

Charter Regulation Articles

**world brand development committee &
world brand organization**



**A legal organization
Under the laws of
The state of New York**

WORLD BRAND DEVELOPMENT COMMITTEE

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Charter of the World Brand Development Committee

(Draft)

Chapter I General Principles

The World Brand Development Committee (WBDC) is a non-governmental organization that maintains the scientific, healthy, safe and reliable development of world brands, maintains international trade with the world's internationally branded commodities, and operates independently of the United Nations. Non-profit global international brand organization. It aims to promote the healthy development of quality brand goods in the world, to promote the enrichment and construction of quality brand goods in international trade between developing and developed countries, the transfer of technology, economic cooperation and international brand cultural exchanges. In this way, developing countries are encouraged to participate in regional and international quality brand building and development activities.

Article 1

The World Brand Development Committee (WBDC) was founded by the World Association for the Promotion of International Brand Development (WILDA) and several missions to the United Nations to register with the United States Government and put on record at the United Nations NGO. The non-governmental, non-profit and independent international brand organizations, which are engaged in the evaluation, screening, certification and confirmation of world international brands with the index system of world international brand evaluation (wibeis) as the core, are the highest power organizations in the world brand construction.

Article 2

The purpose and concept of the World Committee on International Brand Development is to establish a new world international brand order, to build a new world international brand, and to establish a new concept of world international brand

with the core of the quality, character and taste of the goods as its essence. New theories, new standards and new rules, serving international trade practices, and promoting peace, health and safety for mankind through reliable, rich, world-class international brand goods, serving national brands, mining, screening, and evaluating, Certification and recognition of global real brands to combat global fake brands and international trade in counterfeit goods. [note 2] the World Board of International Brand Development advocates a healthy, scientific, fair, reliable and safe world brand spirit, adhering to the principle of quality first, integrity, science, independence, innovation, promotion of quality, character, taste, Form a global brand of quality. Integrity world, the pursuit of quality, excellence, to create a brand!

Article 3

Members of the organization and its member states should abide by the following principles:

- (1) All Members of the Organization, big or small, rich or poor, need the principle of brand equality and brand scientific awareness equality.
- (2) All Member States and their member enterprises shall adhere to the principle of "quality brand first" in advance and fulfill their obligations under the Charter in order to ensure the rights and interests of all members arising from joining the Organization.
- (3) Member States and their member enterprises should resolve their international trade quality brand disputes with the Wibeis scientific system so as to avoid endangering international peace, security and justice, undermining the foundation of the world economy and healthy development because of confused brand concepts, different standards or their respective interests.
- (4) Member States shall refrain in their international trade relations from using threats or force, or in any other manner inconsistent with the purposes of the World Commission for International Brand Development, to define brands, manufacture and

sell counterfeit brands, or counterfeit brands, to the detriment of consumers or users of products in any Member State.

(5) All Member States shall render their full assistance and support to the World Brand Organization in its actions taken in accordance with the provisions of the present Charter. The World Brand Development Committee shall not render assistance in the sale and promotion of counterfeit brands or brands that are being prevented or prohibited from sale in any country.

(6) While maintaining the health and quality of international brands of Member States, the Organization shall ensure that non-Member States comply with the above principles.

Article 4

The mission of the World Commission on International Brand Development is to promote the healthy development of the world's international brands and to guide the construction of world-class international brands. To organize and lead the work of the World International Brand Congress Committee and the World International Brand Appraisal Center, and to supervise the certification, publication and dissemination of world international brands through the organization of the World International Brand Congress and the organization of the World International Brand Evaluation work. Expose and crack down on fake and inferior brand goods in international trade. Innovative brand supply, the formation of a global international brand culture, so that the real world brand return to all countries, so that the international brands of all countries to the world.

Article 5.

The organization performs the following functions in accordance with the articles of Association

(1) Popularize the scientific knowledge of the world branding related brands.

(2) By collecting wibeis scientific data and collecting brand data from different

countries, we can provide useful ideas and scientific guidance data for promoting the healthy development of quality brands in different countries, provide safe, reliable and scientific quality brand data and information for consumers all over the world, and provide basis and qualitative brand data for enterprises of different countries to participate in International trade.

(3) Holding the World International Brand Congress, the World International Brand Award Ceremony, the World International Brand Congress Series, the World International Brand Congress Professional Conferences, the Wibeis World International Quality Brand Scientific Data Collection and Evaluation Activities, and the World International Brand Building Training Activities in Cooperation with the United Nations NGO Move and experience exchange meetings to promote the development of human resources, economic and technological development of brand enterprises, and enhance the self-development ability of global brand enterprises.

(4) To hold the Symposium on world NGOs International International NGO cooperation or other international symposium.

(5) Establish and maintain contacts with some well-known international NGOs and brand enterprises in various countries to introduce quality brand products of brand enterprises in different countries.

(6) Build an open website of the World International Brand Congress, compile core magazines, annual reports, briefings, special issues and video materials of the World International Brand Congress, and publicize brand commodities and international brand enterprises all over the world.

(7) Establish a worldwide quality brand information platform to provide relevant information resources for those who want to participate in the World International Brand Congress and join in the world's international brand building and research. Just.

(8) Provide brand professional management analysis suggestions for the needs of brand organizations in various countries.

(9) By collecting and sorting out brand information and relevant experience materials from all over the world, and scientifically analyzing and judging according to Wibeis,

we can determine whether the products from all over the world are truly world-class international brands.

(10) To establish and maintain a new order of quality brands in international trade so as to safeguard world peace, human security and global health and sustainable development with rich and high-quality brand commodities; and to this end: to take effective collective measures and actions to prevent and eliminate counterfeiting and improper fabrication, counterfeit brands and counterfeit brands from harming mankind legally; The harm of fake brands and fake brands to people's lives and health and the cheating practices in international trade practice.

(11) Developing international quality brands to ensure that people have equal rights to enjoy and consume goods of international quality brands in the world, and to enhance the basic human rights guarantees for peace and human security in all countries.

(12) Promote the weight and status of quality brand commodities in international cooperation and international trade, and solve the international problems of world brand economy, society and culture by building world-class international quality brands.

(13) Unify the concepts, standards and rules of quality brand all over the world, adhere to the principle of de-politicization and de-interest of scientific brands, and improve quality. Brand and trustworthy brand commodity system, greatly enrich and meet the people of the world's demand for quality brand consumption and protection.

Article 6

The World Committee on International Brand Development is concerned about brand building and development in various countries of the world, and collects and collates the scientific data and data of the related brand enterprises through wibeis. Through the World Brand Conference of the World Product Commission, the missions to the United Nations and their mainstream media promote and promote the world-class international brand goods recognized by wibeis. To promote the healthy development

of brands around the world. To cooperate with governments and international organizations to participate in brand development and construction.

Note 1:[the WTO does not become an internal organ of the United Nations for three reasons:

1. As an international legal entity officially registered in the United States, its scientific and impartial nature is its original intention and principle; if it becomes a UN-based institution, it will be controlled by individual powers, and the World Commission for International Brand Development will become inefficient and lose its independence and impartiality;

2. After more than five years of efforts, we hope to become a consultative organization of the United Nations NGO, but we do not want to become a built-in body of the United Nations.

3. The World Commission for International Brand Development is an international independent organization modelled on the World Cup and the IOC or the Nobel Award as a permanent legal entity.

4. In some respects, the World Product Commission envisages cooperation with certain United Nations organizations to support and assist international trade commodity brands.]

Note 2: [expounds the purpose of the World International Brand Congress, determines the objectives of the World International Brand Congress, defines the development direction of the World International Brand Congress, defines the important concepts of brand, quality, character and taste, To ensure that the objectives of the World Congress of International Brands are achieved.]

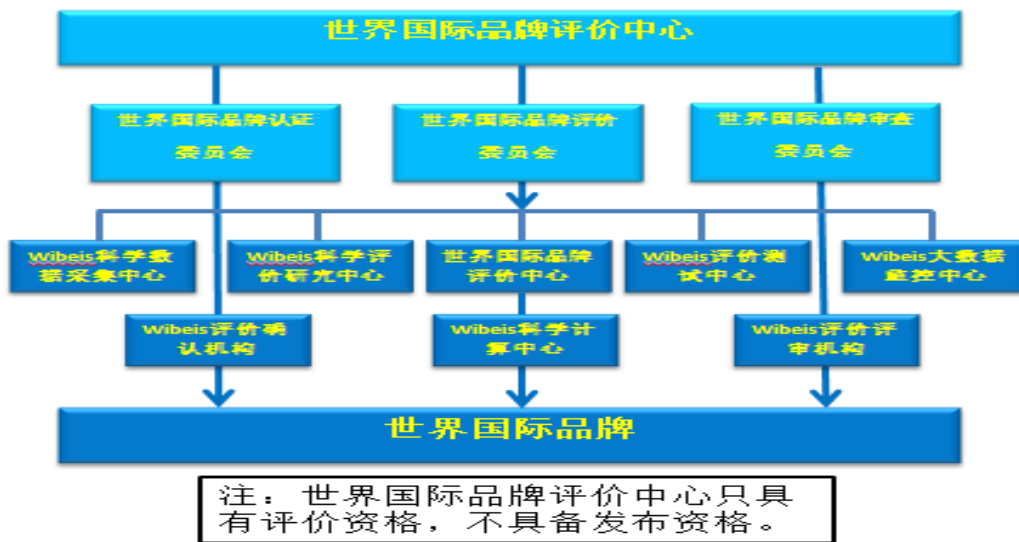
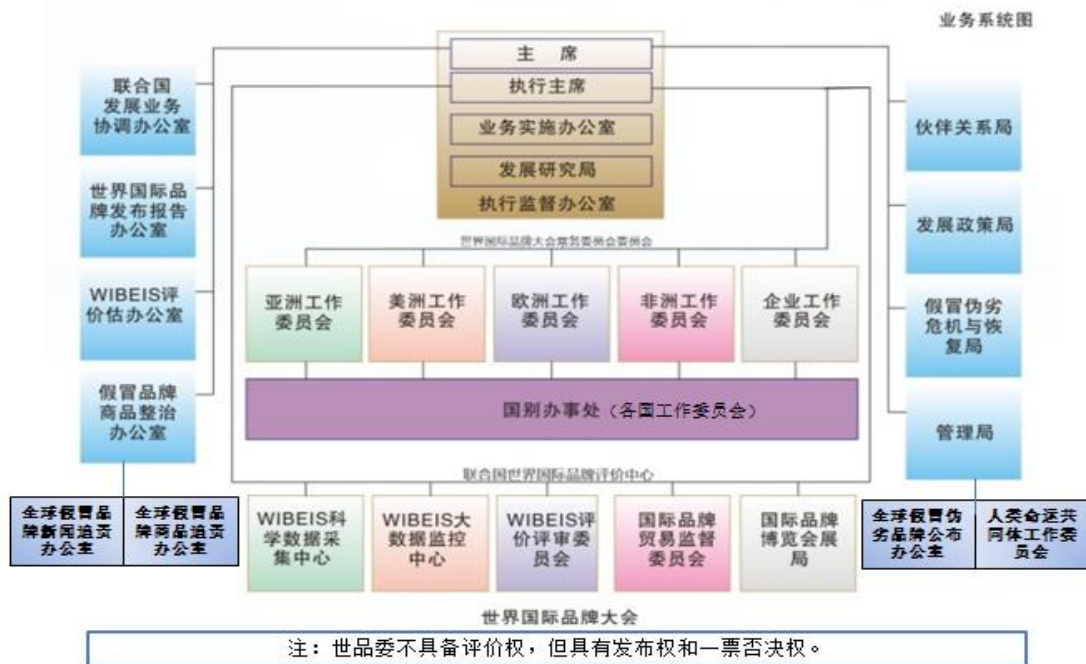
Chapter II The Organization

