



## NOTRE DAME AND COVEROO FORM STRATEGIC PARTNERSHIP TO PRODUCE CUSTOMIZED TECH GEAR

**San Francisco, CA, October 21, 2014**, Coveroo, Inc., a software platform that strives to build brands big and small through customized products, announced the formation of a licensing partnership with the University of Notre Dame to bring fans and alumni the opportunity to showcase logos and artwork from their favorite team on smartphone, laptop and tablet cases.

Coveroo is now an officially licensed printer for Notre Dame. To create the perfect product, Notre Dame enthusiasts can now use 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.

"Notre Dame has a national marquis brand and stellar reputation that reaches the world over," said Chris Boone, Coveroo CEO. "As a proud alumnus, I am happy to announce an exciting partnership with the University of Notre Dame."

Coveroo possesses a strong track record of working with major brands—and major academic institutions—to offer a vast array of products and designs while also responding to customers' needs and distributing crowd-sourced contributions via independent designers. Coveroo offers some of the most popular officially licensed content while giving consumers the flexibility to create extremely personalized end products with custom text, colors and patterns.

### **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 the NCAA, Major League Baseball, National Hockey League and DC Comics. Dedicated to product quality and self-expression, Coveroo, with products manufactured in the U.S., was founded in San Francisco in 2008. For more, log on to <http://Coveroo.com>.

### **About Notre Dame**

Founded in 1842, the University of Notre Dame provides a distinctive voice in higher education that is at once rigorously intellectual, unapologetically moral in orientation, and firmly embracing of a service ethos. The nation's preeminent Catholic university and rated among the top 20 of all U.S. institutions of higher learning, Notre Dame is organized into four undergraduate colleges — Arts and Letters, Science, Engineering, and the Mendoza College of Business — the School of Architecture, the Law School, the Graduate School, 10 major research institutes, more than 40 centers and special programs, and the University library system. Located adjacent to the city of South Bend, Indiana, which has a metropolitan population of more than 300,000, Notre Dame is highly residential, with 80 percent of students living on campus, and also is known for the quality of its physical plant and the beauty of its campus, including the Golden Dome of the Main Building, the world's most recognized university landmark.

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