans for the Kawasaki Plant. A total of ¥17 billion will be invested in the staged construction of new R&D facilities for food products, amino acids and life sciences. These new R&D facilities will allow us to promote R&D focused on amino acids, health and the environment that makes full use of our original technologies in foods and amino acids.

The Intellectual Property Center, which has been positioned on the corporate level, is responsible for overall management of Ajinomoto's intellectual property. Our Pharmaceutical Company also has a group that handles intellectual property licensing, strategy and related matters. In Russia, an increase in R&D activity at Ajinomoto-Genetika Research Institute (AGRI) has necessitated increasing the number of researchers handling patent applications on a full-time basis. This change has led to the establishment of a tripartite organization under which the Patent Application Center in the United States of America (established in 2003), AGRI, and the Intellectual Property Center in Japan employ a common patent strategy for fermentation-related technologies and cooperate in patent filing.

We are also conducting collaborative research with



domestic and overseas research institutes. In fiscal 2004, for example, we initiated a joint project with Human Metabolome Technologies, Inc., a bioventure formed by Keio University to measure metabolites within a cell. Metabolomics technology is an advanced general-purpose technology used in this process. We plan to apply this technology in our own work to improve fermentation microbial strains.

In addition, we launched the Ajinomoto Amino Acid Research Program in 2004 to assist researchers around the world with the aim of encouraging research into amino acids, particularly their physiological and pharmacological effects. We are offering grants of two types on a worldwide basis: one having a maximum of \$50,000 per year for up to two years for exploratory research; and one having a maximum of \$200,000 per year for up to two years for more focused, high-level research projects. In fiscal 2004, we received more than 120 applications. After a rigorous review, an independent Scientific Advisory Committee selected eight projects that will begin receiving grants in fiscal 2005.

VI. Intellectual Property Acquisition and Management, Trade Secret Management, and Policies on Technology Leakage Prevention, Including Guideline Implementation

The Intellectual Property Center integrates and manages the acquisition and administration of all of Ajinomoto's intellectual property.

We have established information handling regulations to ensure appropriate use of information and protect confidential business information. To implement these regulations, we have issued a revised 2005 edition of the Information Handling Guidebook and are enhancing employee education to raise awareness.

In this area, Ajinomoto also emphasizes the protection of trade secrets. We take great care to ensure proper

handling of know-how related to technologies, microorganisms and other business assets. In particular, we implement a strict management system for our production strains, which are the most important component of our fermentation technologies. All business departments, the Production Management Department, the Production & Technology Administration Center and the Fermentation & Biotechnology Laboratories strictly manage the transfer and disclosure of Ajinomoto's amino acid production technologies to our worldwide affiliates.

VII. Relevance of Licensing Activities to the Company's Business

In our domestic food products business, overseas food products business and amino acids business segments, we place priority on the use of our own patents within the Ajinomoto Group rather than licensing patent rights to others for the purpose of generating revenue. In addition, most license agreements are with or

between our subsidiaries or affiliates. Consequently, on a consolidated basis, royalty income from patent licenses is very low. In the pharmaceuticals business segment, however, activities related to licensing play a significant role in its business. Licensing to pharmaceutical companies and others is currently contributing to earnings.

VIII. Significance of the Patent Portfolio to the Company's Business

Our intellectual property strategy is to place priority on the use of our own patents within the Group. We aggressively reduce patent maintenance costs by regularly reviewing our patents on a company- and groupwide basis to decide which to maintain and which to waive.

The chart below shows the number of patents we have registered over the most recent five-year period. In fiscal 2004, the year ended March 31, 2005, we held

708 patents in Japan and 2,615 in foreign countries, for a total of 3,323 patents. While the number of domestic patent registrations has decreased slightly since fiscal 2000 due to reevaluation of patent maintenance and waiver, the number of foreign patent registrations continues to increase due to expansion of our overseas business activities.

Number of Registered Patents (Five Years ended March 31, 2005)

| Business Segment | Registered Patents in Japan | | | | | Registered Patents in Foreign Countries | | | | |
|----------------------------|-----------------------------|------------|------------|------------|---------------|---|--------------|--------------|--------------|---------------|
| | FY2000 | FY2001 | FY2002 | FY2003 | FY2004 | FY2000 | FY2001 | FY2002 | FY2003 | FY2004 |
| Domestic Food Products | 209 | 213 | 226 | 220 | 241 | 135 | 153 | 190 | 223 | 288 |
| Overseas Food Products | 32 | 22 | 20 | 17 | 19 | 117 | 131 | 148 | 205 | 230 |
| Amino Acids | 357 | 337 | 296 | 269 | 261 | 1,172 | 1,140 | 1,264 | 1,364 | 1,407 |
| Pharmaceuticals | 120 | 127 | 129 | 125 | 128 | 369 | 427 | 435 | 471 | 507 |
| Corporate and Eliminations | 64 | 61 | 59 | 56 | 59 | 92 | 114 | 142 | 151 | 183 |
| Total | 782 | 760 | 730 | 687 | 708 | 1,902 | 1,965 | 2,179 | 2,414 | 2,615 |

According to data published by the Japan Patent Office for fiscal 2004, we ranked fourth in the number of published patent applications in the food category (IPC: A21-A24) with 50 applications, which is the same number as in fiscal 2003, and fifth in the field of industrial

microbiology (Patent Map Series 13, Japan Institute of Invention and Innovation) with 43 applications. As an industry leader, we will continue to actively apply for patents and contribute to technological advancement in the industry.

