

INFINITE ATOM TECHNOLOGIES LLC

Platform Identity & AI-Generated Assets Policy

The System That Makes Your Business Work Belongs to Infinite Atom

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THIS IS THE MOST IMPORTANT DOCUMENT ON THIS PLATFORM. READ IT COMPLETELY BEFORE REGISTERING. BY CREATING A PARTNER ACCOUNT, YOU ACKNOWLEDGE THAT YOU HAVE READ, UNDERSTOOD, AND AGREED TO EVERY PROVISION IN THIS POLICY.

// THE INFINITE ATOM MODEL — UNDERSTANDING BEFORE YOU BUILD

Infinite Atom Technologies LLC operates on a specific and intentional business model. This model is inspired by the principle that the system, infrastructure, and tools that make a business successful belong to the platform that built them — not to the individuals who use them.

Ray Kroc built McDonald's on this principle. A McDonald's franchisee could work hard, serve customers, and generate revenue — but the name, the golden arches, the recipes, the systems, and everything that made customers walk through the door belonged to McDonald's Corporation. Leave the franchise and you go back to being nobody in the burger business.

Infinite Atom operates on the same principle for the digital age. The platform, the AI tools, the community infrastructure, the discovery mechanisms, and everything that makes your vendor space valuable belongs to Infinite Atom Technologies LLC. You bring your craft, your products, and your effort. We provide everything else that makes people find you, trust you, and buy from you.

This is not hidden. This is the deal. Read it completely.

// 1. DEFINITIONS

For the purposes of this Policy, the following definitions apply:

"Platform AI Tools"

All artificial intelligence tools, systems, and services provided by Infinite Atom Technologies LLC including Atom AI, COSMO, any future AI models or assistants integrated into the partner dashboard, and any AI-powered creative tools accessible through the Platform. This includes both locally-hosted AI (running on Infinite Atom infrastructure) and any AI tools integrated through third-party providers on behalf of partners.

"AI-Generated Content"

Any text, image, logo, design, name, slogan, tagline, voice, audio, video, concept, or other creative output generated wholly or in part by Platform AI Tools in response to partner prompts, requests, or interactions on the Platform. This includes content generated through the partner dashboard, through COSMO, through Atom AI, through any integrated creative tools, and through any AI services provided by Infinite Atom to partners.

"Platform Identity"

The complete digital business identity a partner builds and operates on the Platform, including:

- Business name, trading name, or stall name created or refined through Platform AI Tools
- Logo, logomark, wordmark, or visual brand elements generated through Platform AI Tools
- Brand color palette, typography, or visual identity system created through Platform AI Tools
- Taglines, slogans, brand voice, or positioning statements generated through Platform AI Tools
- Product names, descriptions, or copy generated through Platform AI Tools
- Social media content, captions, or marketing copy generated through Platform AI Tools
- The partner's stall URL at [infinite-atom.com/stall/\[partner-slug\]](https://infinite-atom.com/stall/[partner-slug])
- The partner's accumulated points history, badge history, and community reputation on the Platform
- The partner's spotlight history, leaderboard standings, and Hall of Fame recognition
- All content created by Platform AI Tools at the partner's direction during the active subscription

"Active Subscription"

The period during which a partner maintains a paid, current, non-suspended partner vendor space subscription on the Platform at any tier (Peddler, Merchant, Vendor, or Founding Merchant).

"Partner-Owned Content"

Content that does not fall under Platform Identity — specifically content created by the partner entirely outside the Platform and Platform AI Tools, including physical products crafted by hand, photography taken by the partner using their own equipment independently of Platform AI Tools, and business elements that pre-date and were not created through the partner's use of the Platform. Partner-Owned Content remains the property of the partner regardless of subscription status.