In order to guarantee the independence of the World Commission on International Brand Development throughout the world, links its internal institutions with external organizations, Form a complete fast and efficient quality brand function system in the global international trade, thus providing a corresponding organizational foundation for the world and other countries' brand enterprises to match the development of the world's international brands; The organizational structure of the World Commission on International Brand Development is now fixed in the form of legal provisions, and the members of the family of the World Commission on International Brand Development, in particular the three pillars (namely, the World Brand Development Commission, The respective positions, functions, tasks and relationships between national brand development committees and international brand committees in this event are as follows:

Article 7

The World Commission for the Development of International Brands (referred to as "the World Product Commission") shall be organized as follows: the WPC General Assembly, the Brand Building Council, the Brand Evaluation and Appraisal Board, and the Brand Supervisory Committee, Major institutions such as the International Brand Court and the Secretariat of the World Product Commission, as well as the World Conference Committee of International Brands and the World Center for International Brand Evaluation. As the platform and window of the world international brand development committee, the world international brand Congress is directly under the leadership of the world international brand Congress committee and accepted the supervision of the brand building council; The World Center for International Brand Evaluation (WIBC), as an institution for the evaluation and measurement of brands in various countries by the World Board of International Brand Development (WBDC), is subject to the supervision of the Board. The commission may establish such subsidiary organs as it deems necessary in accordance with these articles of association. Men and women of all countries, nationalities, races, regions and regions shall be allowed to hold any office on equal terms in their principal and auxiliary bodies, without restriction. The organization chart of the World Brand Development Committee (WBDC), the World Congress of International Brands, and the World Center for International Brand Evaluation are as follows:

世界国际品牌发展委员会系统图



CHAPTER III MEMBERS

Article 8

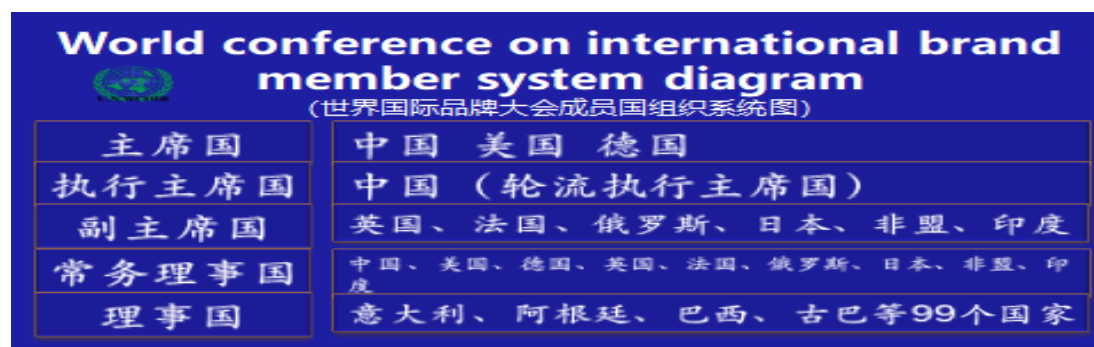
World international brand development members are divided into two categories: national members and enterprise members. National membership is divided into founding member and participating member; enterprise member is consultative status member and ordinary enterprise member.

Article 9

First, The acquisition of membership of the founding member States that have participated in or have previously signed the United Nations Declaration of the World Conference on International Brands or the United Nations Programme for the Development of World International Brands, Those who have signed this Constitution and approved it in accordance with Article 77 of the Constitution shall be founding members of the Commission.

First, Founding member states membership

Who participated in 2017, 2018, before the committee for world conference on international brand or have this sign the declaration of world conference on international brand the United Nations or the world international brand development of the product by the United Nations "outline of the country, the articles of association signed, and according to the provisions of article seventy-seven of the articles of association and shall be approved, are all the product is the founding member of committee.



(1) Any other country or enterprise interested in brand building and use may be a founding member of the World Product Committee if it accepts the obligations set forth in this Regulation and is deemed by the Organization to be able and willing to fulfil such obligations.

(2) To allow the above-mentioned other countries to be members of the World Commission for International Brand Development, the resolution shall be adopted at the meeting of the Standing Committee of the World Product Commission upon the recommendation of the Brand Building Committee.

Two, the suspension and withdrawal of the membership of the founding member states.

(1) The founding member may cease to exercise the rights and privileges of its members upon the recommendation of the World Product Commission if the Brand Building Commission has taken preventive or enforcement actions against it.

(2) Those who violate the principles set forth in the Charter, such as producing or selling counterfeit or shoddy brands or fake brand names, may be removed from the organization by the General Assembly on the recommendation of the Council of the World Product Commission and disqualified.

Article 10

One, the basic conditions

(1) To agree with the Charter articles of the World Commission for International Brand Development and to be willing to abide by these articles and the rules and regulations;

(2) There is a willingness to join the World Commission on International Brand Development voluntarily;

(3) Sovereign countries that are willing to contribute to the development of international brands in the world;

(4) Commitment to uphold the word first, Fully implement the essential brand concept of quality, character and grade of goods, oppose the false

brand of political brand, extension brand and famous brand, crack down on and resist fake brand and fake brand;

(5) Promise that there are no fake goods in our country, The country has no counterfeiting;

(6) Voluntarily bear the membership fee of the member country of the World Board of International Brand Development (WBDC).

Second, membership procedures that meet the requirements of membership.

Voluntarily apply to become a member of the World International Brand Development Committee of the sovereign state, after the World International Brand Development Committee examination and approval, as a national member of the World Product Commission.

(1) To submit an application for admission to the National membership Committee;

(2) To discuss and adopt the Brand Building Council of the Commission; and (3) To consider and adopt it at the general meeting of the Commission;

(4) The required membership fee (national membership fee is not less than US \$100 million per year).

(5) Copies of certificates issued by the World Commission on International Brand Development to member States;

(6) The original documents of application for national members and the original certificate of membership shall be deposited in the International Brand Court of the World International Committee for Brand Development; Membership shall be granted from the date of approval of the application for membership.

The third. Members shall enjoy the following rights:

(1) The right to equal and fair treatment of brands between countries;

(2) The right to vote, to be elected and to vote, One member State has only one right to vote in plenary meetings;

(3) Participation in the activities of the World Committee on International Brand Development;

(4) The right to comment and supervise the work of the World Committee on International Brand Development;

(5) With the approval of the Brand Building Council, to organize, in the name of member States, within the scope of the licence, activities consistent with the objectives of the World Commission on International Brand Development and to receive the guidance and assistance of the World Commission on International Brand Development.

The fourth. The member under obligation shall undertake the following obligations:

(1) To fully implement and actively disseminate the purpose of the World International Brand Development Committee in the field of world international brand development;

(2) To implement the resolutions of the World Commission on International Brand Development;

(3) To safeguard the legitimate rights and interests of the World Commission on International Brand Development;

(4) To make prudent commitments, And to complete the national membership affairs assigned by the World International Brand Development Committee;

(5) To pay the national membership dues in accordance with the regulations; and to unify the payment in accordance with the world brand currency. World currency to gold grams as the basic unit for the exchange of national coins. It is suggested that the United Nations be entrusted with the supervision and exchange of the world currency.

(6) To consciously safeguard the rights and reputation of the World Commission for the Development of International Brands, and shall not allow its own country to appear or engage in acts which are detrimental to the reputation of the Commission.

The fifth. Members will be back.

Member countries will back should be written notice to the international brand development committee, and returned to the card. Member states if 1 year not pay membership fees or not to participate in the group activities, as a refund will automatically.

The sixth. The cancellation of the membership

If a member State is disqualified from membership in a serious violation of this Charter, it has repeatedly endangered human health for a number of periods. A safe

brand commodity event or a number of fake and inferior brand goods incidents in international trade practice or repeated violations of the principle of the word first shall be examined and approved by the Board of Governors or the standing Council and shall be removed from the list and shall be disqualified.

Article 11

A number of ordinary brand enterprise members with non-consultative status shall be members of ordinary enterprises.

1. Application conditions:

(1) Identify with the articles of association of the WBDC and are willing to abide by these articles and the rules and regulations

(2) Have the will to join the WBDC voluntarily; Corporate organizations willing to contribute to the development of international brands in the world.

2. Those enterprises that have the conditions for application, voluntarily apply and have full capacity for civil conduct shall, after examination and approval by the Brand Building Council of the World Product Commission. (1) Submit an application for membership for the enterprise member of the World Product Commission;

(2) Approved by the SPC Brand Building Council;

(3) Subscription fee (not less than US \$10,000 per year for ordinary enterprise members).

(4) Issue membership cards by the Brand Building Council.

The membership of the enterprise shall be obtained from the date of approval of the application for admission.

3. Members have the following rights:

(1) The right to be treated equally and fairly by international brands;

(2) The right to vote, to be elected and to vote on the Brand Building Council of the World Council for International Brand Development;

(3) To participate in the activities of the World Committee for International Brand Development;

(4) Members of voluntary enterprises shall To undertake the following **4. Obligations:**

(1) To practise and actively disseminate the purpose of the World Commission for International Brand Development in the development of international brands in the world;

(2) To implement the resolutions of the World Commission for International Brand Development;

(3) To safeguard the legitimate rights and interests of the World Commission for International Brand Development;

(4) To make prudent commitments and complete the international brand development of the world. The work assigned by the Exhibition Committee;

(5) Membership dues of enterprises shall be paid according to the regulations; the world brand currency shall be paid in a unified manner, and the world commodity currency shall be converted into foreign currencies in gold grams as the basic unit. It is suggested that the United Nations be entrusted with the supervision and exchange of the world currency.

(6) Consciously safeguarding the rights and reputation of the World Commission for International Brand Development (WBDC), not engaging in any act which is detrimental to the reputation of the WPC or engaging in any illegal activities outside the country under the name of the WBDC; The withdrawal Association shall notify the World Board of International Brand Development in writing and return its membership card. Members who do not pay their dues for one year or do not participate in the activities of the group shall be deemed to be withdrawing from the meeting.

5. If a member commits any serious violation of the articles of association, he shall be removed from the membership and disqualified by a vote of the council or the standing council.

Article 12

The consultative status enterprise member selects 99 brand enterprises as consultative status enterprise members in the global scope.

1. Application conditions:

(1) Identify with the articles of association of the WBDC and are willing to abide

by these articles and the rules and regulations

(2) Have the will to join the WBDC voluntarily; Corporate organizations willing to contribute to the development of the world's international brands;

(3) To undertake the international brand obligations of the World Product Commission;

(4) To have world-class international brand goods.

2. Membership procedures for enterprises that have the conditions for application, voluntarily apply and have full capacity for civil conduct shall, upon the consent of the Commission, be a member

(1) Of an enterprise with consultative status with the World Product Commission

(1) To submit an application for membership;

(2) Discussed and approved by the World Product Committee;

(3) The annual fee that has been paid in full (a fee of not less than US \$500000 per year);

(4) A membership card issued by the BCC.

3. Three, member rights shall enjoy the following rights:

(1) All rights of members enjoy which stipulated in article

(2) Of the international brand to the world development committee work PiPingQuan, suggests (only their status brand enterprise, the counselor members do not enjoy);

(3) Approved by the brand building council, in the name of the member companies within the scope of the license held conforms to the activities of the international brand development committee objective world and international brand development committee to guide and assist the world (only their status brand enterprise, the counselor members do not enjoy); (4) To share the world commission on international brand development of information resources and foreign exchange opportunities (only their status brand enterprise, the counselor members do not enjoy);

(5) Training and won the material support for the world's international brand development committee (only their status brand enterprise, the counselor members do not enjoy).

