

# Co-Marketing Partnership Agreement

This Co-Marketing Partnership Agreement (‘‘Agreement’’) is entered into as of **[Date]** (‘‘Effective Date’’), by and between:

**Partner 1:** [Company Name], with its principal place of business at [Address] (‘‘Partner 1’’)

**Partner 2:** [Company Name], with its principal place of business at [Address] (‘‘Partner 2’’)

## 1. Purpose

The purpose of this Agreement is to establish a collaborative co-marketing relationship between Partner 1 and Partner 2 to promote their respective products and services as set forth herein.

## 2. Roles and Responsibilities

1. Each party shall designate a contact person for co-marketing activities.
2. Partners will mutually agree on specific marketing campaigns, responsibilities, and sharing of costs.
3. Each party shall be responsible for its own expenses unless otherwise mutually agreed upon in writing.

## 3. Use of Trademarks and Materials

1. Each party grants the other a non-exclusive, non-transferable license to use its trademarks, logos, and marketing materials solely for the purposes described in this Agreement and with prior written approval.

## 4. Confidentiality

1. Both parties agree to keep confidential all proprietary information exchanged under this Agreement.

## 5. Term and Termination

1. This Agreement shall commence on the Effective Date and continue for a period of [Term, e.g., one year], unless terminated earlier by either party with [30] days’ written notice.

## 6. Miscellaneous

1. This Agreement constitutes the entire understanding between the parties and supersedes all prior agreements or understandings.
2. This Agreement may only be amended in writing signed by both parties.
3. This Agreement shall be governed by the laws of [Jurisdiction].

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\_\_\_\_\_  
Partner 1: [Company Name]  
Date: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_  
Partner 2: [Company Name]  
Date: \_\_\_\_\_

