

MASHING IT UP: 80s & 90s ICONS ARE BACK

Wolff's Flea Market 2023 wolffs.com

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Current trends have brought back 80's and 90's pop culture, clothing styles, icons, movies, TV shows, etc. Along with any trend comes a variety of re-created merchandise in the form of clothing, toys, keychains and more.

But not everything made with these images is authentic.

Did you know? It's considered trademark and/or copyright infringement to create and sell unauthorized products using the intellectual property of others, even if only a partial or altered logo is used. There is also no "acceptable percentage" of allowable logo usage.

EXAMPLE A: INFRINGING MASHUP

Over the years, we have seen and discussed infringing designs (e.g. t-shirt with a partial Blackhawks head wearing a bandana). Chicago area trends (and presumably nationwide) now include 80's-90's images.

See Example A. This wholesale/bulk t-shirt combines 7 villain icons with the Friend's TV show font.

Some might call this shirt a "parody" or "artwork", but it is infringement. No permission or license was assigned to the manufacturer of the print design nor to the t-shirt's creator. There is no licensing tag or credit and the design was printed on a generic shirt. Read more about proper labeling on our [LEARN](#) page. This mashup and others like it are not allowed at our market.

QUESTION

So what would it take for a shirt like this to be legit and non-infringing?

ANSWER: COLLABORATION

Participating owners of every brand would need to formally **partner** or **collaborate** with each other to create a combo product. They would be credited individually on labels and tags and may assign a third party to manufacture the item. You would find collaborations referenced on their official websites and not offered in bulk on wholesale or marketplace sites. The Example A would need permissions for at least 8 entities in order for it to be legit!

A simple Google search for "Who owns _____?" will give you answers as to who owns what. Take a look:

- *Freddy Krueger* - Nightmare on Elm Street is owned by Warner Brothers
- *Chucky* - owned by MGM, Universal
- *Friends* - owned by AT&T Warner Media with rights given to Netflix, HBO
- *Scream* - many affiliates, Wes Craven, Paramount, Spyglass Media Group

EXAMPLES B-C-D: REAL COLLABORATIONS

Go to a brand's official website for examples of more collaborations. It's a trend too!

EXAMPLE A - FAKE



**THIS IS NOT A COLLABORATION
IT INFRINGES ON 8 TRADEMARKS**

EXAMPLES B-C-D REAL



B. GUCCI x ADIDAS



C. Dooney & Bourke x Disney



D. Hello Kitty (Sanrio) x Igloo