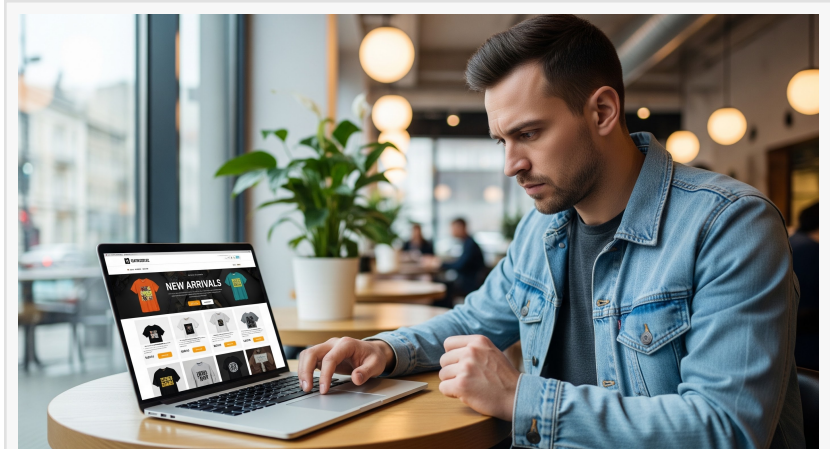


# Printify Releases Guide on How to Avoid Copyright Infringement with T-shirts

*New resource empowers apparel sellers to protect their designs, avoid legal risks, and build compliant brands from day one*

WILMINGTON, DE, UNITED STATES, April 28, 2026 /EINPresswire.com/ -- Printify, a leading print-on-demand platform, has announced the release of a comprehensive new guide designed to help entrepreneurs understand [how to avoid copyright infringement](#) when creating and selling custom apparel. As



How to Avoid Copyright Infringement with T-shirts

the t-shirt business continues to attract new creators, the risk of legal missteps—ranging from cease-and-desist letters to costly lawsuits—has become a major concern across the industry.

The guide delivers a clear, practical breakdown of intellectual property rules, helping sellers navigate the complexities of copyright, trademark, and publicity rights. By combining legal fundamentals with actionable advice, Printify aims to give entrepreneurs the confidence to create and scale their businesses without unnecessary risk.

Launching a t-shirt business has never been more accessible, but legal awareness remains one of the most overlooked aspects of success. With this release, Printify places itself at the center of a safer, more informed approach to building apparel brands.

## Understanding How to Avoid Copyright Infringement

At the core of the guide is a detailed explanation of how to avoid copyright infringement, starting with the legal basics. Copyright protects original creative works such as illustrations, graphics, and designs the moment they are created, while trademark law protects brand identifiers like logos, slogans, and names.

For apparel sellers, the distinction is critical. While a design itself may be original, using a recognizable logo, phrase, or character can still violate trademark protections. The guide

emphasizes that courts focus on whether protected material was used without authorization—not on the seller’s intent.

Printify also highlights that common assumptions—such as “it was free online” or “I changed it slightly”—do not provide legal protection. Instead, sellers must verify ownership, licensing, and usage rights before publishing any design.

## Common Pitfalls That Lead to Legal Issues

The guide outlines the most frequent mistakes made by t-shirt sellers, including using images sourced from search engines, reproducing pop culture references, printing song lyrics, or featuring celebrity likenesses without permission.

It also explains the complexities of publicity rights, which govern how a person’s image or identity can be used commercially. Even original illustrations of public figures can lead to legal claims if they are used for profit without authorization.

These risks apply across a wide range of apparel categories, including [custom polo shirts](#), where logos and branding elements are often central to the design and therefore more likely to trigger trademark concerns.

By identifying these pitfalls early, Printify helps sellers avoid costly errors that can derail a business before it gains momentum.

## Creating Safe, Original, and Scalable Designs

To minimize risk, Printify strongly encourages sellers to focus on originality. Creating artwork from scratch, commissioning designs with clear ownership agreements, or using properly licensed assets are among the safest approaches.

The guide also explains how to navigate royalty-free resources, Creative Commons licenses, and public domain materials. Sellers are advised to confirm that any asset used allows for commercial use and print-on-demand distribution.

“Building a successful apparel brand starts with originality and awareness,” says Davis Sarmins, Director of Growth Marketing at Printify. “When sellers understand the rules, they can create confidently and focus on growth instead of worrying about legal setbacks.”

Printify’s tools, including its Product Creator and AI Image Generator, are designed to support this process by enabling users to develop original concepts within a controlled and transparent environment.

## How Printify Supports Compliant Apparel Businesses

Printify simplifies the path to compliance by integrating design, production, and fulfillment into one platform. Sellers can create products, publish listings, and manage orders without relying on questionable third-party assets or complex supply chains.

This approach is especially valuable for products like [custom embroidered shirts](#), where precise branding and logo usage require careful attention to intellectual property rules. By keeping design creation within a trusted ecosystem, sellers reduce the likelihood of infringement.

In addition, Printify's print-on-demand model eliminates the need for inventory, allowing users to test ideas and refine their offerings without financial risk.

### Protecting Your Own Designs and Brand

Beyond avoiding infringement, the guide also teaches sellers how to protect their own work. This includes monitoring for unauthorized use, conducting reverse image searches, and using tools like Google Alerts to track potential violations.

Printify also outlines how to respond to infringement through the Digital Millennium Copyright Act (DMCA), including filing takedown notices and responding appropriately if a claim is made against a seller.

For those looking to strengthen their protection, the guide recommends registering copyrights and trademarks, which can provide stronger legal standing and financial remedies in case of disputes.

### How to Start a T-shirt Business the Right Way

The guide connects legal best practices with broader strategies for how to start a t-shirt business. By combining original design, proper licensing, and print-on-demand technology, entrepreneurs can build scalable operations without exposing themselves to unnecessary legal risks.

Printify's integrations with major eCommerce platforms and marketplaces enable sellers to reach global audiences while maintaining compliance across different channels. This allows entrepreneurs to focus on branding, marketing, and customer experience.

With the right foundation, sellers can grow confidently, knowing their business is built on legally sound practices.

As the custom apparel industry continues to grow, understanding intellectual property is no longer optional—it is essential. Printify's new guide equips sellers with the knowledge and tools needed to operate responsibly and successfully in a competitive marketplace.

By placing Printify at the core of their workflow, entrepreneurs can create original products, avoid legal pitfalls, and scale their businesses with confidence.

#### About Printify

Printify is a leading print-on-demand platform that connects ecommerce merchants with a global network of Print Partners. With the industry's largest Catalog, free AI design tools, and seamless integrations with major ecommerce platforms, Printify enables sellers to scale custom product businesses without upfront costs.

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