

2009

# World Brand Association (WBA) and World Famous Brand Association(WFBA) Initial Members Regulation





# WORLD BRAND ASSOCIATION

ID: 290352 EIN: 26-4296717

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## **World Brand Association(WBA) and World Famous Brand Association(WFBA) Initial Members Regulation**

- A. This regulation is formulated in the interest of managing  
Initial Membership obtainment of WBA and WFBA**
- B. Definition, Targets and Conditions of Initial Members of  
WBA and WFBA**

Initial Members are the earliest batch of members of WBA and WFBA. They are the basis of membership and value system of WBA and WFBA. Moreover, they are the core members who jointly develop a commercial civilization into a unified, standardized, scientific management of world brands with WBA and WFBA.

The targets of Initial Members of WBA and WFBA are the world (famous) brands that have already been widely recognized but in lack of identification in an administrative and judicial procedure.



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The conditions to become Initial Members of WBA and WFBA are to be one of the three companies from the top 10 companies in 50 (more or less) industries or product series. If within two or more brands, similar in pronunciation, meaning or formation, only one of them can be chosen as an Initial Member.

## **C. Status and Advantage of Initial Members**

1. Initial Members of WBA and WFBA seen cofounders of the two associations. But members joining later will go through strict assessment procedures and have to obtain the approval of Initial Members and committee.
2. Initial Members are permanent members of WBA and WFBA. No membership fee is required forever. Members joining later need to pay \$1 million every three years, and this amount might be higher farther.
3. After joining the associations, Initial Members are the members of the committees in the 50 industries or product series and have the leading positions in respective industry. New members will need the approvals of Initial Members to join the associations. Members



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of the committees will also be qualified to hold the Forum/Annual Conference for World Brand after obtaining authorization.

4. The level of technology standard and targets of Initial Members will go to the pool of WBRL (World Brand Research Lab), and become the standard for respective industry or product series. Initial Members will lead other companies in the world to a better and higher level, as well as promote and enrich the quality and culture of people's life. Members joining later need to pay \$200,000 for assessment on top of going through the technology standard evaluation of WBRL.

## **D. Procedure of Joining WBA and WFBA**

1. According to market research, WBA and WFBA will first select the qualified top ten companies from industries or product series in the world, and then send out requests to the first three companies in respective rank. If the companies do not respond in time or are not qualified after verification, it will be regarded as waiver of rights.
2. If companies agree with the bylaw of WBA and WFBA, as well as



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the *World Brand Association(WBA) and World Famous Brand Association(WFBA) Initial Members Regulation*, senior managers from the companies can sign in the bylaws and regulations and deliver a written application to join WBA and WFBA. A scan of the signed materials is required to be sent to the associations in form of email attachment, and then the formal documents are required.

Declining, rejecting or no response to the invite documents of Joining WBA and WFBA as initial members is equivalent to waive of rights and the companies will be forbidden to participate in any public relation activities of WBA and WFBA, including the Forum for World Brand, the World Brand Exposition, the Ranking of World Brand, and the Annual Conference of World Brand. WBA and WFBA resist to supply judicial and administrative identification for the legal affairs of their brands as well as the unified anti-counterfeit or protection, not even to admit that they are *World (Famous) Brand*.

3. After eliminating the unqualified companies, WBA and WFBA will



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send out formal requests to the other seven companies, and select the three most representative companies as Initial Members from respective industry or product series according to their response.

4. After the selection of top three companies from 50 (more or less) industries or product series, they will become WBA and WFBA Initial Members and members of committees for the respective industry or product series. WBA and WFBA will protect their brands, intellectual property rights, intelligence capital and public relations. They will be authorized to use the symbols, slogans, advanced anti-counterfeit technologies of WBA and WFBA on their products, packages and propaganda, so that to differentiate them from non-world (famous)-brands, and to set up the legal, historical and cultural status for the original world (famous) brands among all the similar brands. Moreover, they will be authorized to organize or participate in a series of public relation activities such as the Conference for World Brand in respective industry or product field.

5. Initial Members can choose to contribute to any one or more items



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in the WBA and WFBA Contribution List for promote associations, or choose not to. (This is not forced and but freedom choice. It's the lowest-cost-advertising and lowest-cost-public-operating. Please refer to the WBA and WFBA Contribution List for details.)

Donators will be announced and rewarded. Names of independent and joint donators' will be inscript in the monument located on the central squares of WBA and WFBA North American/ European Union/ Asia Pacific Center, as well as the foundation stones of donated buildings. Members that do not donate will not be exposed or suffer from adverse consequence.

6. WBA and WFBA will hold press conference (Forum for World Brand, Annual Conference for World Brand) to release the List of WBA and WFBA Initial Members, issue Certificates of Permanent Members of WBA and WFBA, Certificates of World Famous Brand, Certificates of World Brand, and Certificates of Top three Companies in the Ranking of World Famous Brands.

**E.** WBA and WFBA have the ultimate right to explain and modify the regulation.



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“Future change Past”.

World Brand Association

World Famous Brand Association