

CivitAI LLC Brandon Boyle Calls for Fair Process Amid Trademark Dispute With CivitAI Inc

Small Iowa founder calls for fair process, proposing an orderly, user-first transition while a trademark dispute is addressed. Family-run CIVITAI LLC (Iowa) seeks de-escalation.



Des Moines, Iowa Sep 4, 2025 ([IssueWire.com](https://www.issuewire.com)) - Brandon Boyle Calls for Fair Process Amid Trademark Dispute with [CivitAI Inc](#).

Small Iowa business owner says he faces heavy pressure; proposes orderly resolution to protect users

and creators

Brandon Boyle, owner of CIVITAI LLC (Iowa), calls for de-escalation and good-faith dialogue after receiving a legal demand concerning alleged trademark issues. Boyle says his small, creator-run business has been placed under heavy pressure by recent demands with short deadlines and far-reaching requests, and he is asking for a fair process that avoids disruption to users and paying subscribers.

KEY POINTS (FROM BOYLE'S PERSPECTIVE)

- [CIVITAI LLC \(Iowa\)](#) is a small, family-run operation based in Bayard, Iowa, supporting an actively used app with advertising revenue, a visual-novel game with monthly receipts, and a growing community that includes paying subscribers.
- Boyle confirms receipt of an August 29, 2025, demand letter and believes the requested actions (including ceasing use and transferring digital assets on a short timetable) would cause disproportionate harm to his users and business.
- In June 2025, Boyle engaged in dialogue and proposed a business solution; given subsequent growth, he updated his offer to a structured \$125,000 transaction with (i) assignment of the Iowa business registration; (ii) transfer of the primary domain (civitai.live) with registrar cooperation; (iii) de-branding and app takedown within five (5) business days after closing; and (iv) coordinated user communications to minimize confusion. Escrow was offered as an option.
- Boyle maintains he has acted within the law, is prepared to respond formally, and prefers a mutually agreed transition rather than unilateral, accelerated demands.

QUOTE

"I'm a small business owner from Bayard, Iowa, and I feel outgunned by a much larger, well-funded counterparty," said Brandon Boyle. "I've acted in good faith, proposed a practical path forward, and I'm asking for the chance to resolve this fairly while protecting users and the community we've built."

BACKGROUND & TIMELINE

- June 13, 2025: Correspondence regarding account reinstatement was sent.
- June 14, 2025: An asset sale proposal was made to resolve naming/brand overlap.
- [August 29, 2025](#): A demand letter was received outlining alleged trademark concerns and requested actions with a response deadline.
- September 12, 2025: Boyle requested this date for confirmation to proceed on his updated offer.

PROPOSED TRANSACTION TERMS

- Consideration: \$125,000 USD (wire or cryptocurrency at counterparty's election).
- Deliverables at Closing: (i) assignment/transfer of the Iowa business registration for "CivitAI LLC (Iowa)" to a designated entity; (ii) transfer of the primary domain/URL (civitai.live) with registrar cooperation; (iii) de-branding and app takedown within five business days after closing; (iv) reasonable coordination to minimize user confusion during the transition.
- Optional Covenants: If requested, limited non-compete and non-disparagement specific to the "CivitAI" name in a narrow field of use and for a limited period; optional name change or dissolution filing post-assignment to align with the acquirer's structure.
- Mechanics: Short-form Asset Purchase Agreement with standard assignment instruments for the Iowa Secretary of State and registrar processes; escrow available by mutual agreement.

NOTICE

This statement reflects Boyle's opinions and understanding as of the date above.

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Web: [civitai.live](#) • [bloke.live](#)

Media Contact

CivitAI

*****@gmail.com

7125549282

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