4. The member obligation enterprise member should undertake the following obligations:

- (1) In the world international brand development aspect practice and the initiative dissemination world international brand development committee purpose;
- (2) To implement the resolutions of the World Commission on International Brand Development;
- (3) To safeguard the legitimate rights and interests of the World Commission on International Brand Development;
- (4) To make prudent commitments and complete the work assigned by the World Commission on International Brand Development;
- (5) To pay the membership dues of the enterprise in accordance with the relevant regulations; and to pay in accordance with the world brand currency (the world currency yuan), which shall be exchanged for each country's currency on the basis of gold grams.

It is suggested that the United Nations be entrusted with the supervision and exchange of the world currency.

- (6) Consciously safeguarding the rights and reputation of the World Commission for International Brand Development (WBDC), not engaging in any act which is detrimental to the reputation of the WPC or engaging in any illegal activities outside the country under the name of the WBDC; Membership demotion shall be notified in writing to the World Board of International Brand Development (WBDC) and a membership card will be returned.

If a member is in arrears for more than one year, or does not participate in the activities of the organization for three consecutive times, he shall be disqualified from consultative status and reduced to an ordinary member.

6. If a member commits any serious violation of the articles of association, he shall be removed from the membership and disqualified by a vote of the council or the standing council.

Chapter IV General Assembly of the World Commission on International Brand Development

Article 13

(1) The general meeting of the World International Brand Development Committee shall be organized by all member States of the World Product Committee and some brand enterprises with consultative status, and members of the non-consultative status brand enterprises may attend the meeting;

(2) Each member State shall have no more than three representatives at the General Assembly and no more than one member of an enterprise.

Article 14

The General Conference of the World Product Committee may discuss any issue or matter relating to brand building within the scope of this Charter, or in relation to any of the meetings provided for in this Charter, and, except as provided in Article 22, May make recommendations on each issue or matter to the WPC member State or the Building Council or both.

The General Assembly held the World International Brand Congress, the World International Brand Awards Conference, etc., certification, confirmation and publication of the top 500 world international quality brands, world international brand awards, specialized gold awards, silver awards, copper awards, and other awards, Issue world international brand recognition certificate, etc.

Article 15

(1) The general principles governing the maintenance of international cooperation in brand building may be considered by the General Assembly, including the scientific concept of brand and the principle of essential control of the brand; Recommendations on this principle may also be made to member States or the Building Council or both.

(2) The General Assembly may discuss any question put to it by any member State of the World Trade Commission or the Building Council or a member State other than the

World Trade Commission concerning the maintenance of international brand commodity security and health; Recommendations on each issue may be made to member States or the Building Council or both.

(3)The General Assembly may bring to the attention of the Building Council the situation of fake brands and brand names which are likely to endanger human health and safety.

(4)The powers of the General Assembly contained in this Article shall not limit the general scope of Article X.

Article 16

(1)When the Building Council is carrying out the functions conferred on it by this Charter in respect of any brand dispute or situation (including quality and diagnosis of international trade), The General Assembly shall not make any recommendations on the dispute or situation without the request of the Building Council (including enterprise members).

(2)The Secretary-General, with the consent of the Brand Building Council, shall notify the General Assembly at each meeting of the Congress of any event that is being dealt with by the Construction Council concerning the maintenance of international brand building, and shall notify the Congress immediately when the Construction Council ceases to deal with the event, or shall notify the members of the World Quality Committee during the closure of the Congress.

Chapter V World Council for International Brand Building

Article 17.

Organization

(1)The World Council for International Brand Building shall be organized by nine member States of the World Product Committee.

China, France, Russia, Britain and the United States, Germany, Switzerland, Japan and India are permanent members of the Council.

The General Assembly shall elect the other 10 brand enterprise members of consultative status of the World Product Committee as non-permanent members of the Building Council, with due regard to the contributions of the member States of the Committee to the maintenance of international brand quality, health and safety, and to the rest of the purposes of the Organization, And it is appropriate to take full account of the common distribution on the geographical level.

(2)The term of office of the non-permanent members of the Building Council shall be three years.

A member whose term expires may be re-elected immediately.

(3)Each member of the Building Council shall be represented by one representative.

Article 18

Competence

(1) In order to ensure the speedy and effective action of the World Trade Commission, member States shall confer on the Brand Building Council the primary responsibility for maintaining international brand building and security, And agrees that the Building Council shall act on behalf of member States in carrying out its duties under this responsibility.

(2) In carrying out this function, the Building Council shall abide by the purposes and principles of the World Product Committee.

Specific powers conferred on the Building Council for the performance of this function are provided for in Chapter VI, Chapter VII, Chapter VIII and Chapter XII of this Charter.

(3)The Council shall submit annual reports and, if necessary, special reports to the General Assembly for review.

Article 19

The member States of the World Product Committee agree to accept and implement the resolutions of the Building Council in accordance with the provisions of the Charter.

Article 20

In order to promote the establishment and maintenance of the health and safety of international brands in order to ensure that the commodities engaged in international transactions in international trade practices must be evaluated and confirmed by the wibeis World International Brand Evaluation Index system, Enter the world international trade quality brand directory, otherwise, can not enter the international trade practice.

Article 21

Voting

(1) Each member of the Council shall have one vote, and every governing brand enterprise shall have one vote.

(2) Resolutions of the Building Council on procedural matters shall be voted on by an affirmative vote of nine members.

(3) Resolutions of the Building Council on all other matters shall be voted on by a vote of nine members, including the consent of all the permanent members; but for the resolutions of Chapter VI and item 3 of Article 52, The parties to the dispute shall not vote.

Article 22

Procedure

(1) The formation of the Council shall be organized in such a way as to enable it to continue to exercise its functions.

To this end, members of the Building Council shall have permanent representatives to the Council.

(2) The Building Council shall meet regularly and each member may be represented by a member of the Government or such other specially designated representative as it deems appropriate.

(3) The Building Council may meet in such other place as it considers most convenient

for its work, in addition to the organization's chamber.

Article 23

The Building Council may establish such subsidiary organs as it deems necessary for the exercise of its functions.

Article 24

The Building Council shall establish its own rules of procedure, including the method by which it shall elect its President.

Article 25

Any question raised by the Building Council which, in its opinion, has a special bearing on the interests of any member of the Commission which is not a member of the Council may participate in the discussion without the right to vote.

Article 26

If a State member of the World Product Commission but not a member of the Building Council or a State not a member of the Commission is a party to a dispute under consideration by the Building Council, the enterprise concerned shall be invited to participate in the discussion of the dispute, But without the right to vote. The Building Council shall establish such conditions as it deems equitable for the participation of States that are not members of the Commission.

Chapter VI World Board of International Brand Evaluation and Appraisal

Article 27

Organization

(1) The evaluation and evaluation board shall be elected by the General Assembly for 35 member States of the World Product Commission and shall be organized by brand enterprises with consultative status.

(2) Except as stipulated in item 3, the evaluation and evaluation board shall elect 18 members each year for a term of three years.

A member whose term expires may be re-elected immediately.

(3) Each member of the evaluation and evaluation board shall be represented by one representative.

Business representatives are not allowed to participate in evaluation and review meetings.

The evaluation is carried out by the enterprise members and the evaluation by the state members.

Article 28

(1) The Evaluation and Assessment Council may complete or initiate studies and reports on international economic, social, cultural, educational, health and other related matters, and may submit proposals on such matters to the General Assembly, the member states of the World Quality Committee and the relevant specialized agencies.

(2) The Council may make recommendations for the promotion of respect for and defence of human rights and fundamental freedoms for all.

(3) The Council may prepare a draft treaty on matters within its competence and submit it to the General Assembly.

(4) The Council may, in accordance with the rules established by the Commission, convene international meetings on matters within the scope of its functions.

Article 29

(1) The Appraisal Board may enter into an agreement with any specialized brand scientific agency setting out the conditions for the relationship between the specialized agency and the World Product Commission.

The agreement is subject to approval by the General Assembly.

(2)The Council may, for the purpose of adjusting the work of the various specialized brand agencies, consult and make recommendations to such bodies and to the General Assembly and to the member States of the World Trade Commission.

Article 30

(1)The evaluation and review board must take appropriate steps to obtain regular reports from specialized agencies.

The Council may obtain a report on the steps taken to implement the recommendations of the Board and the recommendations of the General Assembly on matters falling within the purview of the Board, as agreed by the member States of the Commission and the specialized brand agencies.

(2)The Council may submit its comments on this report to the General Assembly.

Article 31

The evaluation and evaluation board may provide information to the construction council and assist it at the invitation of the construction council.

Article 32

(1)The Appraisal Board shall perform its functions within its terms of reference concerning the implementation of the recommendations of the General Assembly.

(2)With the permission of the General Assembly, the Council may, at the request of a member State or a specialized agency of the Commission, serve it.

(3)The Council shall perform such other functions as are specified in this Charter and such functions as may be conferred upon it by the General Assembly.

Article 33

Voting

(1)Each member of the Appraisal Board shall have one vote.

(2) The resolutions of this Council shall be voted by a majority of the members present and voting.

Article 34

The Board of procedure Evaluation and Evaluation shall establish a brand research department and committees for the purpose of brand experimentation and may establish such other committees as may be necessary for the performance of its functions.

Article 35

The Appraisal Board shall invite the member States of the Commission to participate in the discussion of any brand event of particular relevance to that country by the Board, but shall not have the right to vote.

Article 36

The Appraisal Board may agree on means to enable representatives of specialized agencies to participate in the deliberations of the Board and the committees established by the Council without the right to vote, or to involve the representatives of the Board in the discussion of the quality brand of this specialized agency.

Article 37

The Appraisal Board may take appropriate measures to participate in various NGO meetings on matters falling within the purview of the Board.

Such an approach may be agreed upon with international organizations and, where appropriate, with national organizations after consultation with member States of the World Trade Commission.

Article 38

(1) The Appraisal Board shall establish its own rules of procedure, including the method by which it shall elect its President.

(2) The evaluation and evaluation board shall hold the necessary review meetings in accordance with its rules.

This rule shall include provisions for the convening of meetings at the request of a majority of the members.

The seventh chapter world international brand evaluation committee

Article 39

(1) The evaluation committee shall be composed of wibeis scientific experts.

(2) Wibeis evaluation experts shall undergo strict examination, examination and personal quality examination for a term of three years.

At the end of the term, there will be a re-election.

(3) Members of the evaluation committee shall not be assigned or controlled by the government or consortium, and shall have the power to independently conduct wibeis scientific data collection. As long as they are consumer-oriented and social-oriented commodities, they shall unconditionally accept the data collection by wibeis experts of the World International Brand Evaluation Center. However, the wibeis experts are not qualified to give and disclose the wibeis evaluation. The power and obligation of the outcome.

(4) According to the arrangement of the World Board of International Brand Development (WBDC), it is possible to hold n professional conferences and special meetings of wibeis evaluation every year.

Article 40

Functions and powers

(1) The main duty of the evaluation committee is to collect unlimited scientific data on the commodities and products of enterprises in various countries, and to evaluate the global brand economy, society, culture and education on the basis of wibeis,

The report on the evaluation of health and other related matters shall be considered and may make recommendations on such matters to the General Assembly, member States of the Commission and the specialized agencies concerned.

To improve and correct the United Nations World Brand Evaluation Center error correction rate.

(2)The evaluation committee may make recommendations by increasing the error correction rate of global brand construction to enhance the human rights of all human beings and the authenticity of basic consumer quality brands.

(3)The evaluation committee may, in accordance with the rules established by the World Trade Commission, convene an international conference on matters within the scope of its functions.

(4)The evaluation committee may provide information to the Council and assist it at the invitation of the Council.

Article 41

Voting

(1)Each member of the evaluation committee shall have one vote and every governing enterprise shall have one vote.

