

Mutual Marketing Support Agreement

This Mutual Marketing Support Agreement ("Agreement") is entered into as of _____ ("Effective Date") by and between:

Party A: _____, and

Party B: _____.

1. Purpose

The purpose of this Agreement is to set forth the terms under which both parties will cooperate for mutual marketing support, including but not limited to joint promotions, events, and sharing of marketing resources.

2. Scope of Cooperation

- Each party agrees to promote the other's products or services as specified.
- Both parties may use each other's logos and trademarks for marketing activities, subject to prior written approval.
- Joint marketing activities may include, but are not limited to, co-branded campaigns and events.

3. Roles and Responsibilities

- Each party will designate a primary contact for coordination.
- Parties will share marketing materials and collateral for approval prior to use.
- Both parties will make reasonable efforts to support agreed marketing activities.

4. Term and Termination

This Agreement will commence on the Effective Date and continue until terminated by either party with thirty (30) days written notice.

5. Confidentiality

Both parties agree to keep confidential any non-public information shared in connection with this Agreement.

6. Miscellaneous

- This Agreement constitutes the entire agreement between the parties regarding mutual marketing support.
- No amendments shall be effective unless in writing and signed by both parties.
- This Agreement is governed by the laws of _____.

Authorized Signature (Party A)

Name & Title

Date

Authorized Signature (Party B)

Name & Title

Date