

Intellectual Property Policy

Last updated on February 3, 2026

This Intellectual Property Policy (the “IPP”) outlines the responsibilities and rights of Merchants and registered and non-registered Users (Merchants and Users collectively within this IPP, the “Users,” as defined in Section A below) of Printful Inc.’s (“Printful’s”) applications, software, products, and services (collectively, the “Service”) with regard to the intellectual property of third-party rights holders, Users, and Printful. This document is an important contract between Printful and Users, and as such, we have tried to make it as clear as possible. In addition to the full legal terms and text, we have provided short non-binding summaries with each clause. These summaries do not aim to replace the full text. For the avoidance of doubt, “intellectual property” (“IP”) (refers to copyrights, patents, patent disclosures and inventions (whether patentable or not), trademarks, trade secrets, know-how and other confidential information, trade dress, trade names, and all other such rights.

A. Definitions

Summary: These terms are used throughout this IPP and it’s important that you understand what we are referring to when we use them.

Terms not defined in this section shall have the meaning provided elsewhere in the Printful’s [Terms of Service](#).

- “Agreement” refers, collectively, to all the terms, conditions, and notices contained or referenced in this IPP and all other operating rules, policies, including Printful’s [Terms of Service](#) and [Privacy Policy](#), and procedures that we may publish from time to time on the Site.
- “Content” refers to content accessed, featured or displayed through the Site, including without limitation text, data, articles, images, photographs, graphics, software, applications, designs, features, and other materials that are available on the Site or otherwise available through the Services. “Content” also includes Services and any text, data, articles, images, photographs, graphics, software, applications, designs, features, and other materials uploaded or otherwise provided (e.g., through writing Your Product title and description) by a User.
- “Customers” refer to individuals or companies that purchase Your Products.
- “Products” refers to products You create by using our Services.
- “Us” and “We” refers to Printful, Inc., as well as our affiliates, directors, subsidiaries, contractors,

licensors, officers, agents, and employees

- “User,” “You,” “Your” refers to the individual person, company, or organization that has visited or is using the Site or Services; that accesses or uses any part of the account; or that directs the use of the account in the performance of its functions.
- “Site” refers to Printful’s website located at Printful.com, and all Content, Services and products provided by Printful at or through the Site.

B. General

When You use Our Services and upload and/or otherwise provide Content, You are agreeing to:

- This IPP
- Our Privacy Policy
- Our Terms of Service
- Any other terms or policies we reference in any of the above.

The Agreement, except as it may be supplemented by additional terms and conditions, policies, guidelines or standards, is a binding agreement between Printful and You pertaining to Your use of the Services, and supersedes any and all prior oral or written understandings or agreements between Printful and You.

If any provision of this IPP is held to be invalid or unenforceable, such provision will be struck and will not affect the validity and enforceability of the remaining provisions.

Questions about this IPP? [Contact us](#).

C. When Does This IPP Apply?

Summary: By using Printful, You are agreeing to all the terms below.

By using the Services, You are agreeing, on behalf of Yourself and those You represent, to comply with and be legally bound by this Agreement and all applicable laws. If You do not agree with any provision of this IPP, You must discontinue Your use of the Services, discontinue the registration process (to the extent You have started it), and, if You are already registered, delete Your account.

D. Can This IPP Be Modified?

Summary: We can change these terms, and if the changes are big, we'll let You know.

Printful reserves the right to revise this IPP from time to time and the most current version will always be posted on our Site. If a revision, in our sole discretion, is material we will notify You. The "Last Updated" date at the top of this IPP reflects the date of the last modification. Your use of the Services following the effective date of any modifications to this IPP will constitute your acceptance of such revised IPP. If You do not agree to the new terms, You should stop using the Services and delete Your account.

