

2009

WORLD FAMOUS BRAND ASSOCIATION BY LAW

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WORLD BRAND ASSOCIATION
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WORLD FAMOUS BRAND ASSOCIATION
世界驰名品牌协会（世界名牌协会）

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1. Nature and Mission of World Famous Brand Association

World Famous Brand Association (WFBA) is the highest international organization for the world famous brands. The objectives of WFBA are to promote a unified, canonical and scientific management of the affairs of the world famous brands.

2.Symbol of WFBA, Classification of Brands, World Brand Standard Index (Hengjie Index)

- 2.1. The symbol of WFBA is an 8-corner-star icon designed by Dr. Hengjie Liu. The 8 corners are of different sizes, asymmetric between the left and right, the top and bottom, and also in the center. There's a thin-line circle around the star, symbolizing the universe, eternity, light, serene and life.
- 2.2. According to the classification of brands, WFBA divides the global brands into 7 classes by their brand value.
- 2.3. The Ranking List of World Famous Brands is decided by the World Brand Standard Index (the Hengjie Index) and the absolute value of

the brand assets.

3. Executive Structure, Supervisor and Leader, Rules of Procedure

3.1. WFBA consists of President of the Association, Honorary Presidents, Committees, Divisions, Departments, Representative Offices Cooperative entities, Authoritative Agencies.

3.2. President holds the highest position in the Association. His power include: nominating and dismissing personnel or organizations; drawing up and approving documents from Committees; issuing certificates, honors and awards of WFBA; and handling the assets and debts of WFBA.

3.3. Dr. Hengjie Liu works as the President of the Association. The qualification of his successor and the way of electing will be decided by Dr. Hengjie Liu.

3.4. All administrators of Committees, Divisions, Departments, Representative Offices, Cooperative entities, Authoritative agencies will be nominated and dismissed by the President of the Association. The administrators of these organizations will be in charge of the plan, development and exertion of personnel in their own divisions. The nomination and dismissal of the personnel will be handled by the human resources department according to the plan.

3.5. Members of WFBA include enterprises, organizations, and

individuals.

3.6. The WFBA Rules of Procedure are as following: Members submit proposals to (or exchange opinions with) President of the Association directly, and President of the Association appoints certain divisions or staff to handle corresponding affairs. President of the Association empowers (on conditions) the relevant divisions or staff to handle tasks till they have accomplished the mission or have been repealed.

4. Conditions of Joining WFBA and Target Members

4.1. Enterprise, organization or individual can join WFBA.

4.2. The candidate being WFBA member is independent legal entity or natural person.

4.3. The enterprise member of WFBA must satisfy the following conditions:

(A). Brand valuation of the enterprise is over 1 billion USA dollars;

(B). Brand annual correlative income is over 1 billion USA dollars;

(C). Brand correlative marketing rate of world is over 1%.

4.4. Enterprise, organization or individual, who have ever rejected joining in WFBA, will be prohibited from joining in WFBA at a particular time or permanently. Enterprise and organization, which

have ever copied and infringed on the brands of others, will be prohibited from joining in WFBA permanently.

5. Rights and Obligations

5.1. Members of WFBA don't have the right to vote or the right to be elected.

5.2. The obligations of WFBA members

- (A). Admitting and abiding by the items of this constitution;
- (B). Paying membership fee;
- (C). Accepting the adjudication, judgment, and administrative and judicial identification of WFBA;
- (D). Accepting the contents, appeal, rules and results of each public relation activity of WFBA;
- (E). Supporting and driving a unified, canonical and scientific management of the affairs of world famous brands;
- (F). All the members have the duties to participate in the administration of the WFBA affairs.

5.3. The rights of WFBA members

- (A). Using the symbol of WFBA in the introduction of the enterprise or the package and publicity of products;
- (B). Applying for Membership of WFBA Certificate, and the Certificate of World Famous Brand;
- (C). Applying for evaluation and validation of the intangible asset;

- (D). Applying for obtaining the Ranking List of world famous brands;
- (E). Applying for administrative and judicial identification for world famous brand;
- (F). Applying for the protection in judicial, administrative, technical and public relation aspects from the WFBA;
- (G). Applying for holding WFBA public relation activities;
- (H).Applying for setting up representative offices, establishing cooperation and authorization organization in various countries;
- (I). Propagandizing and publishing papers in the magazine “World Famous Brand” and at World Famous Brand Association website;
- (J). Individual members have the rights to apply for Professional Advanced Operation Qualification Certificate, publish academic papers at the Forum for the World Famous Brand, or at World Famous Brand Association website, and participate in activities referring to public relations;
- (K). All the members can participate in the administration of the WFBA affairs.

6. Contents of Public Relation Activities

WFBA with WBA jointly holds Ranking List of World Brand, World Brand Forum, Exposition of World Brand, Annual Conference of the World Brand, Press Conference of the World Brand Association, Awarding Ceremony for the World Brand or World Famous Brand,

Award for Outstanding Contribution to the World Brand or World Famous Brand, and activities of accepting donations and public welfare. WFBA and WBA support the development of the organization, law, regulation, enterprise and market of the local areas and even countries.

7. Managing and Handling Assets and Debts

7.1. The assets, profits, credits, channels, resources, computer networks, public relations, intellectual capitals, documents, inventions, copyrights, business secrets, economic and cultural accomplishments all belong to the association.

7.2. The association leverages external debts and obligations on its own assets by law. No board directors or members, individual or enterprise member undertakes debts for the association according to the rules by law.

7.3. WFBA accepts operational profit, appropriation from government budget, membership fees, sponsors, donations; salaries and compensational expenses, appropriation expenses, public welfare activity expenses, reward expenses, accumulation and surplus; early amortization or withdraw of fixed asset construction fund and development fund; cancelling and balancing account, financing and investing.

7.4. President of the Association is empowered with the right to the capital about the above items.

8. Documents, Subscription, Legislation

- 8.1. Official language: English
- 8.2. Any external document, certificate, contract, appointment or repeal of documents, administrative decision (adjudication, identification), judicial document (adjudication, identification) needs the signature of President of the Association to take effect. Honorary Presidents and Vice Presidents don't subscribe any document unless they're empowered by President of the Association.
- 8.3. Signatures of the supervisors from Committees and Divisions only represent internal organizations and have no external effect.
- 8.4. All documents signed at any counties will be deemed to have done in United States.
- 8.5. All documents delivered to WFBA (both to headquarter in United States and other representative offices in any countries) should be deemed to WFBA headquarter located United States. Hardcopy or electronic documents takes the same effect because the website of physical host of WFBA located in United States.
- 8.6. Hardcopy and electronic documents have the same legal effect.
- 8.7. The members of WFBA observe law(s) of United States and international law. When and if local policy, custom or law of some countries is different from the United States, the law of United States should be abided.