



LFJ.GG

25 June, 2026

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 Avax Naming Limited's Application for the .avax Community Top-Level Domain

Dear ICANN Review Panel:

I write on behalf of **LFJ, a leading decentralized exchange on Avalanche**, in support of **Avax Naming Limited's** application for the **.avax** community generic top-level domain.

1. Our Role in the Avalanche Community

LFJ is an active participant in the Avalanche ecosystem. We serve **DeFi participants, users, and ecosystem contributors** and support the continued growth, adoption, and development of Avalanche.

4+ years of Avalanche-native presence (founded 2021)

LFJ launched in 2021 on the Avalanche blockchain — making it one of the longest-running and most established protocols in the Avalanche ecosystem.

Lifetime spot trading volume: \$110B+

LFJ has generated a lifetime spot trading volume of over \$110 billion since launching

Through this role, we interact with and support a meaningful segment of the Avalanche community.

2. Support for .avax

We support the recognition of **.avax** as the Avalanche community's ICANN-administered domain space. The **.avax** string is a natural and established identifier for the Avalanche community, and

its delegation as a community top-level domain would provide Avalanche developers, applications, users, and ecosystem participants with a trusted namespace in the global DNS.

We also support **the Avalanche Foundation's** endorsement of **Avax Naming Limited** as the applicant and ICANN operating partner for **.avax**.

3. Community Benefit

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

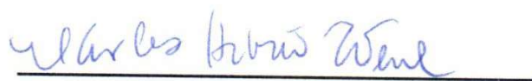
We believe this will benefit the Avalanche ecosystem by supporting discoverability, trust, interoperability, and community-aligned use of the **.avax** namespace.

As a protocol serving economically active Avalanche users, we believe a community-aligned .avax namespace can strengthen trust, discoverability, and identity for Avalanche-based financial applications.

For these reasons, **LFJ** supports **Avax Naming Limited's** application for the **.avax** community gTLD and urges ICANN to approve the application.

Sincerely,

Carlos Ortiz
Director
El Ephjay Corp
corp@lfj.gg

A handwritten signature in blue ink, reading "Carlos Ortiz", is written over a horizontal line.