E. What Are You Agreeing to Under This IPP?

1. Printful respects the IP rights of others and asks you to do the same. We prohibit any use of our Service that infringes the IP rights of others, including by producing or selling infringing or counterfeit goods.
2. By uploading Content on the Services and using the Content on Your Products, You represent and warrant that:
 1. You either own the Content posted by You on or through the Services or that You otherwise have the legal right and authority to use the Content;
 2. the posting and use of the Content on or through the Service does not violate, misappropriate or infringe on the rights of any third party, including, without limitation, privacy rights, publicity rights, copyrights, trademark and/or other IP rights;
 3. You agree to pay for all royalties, fees, and any other monies owed through use of the Content on the Service; and
 4. You have the legal right and capacity to enter into this Agreement.
3. By using Printful's Services, i.e. accessing the Site and using any of its features (internal or integrated ones), You further agree to refrain from using any elements on, or to create, Products, including in AI-generated Content, that infringe the intellectual property rights of others or that contain any prohibited content.
4. If You are unsure about your rights regarding the usage of the Content, You must refrain from

uploading the Content to Printful.

More information can be found at the [U.S. Copyright Office](#) and the [U.S. Patent and Trademark Office](#), and the [European Union Intellectual Property Office](#). This is not an exhaustive list of available resources, be sure to consult your legal counsel on further information and/or suggested resources.

F. How Does Printful Handle Infringing Content?

1. Printful does not tolerate IP infringements and reserves the right to remove, at our discretion, any Content that may infringe the IP rights of others.
2. Printful allows Users to upload Content to our platform to create User Products to sell. Subject to the terms outlined in the Printful [Terms of Service](#), You alone are responsible for Content that You upload. Further, by uploading Content, You represent and warrant that the Content is owned by You or that You have valid authorization to post it. Despite Your representation and warranty, We retain the right, at our sole discretion, to reject the production of User Products that contain Content that we have reason to believe may be infringing the IP rights of others.
3. Printful may temporarily or permanently suspend accounts that are subject to multiple notices of IP infringement. If We believe the User with a previously suspended account has attempted to create or operate a new account, Printful reserves the right to refuse our Services and suspend the User's account immediately. Printful will take these actions in appropriate circumstances and at our discretion.

G. How Can You Report Infringement?

Summary: Printful respects IP rights, and We provide mechanisms for rights holders to notify Us of alleged IP infringement.

- If You notice infringement of Your copyrights or other intellectual property rights on Printful, You can notify Us as follows. Please note that Printful cannot provide You with legal advice or representation, and We recommend that You speak with a licensed attorney in Your jurisdiction if You are seeking legal advice. Please note that We may share your notification with the User allegedly infringing Your copyrights or other IP rights.
- We are happy to support You in Your efforts to protect Your IP. If You are an IP rights holder, brand owner or their authorized representative, You can seek to include your IP assets, such as brand logo, Product designs and trademarked word phrases into our IP Registry by filling out this [IP Registry Form](#). Our IP registry is an AI-driven protection tool designed to provide a proactive layer of defense,

but no system can detect or prevent all instances of infringement or misuse. You remain responsible for independently monitoring your own IP and taking any necessary enforcement actions. We cannot guarantee that every instance of potential infringement will be detected, removed, or prevented, and use of this service does not replace your own due diligence or legal enforcement efforts. Printful at its discretion can deny accepting Your submission to the IP Registry.

G1. Reporting Copyright Infringement

Summary: If We receive a DMCA Notice, We may disable the Users access or remove the allegedly infringing Content from Printful. If You believe one of our Users is infringing on Your IP rights, please send Us a DMCA Notice. We may remove the Content and will notify the User.

Printful respects the copyrights of others.

If You are a copyright holder or are authorized to act on behalf of one, You may report alleged copyright infringements on the Service to Printful's designated agent by completing the [Digital Millennium Copyright Act \("DMCA"\) Notice](#) (the "DMCA Notice"). If You are not able to complete the DMCA Notice, you may send a notice of infringement via email to content@printful.com, which must include all of the following information:

- Your name, address, email address and phone number indicating that you own the Content or are authorized to act on behalf of the IP rights owner;
- A link to the original content and description of the allegedly infringed IP rights, supported by registration and other documentation (if possible);
- A description of the allegedly infringing Content supported by links or other details about where the Content is available;
- A statement under penalty of perjury confirming that:
- the information provided is accurate;
- you own the copyright or are authorized to act on behalf of the IP rights owner and have made sure the IP rights owner has not previously approved the use of said Content;

- A physical or electronic signature (for example, by typing Your full name).
- Any additional information you have showing that You own or are otherwise entitled to use the Content at issue.

