

## Coveroo Partnership with MLB Means Cellphones Have You Covered

Written by Maury Brown  
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MLB continues to find new revenue streams to tap, this time with another cellphone based product.

Coveroo announced Thursday a licensing partnership with Major League Baseball, allowing fans to put logos and artwork from their favorite MLB teams right on their personal cell phone or mobile device.

Financial terms were not released.

Unlike other customization products, Coveroo uses laser engraving technology and a HighColor printing process to give personal electronic devices a high-quality design in over 65,000 colors that won't fade, rub off or peel. Visit [www.coveroo.com](http://www.coveroo.com), select a design, and then choose a mobile device; Coveroo will then mail a replacement back cover for your phone with the selected design. Simply pop off your existing cover and replace it with the Coveroo. This unique process means you never have to send in your cell phone for personalization; the Coveroo tailored to your personality is sent right to you. Customers also have the option of uploading their own design or artwork. Prices start at \$9.95.

The MLB partnership includes all 30 teams from the American and National Leagues, including the Boston Red Sox, New York Yankees and Chicago Cubs.

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Coveroo also has a partnership with the NBA. and has movie related content.

“With the addition of the MLB brand, we are giving fans the chance to express the love for their favorite baseball team outside of the ballpark and right on their personal electronic device.” said Karl Jacob, CEO and Founder of Coveroo. “We’re proud to pioneer new ways for consumers to personalize and express themselves – and Coveroo is the perfect way to show devotion to your favorite team this baseball season.”

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**Maury Brown** is the Founder and President of the [Business of Sports Network](#) , which includes The Biz of Baseball, The Biz of Football, The Biz of Basketball and The Biz of Hockey. He is contributor to Baseball Prospectus, and is available as a freelance writer

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[Brown's full bio is here.](#)

He looks forward to your comments via email and can be [contacted through the Business of Sports Network \(select his name in the dropdown provided\)](#)

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