// 2. OWNERSHIP OF AI-GENERATED CONTENT

2.1 Infinite Atom Owns Platform AI Output

All AI-Generated Content created through Platform AI Tools is the property of Infinite Atom Technologies LLC. This ownership exists regardless of:

- Which partner requested or prompted the content
- How much effort the partner put into the prompt or direction
- Whether the content was generated in the partner dashboard, through COSMO, or through any other Platform AI interface
- Whether the content has been published, deployed, or actively used by the partner
- How long the partner has been using the content
- What the partner paid for the content or whether it was included in their subscription

This ownership is grounded in the following principles:

- Platform AI Tools run on Infinite Atom-owned and operated infrastructure
- The AI models, systems, configurations, and knowledge bases used to generate content were built, trained, or configured by Infinite Atom
- The creative output is a product of the Platform system, not solely of the partner's effort
- Partners are contractually licensing the use of AI-generated content, not purchasing ownership of it

2.2 What This Means in Practice

When you use Atom AI or COSMO to:

- Generate a name for your business or stall — Infinite Atom owns that name as used on the Platform
- Create a logo or visual identity — Infinite Atom owns that creative output
- Write product descriptions — Infinite Atom owns those descriptions as created by the AI
- Develop your brand voice, taglines, or positioning — Infinite Atom owns that creative work
- Generate marketing content, social posts, or promotional material — Infinite Atom owns those outputs
- Receive business naming, branding, or creative consulting through AI — Infinite Atom owns the deliverables

You receive a license to use all of this while your subscription is active. The license is broad during active subscription. It ends when your subscription ends.

2.3 The License During Active Subscription

While your partner subscription is active and in good standing, Infinite Atom grants you a non-exclusive, non-transferable, revocable license to use all AI-Generated Content created through Platform AI Tools for the purpose of operating your vendor space on the Platform and promoting your products and business. This license includes:

- Displaying AI-generated logos and brand elements on your stall page and product listings
- Using AI-generated product descriptions in your vendor space
- Publishing AI-generated social media content and marketing materials to promote your Platform stall
- Using AI-generated brand voice and identity materials to build your audience

This license is valid only during an active, paid, non-suspended subscription.

2.4 What Happens When Your Subscription Ends

Upon cancellation, termination, expiration, or suspension of your partner subscription for any reason:

- Your license to use all AI-Generated Content created through Platform AI Tools immediately terminates
- You must immediately cease using any AI-generated logos, brand names, taglines, or identity materials created through Platform AI Tools

- You must immediately remove AI-generated branding from any external platforms, social media profiles, or marketing materials
- Your stall URL ceases to function and the URL remains property of Infinite Atom
- Your community history, points, badges, spotlight, and leaderboard history remain on the Platform and are not transferable
- AI-generated product descriptions, copy, and marketing content may no longer be used

Failure to cease use of AI-Generated Content after subscription termination constitutes trademark and intellectual property infringement and will be pursued through all available legal remedies.

// 3. PLATFORM INFRASTRUCTURE OWNERSHIP

3.1 The Stall URL

Your partner stall at [infinite-atom.com/stall/\[your-slug\]](https://infinite-atom.com/stall/[your-slug]) is hosted on Infinite Atom infrastructure and the URL is the property of Infinite Atom Technologies LLC. The slug is assigned to your account for the duration of your active subscription. Upon subscription termination, the URL is retired and may not be transferred, sold, or reclaimed. Infinite Atom may repurpose the URL at its discretion after a 90-day retirement period.

3.2 Community Reputation & History

Your Season Points, Lifetime Points, badge progression, weekly spotlight appearances, leaderboard rankings, Hall of Fame entries, and all community reputation elements are properties of the Infinite Atom Platform. They represent your standing within the Infinite Atom ecosystem and have no existence or value outside it. These elements are not transferable, not exportable, and do not survive subscription termination. A partner who cancels and later resubscribes begins with a fresh account.

