

July 27, 2026

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

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

Dear ICANN Review Panel:

I write on behalf of Consensys Software Inc. ("Consensys"), the software company that stewards MetaMask and the broader MetaMask ecosystem, in formal support of Mask Naming Limited's application for the .mask community generic top-level domain.

Consensys supports Mask Naming Limited's application because .mask is the natural DNS representation of the MetaMask community, and because Mask Naming Limited has been selected to serve as the community's ICANN registry operating partner for the .mask TLD.

1. Organizational Role and Authority

Consensys is the primary stewardship organization for the MetaMask ecosystem. Consensys supports developers, creators, decentralized apps, wallet users, application builders, regional community organizations, and other contributors who participate in and build on the MetaMask ecosystem.

Since its formation, Consensys has played an important role in fostering collaboration and supporting the MetaMask community. Its programs include ecosystem grants, developer support, SDKs, education, events, community growth, and strategic ecosystem partnerships. Through these activities, Consensys is broadly recognized as the organization responsible for advancing the interests of the MetaMask ecosystem as a whole.

For that reason, Consensys is the appropriate organization to designate the community's ICANN operating partner for the .mask TLD. Consensys' endorsement of Mask Naming Limited reflects Consensys' role as steward of the MetaMask name, brand, and ecosystem, and is consistent with Consensys' responsibility to act in the interests of the MetaMask community as a whole.

2. Decision Process

Consensys' decision to support Mask Naming Limited followed a deliberate review of the ICANN new gTLD opportunity and the role that a MetaMask-aligned DNS namespace could play in the long-term development of the ecosystem.

In evaluating the appropriate path forward, Consensys considered the importance of ensuring that any .mask application would be operated in a manner that is technically capable, ICANN-compliant, aligned with the MetaMask community, and responsive to the needs of both traditional DNS users and MetaMask-native participants.

Consensys reviewed Mask Naming Limited's proposed structure, its ICANN and domain industry experience, its intended use of Identity Digital as Registry Services Provider, and its proposed community-based registration framework. Based on that review, Consensys determined that Mask Naming Limited is the appropriate applicant and ICANN operating partner for the .mask community TLD.

This endorsement was approved by Consensys on 5/22/2026 following internal review and discussion among Consensys leadership.

3. Rationale for Selecting Mask Naming Limited

Consensys selected Mask Naming Limited because the .mask TLD requires more than conventional registry operation. It requires an operator capable of bridging the ICANN-administered DNS with the MetaMask ecosystem's existing identity, developer, wallet, application, and community infrastructure. Mask Naming Limited is well positioned to serve that role for several reasons.

First, Mask Naming Limited is aligned with the MetaMask ecosystem and has been structured specifically to pursue and operate the .mask TLD for the benefit of the MetaMask community. Its role is not merely to operate a generic domain product, but to support a community namespace that reflects the identity and needs of MetaMask developers, applications, users, and ecosystem participants.

Second, Mask Naming Limited has been structured to support .mask with web3-native infrastructure and blockchain-aligned product capabilities that are directly relevant to the MetaMask community and the intended use of .mask as a trusted namespace for MetaMask-aligned identity, applications, and ecosystem participation. The MetaMask community has long used naming, identity, wallets, applications, and on-chain interaction as core parts of its ecosystem. A successful .mask TLD should therefore be operated by a party that understands both the DNS and the decentralized web.

Third, Mask Naming Limited's leadership and advisors include individuals with substantial experience in the ICANN ecosystem and the domain name industry. That experience is important because the .mask TLD must be operated responsibly within ICANN's contractual, technical, policy, and compliance framework.

Fourth, Mask Naming Limited has engaged Identity Digital as its Registry Services Provider. Identity Digital is one of the most experienced registry services providers in the world and brings the operational infrastructure, DNS stability, abuse mitigation systems, compliance

capabilities, and ICANN registry experience required for responsible operation of a community TLD.

Consensys believes the combination of Mask Naming Limited's MetaMask alignment, web3-native infrastructure capabilities, domain industry and ICANN experience, and Identity Digital's registry operations capability is the right structure for .mask.

4. Community Representation

The MetaMask community is broad, global, and active. It includes open-source developers, dapp integrators, DeFi protocols, NFT and digital asset platforms, application builders, regional community organizations, grant recipients, wallet users, creators, and other contributors.

The community is not defined by membership in a closed association or professional guild. It is an open internet and blockchain ecosystem, more similar to open-source and open internet infrastructure communities than to a traditional trade association. Participation remains open to anyone willing to build, validate, use, govern, educate, support, or otherwise contribute to the MetaMask ecosystem.

At the same time, the MetaMask community is real, identifiable, and organized. Its participants can be identified through developer activity, dapp integrations, ecosystem programs, regional community organizations, grants, public events, application usage, wallet usage, and on-chain activity. Consensys' programs and relationships span these constituencies and are designed to support the community as a whole, not any single segment.

Consensys' endorsement of Mask Naming Limited therefore represents the position of the MetaMask community as a whole. Consensys believes .mask is the natural and established identifier for the MetaMask community and that delegation of .mask as an ICANN-administered community TLD will provide a trusted DNS namespace aligned with the community's identity, infrastructure, and long-term development.

5. Community Registration Policies and Stewardship

Consensys supports the operation of .mask as a community TLD subject to registration policies designed to preserve the relationship between the namespace and the MetaMask community.

Those policies should ensure that .mask registrations remain aligned with the purpose of the TLD and the interests of the MetaMask community. Consensys understands that Mask Naming Limited intends to implement community-based registration policies consistent with ICANN requirements and to operate the TLD through Identity Digital's registry service provider infrastructure.

Consensys further expects Mask Naming Limited to operate .mask in a manner that protects DNS stability, respects applicable ICANN policies, supports abuse mitigation, and preserves the integrity of the MetaMask community namespace.

6. Endorsement

For the reasons above, Consensys formally endorses Mask Naming Limited's application for the .mask community generic top-level domain and supports Mask Naming Limited's role as the community's ICANN operating partner for .mask.

Consensys urges ICANN to approve Mask Naming Limited's application and looks forward to the successful delegation and operation of .mask for the benefit of the MetaMask community.

Sincerely,

A handwritten signature in black ink, appearing to be 'J. Lubin', with a long horizontal stroke extending to the right.

Joseph Lubin

Founder and Chief Executive Officer
Consensys Software Inc.