

Brand Partnership Terms for Co-Marketing

This Brand Partnership Terms ("Agreement") is made and entered into by and between:

Partner A: _____

Address: _____

Contact: _____

Partner B: _____

Address: _____

Contact: _____

1. Purpose

The purpose of this Agreement is to outline terms and conditions for collaborative co-marketing initiatives between Partner A and Partner B.

2. Co-Marketing Activities

- Joint promotional campaigns (e.g., social media posts, newsletters, events)
- Shared content creation and distribution
- Logo placements on marketing materials
- Cross-promotion on respective platforms

3. Brand Guidelines

Both parties agree to adhere to each other's brand guidelines, including approved logos, colors, and messaging.

4. Intellectual Property

- Each party retains all rights to its trademarks, logos, and intellectual property.
- No transfer of ownership is implied.
- Usage of each party's brand assets is limited to the scope of this Agreement and subject to prior written approval.

5. Confidentiality

Both parties agree to keep confidential any proprietary information shared during the partnership and not to disclose it to third parties.

6. Term & Termination

- This Agreement shall commence on _____ and remain in effect until _____ unless terminated earlier by either party with 30 days' written notice.
- Either party may terminate for breach with immediate effect upon notice.

7. Limitation of Liability

Neither party shall be liable for indirect, incidental, or consequential damages arising from this Agreement.

8. General Provisions

- This Agreement constitutes the entire understanding between the parties regarding co-marketing activities.
- Any amendments must be made in writing and signed by both parties.

- This Agreement shall be governed by the laws of _____.

Signatures

Partner A: _____ Date: _____

Partner B: _____ Date: _____