



August 5, 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 Ape Naming Limited's Application for the .ape Community Top-Level Domain

Dear ICANN Review Panel:

I write on behalf of Novel Labs, a production studio that operates the Mutant Cartel and Terminus platforms, which has worked in collaboration with Yuga Labs since its inception in 2021 to expand the Ape ecosystem.

We are writing to commit our support for the Ape Naming Limited's application for the .ape community generic top-level domain.

1. Our Role in the Ape Community

Novel has been a substantial and consistent contributor to the Ape ecosystem over the last five years.

The Mutant Cartel is the longest-standing sub-culture and community within the MAYC dedicated to the growth, adoption, and development of Ape and Otherside.

We've build games native to Ape and host a global track of supporting events for Apes, including the co-creation of Fuck It Saturday with Yuga Labs and the recognised afterparties for Apefest.

We house 8,000+ in our Discord with circa 3,500 holders across our NFT expansions to the MAYC. Within that holdership, we represent a union of almost 1,000 unique B/MAYC holders.

Terminus is an infrastructure service that enables cross-chain travel, contract recovery, and a full production suite to launch communities and collections from outside Apechain into Yuga's Otherside platform.

We've onboarded 2,700 voyagers in H1, from across TON, Bitcoin, Solana, Abstract, and legacy Ethereum contracts, and created a Serviceable Addressable Market of 165,000 voyagers.

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

2. Support for .ape

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

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



3. Community Benefit

A community-aligned **.ape** TLD can help strengthen the Ape 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 Ape ecosystem by supporting discoverability, trust, interoperability, and community-aligned use of the **.ape** namespace.

As a studio building for the Mutant Cartel and the broader Ape ecosystem, we believe a community-aligned **.ape** namespace can strengthen trust, discoverability, and identity for the collectors and community members across the Ape ecosystem.

For these reasons, **Novel Labs** supports **Ape Naming Limited's** application for the **.ape** community gTLD and urges ICANN to approve the application.

Sincerely,

Calum Morrison

Calum Morrison

Founder & COO

Novel Labs