IX. Intellectual Property Portfolio Policies

The diversity of our businesses and our Group management structure require us to manage our intellectual property portfolio by business segment. We regularly analyze the intellectual property of other companies that compete with us in the same businesses and product areas and are developing a system to respond swiftly to developments.

Following the transformation of national and public universities into independent foundations, they have become increasingly conscious of their rights in the results of joint research activities. With respect to future collaborative projects with universities, we will need to manage our intellectual property portfolio accordingly. We hold regular educational sessions for research managers, mainly administrators, about issues such as research collaboration contracts with universities. Looking ahead, we will work to ensure that results from university research can be used smoothly and fully by enhancing our intellectual property portfolio management system through training and development of R&D contract specialists.

Further enhancement of intellectual property awareness and skills of researchers is necessary to strengthen our intellectual property portfolio. We are therefore strategically developing and implementing educational programs aimed at encouraging a focus on promising R&D themes, raising patent search skills of R&D personnel, ensuring the acquisition of strong patents by improving understanding of the patent concept and increasing patent specification preparation skills, and avoiding risks associated with intellectual property in various ways including respecting others' patents.



X. Information on Risk Countermeasures

In November 2004, the Company reached a settlement with the plaintiff during the appeal of a suit by a former Ajinomoto employee concerning the invention of aspartame. We decided to settle in the amount of ¥150,000,000 based on a variety of considerations including the significant reduction in amount compared with the amount awarded to the plaintiff in the regional court's decision; the appellate court's application of its authority by insisting that a settlement be reached; adequate reflection of our position in the appeal trial; and the fact that the payment was a settlement payment, not

compensation for assignment of rights to the invention, and therefore the decision to settle would not affect any similar suits involving other companies.

In February 2005, the court ruled in the Company's favor as defendant in the case of a demand filed by Nihon Pharmaceutical Co., Ltd. for a declaratory judgment on non-existence of a right to demand a patent infringement injunction relating to our branched-chain amino acid formula *LIVACT Granules*. We hold several patents in connection with this product and these intellectual property rights help us maintain market share.

XI. Trademark Activities

In 2003, we dissolved our business alliance with CPC International, Inc. in Southeast Asia and began our own instant soup business through a local affiliate with our newly created original global brand *VONO*. In line with the expansion of our overseas retail businesses, we promoted the application for and acquisition of trademarks for our local subsidiaries' new products including *SENCHA* green tea and *OSEN* rice crackers in Thailand, *LISA* vinegar in Vietnam and *CRISPY FRY* breading mix in the Philippines. As of March 31, 2005, we held a total of 2,803 registered trademarks in Japan and foreign countries.

As part of our efforts to protect the umami seasoning brand *AJI-NO-MOTO*, we made significant progress in eliminating counterfeit products around the world, including successful prosecution of trademark infringement suits in India. In fiscal 2004, we addressed 260 such cases. Our local anti-counterfeit teams in Southeast Asia and South America are active in the eradication of fake goods. Moreover, we are constantly on alert to prevent our trademarks from becoming generic terms. Ajinomoto

performs rigorous trademark searches on all trademark candidates to avoid infringing on other companies' rights. In fiscal 2004 we undertook approximately 500 such searches.

We are also working on a groupwide basis to educate employees regarding trademarks. For example, we have prepared a textbook entitled "Trademark Lessons for Marketers" and are using it to give seminars for marketers and salesmen in the head office and the branches.



VONO (Brazil)

VONO (Thailand)



SENCHA (Thailand)



CRISPY FRY (Philippines)

XII. Corporate Brand Enhancement Activities

We give our corporate brand the status of one of our most important intangible assets. In conjunction with our adoption in 1999 of a new Corporate Brand Logo "*AJINOMOTO*," and a corporate slogan "A taste of the future.", which is a condensed version of our corporate philosophy, we formed the Corporate Brand Committee to create and promote a companywide corporate brand strategy. Specific initiatives of this organization include the creation of standards to ensure unified management of our Corporate Brand Logo, the spread of our corporate message through television commer-

cials, and the placement of corporate advertisements centered on amino acids in newspapers to promote the AJINOMOTO group's innovation. In addition, we have been working to expand the scope of our corporate brand through a series of initiatives, including the acquisition of naming rights for "AJINOMOTO STADIUM," the first such acquisition in Japan. We are working to enhance the value of the AJINOMOTO brand through these and similar efforts and, through the common use of our Corporate Brand Logo by all group companies, to strengthen its power on a global scale.



A taste of the future.
AJINOMOTO®

Head Office

15-1, Kyobashi 1-chome, Chuo-ku,
Tokyo 104-8315, Japan
Tel: +81 (3) 5250-8111
<http://www.ajinomoto.com/>

Intellectual Property Center

1-1, Suzuki-cho, Kawasaki-ku, Kawasaki,
Kanagawa, 210-8681, Japan
Tel: +81 (44) 244-7182
Fax: +81 (44) 244-9619



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