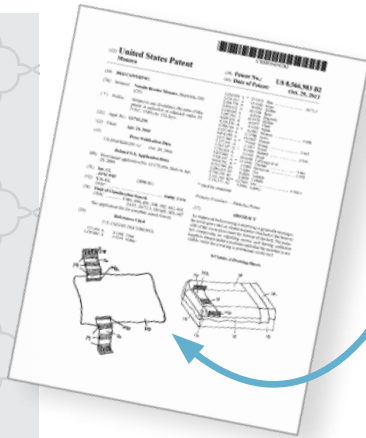


Of every **3,000** new product ideas only **2** actually make it to the market.\*

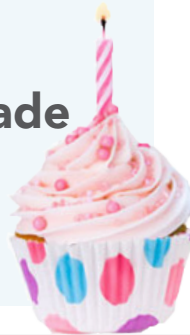
The **patent** for **Covermade** was pending for **3 ½ years** before it was issued by the **USPTO** in **2013**.



**Covermade** was initially licensed to a **manufacturer** from **2010-2012**.

Natalie was able to draw the **patent drawings herself** instead of hiring a professional, a **huge savings**. Natalie says she inherited some artistic abilities from **her mom, a former art teacher**.

Completely by chance, the **patent** for **Covermade** was issued on **Natalie's 30th Birthday**.



The companies that **first quoted** Natalie for **prototyping** wanted **\$5,000 and up**—just to make a few samples! She was later able to find a **local seamstress** to make her samples for **\$100 each**.

\*"[Only 2 to 3 percent of registered patents ever make it to the market." Percentage of patented inventions that make it in the marketplace. (Stuart West, intellectual property lawyer based in Walnut Creek, California quoted in Marton Dunai, "More inventors try to market products," Oakland Tribune, September 5, 2006)