3.3 Platform Discovery

Your visibility through the Atomic Makers Network map, the bazaar discovery system, the weekly spotlight, the leaderboard, community features, and search indexing within the Platform are all products of the Platform infrastructure. These discovery mechanisms are the property of Infinite Atom Technologies LLC and exist to serve the Platform ecosystem. They are not a right or an asset that belongs to any individual partner.

// 4. WHAT PARTNERS OWN — CLEAR BOUNDARIES

This Policy is not designed to take what is rightfully yours. The following belongs to you regardless of subscription status:

4.1 Your Physical Products & Craft

The things you make with your hands, your tools, your materials, and your skills are yours. A blacksmith's hammers, their forge, and their metalworking knowledge belong to the blacksmith. Infinite Atom does not own your craft, your skills, your processes, or your physical products. We own the platform that helps you sell them.

4.2 Pre-Existing Brand Elements

If you had a business name, logo, brand identity, or other brand elements before joining the Platform — and those elements were created without the use of Platform AI Tools — those elements are yours. Joining the Platform does not transfer ownership of pre-existing brand assets to Infinite Atom. However, if you use Platform AI Tools to modify, extend, or replace pre-existing brand elements, the AI-modified or AI-generated portions become Platform AI output subject to this Policy.

4.3 Your Customer Relationships

Your relationships with customers you build through your own efforts, your own social media, and your own marketing channels belong to you. Infinite Atom does not own your customer list or your relationships with individual customers. However, customers who discover you through the Platform through platform-powered discovery mechanisms are part of the platform ecosystem.

4.4 Your Revenue

The money you earn from sales is yours subject to the commission structure of your tier. Infinite Atom's commission is taken at point of sale through the platform payment system. After commission is deducted, the remaining proceeds are yours. We do not have a claim on your earnings after they have been disbursed to you.

// 5. THE STRATEGIC REALITY — WHY THIS MODEL EXISTS

Partners sometimes ask why this model exists. The answer is honest and direct.

5.1 The Platform Is the Product

Infinite Atom is not a tool. It is a system. The map that puts you in front of 178 Ohio events. The community that makes shoppers trust vendors. The spotlight that puts your face on the homepage. The AI that builds your brand. The infrastructure that keeps your stall running 24 hours a day 365 days a year. All of that is the product. The product has value because Infinite Atom built it, maintains it, and continues to invest in it.

5.2 Network Effects Are Platform Assets

The reason your vendor space has value is because other vendors are on the Platform. Because shoppers know to come to Infinite Atom to find Ohio makers. Because events get listed. Because the community is active. These network effects are the result of Infinite Atom building and maintaining the ecosystem. They belong to the Platform.

5.3 The AI Is the Differentiator

Atom AI and COSMO are not generic tools. They are built for this platform, configured for this community, and trained on this context. The creative outputs they produce are outputs of the Infinite Atom system. A partner who uses Atom AI to build their brand is building on Infinite Atom's infrastructure the same way a franchisee builds on McDonald's recipes. The franchisor's system is the source of the value.

5.4 Fair Exchange

In exchange for this model, Infinite Atom commits to:

- Providing the lowest commission rates in the Ohio maker marketplace — lower than Etsy at every tier
- No listing fees ever
- No pay-to-play visibility — the spotlight is earned, not bought
- Continuous platform investment and development
- Founding Merchant locked rates for the earliest partners
- A genuine community built around supporting Ohio makers

This is the deal. It is a fair deal. It is designed to make both the platform and the partners successful together.

// 6. AI-GENERATED BUSINESS NAMES — SPECIAL PROVISIONS

6.1 Business Name Ownership

Business names generated through Platform AI Tools occupy a unique position. Infinite Atom owns the AI-generated name as a creative output of the Platform system. However, we recognize that a partner who has operated under an AI-generated business name for an extended period may have developed common law rights in that name through use in commerce independent of the platform.

