



07/15/2025

New Generic Top-Level Domain Program
Internet Corporation for Assigned Names and Numbers
12025 Waterfront Drive, Suite 300
Los Angeles, California 90094

Re: Support for Mask Naming Limited's Application for the .mask Community Top-Level Domain

Dear ICANN Review Panel:

I write on behalf of **Aave Labs**, a leading decentralized lending protocol whose users primarily access it through **MetaMask**, in support of **Mask Naming Limited's** application for the **.mask** community generic top-level domain.

1. Our Role in the Broader Ecosystem

Aave is a leading decentralized lending protocol, and MetaMask serves as a primary interface through which users access and interact with the protocol. Because so many of Aave's users rely on MetaMask to connect, the strength and integrity of the MetaMask ecosystem directly shapes the experience of Aave's own users, and we have a strong interest in its long-term success.

Aave is the world's largest decentralized lending protocol having interacted with more than 2 million accounts and originated more than 1 trillion dollars in loans.

Through this role, we interact with and support a meaningful part of the MetaMask community.

2. Support for .mask

We support the recognition of **.mask** as the MetaMask community's ICANN-administered domain space. The **.mask** string is a natural and established identifier for the MetaMask community, and its delegation as a community top-level domain would provide MetaMask developers, applications, users, and ecosystem participants with a trusted namespace in the global DNS.

We also support **Consensys's** endorsement of **Mask Naming Limited** as the applicant and ICANN operating partner for **.mask**.

3. Community Benefit

A community-aligned **.mask** TLD can help strengthen the MetaMask ecosystem's identity layer by connecting community-native applications, naming, wallets, users, and other ecosystem participants with the established DNS.

We believe this will benefit the MetaMask ecosystem by supporting discoverability, trust, interoperability, and community-aligned use of the **.mask** namespace.

As a protocol serving economically active users who rely on MetaMask, we believe a community-aligned **.mask** namespace can strengthen trust, discoverability, and verifiable identity across the applications those users depend on.

For these reasons, **Aave Labs** supports **Mask Naming Limited's** application for the **.mask** community gTLD and urges ICANN to approve the application.

Sincerely,

Liam Moore

Liam Moore

Director

Aave Labs

Audit trail

Details

FILE NAME ICANN MetaMask doc - 22/07/2026, 15:08

STATUS ● Signed

STATUS TIMESTAMP 2026/07/22
14:09:08 UTC

Activity



SENT

liam@aave.com **sent** a signature request to:
• Liam Moore (liam@aave.com)

2026/07/22
14:08:40 UTC



SIGNED

Signed by Liam Moore (liam@aave.com)

2026/07/22
14:09:08 UTC



COMPLETED

This document has been signed by all signers and is **complete**

2026/07/22
14:09:08 UTC

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