



23 July 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 Ape Naming Limited's Application for the .ape Community Top-Level Domain

Dear ICANN Review Panel:

I write on behalf of Yuga Labs, Inc., the creator and intellectual-property owner of the Bored Ape Yacht Club and the broader Ape brand and ecosystem, in formal support of Ape Naming Limited's application for the .ape community generic top-level domain.

Yuga Labs supports Ape Naming Limited's application because .ape is the natural DNS representation of the Ape Community, and because Ape Naming Limited has been endorsed by Yuga Labs, as owner of the Ape brand, to serve as the ICANN registry operator for the .ape TLD and the Ape Community.

1. Organizational Role and Authority

Yuga Labs is the creator and owner of the Bored Ape Yacht Club and the intellectual property underlying the Ape brand, including the BORED APE YACHT CLUB, BAYC, and BORED APE trademarks. As the originator of the Ape brand, Yuga Labs supports developers, builders, creators, infrastructure providers, ecosystem partners, and the broader Ape Community that has grown around this intellectual property.

Since creating the Bored Ape Yacht Club in 2021, Yuga Labs has developed and expanded the Ape brand into one of the most recognized names in the digital-asset space. As owner of the underlying intellectual property, Yuga Labs holds ultimate authority over the use of the Ape name and brand, and works to advance the interests of the Ape Community as a whole.

Accordingly, as owner of the Ape brand and its associated intellectual property, Yuga Labs is the appropriate organization to endorse the appropriate ICANN registry operator for the .ape TLD the the Ape Community. Its endorsement reflects its authority over the Ape name and its interest in the long-term success of the broader Ape Community.

2. Decision Process

Yuga Labs' decision to support Ape Naming Limited followed a deliberate evaluation of the opportunity to establish .ape as the community's ICANN-administered top-level domain.



In particular, Yuga Labs evaluated the importance of creating a trusted DNS namespace that would complement the existing Ape ecosystem while providing globally recognized browser-native identities for members of the community.

Following that evaluation, Yuga Labs, as owner of the Ape brand, endorsed Ape Naming Limited to pursue, launch, and manage the .ape top-level domain for the benefit of the Ape Community.

Yuga Labs considered Ape Naming Limited's proposed governance structure, ICANN expertise, domain industry experience, registry operating capabilities, proposed Registry Services Provider, and commitment to community-oriented registration policies. Based upon that review, Yuga Labs determined that Ape Naming Limited is the best and appropriate applicant and long-term operator for the .ape community TLD.

3. Rationale for Selecting Ape Naming Limited

Yuga Labs endorsed Ape Naming Limited because operating a successful community top-level domain requires significantly more than traditional registry services. It requires an operator capable of bridging the ICANN-administered Domain Name System with the existing identity, culture, applications, and infrastructure of the Ape ecosystem.

First, Ape Naming Limited has been established specifically to pursue and operate the .ape TLD for the benefit of the Ape Community rather than as a generic commercial registry.

Second, Ape Naming Limited is supported by technology specifically designed to bridge traditional DNS with blockchain-native identity, digital ownership, and Web3 applications. This is particularly important for the Ape ecosystem, whose participants regularly interact with wallets, digital assets, decentralized applications, gaming environments, and on-chain identity.

Third, Ape Naming Limited's leadership includes individuals with substantial experience in ICANN policy, registry operations, registrar services, and the global domain name industry. That experience is critical to ensuring that .ape operates responsibly within ICANN's contractual, technical, security, and compliance framework.

Finally, Ape Naming Limited has engaged an experienced Registry Services Provider capable of providing the registry infrastructure, DNS stability, abuse mitigation systems, security controls, and operational expertise necessary to operate a community TLD consistent with ICANN requirements.

Yuga Labs believes this combination of community alignment, technical capability, Web3 expertise, and ICANN operational experience makes Ape Naming Limited uniquely qualified to operate .ape and represent the interests of the whole of the Ape Community.



4. Community Representation

The Ape Community is a global, internet-native community united by shared participation in the Ape ecosystem. It includes ApeCoin holders, members of the Bored Ape Yacht Club and Mutant Ape Yacht Club communities, ApeChain participants, developers, creators, collectors, infrastructure providers, ecosystem partners, DAO contributors, grant recipients, gaming projects, and numerous other participants who actively build, support, and participate within the ecosystem.

The community is not defined by membership in a single legal organization, but rather by active participation in the Ape ecosystem and its shared identity, governance, development, and culture. Participation remains open to those who contribute to or engage with the ecosystem, while the community itself is readily identifiable through governance participation, ecosystem initiatives, ApeChain activity, developer programs, public events, grant programs, and ongoing community engagement.

Yuga Labs' programs and relationships span these constituencies and are intended to support the interests of the Ape Community as a whole.

Yuga Labs therefore believes that .ape is the natural and established identifier for the Ape Community and that delegation of .ape as an ICANN-administered community TLD will provide a trusted DNS namespace aligned with the community's identity and long-term development.

Delegation of .ape would allow members of the Ape Community to utilize a globally recognized, browser-native identity that can bridge traditional DNS with blockchain-native identities, wallets, applications, and digital experiences while remaining fully interoperable with the global Internet.

5. Community Registration Policies and Stewardship

Yuga Labs supports operation of .ape as a community top-level domain governed by registration policies designed to preserve and strengthen the relationship between the namespace and the Ape Community.

Those policies should ensure that .ape registrations remain aligned with legitimate community uses, including developers, builders, creators, ApeChain projects, community initiatives, ecosystem partners, digital identity, and other uses that support the continued growth of the Ape ecosystem.

Yuga Labs further expects Ape Naming Limited to operate .ape in a manner that protects DNS stability, complies with applicable ICANN requirements, mitigates abuse, and preserves the integrity and reputation of the Ape community namespace.



Ape Naming Limited will retain sole responsibility and authority for the governance, policies, operation, and ICANN compliance of the .ape registry.

6. Endorsement

For the reasons described above, Yuga Labs formally endorses Ape Naming Limited's application for the .ape community generic top-level domain and supports Ape Naming Limited's role as the ICANN registry operator for .ape and the Ape Community and ecosystem.

Yuga Labs believes .ape is uniquely associated with the Ape Community, that Ape Naming Limited possesses the experience and capability necessary to operate the namespace responsibly, and that delegation of .ape as a community TLD will serve the long-term interests of the global Ape ecosystem.

Accordingly, Yuga Labs respectfully urges ICANN to approve Ape Naming Limited's application for the .ape community generic top-level domain.

Sincerely,

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Michael Figge

Chief Executive Officer

Yuga Labs, Inc.