

Increasing fashion designers' awareness of the Law of Intellectual Property Protection

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Abstract:

The provision of legal protection for creative designers from having their ideas imitated and exploited by other people is imperative in this era. Intellectual property is a set of rights that protect human thought and creativity. This research discusses the problem of fashion designers' lack of sufficient awareness of design protection methods, and their lack of knowledge of intellectual property laws as well as the possibility of design registration. The research aims to raise the awareness of fashion designers of the law of intellectual property protection, contribute to confronting competitors through applying the Law of Intellectual Property Protection, and thus create a diversified creative market that increases the competition. The research resulted in the existence of a direct relationship between the application and awareness of intellectual property laws, and the level of competition and thus the level of quality and creativity

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