

## **The Effectiveness of a Training Program in Building Trademarks for Fashion Marketing in light of Intellectual Property Rights Protection**

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### **Abstract:**

The Kingdom of Saudi Arabia has promising opportunities to support Vision 2030 through the development of the fashion sector, based on the local market and strategic location. The sector's influence by various external factors highlights the importance of marketing strategies and the role of branding in establishing a foundation in the market, which emphasizes the need to protect intellectual property rights and regulate competition. The research aims to equip fashion designers with the knowledge and skills necessary to build and develop brands and market fashion, while raising awareness about the importance of intellectual property protection by preparing a training program. It also seeks to assess the extent to which specialists agree on its validity, as well as evaluate its effectiveness and measure the trainees' attitudes towards it. The results showed that 96.83% of specialists agreed on the program's validity, indicating a good alignment between the content and the set training objectives. Statistical differences were found between pre-test and post-test scores at the 0.01 level, indicating the program's effectiveness in improving cognitive and skillful performance. The program enhanced trainees' understanding of the branding concept and its essential elements, including defining values and personality, and crafting a story that reflects the brand's identity. It also helped develop practical skills in visual identity design, with 100% approval. Additionally, the program contributed to acquiring fashion marketing skills, as trainees learned market analysis techniques, consumer behavior understanding, competitor analysis, and marketing and promotional mix design, with a 96.43% approval rate. Furthermore, the program increased trainees' ability to distinguish between different areas of intellectual property and raised awareness of the importance of protecting trademarks and fashion designs, with 100% agreement on most concepts and 96.43% in some aspects. Overall, the attitudes towards the program were positive, with a total satisfaction rate of 99.63%, confirming its success in achieving its training objectives.

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