Abstract

ApeCoin DAO should acquire the Ape.eth ENS. This will allow for easiest and clearest branding of the project, and give no doubt about authenticity of the address when interacting with it.

Motivation

The community should implement this proposal to allow for clear branding on all fronts for ApeCoin. One word branding is coveted, and simplifying ApeCoin to Ape.eth succeeds in this mission.

Rationale

The community should implement this proposal to allow for clear branding on all fronts for ApeCoin. One word branding is coveted, and simplifying ApeCoin to Ape.eth succeeds in this mission.

Specifications

Ethereum Name Service - An on-chain username registrar for Web3

Steps to Implement

1. Pass proposal

2. Purchase ape.eth ens on Opensea

3. Set ApeCoin contract address as the eth address record

Timeline

The Ape.eth ens is available now on opensea.

Overall Cost

The cost to implement the proposal is 749.9 eth.