6.2 Name Continuation Rights

A partner who has operated under an AI-generated business name for twelve (12) or more consecutive months of active subscription may request a Name Continuation Right. A Name Continuation Right grants the partner the right to continue using the business name — and only the name, not logos, visual identity, or other AI-generated brand elements — after subscription termination, subject to:

- Payment of a one-time Name Continuation Fee of \$200.00
- Written request submitted to infiniteatomtech@gmail.com before subscription termination
- Infinite Atom's approval, which will not be unreasonably withheld
- Partner's agreement that the name will not be used in connection with any competing platform or marketplace targeting Ohio makers
- Acknowledgment that logos, visual identity, and all other AI-generated brand elements are not included in the Name Continuation Right

Name Continuation Rights are personal to the requesting partner and may not be transferred or assigned.

6.3 Names Created Outside the Platform

If a partner arrives at the Platform with a pre-existing business name — one they used in commerce before joining the Platform — that name is theirs regardless of subscription status. Joining the Platform does not affect ownership of pre-existing business names.

// 7. LOGO & VISUAL IDENTITY — SPECIAL PROVISIONS

7.1 Logos Generated Through Platform AI Tools

Logos, logomarks, wordmarks, and visual identity elements generated through Platform AI Tools are owned by Infinite Atom Technologies LLC. These are among the most valuable AI-generated assets because brand recognition built around a logo has significant commercial value.

7.2 Logo Buyout Option

A partner who has operated under an AI-generated logo for six (6) or more consecutive months of active subscription may purchase a Logo Buyout — full ownership transfer of the specific AI-generated logo — subject to:

- Payment of a Logo Buyout Fee of \$500.00 for a single logo or complete visual identity set
- Written request submitted to infiniteatomtech@gmail.com
- Infinite Atom's approval and execution of a written transfer agreement
- Partner's agreement that the logo will not be used in connection with any competing platform or marketplace targeting Ohio makers for 24 months following buyout

Logo Buyout transfers full ownership of the specific visual asset. It does not transfer ownership of any other AI-generated content or future AI outputs. Logo Buyout is available only to active subscribers in good standing.

7.3 Logo Continuation (Without Full Buyout)

Partners who do not purchase a Logo Buyout but who have operated under an AI-generated logo for twelve (12) or more consecutive months may request a Logo Continuation Right under the same terms and fees as the Name Continuation Right described in Section 6.2, applied specifically to logo use. Logo Continuation grants use of the specific logo image only, not the underlying creative files or the right to modify the design.

// 8. ENFORCEMENT

8.1 Monitoring

Infinite Atom reserves the right to monitor the use of AI-Generated Content and Platform Identity elements by former partners. This includes monitoring public social media, external websites, marketplace platforms, and other public channels for unauthorized use of Platform AI outputs after subscription termination.

8.2 Cease and Desist

Upon identification of unauthorized post-termination use of AI-Generated Content, Infinite Atom will issue a formal cease and desist demand requiring immediate removal of all unauthorized content. The former partner has 72 hours to comply with a cease and desist demand.

8.3 Legal Action

Failure to comply with a cease and desist demand within 72 hours will result in legal action including:

- Injunctive relief to immediately stop unauthorized use
- Actual damages for unauthorized use including any revenue generated using Platform AI outputs after termination
- Statutory damages where applicable
- Attorneys fees and court costs
- Disgorgement of profits generated through unauthorized use of Platform AI outputs

Infinite Atom Technologies LLC will pursue these remedies aggressively. Former partners who use Platform AI outputs without authorization will find the legal cost of doing so far exceeds the cost of compliance.

8.4 Reporting Unauthorized Use

Current partners who become aware of former partners using Platform AI outputs without authorization may report this to infiniteatomtech@gmail.com. Verified reports that lead to successful enforcement may result in community recognition and points awards for the reporting partner.

// 9. FOUNDING MERCHANT SPECIAL PROVISIONS

Founding Merchants receive enhanced rights as part of their permanently locked tier. These provisions are additional protections exclusive to Founding Merchant status and do not apply to any other tier.