When we receive Your DMCA Notice or notification of infringement , We will strive to respond quickly by (i) removing the potentially IP infringing Content from the Site, (ii) making reasonable attempt to notify the User responsible for uploading the corresponding Content, and provide them with information about the notice and removal, as well as an opportunity to file a DMCA counter notification. Please note that it may take up to 10 business days to process, review, and act on Your request.

G2. Reporting Trademark Infringement

Summary: Printful also takes issues of trademark violations seriously and if We receive a complaint of a purported trademark violation, We will investigate and may remove potentially infringing content.

Printful respects the trademark rights of others.

If You are a trademark holder or are authorized to act on behalf of one, You may report alleged trademark infringements on our Site by sending an email to content@printful.com. Your email must contain a link to the original content and description of the allegedly infringed IP rights, supported by registration and other documentation (if possible), as well as a description of the allegedly infringing Content supported by links or other details about where the Content is available.

We will review Your complaint and take whatever action We deem appropriate, which may include temporary or permanent removal of the Content in question.

Accounts with usernames, brand names, or any other Content that may mislead or violate another's trademark or any other IP assets included in the Printful' IP Registry, must be revised or, alternatively, may be permanently suspended.

H. What Can You Do If Content Uploaded By You Was Removed from Printful?

Summary: If You believe Content uploaded by You was improperly removed, follow the proper instructions below and We will help You sort things out.

If You received a notification that Content uploaded by You has been removed as a result of an IP violation, it means that (i) IP rights owner or their authorized representative in respect to the Content submitted a valid notice and requested that We remove the Content, or (ii) the Content was flagged by Printful's

internal processes and systems as potentially IP infringing.

If You want us to forward the information from the notification of IP infringement, email us at content@printful.com. Please note that We may remove some personal contact information from the original complaint.

Separate from any notification of IP infringement, Printful reserves the right to remove, at its discretion, Content that may infringe the IP rights of others.

If You think We made a mistake by removing Content uploaded by You, you can contact us pursuant to the procedures set forth below.

H1. Response to a DMCA Notice

For any DMCA notices concerning IP rights (primarily, but not necessarily limited to, copyrights), You can file a counter-notice with Us, by following the directions and requirements below.

Note: There are legal and financial consequences for fraudulent or bad faith counter-notices. Before submitting a counter-notice, make sure You have a good faith belief that We removed Content uploaded by You in error, and that You understand the repercussions of submitting a false claim. If Printful is the subject of a legal cause of action on account of your false claim, You will be added to the claim and Printful will not be liable for such false claim. In addition, Printful may at its sole discretion delete Your account and refuse future service, which includes canceling any orders that are active at the time, with no refund to you.

To submit Your counter-notice, email us at content@printful.com and include all of the following information:

- Your name, address, email address and phone number indicating that you own the Content or are authorized to act on behalf of the IP rights owner.
- The web address of the Content We removed (copy and paste the link from the notification email).
- A statement under penalty of perjury that You have a good faith belief that Content uploaded by You was removed in error.
- A statement that You consent to the jurisdiction of Federal District Court for the judicial district in which your address is located or, if Your address is outside of the United States, for any judicial district in which Printful may be found, and that You agree to accept service of process from the entity who provided the original complaint.

- A physical or electronic signature (for example, by typing Your full name).

When We get a counter-notice that includes all of the information required, Printful will send a copy of the counter-notice to the complaining party. Pursuant to the DMCA, the complaining party will have 10 business days to reply to Your counter-notice. If they do not file a court action and forward us proof of their filing within this time period, Your Content will be restored and/or relisted.

H2. Response to Printful Removing Your Content

In case Your Content has been removed by Us for any other reason than DMCA Notice, you can either submit an appeal through the Site (if such option is made technically available) or by emailing us at content@printful.com. When submitting an appeal, you must provide further information, including any documentation if applicable, on Your Content and why it should not be considered as infringing IP rights.

Notwithstanding the above, Printful reserves the right to deny Your appeal in respect to Your Content if Printful has reasonable belief that the information provided by You is not sufficient to confirm Your right to use the potentially infringing Content.

I. Printful's Designated agent to Receive Notifications of IP Infringement

Printful, Inc.

Attn: Legal Department

11025 Westlake Dr.,

Charlotte, NC 28273

USA

Phone: 818 351 7181

Email: content@printful.com