

# Co-Branding Initiative Formal Agreement

This Co-Branding Initiative Formal Agreement ("Agreement") is made and entered into as of [Date], by and between:

- **[Company A Name]**, a corporation organized under the laws of [State/Country], with its principal office located at [Address], ("Party A")
- **[Company B Name]**, a corporation organized under the laws of [State/Country], with its principal office located at [Address], ("Party B")

## 1. Purpose

The purpose of this Agreement is to outline the terms and conditions for a co-branding initiative between Party A and Party B to jointly promote [describe initiative, product, or service].

## 2. Roles and Responsibilities

1. **Party A** shall be responsible for [describe key responsibilities, e.g., product development, marketing, distribution].
2. **Party B** shall be responsible for [describe key responsibilities, e.g., advertising, customer engagement, branding].

## 3. Branding and Intellectual Property

1. Both Parties agree to use each other's marks and brand assets solely for the purposes set forth in this Agreement and subject to prior written approval.
2. Each Party retains ownership of its respective intellectual property.

## 4. Term and Termination

1. This Agreement commences on [Start Date] and remains in effect until [End Date], unless terminated earlier by either Party with [number] days' written notice.
2. Upon termination, all co-branded materials shall be discontinued within [number] days.

## 5. Confidentiality

Both Parties agree to maintain the confidentiality of proprietary information exchanged under this Agreement.

## 6. Miscellaneous

1. This Agreement constitutes the entire understanding between the Parties regarding the subject matter.
2. Any amendments must be made in writing and signed by authorized representatives of both Parties.
3. This Agreement shall be governed by the laws of [Jurisdiction].

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Authorized Signature (Party A)

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Printed Name & Title

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

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Authorized Signature (Party B)

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Printed Name & Title

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