9.1 Founding Merchant Name Rights

Founding Merchants who have operated under an AI-generated business name for six (6) or more consecutive months of active subscription — reduced from the standard 12 months — may request a Name Continuation Right at a reduced fee of \$100.00 (reduced from the standard \$200.00).

9.2 Founding Merchant Logo Rights

Founding Merchants who have operated under an AI-generated logo for three (3) or more consecutive months of active subscription — reduced from the standard 6 months — may request a Logo Buyout at a reduced fee of \$250.00 (reduced from the standard \$500.00).

9.3 Founding Merchant Brand Archive

Upon cancellation of a Founding Merchant subscription (voluntary or otherwise), Infinite Atom will provide the Founding Merchant with a complete archive of all AI-generated content created for their account through Platform AI Tools — including all logo files, brand assets, copy, and creative outputs — as a courtesy record. This archive is provided for the partner's personal records and does not convey any right to use the archived content after subscription termination unless a Continuation Right or Buyout has been purchased.

// 10. PLATFORM CHANGES & AI EVOLUTION

10.1 AI Tool Updates

Platform AI Tools will be updated, upgraded, replaced, and expanded over time. This Policy applies to all current and future Platform AI Tools regardless of the specific model, system, or version used. Outputs from new or upgraded AI tools are subject to the same ownership provisions as outputs from current tools.

10.2 Policy Updates

This Policy may be updated to reflect changes in law, platform capabilities, AI technology, or business strategy. Material changes will be communicated with 30 days written notice to active partners. Partners who do not agree to material changes may cancel their subscription before the effective date. Continuation Rights and Logo Buyouts already executed are not affected by subsequent policy updates — they are governed by the version of this Policy in effect at the time of execution.

10.3 Legal Landscape

The law governing AI-generated content ownership is evolving. As courts and regulators clarify the legal status of AI outputs, Infinite Atom reserves the right to update this Policy to reflect those developments. The contractual ownership provisions in this Policy are enforceable regardless of the copyright status of AI-generated content — the partner's agreement is binding independent of copyright law.

// 11. ACKNOWLEDGMENT REQUIREMENT

This Policy takes effect only upon a partner's explicit acknowledgment. Before any partner can access Platform AI Tools, create an AI-generated brand asset, or use any AI-powered creative feature on the Platform, the partner must complete and submit the Platform Identity Acknowledgment Form (Document 28A).

Using Platform AI Tools without completing the Acknowledgment Form does not affect the operation of this Policy — use of Platform AI Tools constitutes acceptance of this Policy regardless of whether the form has been completed. However, Infinite Atom strongly encourages completion of the Acknowledgment Form before any AI-generated content is created.

// 12. CROSS-REFERENCES

This Policy should be read together with the following documents, all of which are incorporated herein by reference:

- Partner Terms of Service (Document 07) — governs the overall partner relationship
- AI Services Agreement (Document 21) — governs paid AI creative services
- Intellectual Property Policy (Document 14) — governs platform IP broadly
- User-Generated Content License & Rights (Document 25) — governs content you create independently
- Founding Merchant Agreement (Document 08) — governs Founding Merchant-specific rights
- Refund & Cancellation Policy (Document 09) — governs subscription termination

// 13. GOVERNING LAW & ARBITRATION

This Policy is governed by the laws of the State of Ohio. Disputes arising from this Policy are subject to binding arbitration in Fairfield County, Ohio as described in the Partner Terms of Service. The contractual ownership provisions in this Policy are enforceable through arbitration, injunctive relief, and any other available legal remedy.

Infinite Atom reserves the right to seek emergency injunctive relief in Ohio courts without first going through arbitration when unauthorized post-termination use of Platform AI outputs is occurring or is imminent.

// 14. CONTACT

For questions about this Policy, Name Continuation Rights, Logo Buyout requests, or enforcement matters:

infiniteatomtech@gmail.com

Subject line: Platform Identity Policy Inquiry

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