(2)The resolutions of the evaluation committee shall be voted by a majority of the members present and voting.

Article 42

The procedure Evaluation Committee shall invite the member States of the Commission to participate in the discussion of any matter in which the Committee has a particular brand relationship with that country, but shall not have the right to vote.

Article 43

The evaluation committee may agree on ways to enable representatives of specialized agencies to participate, without the right to vote, in the deliberations of the

committee and the committees established by the committee, or to involve representatives of the committee in the deliberations of the specialized body

Article 44

(1)The evaluation committee shall establish its own rules of procedure, including the method by which it shall elect its chairman.

(2)The evaluation committee shall hold such meetings as may be necessary in accordance with its rules.

This rule shall include provisions for the convening of meetings at the request of a majority of the members.

Chapter VIII Committee on International Brand

Supervision in International Trade

Article 45

The International Brand Supervisory Committee for International Trade

(1)Consists of wibeis evaluation experts and representatives of national brand experts and is under the direct leadership of the secretariat of the World Board for International Brand Development (WBDC).

(2)Except as stipulated in item 3, the term of office of the members of the International Trade Brand Supervision Committee shall be three years.

A member whose term expires may be re-elected immediately.

(3)A member State may be represented by one member (or without representation, which must pass the examination, otherwise it is not qualified to hold office).

Article 46

The functions and powers

(1)The International Brand Supervisory Committee in International Trade mainly supervises and inspects the quality and quality of brand goods of various countries participating in international trade practices, and exercises supervision and inspection over fake brands in international trade practices. Fake brands should

be investigated and disclosed to ensure that global goods involved in international trade must be genuine and of good quality.

Proposals on such matters may also be submitted to the General Assembly, the member States of the Commission and the specialized agencies concerned.

(2) The Committee may prepare a draft treaty on matters within its competence and submit it to the General Assembly.

(3) The Committee may, in accordance with the rules established by the Commission, convene international meetings on matters falling within the scope of its functions.

Article 47

(1) The International Brand Supervisory Committee on International Trade may take appropriate steps to obtain regular reports from the specialized agencies.

The Committee may agree with the member States and the specialized agencies of the Commission to obtain a report on the steps taken to implement the recommendations of the Council and the recommendations of the General Assembly on matters falling within the purview of the Council.

(2) The Committee may submit its comments on this report to the General Assembly.

Article 48

The International Brand Supervisory Committee on International Trade may provide information to the Building Council and assist it at the invitation of the Building Council.

Article 49

(1) The International Brand Supervisory Committee on International Trade shall perform its functions within its terms of reference concerning the implementation of the recommendations of the General Assembly.

(2) With the permission of the General Assembly, the Committee may, at the request of a member State or a specialized agency of the Commission, provide its services.

(3) The Committee shall perform such other functions as are specified in this Charter

and such functions as may be conferred upon it by the General Assembly.

Chapter IX National Committees of the World brand Commission

Article 50

The organization

(1) Shall be composed of governments, associations or large-scale brand enterprises.

(2) The National Committee shall be administratively under the authority of the governments of all countries and shall be the head of the World Committee for International Brand Development.

Article 51

Functions and powers shall include

(1) Giving opinions and formulating plans for the construction and development of domestic world-class international brands;

(2) Following up and supervising the development of domestic brand goods.

(3) Conduct wibeis scientific data collection for domestic brand goods and submit it to the world international brand evaluation center.

(4) To fully implement and implement the business guidance and working arrangements of the World International Brand Development Committee and the World International Brand Evaluation Center.

(5) To undertake the relevant work of the World Commission on International Brand Development.

(6) Hosting special meetings of the World Conference on International Brands and its series of conferences.

Chapter X Declaration of the United Nations Declaration of the World Congress on International Brands

Article 52

Advocates and promotes true brands, cracking down on and abandoning fake brands

Article 53

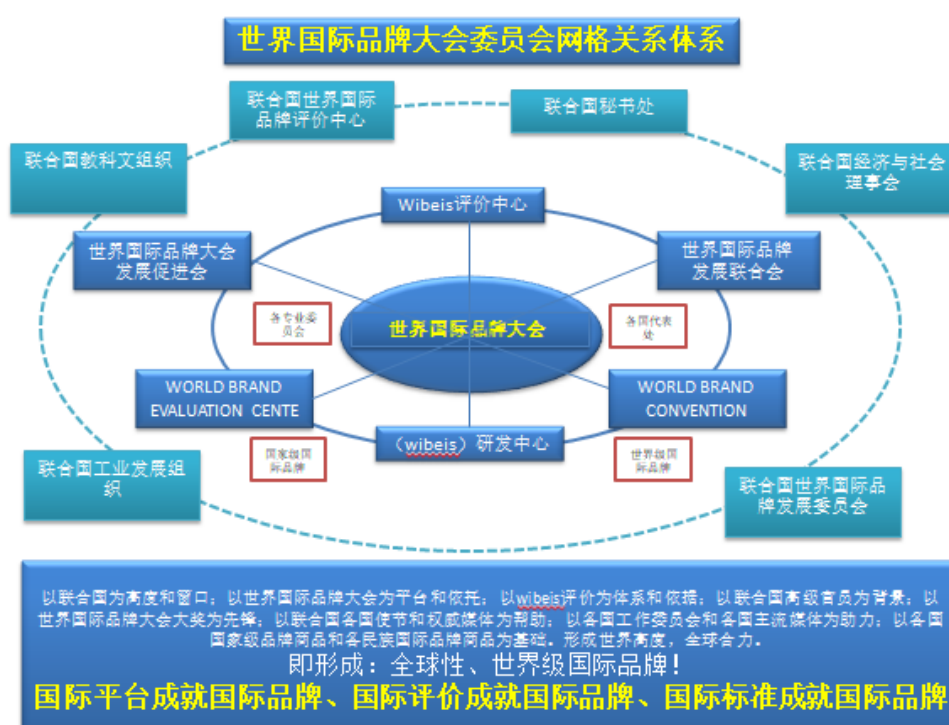
Promotes and promotes the global brand construction with wibeis's quality and character grade as the core.

Chapter XI United Nations outline for the Development of World International Brands

Article 54

Determines the scientific meaning of brand, carries out the scientific steps of quality, character and grade brand, vigorously develops global true brand, and crack down on fake brand in various countries.

The Twelfth Chapter World International Brand Convention Committee



Article 55

Organizational structure

(1)The Committee of the World Conference on International Brands shall be composed of the following member States and member enterprises:

(2)The date and place of the General Assembly to be approved and determined by the World Committee on International Brand Development, Topics and agendas, etc.

(3)Each member of the Committee of the World Congress on International Brands shall appoint a specially qualified person to represent it.

Article 56

The General Assembly Committee shall

Under the supervision and leadership of the World International Brand Development Committee, perform the following functions:

(1)Drafting the agenda of the World International Brand Congress.

(2)To put forward the list of participants of the World International Brand Congress.

(3)To propose to participate in the World Conference on International Brands.

(4)To propose the time, place and theme of the World Conference on International Brands, and to host the election of the Chinese people.

Article 57

(1)Each member of the Committee of the World Congress on International Brands shall have one vote.

(2)The resolutions of the Committee of the World Conference on International Brands shall be voted by a majority of the members present and voting.

Article 58

Procedure

(1)The Committee of the World Congress on International Brands shall establish its own rules of procedure, including the method by which it shall elect its President.

(2) The Committee of the World Conference on International Brands shall hold such meetings as may be necessary in accordance with its rules.

This rule shall include a provision for the convening of meetings at the request of a majority of the members of the Council.

Article 59

The WIBC shall, when appropriate, avail itself of the assistance of the Appraisal Board and of the specialized agencies in matters relating to brand relations.

Chapter XIII World Court of International Brands

Article 60

The International Brand Court is the principal judicial organ of the Commission and shall perform its functions in accordance with the annexed Statute.

The Statute is based on the Statute of the permanent Court of International Brand and is an integral part of this Charter.

Article 61

(1) A State member of the World Trade Commission shall be an ex officio party to the Statute of the International Brand Court

(2) A State not a member of the World Trade Commission may be a party to the Statute of the International Brand Court, Each case shall be decided by the General Assembly on the recommendation of the Building Council.

Article 62

(1) Each member State of the World Trade Commission, as a party to any case concerning quality and brand in international trade practice, undertakes to comply with the judgment of the Court of International Brand.

(2) He may appeal to the Building Council if he fails to fulfil his obligations under the judgment of the Court.

The Council may, if it deems it necessary, make recommendations or decide on measures to enforce the judgment.

Article 63

Nothing in these articles shall be deemed to prohibit a member of the World Trade Commission from entrusting disputes over the quality of its international trade to other courts in accordance with existing or subsequent agreements.

Article 64

(1) The General Assembly or the Building Council may request an advisory opinion from the International Brand Court on any legal issue of brand law in any international trade practice.

(2) Other organs of the World Product Commission and various specialized agencies may at any time, under the authority of the General Assembly, request an advisory opinion from the International Court of Brand on any brand legal question within the scope of their work.

Chapter XIV Secretariat of the World Brand Development Committee

Article 65

The Secretariat shall consist of a Secretary-General and such staff as may be required by the Organization.

The Secretary-General shall be appointed by the General Assembly on the recommendation of the Construction Council.

The Secretary-General shall be the chief administrative officer of the Organization.

Article 66

At all meetings of the General Assembly, the Building Council, the Evaluation and Appraisal Board, and the World Congress of International Brands, the

Secretary-General shall exercise his functions in his capacity as Secretary-General and shall perform any other functions entrusted to him by that organ.

The Secretary-General shall submit to the General Assembly a perennial report on the work of the Organization.

Article 67

The Secretary-General may bring to the attention of the Building Council any commodity incident which he considers to be a possible threat to human health and safety.

Article 68

(1) The Secretary-General and his staff shall not, in the performance of their duties, request or receive instructions from any Government or other authority other than the Organization and shall refrain from actions which would prejudice the status of their international officials.

The Secretary-General and his staff are responsible to the World Commission for International Brand Development.

(2) The member States of the WHO undertake to respect the exclusive international character of the responsibilities of the Secretary-General and his staff and not to seek to influence the discharge of their responsibilities.

Article 69

(1) The clerical staff shall be appointed by the Secretary-General in accordance with the articles of association established by the General Assembly.

(2) Appropriate staff shall be assigned to the Board of Evaluation and Evaluation, the Committee of the World Conference on International Brands, and, if necessary, to other organs of the Commission.

The staff form part of the Secretariat.

(3) The highest standards of efficiency, competence and integrity shall be the primary consideration in the employment and conditions of service of the staff. When recruiting clerical staff, to the extent possible, due attention should be paid to geographical popularization.

Chapter XV Miscellaneous Provisions

Article 70

(1) After the entry into force of this Charter, all treaties and international agreements concluded by any member State of the Commission shall be registered with the Secretariat as soon as possible and shall be published by the secretariat of the Commission.

(2) A party to the brand may not invoke a treaty or an international agreement not registered under the first paragraph of this Article to any authority of the Commission.

Article 71

In the event of a conflict between the obligations of a member State of the World Product Commission under this Charter and its obligations under any other international agreement, its obligations under this Charter shall prevail.

Article 72

The Organization shall, in the territory of each member State, enjoy such legal capacity and security as are necessary for the performance of its functions and the fulfilment of its purposes.

Article 73

(1) The Organization shall, in the territory of each member State, enjoy such privileges and immunities as are necessary for the fulfilment of its purposes.

(2) Representatives of member States and members of the Organization shall equally enjoy such privileges and immunities as are necessary for the independent exercise of their functions in relation to the Organization.

(3) For the purpose of specifying the rules for the operation of paragraphs 1 and 2 of this article, the General Assembly may make recommendations or, to that end, propose a treaty to the member States of the Commission.

