



Coveroo Licenses with United States Army to Bring Americans Personalized Patriotic Cases

San Francisco, CA, February 5, 2015; Coveroo, Inc., a software platform that strives to build brands big and small through customized products, announced today it has signed a licensing agreement with the United States Army. This licensing agreement will bring supporters the opportunity to showcase Army logos and artwork on their phones, tablet and other mobile device cases.

“We are honored to license with the iconic and crucial institution that is the U.S. Army,” says Coveroo CEO Chris Boone. “Our country’s service men and women dedicate their lives to protecting this country and with this agreement, all Americans will have a unique and unmatched way to celebrate and honor their sacrifices.”

To create the perfect product, all Americans can illustrate support for the Army using Coveroo’s proprietary HighColor™ printing and laser etching process to customize personal electronic devices with a high-quality design that won’t fade, rub off or peel. Tech accessories can be covered in officially licensed Army marks including the U.S. Army Logo, U.S. Army Symbol and U.S. Army ACU Digital Camouflage Pattern.

Coveroo offers some of the most popular, officially licensed content while also giving consumers the flexibility to create extremely personalized end products with custom text, colors and patterns. With the addition of the U.S. Army, Coveroo continues their strong track record of working with major brands including MLB, NCAA, NBA, NHL and DC Comics to offer a vast array of customized products and designs.

U.S. Army trademarks, logos, and insignia are registered and federally protected. All U.S. Army trademarks, logos, and insignia must be used under permission via an official license agreement with the Department of the Army.

About Coveroo

Coveroo is the best way to design and create customized products online. Coveroo inspires people to design personalized, one-of-a-kind products that align messaging with imagination. The company’s patented customization platform lets users build a closer affinity with the world’s biggest brands, such as NCAA, Major League Baseball, National Hockey League and DC Comics. Dedicated to product quality and self-expression, Coveroo was founded in San Francisco in 2008. For more log on to Coveroo.com.

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