

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

consumers' use of them. It is defined by the impression of consumers and their own experience.” [1, p. 192]. From this, he believes that one of the cores of brands is that “a brand is a collection of consumer experiences” [2, p. 195].

The American Marketing Association (AMA) put forward the definition of brand in 1960. It believes that a brand is a name, term, mark, symbol or pattern, or a combination of them, used to identify the company's offering to a certain brand, or a group of consumers' products or services, and differentiate them from those of competitors [3, p. 18].

It can be seen from this that in economic life, brand is the embodiment of a series of tangible or intangible assets, representing the purpose and connotation of the enterprise.

2. *Connotation of the brand.* The connotation of a brand can be understood as a concept advocated by a certain brand or formed during the consumption process, and this concept can bring some benefits to consumers. Essentially, it is a specific set of features, benefits and services that sellers offer to buyers on a long-term base [4, p. 11].

In the era of knowledge economy, the creation of human spirit can become a huge material wealth. A brand is the spiritual form of a commodity, which imprints a distinct human spiritual activity on a material commodity, and reflects the communication of the results of spiritual activities hidden behind the material consumption of people in modern society. In today's world of global economic integration and internationalized market evaluation, brand has become an important manifestation of the international competitiveness of a country and a city. The Republic of Belarus also has a strong domestic scientific school, researching the problems of country branding. This is proved by “Country Marketing”, the monograph edited by Professor Natallia Bondarenko [5].

3. *Legal Attributes of Brands.* For an enterprise, the legal form of a brand is a kind of intellectual property. From the perspective of property rights, it is a kind of intangible property and an important part of the “legal person property rights” of enterprises. A brand is composed of two aspects, that is, the specific quality of the product and the external logo that expresses the specific quality. Therefore, the law's protection of brands is also reflected in these two aspects. One aspect is the protection of the spiritual achievements that express the specific quality of the product, and the other is the protection of the external logo that indicates this specific quality. The brand legal protection discussed in this article refers to the use of legal means to maintain the external logo of the brand in the process of brand operation. It has the characteristics of authority, coercion and externality. The legal attributes of part of the value of the brand's external logo are reflected in the trademark rights of commodities, appearance patent rights, enterprise name rights, trade name rights, domain name rights, promotional phrases, and decoration copyrights. The most important of these is the trademark right. Due to space limitations, this article only discusses the legal protection of the brand's trademark right.

4. *Definition of Trademarks.* A trademark is a sign used to distinguish the goods of an industrial or commercial enterprise or such an enterprise group. It is

usually called a brand in business. It is a sign that distinguishes the source of goods or service providers. Trademarks are iconic and commercial and proprietary [6, p. 36].

The World Trade Organization (WTO) stipulates in Article 15 of the Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS): “Any sign or combination of signs that can distinguish the goods or services of one enterprise from those of other enterprises shall be It should be able to constitute a trademark”. Article 8 of China's “Trademark Law” stipulates: “Any visible sign that can distinguish the goods of a natural person, legal person or other organization from the goods of others, including text, graphics, letters, numbers, three-dimensional Logos and color combinations, as well as combinations of the above elements, can all be registered as trademarks.”.

It can be seen that there is no strict definition of the concept of a trademark. In a broad sense, as long as it is a mark of a commodity, it can be regarded as a trademark. This also reflects an attribute of a trademark, that is, a trademark is attached to a commodity, and there is no trademark without the commodity.

Based on the discussion we conclude that brand study is an important and promising area of research both in China and in the Republic of Belarus.

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THE LEGAL FRAMEWORK OF QUALITY EDUCATION IN VARIOUS COUNTRIES

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Quality education is a fundamental right for every individual. It is a key factor in social and economic development, as it empowers individuals with the skills and knowledge necessary to lead productive lives and contribute to the growth of their communities. Education is considered to be of high quality when it is accessible, equitable, and relevant to the needs of the learners.

The United States of America recognizes education as a fundamental right and guarantees it to every child in the country. The legal framework for education