Chapter XVI Amendment

Article 74

The amendments to this Charter have been voted upon by 2/3 member States and approved by 2/3 member States of the World Trade Commission, including all permanent members of the Building Council, in accordance with their constitutional procedures, Effective for all member States of the World Product Committee.

Article 75

(1) For the purpose of reviewing this Charter, the member States of the World Trade Commission may vote by the majority of 2/3 members, and by the vote of any nine members of the Building Council, a plenary meeting shall be held on a fixed date and place. Each member State of the World Trade Commission shall have a right to vote in plenary meetings.

(2) Any changes to the Charter recommended by the plenary by a vote of 2/3 shall enter into force with the approval of 2/3 member States of the Commission, including all permanent members of the Building Council, in accordance with their constitutional procedures.

(3) If, after the entry into force of this Charter, such plenary meeting has not yet been held, the proposal to convene a plenary meeting shall be included in the agenda of the annual session of the General Assembly; if a majority of the member States and any seven members of the Building Council vote, The meeting shall be held immediately.

Chapter XVII Ratification and Signature

Article 76

(1) This Charter shall be ratified by each signatory in accordance with its constitutional procedures.

(2) The instrument of ratification shall be deposited with the World Commission on International Brand Development. The Committee shall notify the signatory States at the time of the deposit of each instrument of ratification and, if the Secretary-General of the Organization has been appointed, the Secretary-General.

(3) After the ratification of the Yu Xianzhang by the signatories to this Charter, it shall be a founding member of the Commission from the date of deposit of the instruments of ratification.

Article 77

This Charter shall retain the archives of the World Commission for the Development of International Brands, in which French, Russian, English and Spanish are equally authentic.

The Commission shall transmit an official copy to the other signatory governments.

Chapter 18 Supplementary Provisions

Article 78

These articles provide that the official languages shall be Chinese and English.

Article 79

The power of interpretation of these articles of association shall be vested in . .

In witness whereof, the representatives of the governments of the member States of the World Product Commission have the honour to sign this Charter.

23 August 2018

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世界品牌发展委员会 组织宪章章程 (草案)

第一章 总则

世界品牌发展委员会（世界品牌组织）是维持世界品牌科学、健康、安全、可靠发展、维护国际贸易以世界国际品牌商品为主的、与联合国并行独立运行的非政府、非营利全球性国际品牌组织。旨在促使全世界品质品牌商品的健康发展，促进发展中国家和发达国家间的国际贸易往来中品质品牌商品的丰富与建设、技术转让、经济合作和国际品牌文化交流。并通过这种方式，鼓励发展中国家参与到区域及国际品质品牌建设与发展活动中来。

第一条

性质

世界品牌发展委员会（世界品牌组织）是由世界国际品牌发展促进会与多国驻联合国代表团发起创建，在美国政府注册，在联合国 NGO 备案的，以世界国际品牌评价指标体系 wibeis（维拜斯）为核心从事世界国际品牌评价、筛选、认证和确认的非政府、非盈利性合法独立国际品牌组织，是全世界品牌建设的最高权力组织。

第二条

宗旨与理念

世界国际品牌发展委员会的宗旨是建立世界国际品牌新秩序，建设世界国际新品牌，树立以商品的品质品格品位为本质核心的世界国际品牌新概念、新理论、新标准和新规则，服务于国际贸易实务，并通过可靠、丰富的世界级国际品牌商品促进人类和平、健康和安，服务于各国品牌企业，挖掘、筛选、评价、认证和确认全球真品牌，打击全球假品牌和国际贸易中的假冒伪劣商品。

世界国际品牌发展委员会倡导健康、科学、公平、可靠、安全的世界国际品牌精神，秉持品质第一的原则，诚信、科学、自主、创新，提升品质、品格、品位，形成全球性品质品牌。**诚信天下，追求质量，精益求精，造就品牌！**

第三条

原则

本组织及其会员国、会员企业应遵行下列原则：

(一)本组织各会员国不论大小与贫富,均需品牌主张平等和品牌科学认识平等之原则。

(二)各会员国及会员企业应坚持品字第一的品质品牌提前与原则,履行其依本宪章章程所担负之义务,以保证全体会员由加入本组织而发生之权益。

(三)各会员国及会员企业应以 wibeis 科学体系解决其国际贸易品质品牌争端,避免因为品牌概念混乱、标准不一或者各自利益而危及国际和平、安全及正义,破坏世界经济基础和健康发展。

(四)各会员国在其国际贸易关系上不得使用威胁或武力,或以与世界国际品牌发展委员会宗旨不符之任何其它方法定义品牌,制造和销售假品牌、假名牌,侵害任何会员国的消费者或产品使用者。

(五)各会员国对于世界品牌组织依本宪章章程规定而采取之行动,应全力予以协助和支持,世界品牌发展委员会对于任何国家正在采取防止或禁止销售的假品牌、假名牌,各会员国对该国商品不得给予协助销售和推广。

(六)本组织在维持会员国国际品牌健康和优质的同时,应保证非会员国遵行上述原则。

第四条

动机与目的

世界国际品牌发展委员会的使命是促进世界国际品牌健康发展,引导世界级国际品牌建设,组织领导世界国际品牌大会委员会和世界国际品牌评价中心的工作,通过举办世界国际品牌大会、组织世界国际品牌评价工作,监督世界国际品牌认证、发布与传播,揭露和打击国际贸易中的假冒伪劣品牌商品。创新品牌供给,形成全球性国际品牌文化,让真正的世界品牌回报各国,让各国的国际品牌走向世界。

第五条

职能

本组织依照章程履行以下职能

(一)普及世界品牌组织的相关品牌科学知识。

(二)通过对 wibeis 科学数据采集和各国品牌数据收集整理,为促进各国品质品牌健康发展提供有益思路和科学指导数据,为全世界消费者提供安全、可靠、科学的品质品牌数据与信息,为各国企业参与国际贸易提供依据和定性的品牌资料。

(三)举办世界国际品牌大会既世界国际品牌颁奖盛典,举办世界国际品牌大会系列会议,举办世界国际品牌大会各国专业会议,开展 wibeis 世界国际品质品牌科学数据采集与评价活动,与联合国 NGO 组织合作举办世界国际品牌建设培训活动和经验交流会,促进品牌企业人力资源开发、经济技术开发,增强全球品牌企业自我发展能力。

(四)举办世品委世界国际品牌国际民间组织合作研讨会或其他国际研讨会。

(五)和一些知名的国际 NGO 和各国品牌企业建立并保持联系,为他们牵线搭桥,介绍各国品牌企业的品质品牌商品。

(六) 建设世界国际品牌大会公开网站, 编制《世界国际品牌》核心杂志、年报、简报、专刊和录象资料等, 宣传全世界各国品牌商品与国际品牌企业。

(七) 建立全世界品质品牌信息平台, 为想参加世界国际品牌大会、加入世界国际品牌建设与研究的人士提供相关信息资源。在全世界各国重点大学设立国际品牌专业, 为全世界培育国际品牌的科研人才, 为品牌企业培育国际品牌建设人才。

(八) 为有需要的各国品牌企业组织提供品牌专业管理分析意见建议。

(九) 通过对全世界各国品牌商品信息和相关经验材料的采集整理, 依据 wibeis 进行科学地分析评判, 确定各国商品是不是真正的世界级国际品牌。

(十) 建立和维持国际贸易品质品牌新秩序, 以丰富、优质的品质品牌商品维护世界和平、人类安全和全球健康可持续发展; 并为此目的: 采取有效集体办法与行动, 以防止和消除假冒伪劣和粗制滥造、假品牌、假名牌合法危害人类; 制止假品牌、假名牌对人们生命与健康的危害及国际贸易实务经济的欺骗行为。

(十一) 发展国际品质品牌以保障人们平等享有和消费世界国际品质品牌商品的权利; 以提升各国和平和人类安全的基本人权保障。

(十二) 促成品质品牌商品在国际合作、国际贸易中的权重与地位, 并以世界级国际品质品牌建设为牵引, 解决世界品牌经济、社会、文化之国际问题。

(十三) 统一全世界品质品牌概念、标准与规则, 坚持去政治化、去利益化的科学品牌、品质品牌和可信赖品牌商品体系。极大的丰富和满足全世界人民对品质品牌消费的需求和保障。

第六条

活动方式

世界国际品牌发展委员会关心全世界各国品牌建设与发展的, 通过 wibeis 对相关品牌企业商品的 wibeis 科学数据采集和资料的收集整理, 对各国品质品牌发展现状进行考察与梳理, 并通过世品委世界国际品牌大会、各国驻联合国代表团及其主流媒体进行推广宣传 wibeis 所确认的世界级国际品牌商品, 促进全世界品牌健康发展。

开展与各国政府和国际社团组织方面的民间合作, 参与各国政府乃至全球性的品牌发展与建设。

注 1: [世品委不要成为联合国的内设机构, 原因有三:]

1. 作为在美国正式注册的国际法人机构, 其科学性和公正性是它的初衷和原则; 若一旦变成联合国的内设机构, 就会受到个别大国的控制, 世界国际品牌发展委员会就会变成低效、失去其独立性和公正性;

2. 经过 5 年多的努力, 我们希望成为联合国 NGO 组织的咨商组织, 但不希望成为联合国的内设机构, 依然需要保持其科学、公正、独立, 免受政治、经济和利益集团的干扰与控制;

3. 世界国际品牌发展委员会是仿照世界杯和国际奥委会或者诺贝尔奖的永久法人形式的国际独立组织; 发展后将与联合国并行运行的全球性国际品牌的权威组织;

4. 在有些方面世品委设想与联合国的某些组织合作, 以开展对国际贸易商品品牌的支持和帮助。]

注 2: [阐述世界国际品牌大会的宗旨, 确定世界国际品牌大会的目标, 规定世界国际品牌大会的发展方向; 界定品牌和品质品格品位等重要概念, 确保实现世界国际品牌大会各项目标。]

第二章 组织机构

为了保证世界国际品牌发展委员会在全世界的独立性,又使它的内设机构与外部组织互相联系,形成一个完整的快速高效的全球国际贸易中的品质品牌功能体系,从而为世界各国和各国品牌企业提供一个与世界国际品牌发展相应相称的组织基础;现以法律条款的形式对世界国际品牌发展委员会的组织机构固定下来,对[世界国际品牌发展委员会大家庭](#)的各个成员,特别是三大支柱(即世界品牌发展委员会、各国国家品牌发展委员会和国际品牌单项委员会)在这一活动中各自的位置、功能、任务以及相互之间的关系作出如下表述和规定:

