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**CONFLICTS AND HARMONIZATION BETWEEN
GLOBAL AND REGIONAL ECONOMIC INTEGRATION**

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The mainly two trends in the modern growth of the world economy are global and regional economic integration, which are forms of international economic integration at two distinct stages of development. Plus, special treatment is generally more extensive and even in within regional economic integration organizations than it is in global economic integration organizations such as the World Trade Organization (WTO) [4]. Multiple regional economic integration agreements address issues like government procurement, environmental standards, investment and competition policy, labor standards, etc. that have either been left out of or inadequately addressed in global WTO talks in the past. Regional and worldwide economic integration will endure to coexist for a very long period.

There are many conflicts between regional economic integration and global economic integration, affecting the multilateral trading system, as a result of the numerous issues that GATT/WTO have in governing regional economic integration both substantively and procedurally. We believe that the following areas are where the conflicts between regional and worldwide economic integration are most clearly seen [1; 4].

First, the expansion of regional economic union seriously jeopardizes the effectiveness of the global trading system's guiding principles and legal framework. It is common knowledge that regional economic union agreements represent the biggest “Most Favored Nation” (MFN) exception. It is not unusual to see “backroom dealings” that violate the concept of transparency while negotiating and enacting RTA [2].

Second, there are different degrees of “trade diversion effect” in regional economic union groups, which leads to trade frictions and conflicts between members and non-members. As a result, the WTO is frequently caught up in member-country trade disputes and unable to resolve them. Due to the “high external and low internal” tariff barriers created by regional economic

organizations, member countries' trade will inevitably change from externally low-cost advantageous products to internally high-cost disadvantageous products, breaking the foundation of free trade laid down by international comparative advantage. As a result, countries engaged in international trade no longer rely on their own comparative advantage but rather on that of other countries. This is a clear departure from the core principle of open commerce, which is global competitive advantage.

Finally, regional economic unity discourages competition, strengthens monopolies on the global market, and is detrimental to the effectiveness of the WTO system. The order of equitable competition both inside and outside the group is undermined by regional economic groups' exterior pursuit of uniform tariff policies as well as economic and trade policies, which lowers the global level of wellbeing.

Therefore, a critical problem that nations and economies all over the world cannot ignore is how to prevent damage and manage the connection between regional economic integration and global economic integration.

According to the current legal provisions, regional economic integration arrangements exist as the largest exception to the principle of non-discrimination, which includes the principle of most-favored-nation treatment (MFN). One of their legitimacy comes from the provisions of Article 5 of the General Agreement on Trade in Services (GATS). Therefore, it is necessary to make a comprehensive and detailed examination of the legal provisions on regional trade arrangements under the GATT/WTO regime in order to identify their institutional shortcomings [3].

Article 5 of GATS, similar to Article 24 of GATT, provides that members shall enter into an agreement on liberalization of trade in services for the purpose of facilitating trade between the participating parties and, in the case of members outside the agreement, shall not raise the overall level of barriers to trade in services within the corresponding service sector or subsector as compared to the level applicable prior to the conclusion of the agreement [3]. In addition, the agreement on liberalization of trade in services must cover the majority of service sectors; and at the time of entry into force of the agreement or on the basis of a reasonable period of time, refrain from or eliminate the vast majority of discrimination in the sense of national treatment between the participating parties by eliminating existing discriminatory measures and/or prohibiting new or additional discriminatory measures.

There is no insurmountable gulf between regional economic integration and global economic integration, and there is a possibility of reconciling the conflict between the two. We believe that the achievement of reconciliation of the conflict between the two depends on two aspects.

First, it is necessary to effectively strengthen the international legal system and continuously improve the operating rules of the WTO system regarding regional integration arrangements. The Understanding on the Interpretation of Article 24 of GATT 1994 has made clear provisions and amendments to the tariff assessment before and after the establishment of regional economic blocs, the reasonable duration of the transition period, and the review and dispute settlement

of customs unions and free trade zones [3]. Compared with the original rules, it is undoubtedly a great progress, but it still has its incompleteness and imperfections. In this regard, WTO members must start a new round of multilateral negotiations, take into account the new situation, and continuously enrich and improve the WTO rules system in order to solve the above-mentioned outstanding issues and rebuild the confidence of members in the multilateral trading system.

Second, we must effectively strengthen the domestic legal system of WTO member countries. The member countries must abandon the concept of self-imposed and self-contained, and truly integrate into the world economic system as a family. The establishment of cross-border computer networks and information superhighways has turned the whole world into a “global village”. In today's world, no country can achieve development and create prosperity on its own without being connected to the world economy, and all member countries must have a clear understanding of this. The member countries should follow the international trend and abolish or amend the existing domestic policies and laws that are incompatible with the WTO rules system on regional integration arrangements, so as to better develop their economies and promote the benign development of international economic integration.

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BRAND DEFINITION

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1. Definition of brand. There are many definitions of brand in the industry and academia nowadays. A brand is an “exotic product”. Let's take a look at the American definition of a brand:

The famous advertiser David Ogilvy believes: “A brand is an intricate symbol. It is the intangible sum of brand attributes, name, packaging, price, history, reputation, and advertising methods. Brands are also affected by