

Marketing Partnership Master Agreement

1. Parties

This Marketing Partnership Master Agreement ("Agreement") is made and entered into as of [Date], by and between:

- **Party A:** [Full Legal Name and Address]
- **Party B:** [Full Legal Name and Address]

2. Purpose

The purpose of this Agreement is to establish the terms and conditions under which the parties will collaborate in marketing activities as outlined herein.

3. Definitions

- **Affiliate:** [Definition]
- **Confidential Information:** [Definition]
- **Marketing Materials:** [Definition]

4. Term and Termination

- **Effective Date:** [Date]
- **Initial Term:** [Number] years/months
- **Termination:** [Termination clauses and notice requirements]

5. Roles and Responsibilities

5.1. Party A's Responsibilities

- [Responsibility 1]
- [Responsibility 2]

5.2. Party B's Responsibilities

- [Responsibility 1]
- [Responsibility 2]

6. Joint Marketing Activities

- Campaign planning and execution
- Sharing of marketing assets
- Metrics and reporting requirements

7. Intellectual Property

- Ownership of existing IP
- Use of trademarks and logos
- IP created during the partnership

8. Confidentiality

- Obligations of confidentiality
- Term of confidentiality
- Permitted disclosures

9. Payment Terms

- Revenue sharing or fee arrangements
- Invoicing and payment schedule
- Expense reimbursement

10. Reporting and Review

- Performance metrics and KPIs
- Review meetings schedule

11. Warranties and Representations

- Authority to enter agreement
- Compliance with laws

12. Liability and Indemnification

- Limitation of liability
- Indemnification provisions

13. Dispute Resolution

- Governing law
- Mediation/arbitration clause
- Jurisdiction

14. Miscellaneous

- Notices
- Entire agreement
- Amendments
- Assignment
- Severability
- Counterparts

Signatures

Party A

Party B

Name:

Title:

Signature:

Date:

Name:

Title:

Signature:

Date: