

Кофи Аннан, Генеральный секретарь ООН на момент Иракского конфликта в 2003 г., писал: «Ни один принцип Устава ООН не является более важным, чем принцип неприменения силы, закрепленный в ст. 2. Генеральные секретари сталкиваются со многими проблемами в течение срока их полномочий, но определяющим неизбежно является именно столкновение с проблемой применения силы» [3, с. 128].

Можно утверждать, что в современных международных отношениях принцип неприменения силы и угрозы силой играет важную роль. Данный принцип во многом определяет межгосударственную политику, в частности накладывает необходимые ограничения на государства как на субъекты международного права, не позволяя им злоупотреблять своим статусом.

Несмотря на неоднократные нарушения государствами принципа неприменения силы и угрозы силой, он продолжает оставаться эффективным механизмом регулирования международных отношений. Во многом это обеспечивается целым рядом как международных, так и региональных документов, а также тем, что данный принцип является нормой *jus cogens*. Таким образом, государства сами осознают необходимость поддержания международного мира и безопасности.

Литература

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Activities of the World Intellectual Property Organization and its regional divisions

*Рыбалка Д. С., студ. III к. БГУ,
науч. рук. ст. преп. Макаревич И. И., магистр филол. наук*

The economic development of any State is based on the level of development of intellectual rights. The progress and well-being of humanity depend on its ability to create and invent new products in the field of technology and culture. And the legal protection of these objects guarantees the main resource that is

necessary for further innovative activities, it is confidence in the ownership of their own products.

The importance of intellectual property (IP) was first noted in the treaties of the Paris Convention for the Protection of Industrial Property (1883) and the Berne Convention for the Protection of Literary and Artistic Works (1886). Both of these treaties are administered by the World Intellectual Property Organization (WIPO) [1].

The WIPO deals with the complex regulation of IP issues. Firstly, the WIPO organizes sessions of various committees, at which member states discuss the most important issues on the development of IP regulation. Secondly, it contemplates new technological solutions for IP protection. Crucial treaties were adopted under the administration of the WIPO, that establish or supplement the procedure for working with IP objects, for example, the WIPO Copyright Treaty, the WIPO Performances and Phonograms Treaty, the WIPO Patent Law Treaty, the Patent Cooperation Treaty and others. The WIPO performs registration functions of treaties. The WIPO also handles the practical protection of IP objects – the center at the WIPO provides mediation and arbitration services to IP-related disputes [2].

The WIPO is the world's largest source of IP information. There are global brand databases, in which, for instance, in order to prevent possible litigation, a company that wants to register a new trademark can check, if the same or a similar one is already exist. They are under the authority of the WIPO [3].

The WIPO plays a special role in patenting. They dictate standards of patenting, implement a policy aimed at harmonizing international patenting procedures. Patents basically are granted by national patent offices or regional offices that carry out examination for groups of countries, for example, the European Patent Office (EPO) and the African Intellectual Property Organization (OAPI). Due to the existence of the Patent Cooperation Treaty (PCT) administered by the WIPO, an applicant seeking for patent protection can file the only one application and seek for protection in every state that signed the Treaty. And this form will operate in the same way as national applications, filed in each of these countries [1].

External offices accountable to the WIPO are established in each region to ensure full coverage of WIPO authority. The WIPO delegates to them some tasks that will be more efficiently performed by a regional office than by a world organization. The WIPO has seven external offices located in the following cities: Algeria, Singapore, Beijing, Tokyo, Abuja (Nigeria), Rio de Janeiro, Moscow. The Singapore Office is helping businesses in the ASEAN to protect their brands, inventions and designs overseas. The WIPO Japan and Brasil Offices promote

WIPO's global IP services for patents, trademarks and industrial designs over the region. All these external offices help businesses by raising awareness and increasing use of the international trademark system [4].

Thus, we can conclude that the WIPO plays a great role in the formation of a global institution for the protection of intellectual property. And the degree of IP protection implies the development of one of the most important principles, namely, the rule of law. Moreover, this protection makes it possible to predict the possibility of further development of technologies. The WIPO helps to frame the essential standards of the legal society. It provides access to the achievements of science and culture of others on a legal basis, thereby providing conditions for the flourishing of creativity and innovation for the benefit of all people. The WIPO also promotes international dialogue on intellectual property issues and raises awareness all over the world.

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Запреты в законодательстве о рекламе: проблемы правореализации

*Рыбалка Д. С., студ. III к. БГУ,
науч. рук. Куницкая О. М., канд. юрид. наук., доцент*

Рекламой по белорусскому законодательству считается информация об объекте рекламирования, распространяемая в любой форме с помощью любых средств, направленная на привлечение внимания к объекту рекламирования, формирование или поддержание интереса к нему и (или) его продвижение на рынке (ст. 2) [1]. Несмотря на определенную свободу осуществ-