第七条

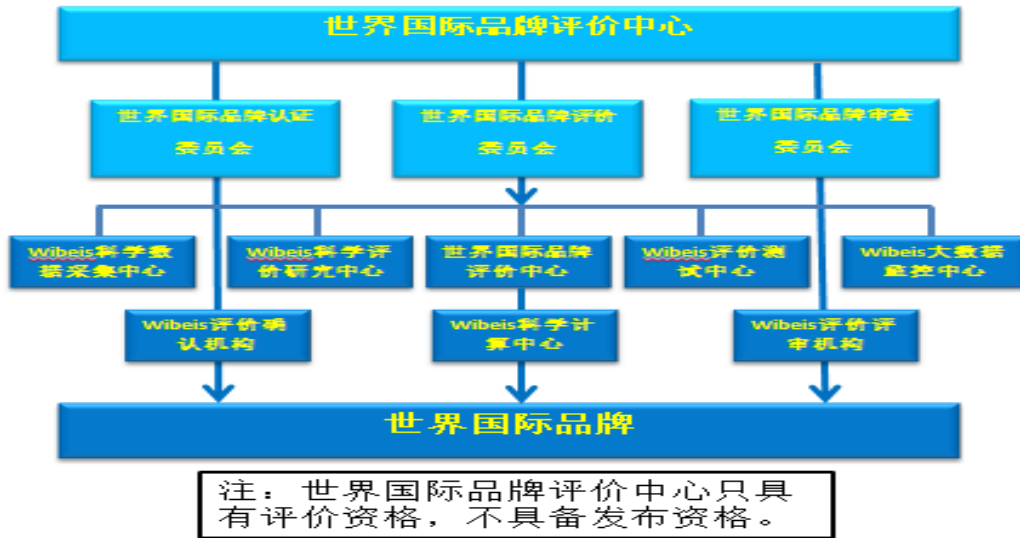
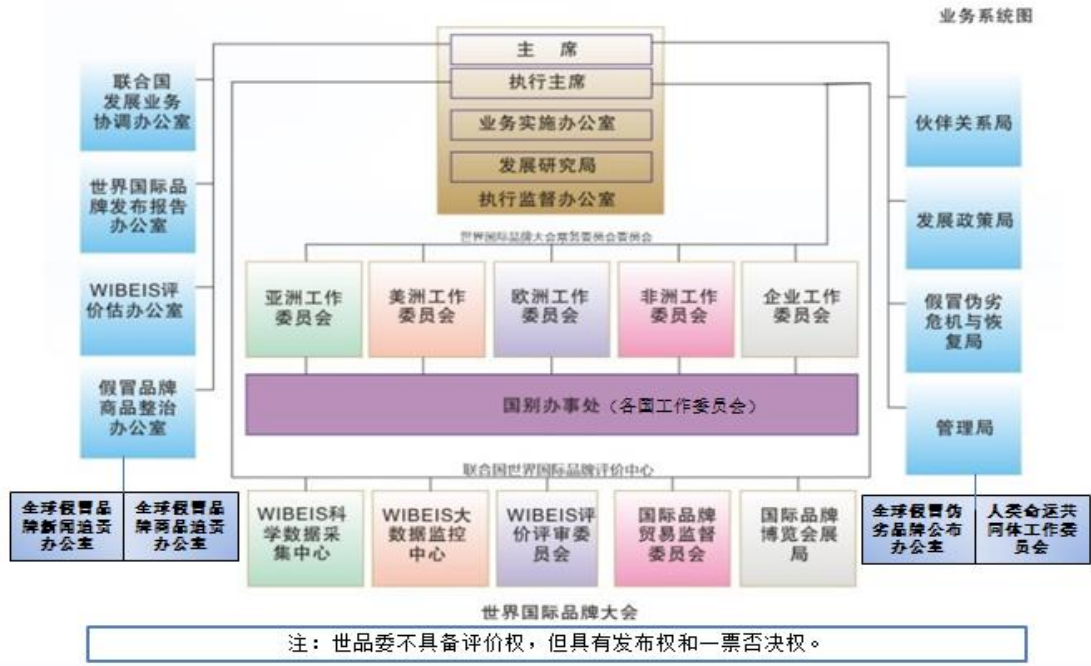
组织机构

世界国际品牌发展委员会(简称“世品委”)下设:世品委全体大会、品牌建设理事会、品牌评价评审理事会、品牌监督委员会、国际品牌法院及世品委秘书处等主要机构;另外还独立设有世界国际品牌大会委员会和世界国际品牌评价中心。其中世界国际品牌大会作为世界国际品牌发展委员会对全世界的平台与窗口直接受世界国际品牌大会委员会的领导,接受品牌建设理事会的监管;世界国际品牌评价中心作为世界国际品牌发展委员会对各国品牌评价与衡量的机构,接受品牌评价评审委员会的监管。

世品委得依本章程设立认为必需之辅助机关。世品委对于各国、各民族、各种族、各区域男女均得在其主要及辅助机关在平等条件之下,充任任何职务,不得加以限制。

世界品牌发展委员会(世界品牌组织)机构总图、世界国际品牌大会组织机构图、世界国际品牌评价中心组织机构图如下:

世界国际品牌发展委员会系统图



第三章 会员

第八条

世界国际品牌发展会员分为国家会员、企业会员两类。国家会员分为创始会员国会员和参与会员国会员；企业会员分咨商地位会员和普通企业会员。

第九条

创始会员国会员

一、创始会员国会员资格的取得

凡曾经参加 2017、2018 世品委世界国际品牌大会或前此曾签字确认《世界国际品牌大会联合国宣言》或《世界国际品牌发展世品委联合国纲要》之国家，签订本章程，且依章程第七十七条规定而予以批准者，均为世品委之创始会员国。



(一) 凡其他爱好品牌建设和使用之国家与企业，接受本章程所载之义务，经本组织认为确能并愿意履行该项义务者，得为世品委会创始会员国。

(二) 准许上述其他国家为世界国际品牌发展委员会会员国，将由世品委常委会会议经品牌建设委员会之推荐以决议行之。

二、创始会员国会员资格的停止与撤消

(一) 创始会员国，业经品牌建设委员会对其采取防止或执行行动者，大会经世品委之建议，得停止其会员权利及特权之行使。

(二) 有生产、销售假冒伪劣、粗制滥造的假品牌、假名牌等违犯本宪章章程所载之原则者，大会经世品委理事会之建议，得将其由本组织除名，资格撤消。

第十条

参与会员国会员

一、基本条件

- (一) 认同世界国际品牌发展委员会宪章章程，愿遵守本章程及各规章制度；
- (二) 有自愿加入世界国际品牌发展委员会的意愿；
- (三) 愿意为世界国际品牌事业发展贡献力量的主权国家；
- (四) 承诺坚持品字第一，全力实施以商品质量的品质品格品位的本质品牌理念，反对政治品牌、外延品牌和名气品牌的忽悠品牌，打击和抵制假品牌、假名牌；
- (五) 承诺本国无假货、本国无假冒；
- (六) 自愿承担世界国际品牌发展委员会会员国的会费。

二、入会程序

凡具备入会条件，自愿提出申请成为世界国际品牌发展委员会会员国的主权国家，经世界国际品牌发展委员会审核同意，为世品委国家会员。

(一) 提交国家会员入会申请书；

(二) 经世品委品牌建设理事会讨论通过；

(三) 经世品委大会审议通过；

(四) 已认缴规定之会费（国家会员每年须缴纳会费不少于 1 亿元美金）。

(五) 由世界国际品牌发展委员会发给会员国证书副本；

(六) 国家会员申请资料和入会证书正本全部存放于世界国际品牌发展委员会国际品牌法院；

会员资格自加入申请批准之日起获得。

三、会员权利

会员享有下列权利：

(一) 获得国家间品牌平等、公平的对待的权利；

(二) 选举权、被选举权和表决权，一个会员国在全体会议中只有一个投票权；

(三) 参加世界国际品牌发展委员会的活动；

(四) 对世界国际品牌发展委员会工作的批评建议权和监督权；

(五) 经品牌建设理事会许可，以会员国名义在许可范围内举办符合世界国际品牌发展委员会宗旨的活动并获得世界国际品牌发展委员会的指导和协助。

四、会员义务

会员应当承担下列义务：

(一) 在世界国际品牌发展方面全面实施并主动传播世界国际品牌发展委员会宗旨；

(二) 执行世界国际品牌发展委员会的决议；

(三) 维护世界国际品牌发展委员会合法权益；

(四) 谨慎承诺，并完成世界国际品牌发展委员会交办的国家会员事务；

(五) 按规定交纳国家会员会费；统一按照世界品牌币（简称世品币元）缴纳，世品币以黄金克为基本单位对换各国币。建议，世品币委托联合国监管与对换。

(六) 自觉维护世界国际品牌发展委员会的权利和声誉，不得允许本国出现和发生从事有损世品委声誉的行为。

五、会员退会

国家会员退会应书面通知世界国际品牌发展委员会，并交回会员证。会员国如果 1 年不交纳会费或不参加本团体活动的，视为自动退会。

六、会员资格的取消

会员国如有严重违反本宪章章程的行为，出现多次多期危害人类健康、安全的品牌商品事件或者在国际贸易实务多次发生假冒伪劣品牌商品事件或者多次违背品字第一的原则，经理事会或常务理事会审议通过，予以除名，资格取消。

第十一条

普通企业会员 若干非咨商地位的普通品牌企业企业会员。

一、申请条件 申请条件：

- (一) 认同世界国际品牌发展委员会章程，愿遵守本章程及各规章制度
- (二) 有自愿加入世界国际品牌发展委员会的意愿；
- (三) 愿意为世界国际品牌事业发展贡献力量的企业法人组织。

二、入会程序 凡具备申请条件，自愿提出申请且具有完全民事行为能力的企业，经世品委品牌建设理事会审核同意，为世品委企业会员

- (一) 提交入会申请书；
- (二) 经世品委品牌建设理事会讨论通过；
- (三) 已认缴规定之会费（普通企业会员每年须缴纳会费不少于 1 万元美金）。
- (四) 由品牌建设理事会发给会员证。

企业会员资格自加入申请核准之日起获得。

三、会员权利 会员享有下列权利：

- (一) 获得国际品牌平等、公平的对待的权利；
- (二) 世界国际品牌发展委员会品牌建设理事会的选举权、被选举权和表决权；
- (三) 参加世界国际品牌发展委员会的活动；

四、会员义务 企业会员应当承担下列义务：

- (一) 在世界国际品牌发展方面身体力行并主动传播世界国际品牌发展委员会宗旨；
- (二) 执行世界国际品牌发展委员会的决议；
- (三) 维护世界国际品牌发展委员会合法权益；
- (四) 谨慎承诺，并完成世界国际品牌发展委员会交办的工作；
- (五) 按规定交纳企业会员会费；统一按照世界品牌币（简称世品币元）缴纳，世品币以黄金克为基本单位对换各国币。

建议，世品币委托联合国监管与对换。

(六) 自觉维护世界国际品牌发展委员会的权利和声誉，不得从事有损世品委声誉的行为，不得冒用世界国际品牌发展委员会的名义对外从事任何非法活动；

五、会员退会 企业会员退会应书面通知世界国际品牌发展委员会，并交回会员证。
会员如果 1 年不交纳会费或不参加本团体活动的，视为自动退会。

六、会员资格取消 会员如有严重违反本章程的行为，经理事会或常务理事会表决通过，予以除名，资格取消。

第十二条

咨商地位企业会员 在全球范围内筛选 99 家品牌企业作为咨商地位企业会员。

一、申请条件 申请条件：

- (一) 认同世界国际品牌发展委员会章程，愿遵守本章程及各规章制度
- (二) 有自愿加入世界国际品牌发展委员会的意愿；
- (三) 愿意为世界国际品牌事业发展贡献力量的企业法人组织；
- (四) 承担世品委国际品牌义务；
- (五) 具有世界级国际品牌商品。

二、入会程序 凡具备申请条件，自愿提出申请且具有完全民事行为能力的企业，经世品委同意，方为世品委咨商地位企业会员

- (一) 提交入会申请书；
- (二) 经世品委讨论通过；
- (三) 已缴清规定所应缴纳的年费（每年须缴纳会费不少于 50 万美金）
- (四) 由品牌建设理事会发给会员证。

三、会员权利 会员享有下列权利：

- (一) 享有第几条规定的普通会员的所有权利
- (二) 对世界国际品牌发展委员会工作的批评权、建议权（只有咨商地位品牌企业，非咨商会员不享受）；
- (三) 经品牌建设理事会批准，以会员企业名义在许可范围内举办符合世界国际品牌发展委员会宗旨的活动并获得世界国际品牌发展委员会的指导和协助（只有咨商地位品牌企业，非咨商会员不享受）；
- (四) 分享世界国际品牌发展委员会的信息资源和对外交流机会（只有咨商地位品牌企业，非咨商会员不享受）；
- (五) 参加培训并获得世界国际品牌发展委员会的物质支持（只有咨商地位品牌企业，非咨商会员不享受）。

