

# WOLFF'S FLEA MARKET 2024

## EDUCATION: CRAFTERS & CREATORS

Info is easy to find!

- [nolo.com](http://nolo.com)
- [cuttingforbusiness.com](http://cuttingforbusiness.com)

### QUESTION: Are you profiting off someone else's intellectual property?

Capturing current trends by creating sellable products can be rewarding and profitable for new small businesses. However, be mindful when purchasing and downloading digital images (e.g. SVG files) if you plan to incorporate them into your products. While tempting to use



ready-made, editable graphics, realize these files are actually compiled by tech savvy people who *illegally copied the intellectual property (IP) of others* (designers, sports teams, animation, etc.). It was not their IP to sell, so it also isn't yours to transform and put on products for profit. Such creations may be considered counterfeit. Even if you bought it from one of these people.

Counterfeits are illegal and brand owners have the right to protect their intellectual property via lawsuits. Flea markets and private individuals have been held liable by several brand owners (e.g. UGG, Coach, Louis Vuitton, PopSocket, OtterBox).

Our research is ongoing as we attempt to stay current on trending, vulnerable merchandise categories. As new information becomes available, our guidelines and decisions may change regarding allowable items at our flea market. We are not lawyers. This is not legal advice. We are sharing our knowledge and examples for purposes of education and discussion. We study news, trends, attend classes and consult with lawyers on IP law. Images used for purposes of education and discussion and belong to IP holders.

Before you purchase, download, sublimates, use your Cricut, copy, create, print or sell an item:

- RESEARCH THESE TERMS
  - ASK THESE QUESTIONS
- IS IT:

- TRADEMARKED?
- COPYRIGHTED?
- LICENSED?
- LEGIT?
- BOOTLEG?
- COPIED?
- COUNTERFEIT?
- CONFUSINGLY SIMILAR?
- ALTERED LOGO?
- FROM A WHOLESALER?
- FROM A MARKETPLACE?
- FROM GOOGLE IMAGES?
- **ONLINE FILE? (DID THEY OWN IT TO SELL TO YOU?)**
- WHO OWNS IT?
- POPULAR CHARACTERS?
- IS IT YOUR OWN ORIGINAL CREATION?

### DON'T MAKE THESE



### INFRINGEMENTS:

- Starbucks
- Disney
- Hello Kitty
- Stanley
- Gucci
- Mickey Mouse
- Chicago Bulls
- Chicago White Sox
- Chicago bears
- Chicago Blackhawks
- Chanel
- Hermes
- Louis Vuitton
- Yves Saint Laurent
- Dior
- Yoda