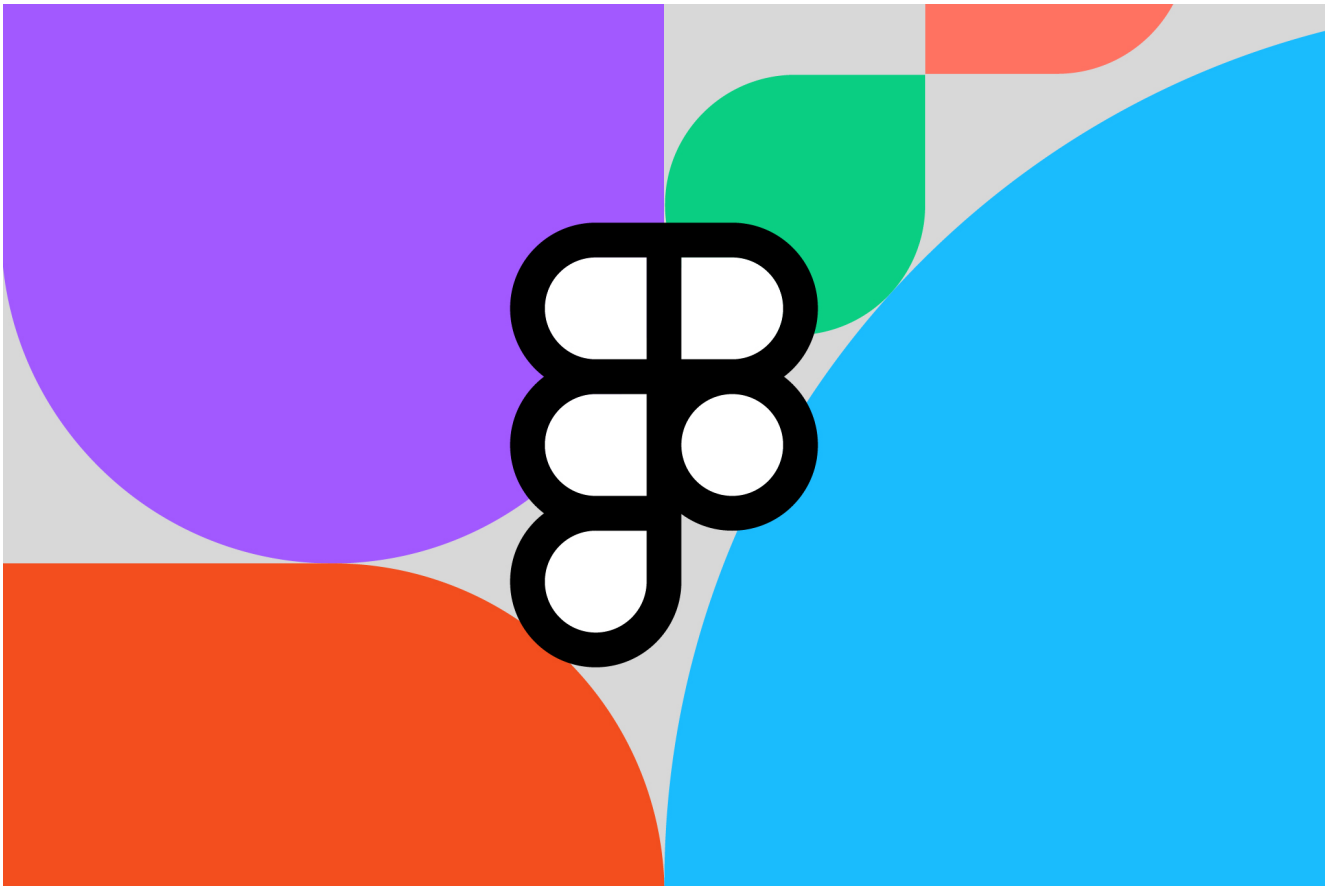
Figma tells AI startup to stop using the term ‘Dev Mode’



“We’re flattered that you agree ‘Dev Mode’ is the ideal name for a software tool that helps bridge the gap between design and development,” Figma said in the letter shared by Lovable co-founder Anton Osika on LinkedIn. Figma told the startup that Dev Mode has been “extensively” used in connection with its own software, and that it needs to “protect our intellectual property,” asking Lovable to “cease all use of ‘Dev Mode’” in connection with the company’s products.

Dev mode is just a very common abbreviation of “developer mode,” a level of editing access that essentially every software platform on the planet has. Many companies use the two terms interchangeably, and in cases like Atlassian and Wix, have done so for far longer than Figma has held the Dev

Mode trademark. Lovable’s Dev Mode feature, which allows users to preview and edit their project code without connecting to GitHub, is also completely distinct from Figma’s Dev Mode tool, which is designed to make design files easier to convert into code.

We have asked Lovable if it intends to honor the cease-and-desist. When asked for comment, Figma told *The Verge* it had “nothing to add beyond what was shared in the letter.”

https://www.theverge.com/news/649851/figma-dev-mode-trademark-loveable-dispute