四、会员义务 企业会员应当承担下列义务：

- (一) 在世界国际品牌发展方面身体力行并主动传播世界国际品牌发展委员会宗旨；
- (二) 执行世界国际品牌发展委员会的决议；
- (三) 维护世界国际品牌发展委员会合法权益；

(四) 谨慎承诺, 并完成世界国际品牌发展委员会交办的工作;

(五) 按规定交纳企业会员会费; 统一按照世界品牌币 (简称世品币元) 缴纳, 世品币以黄金克为基本单位对换各国币。

建议, 世品委委托联合国监管与对换。

(六) 自觉维护世界国际品牌发展委员会的权利和声誉, 不得从事有损世品委声誉的行为, 不得冒用世界国际品牌发展委员会的名义对外从事任何非法活动;

五、会员降格 企业会员退会应书面通知世界国际品牌发展委员会, 并交回会员证。

会员拖欠会费超过 1 年, 或连续三次不参加本组织活动的, 取消咨商地位资格, 降为普通会员。

六、会员资格取消 会员如有严重违反本章程的行为, 经理事会或常务理事会表决通过, 予以除名, 资格取消。

第四章 世界国际品牌发展委员会大会

第十三条

性质

(一) 世界国际品牌发展委员会大会由世品委所有会员国及部分咨商地位品牌企业组织之, 非咨商地位品牌企业会员可以列席;

(二) 每一会员国在大会之代表, 不得超过三人, 每一企业会员不得超过 1 人。

第十四条

职权

世品委大会得讨论本宪章章程范围内之品牌建设的任何问题或事项, 或关于本宪章所规定任何大会之职权; 并除第二十二条所规定外, 得向世品委员会国或建设理事会或兼向两者, 提出对各该问题或事项之建议。

大会举行世界国际品牌大会世界国际品牌颁奖大会等, 认证、确认和发布世界国际品质品牌 500 强, 世界国际品牌大奖章、各专业专项金质奖、银质奖、铜质奖等奖项, 颁发世界国际品牌认证书等。

第十五条

(一) 大会得考虑关于维持国际品牌建设合作之普通原则, 包括品牌科学概念及品牌本质管制之原则; 并得向会员国或建设理事会或兼向两者提出对于该项原则之建议。

(二) 大会得讨论世品委任何会员国或建设理事会或非世品委员会国向大会所提关于维持国际品牌商品安全、健康之任何问题; 并得向会员国或建设理事会或兼向两者提出对于各该问题之建议。

凡对于需要查出公布行动之各该项问题,应由大会于讨论前或讨论后提交品牌建设理事会。

(三)大会对于足以危及人类健康与安全的假品牌、假名牌之情势,得提请建设理事会注意。

(四)本条所载之大会权力并不限制第十条之概括范围。

第十六条

(一)当建设理事会对于任何品牌争端或情势(包括国际贸易质量品质问题与诊断、争议),正在执行本宪章所授予该会之职务时,大会非经建设理事会请求(包括企业会员),对于该项争端或情势,不得提出任何建议。

(二)秘书长经品牌建设理事会之同意,应于大会每次会议时,将建设理事会正在处理中关于维持国际品牌建设之任何事件,通知大会;于建设理事会停止处理该项事件时,亦应立即通知大会,或在大会闭会期内通知世品委员会国。

第五章 世界国际品牌建设理事会

第十七条

组织机构

(一)世界国际品牌建设理事会以世品委九会员国组织之。

中国、法国、俄罗斯、英国及美国、德国、瑞士、日本、印度应为建设理事会常任理事国。大会应选举世品委其他十咨商地位品牌企业会员为建设理事会非常任理事,选举时首宜充分斟酌世品委各会员国于维持国际品牌品质健康与安全及本组织其余各宗旨上之贡献,并宜充分斟酌地域上之公匀分配。

(二)建设理事会非常任理事任期为三年。

任满之理事可以即行连选。

(三)建设理事会每一理事应有代表一人。

第十八条

职权

(一)为保证世品委行动迅速有效起见,各会员国将维持国际品牌建设及安全之主要责任,授予品牌建设理事会,并同意建设理事会于履行此项责任下之职务时,即系代表各会员国。

(二) 建设理事会于履行此项职务时，应遵照世品委之宗旨及原则。

为履行此项职务而授予建设理事会之特定权力，于本宪章第六章、第七章、第八章及第十二章内规定之。

(三) 建设理事会应将常年报告、并于必要时将特别报告，提送大会审查。

第十九条

世品委员会国同意依宪章之规定接受并履行建设理事会之决议。

第二十条

为促进国际品牌健康及安全之建立及维持，以确保国际贸易实务中各国参与国际交易的商品必须通过 wibeis 世界国际品牌评价指标体系的评价与确认，进入世界国际贸易品质品牌名录库，否则，不能进入国际贸易实务中。

第二十一条

投票

(一) 建设理事会每一理事国应有一个投票权、每一个理事品牌企业应有一个投票权。

(二) 建设理事会关于程序事项之决议，应以九理事国之可决票表决之。

(三) 建设理事会对于其他一切事项之决议，应以九理事国之可决票包括全体常任理事国之同意票表决之；但对于第六章及第五十二条第三项内各事项之决议，争端当事国不得投票。

第二十二条

程序

(一) 建设理事会之组织，应以其能继续不断行使职务为要件。

为此目的，建设理事会之各理事国应有常驻本组织会所之代表。

(二) 建设理事会应举行定期会议，每一理事国认为合宜时得派政府大员或其他特别指定之代表出席。

(三) 在本组织会所以外，建设理事会得在认为最能便利其工作之其他地点举行会议。

第二十三条

建设理事会得设立其认为于行使职务所必需之辅助机关。

第二十四条

建设理事会应自行制定其议事规则，包括其推选主席之方法。

第二十五条

在建设理事会提出之任何问题,经其认为对于非建设理事会理事国之世品委任何会员国之利益有特别关系时,该会员国得参加讨论,但无投票权。

第二十六条

世品委员会国而非为建设理事会之理事国,或非世品委员会国之国家,如于建设理事会考虑中之争端为当事国、当事企业者,应被邀参加关于该项争端之讨论,但无投票权。建设理事会应规定其所认为公平之条件,以便非世品委员会国之国家参加。

第六章 世界国际品牌评价评审理事会

第二十七条

组织机构

(一) 评价评审理事会由大会选举世品委三十五会员国、咨商地位品牌企业组织之。

(二) 除第三项所规定外,评价评审理事会每年选举理事十八国,任期三年。

任满之理事国得即行连选。

(三) 评价评审理事会之每一理事国应有代表一人。

企业代表不能参与评价评审会议。

即评价由企业会员实施,评审由国家会员实施。

第二十八条

职权

(一) 评价评审理事会得作成或发动关于国际经济、社会、文化、教育、卫生及其他有关事项之研究及报告;并得向大会、世品委员会国及关系专门机关提出关于此种事项之建议案。

(二) 本理事会为增进全体人类之人权及基本自由之尊重及维护起见,得作成建议案。

(三) 本理事会得拟具关于其职权范围内事项之协约草案,提交大会。

(四) 本理事会得依世品委所定之规则召集本理事会职务范围以内事项之国际会议。

第二十九条

(一) 评价评审理事会可以与任何专门品牌科学机关订立协定,订明关系专门机关与世品委发生关系之条件。该项协定须经大会之核准。

(二) 本理事会,为调整各种专门品牌机关之工作,得与此种机关会商并得向其提出建议,并得向大会及世品委员会国建议。

第三十条

(一) 评价评审理事会得取适当步骤，以取得专门机关之经常报告。

本理事会得与世品委员会国及专门品牌机关商定办法，实施本理事会之建议及大会对于本理事会职权范围内事项之建议所采之步骤，取得报告。

(二) 本理事会得将对于此项报告之意见提送大会。

第三十一条

评价评审理事会得向建设理事会供给情报，并因建设理事会之邀请，予以协助。

第三十二条

(一) 评价评审理事会应履行其职权范围内关于执行大会建议之职务。

(二) 经大会之许可，本理事会得应世品委员会国或专门机关之请求，供其服务。

(三) 本理事会应履行本宪章他章所特定之其他职务，以及大会所授予之职务。

第三十三条

投票

(一) 评价评审理事会每一理事国应有一个投票权。

(二) 本理事会之决议，应以到会及投票之理事国过半数表决之。

第三十四条

程序

评价评审理事会应设立品牌研究部门及以品牌实验为目的之各种委员会，并得设立于行使职务所必需之其他委员会。

第三十五条

评价评审理事会应请世品委员会国参加讨论本理事会对于该国有特别关系之任何品牌事件，但无投票权。

第三十六条

评价评审理事会得商定办法使专门机关之代表无投票权而参加本理事会及本理事会所设各委员会之讨论，或使本理事会之代表参加此项专门机关品质品牌之讨论。

第三十七条

评价评审理事会得采取适当办法，参与各种非政府组织会商有关于本理事会职权范围内之事件。

此项办法得与国际组织商定之，关于适当情形下，经与关系世品委员会国会商后，得与该国内组织商定之。

第三十八条

(一) 评价评审理事会应自行制定其议事规则，包括其推选主席之方法。

(二) 评价评审理事会应依其规则举行必要之评审会议。

此项规定应包括因理事国过半数之请求而召集会议之条款。

第七章 世界国际品牌评价委员会

第三十九条

组织机构

(一) 评价委员会由 wibeis 科学专家组成之。

(二) wibeis 评价专家需经严格考试、考核和个人品质审查，任期三年。

任满即行连选。

(三) 评价委员会委员不受如何政府、财团的指派或者控制，具有独立开展 wibeis 科学数据采集的权力，只要是面向消费者和社会的商品，应无条件接受世界国际品牌评价中心 wibeis 专家人员的数据采集，但 wibeis 专家不具备给出、透露 wibeis 评价结果的如何权力与义务。

(四) 根据世界国际品牌发展委员会的安排，每年可以召开 n 次 wibeis 评价专业会议和特别会议。

第四十条

职权

(一) 评价委员会其主要职责是对各国企业商品、产品是不是品牌进行无限制科学数据采集，并就 wibeis 评价关于全球性品牌经济、社会、文化、教育、卫生及其他有关事项之评价报告做出审议；并得向大会、世品委员会国及关系专门机关提出关于此种事项之建议案。以提高和纠正联合国世界国际品牌评价中心的纠错率。

(二) 本评价委员会通过提高全球性品牌建设的纠错率来增进全体人类之人权及基本消费品质品牌的真实性，得作成建议案。

(三) 本评价委员会得依世品委所定之规则召集本委员会职务范围以内事项之国际会议。

(四) 评价委员会得向建设理事会供给情报，并因建设理事会之邀请，予以协助。

第四十一条

投票

- (一) 评价委员会每一理事国应有一个投票权、每一理事企业应有一个投票权。
- (二) 评价委员会之决议，应以到会及投票之理事国过半数表决之。

第四十二条

程序

评价委员会应请世品委员会国参加讨论本委员会对于该国有特别品牌关系之任何事件，但无投票权。

第四十三条

评价委员会得商定办法使专门机关之代表无投票权而参加本委员会及本委员会所设各委员会之讨论，或使本委员会之代表参加此项专门机关之讨论。

第四十四条

- (一) 评价委员会应自行制定其议事规则，包括其推选主席之方法。
- (二) 评价委员会应依其规则举行必要之会议。

此项规定应包括因理事国过半数之请求而召集会议之条款。

第八章 国际贸易国际品牌监督委员会

第四十五条

组织机构

(一) 国际贸易国际品牌监督委员会由 wibeis 评价专家和各国品牌专家代表组成，受世界国际品牌发展委员会秘书处的直接领导。

(二) 除第三项所规定外，国际贸易品牌监督委员会委员任期三年。任满之理事国得即行连选。

(三) 会员国每一理事国可有代表一人（也可不派代表，代表必须经考试考核合格，否则不具备任职资格）。

第四十六条

职权

(一) 国际贸易国际品牌监督委员会主要是对参与国际贸易实务的各国品牌商品的质量品质进行监督检查，对国际贸易实务的假品牌、假名牌进行查处和披露，确保参与国际贸易的全球性商品必须货真价实，品质优良。

