

Joint Marketing Collaboration Agreement

This Joint Marketing Collaboration Agreement ("Agreement") is made and entered into as of _____ (the "Effective Date"), by and between:

Party A: _____

Address: _____

Party B: _____

Address: _____

1. Purpose

The purpose of this Agreement is to set forth the terms and conditions under which both parties will jointly collaborate in marketing activities to promote their respective brands, products, and/or services.

2. Scope of Collaboration

The parties agree to cooperate in the following marketing activities (include but not limited to):

- a) Co-branded campaigns
- b) Joint events and webinars
- c) Content collaboration
- d) Social media promotions

3. Roles and Responsibilities

Each party shall provide necessary support and resources for the joint marketing activities as mutually agreed upon in writing. Each party will appoint a representative for coordination.

4. Term and Termination

This Agreement shall commence on the Effective Date and remain in force for a period of _____ unless terminated earlier by either party with _____ days' written notice.

5. Confidentiality

The parties agree to maintain confidentiality of any proprietary or confidential information exchanged during the collaboration.

6. Intellectual Property

Each party shall retain ownership of their respective trademarks, copyrights, and intellectual property. Use of each party's marks in joint materials will require prior written approval.

7. Miscellaneous

- a) This Agreement represents the entire understanding between the parties.
- b) Any amendments must be in writing and signed by both parties.

c) This Agreement shall be governed by the laws of _____.

Signature (Party A)

Date: _____

Signature (Party B)

Date: _____