



## **Coveroo Launches Commerce Platform Where Fans, Designers and Groups Can Launch Original Products, Collaborating with Top Brands and Sports Leagues**

San Francisco, CA, February 5, 2015; Coveroo, Inc., announced today it will launch a new “fan-sourced” ecommerce and trademark management platform that lets its users design products and launch group-funded campaigns. Unlike existing crowd-sourcing platforms, sellers can upload their own designs or create “fan-art” using licensed trademarks and images. Coveroo currently has an exclusive crowd-source licensing deal with Major League Baseball and its trademarks and is pursuing similar licensing contracts with its other partners, including National Basketball Association, National Hockey League, Major League Soccer and NCAA Universities.

Fans create products and set sales minimums required for production called campaigns. Once a campaign reaches its goal, the products get produced and distributed to purchasers, while sellers receive a commission based on the volume of the campaign and other factors. Coveroo’s proprietary software and platform provides brands with a high level of transparency into what products are being produced and enables them to set sophisticated controls to ensure the integrity of their marks, including fonts, colors, language and positioning. The platform, known as “CrowdX,” launches later this month and will be made available on the [Coveroo homepage](#).

“Fan art existed long before the advent of the Internet, but major brands were reluctant to look at the work as an opportunity,” said Coveroo CEO Chris Boone. “CrowdX is a testament to the trust Coveroo has earned from its many licensing partners. We believe it is the first time ever that brands have endorsed a platform which both fosters and monetizes fan-art communities, allowing fans greater engagement with the players, teams, leagues and brands they love.”

CrowdX sellers will be able to choose from more than 100 product “canvasses” on which to design, including smartphone cases, tablet and laptop covers and t-shirts. For each campaign they create, sellers can specify a target number of items to be produced as well as a desired retail price. The platform instantly calculates their profit once the campaign reaches its goal.

Coveroo will roll out a range of additional products in other categories, including fashion and apparel. Sellers can create multiple campaigns and build a customizable store, which houses the campaigns a seller creates. The entirety of the seller’s products will be made available to consumers on CrowdX’s site, Coveroo.com, Amazon.com and through a range of other channels.

Qualifying partners will be enabled to license the platform under their own brand.

### **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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