并得向大会、世品委员会国及关系专门机关提出关于此种事项之建议案。

(二) 本委员会得拟具关于其职权范围内事项之协约草案，提交大会。

(三) 本委员会得依世品委所定之规则召集本理事会职务范围以内事项之国际会议。

第四十七条

(一) 国际贸易国际品牌监督委员会得取适当步骤，以取得专门机关之经常报告。

本委员会得与世品委员会国及专门机关商定办法，俾就实施本理事会之建议及大会对于本理事会职权范围内事项之建议所采之步骤，取得报告。

(二) 本委员会得将对于此项报告之意见提送大会。

第四十八条

国际贸易国际品牌监督委员会得向建设理事会供给情报，并因建设理事会之邀请，予以协助。

第四十九条

(一) 国际贸易国际品牌监督委员会应履行其职权范围内关于执行大会建议之职务。

(二) 经大会之许可，本委员会得应世品委员会国或专门机关之请求，供其服务。

(三) 本委员会应履行本宪章他章所特定之其他职务，以及大会所授予之职务。

第九章 世品委各国国家委员会

第五十条

组织机构

(一) 世品委由各国政府或者社团组织或者大型品牌企业组成。

(二) 国家委员会行政上归各国政府领导，业务上属世界国际品牌发展委员会领导。

第五十一条

职权

(一) 对本国世界级国际品牌建设、发展提出意见和制定方案；

(二) 对本国品牌商品进行跟踪与监督。

(三) 对本国品牌商品进行 wibeis 科学数据采集，并提交世界国际品牌评价中心。

(四) 对世界国际品牌发展委员会、世界国际品牌评价中心的业务指导和工作安排进行全面落实与实施。

(五) 承接世界国际品牌发展委员会的相关工作。

(六) 承办世界国际品牌大会及系列会议的专项会议。

第十章 《世界国际品牌大会联合国宣言》宣言

第五十二条

提倡与推广真品牌，打击和抛弃假品牌

第五十三条

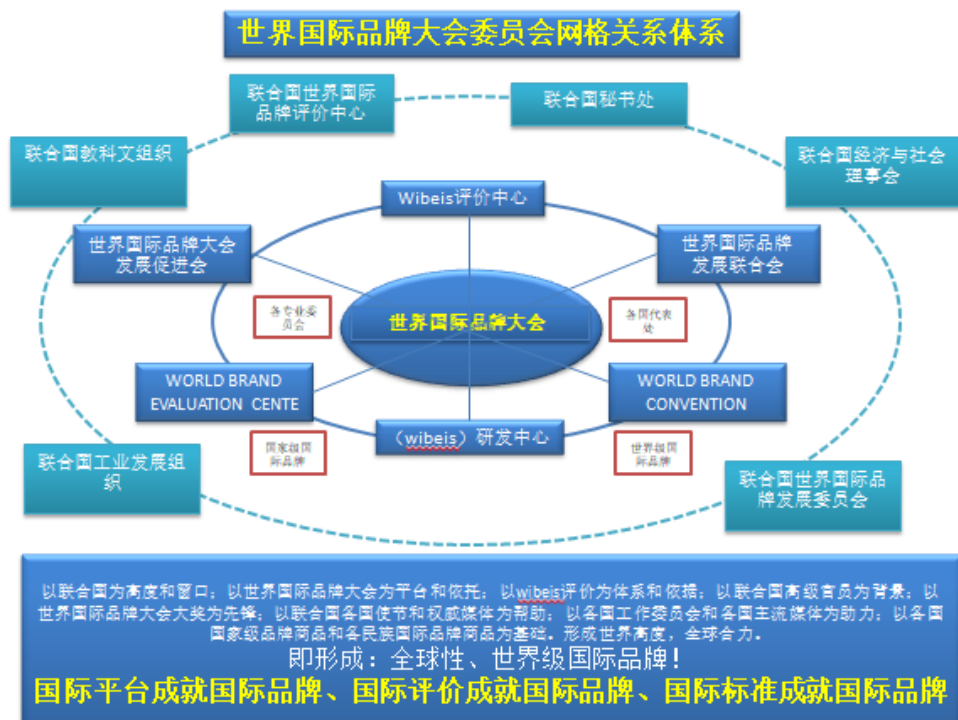
推进和促进以 wibeis 的品质品格品位为核心的全球性品牌建设。

第十一章 《世界国际品牌发展联合国纲要》

第五十四条

确定品牌的科学含义，实施品质品格品位品牌的科学步骤 大力发展全球性真品牌，打击各国假品牌。

第十二章 世界国际品牌大会委员会



第五十五条

组织机构

- (一) 世界国际品牌大会委员会应由下列世品委员会国、会员企业组成：
- (二) 大会由世界国际品牌发展委员会批准确定的日期、地点、主题和议程等。

(三) 世界国际品牌大会委员会之每一理事国应指定一特别合格之人员，以代表之。

第五十六条

职权

大会委员会在世界国际品牌发展委员会的监督和领导下于履行以下职务：

- (一) 起草世界国际品牌大会议程。
- (二) 提出世界国际品牌大会参会人员名单。
- (三) 提出参加世界国际品牌大会企业资格。
- (四) 提出世界国际品牌大会的时间、地点、主题和承办国人选等。

第五十七条

- (一) 世界国际品牌大会委员会之每一理事国应有一个投票权。
- (二) 世界国际品牌大会委员会之决议应以到会及投票之理事国过半数表决之。

第五十八条

程序

- (一) 世界国际品牌大会委员会应自行制定其议事规则，包括其推选主席之方法。
 - (二) 世界国际品牌大会委员会应依其所定规则，举行必要之会议。
- 此项规定应包括关于经该会理事国过半数之请求而召集会议之规定。

第五十九条

世界国际品牌大会委员会于适当时，应利用评价评审理事会之协助，并对于各品牌关系事项，利用专门机关之协助。

第十三章 世界国际品牌法院

第六十条

国际品牌法院为世品委之主要司法机关，应依所附规约执行其职务。

该项规约系以国际品牌常设法院之规约为根据并为本宪章之构成部分。

第六十一条

- (一) 世品委各会员国为国际品牌法院规约之当然当事国
- (二) 非世品委员会国之国家得为国际品牌法院规约当事国之条件，应由大会经建设理事会之建议就各别情形决定之。

第六十二条

(一) 世品委每一会员国为国际贸易实务中品质品牌任何案件之当事国者，承诺遵行国际品牌法院之判决。

(二) 遇有一造不履行依法院判决应负之义务时，他造得向建设理事会申诉。

建设理事会如认为必要时，得作成建议或决定应采办法，以执行判决。

第六十三条

本章程不得认为禁止世品委员会国依据现有或以后缔结之协定，将其国际贸易品质品牌争端托付其他法院解决。

第六十四条

(一) 大会或建设理事会对于任何国际贸易实务中的品牌法律问题得请国际品牌法院发表咨询意见。

(二) 世品委其他机关及各种专门机关，对于其工作范围内之任何品牌法律问题，得随时以大会之授权，请求国际品牌法院发表咨询意见。

第十四章 世界品牌发展委员会秘书处

第六十五条

秘书处设秘书长一人及本组织所需之办事人员若干人。

秘书长应由大会经建设理事会之推荐委派之。

秘书长为本组织之行政首长。

第六十六条

秘书长在大会、建设理事会、评价评审理事会、及世界国际品牌大会委员会之一切会议，应以秘书长资格行使职务，并应执行各该机关所托付之其他职务。

秘书长应向大会提送关于本组织工作之常年报告。

第六十七条

秘书长得将其所认为可能威胁人类健康及安全之任何商品事件，提请建设理事会注意。

第六十八条

(一) 秘书长及办事人员于执行职务时，不得请求或接受本组织以外任何政府或其他当局之训示，并应避免足以妨碍其国际官员地位之行动。

秘书长及办事人员专对世界国际品牌发展委员会负责。

(二) 世品委各会员国承诺尊重秘书长及办事人员责任之专属国际性，决不设法影响其责任之履行。

第六十九条

(一) 办事人员由秘书长依大会所定章程委派之。

(二) 适当之办事人员应长期分配于评价评审理事会、世界国际品牌大会委员会，并于必要时，分配于世品委其他之机关。

此项办事人员构成秘书处之一部。

(三) 办事人员之雇用及其服务条件之决定，应以求达效率、才干及忠诚之最高标准为首要考虑。

征聘办事人员时，于可能范围内，应充分注意地域上之普及。

第十五章 杂项条款

第七十条

(一) 本宪章发生效力后，世品委任何会员国所缔结之一切条约及国际协定应尽快在秘书处登记，并由世品委秘书处公布之。

(二) 品牌当事国对于未经依本条第一项规定登记之条约或国际协定，不得向世品委任何机关援引之。

第七十一条

世品委员会国在本宪章下之义务与其依任何其他国际协定所负之义务有冲突时，其在本宪章下之义务应居优先。

第七十二条

本组织于每一会员国之领土内，应享受于执行其职务及达成其宗旨所必需之法律行为能力和保障。

第七十三条

(一) 本组织于每一会员国之领土内，应享受于达成其宗旨所必需之特权及豁免。

(二) 世品委员会国之代表及本组织之职员，亦应同样享受于其独立行使关于本组织之职务所必需之特权及豁免。

(三) 为明定本条第一项及第二项之施行细则起见，大会得作成建议，或为此目的向世品委员会国提议协约。

第十六章 修正

第七十四条

本宪章之修正案经大会会员国三分之二表决并由世品委员会国三分之二、包括建设理事会全体常任理事国，各依其宪法程序批准后，对于世品委所有会员国发生效力。

第七十五条

(一) 世品委员会国，为检讨本宪章章程，得以大会会员国三分之二表决，经建设理事会任何九理事国之表决，确定日期及地点举行全体会议。

世品委每一会员国在全体会议中应有一个投票权。

(二) 全体会议以三分之二表决所建议对于宪章之任何更改，应经世品委员会国三分之二、包括建设理事会全体常任理事国，各依其宪法程序批准后，发生效力。

(三) 如于本宪章生效后，此项全体会议尚未举行时，应将召集全体会议之提议列入大会该届年会之议事日程；如得大会会员国过半数及建设理事会任何七理事国之表决，此项会议应即举行。

第十七章 批准及签字

第七十六条

(一) 本宪章章程应由签字国各依其宪法程序批准之。

(二) 批准书应交存世界国际品牌发展委员会。该委员会应于每一批准书交存时通知各签字国，如本组织秘书长业经委派时，并应通知秘书长。

(三) 本宪章签字国于宪章发生效力后批准者，应自其各将批准书交存之日起为世品委之创始会员国。

第七十七条

本宪章应留存世界国际品牌发展委员会之档库，其中、法、俄、英、及西文各本同一作准。该委员会应将正式副本分送其他签字国政府。

第十八章 附则

第七十八条 本章程规定官方语言为中文和英文。

第七十九条 本章程的解释权归……………。

[为此世品委各会员国政府之代表谨签字于本宪章章程，以昭信守。]

2018年8月23日