

Dual Brand Marketing Alliance Agreement

This Dual Brand Marketing Alliance Agreement (the "Agreement") is entered into as of **[Date]** ("Effective Date") by and between **[Company A Name]**, a **[State/Country]** corporation, with its principal place of business at **[Address]** ("Company A"), and **[Company B Name]**, a **[State/Country]** corporation, with its principal place of business at **[Address]** ("Company B").

1. Purpose

The purpose of this Agreement is to establish a dual brand marketing alliance between Company A and Company B to jointly promote and market their products and services for mutual benefit.

2. Scope of Collaboration

- Co-branded marketing campaigns, advertisements, and promotional materials.
- Joint participation in trade shows, events, and digital marketing initiatives.
- Sharing of marketing assets, subject to prior approval by both parties.
- Other collaborative activities as mutually agreed in writing.

3. Intellectual Property

Each party shall retain ownership of its trademarks, logos, and proprietary materials. Use of either party's intellectual property shall require prior written consent, except as expressly permitted by this Agreement.

4. Confidentiality

Both parties agree to maintain the confidentiality of all non-public information exchanged in connection with this Agreement and to use such information solely for the purposes outlined herein.

5. Term & Termination

- This Agreement shall commence on the Effective Date and continue for one (1) year, unless terminated earlier by either party with thirty (30) days prior written notice.
- Upon termination, each party shall cease the use of the other party's brand assets and confidential information.

6. Miscellaneous

- This Agreement constitutes the entire agreement between the parties with respect to the subject matter hereof.
- Any amendments must be in writing and signed by both parties.
- This Agreement shall be governed by the laws of **[Governing Law State/Country]**.

Company A:

By: _____

Name:

Title:

Date:

Company B:

By: _____

Name:

Title:

Date: