

# Brand Partnership Terms and Conditions Outline

## 1. Introduction

Overview of the agreement between **[Brand Name]** and **[Partner Name]**.

## 2. Definitions

- Parties
- Effective Date
- Territory
- Term

## 3. Scope of Partnership

- Description of collaboration
- Objectives
- Deliverables

## 4. Roles and Responsibilities

1. Obligations of Brand
2. Obligations of Partner

## 5. Intellectual Property

- Ownership
- Usage Rights
- Trademark and Logo Guidelines

## 6. Confidentiality

- Definition of Confidential Information
- Non-disclosure Agreement
- Duration

## 7. Fees and Payment Terms

- Compensation Structure
- Invoicing and Payment Schedule
- Taxes

## 8. Term and Termination

- Agreement Duration
- Termination Notice

- Effects of Termination

## 9. Warranties and Representations

- Compliance with Laws
- Authority
- No Infringement

## 10. Indemnification

Outline of indemnity obligations from both parties.

## 11. Limitation of Liability

Limitation clauses and exclusions of certain damages.

## 12. Dispute Resolution

- Governing Law
- Jurisdiction
- Arbitration/Mediation

## 13. Miscellaneous

- Entire Agreement
- Amendments
- Severability
- Assignment
- Notices

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### Signatures

Brand Representative      Partner Representative

Date: \_\_\_\_\_ Date: \_\_\_\_\_