

Marketing Collaboration Co-Branding Partnership Agreement

1. Parties

This Marketing Collaboration Co-Branding Partnership Agreement ("Agreement") is made between:

- **Company A:** [Insert Name, Address]
- **Company B:** [Insert Name, Address]

2. Purpose

The purpose of this Agreement is to establish a co-branding partnership for joint marketing activities, campaigns, or promotional materials to promote each company's products and services.

3. Scope of Collaboration

- Joint creation and distribution of marketing materials (digital and print)
- Co-branded advertising campaigns
- Shared event sponsorships and promotions
- Collaborative online content (webinars, social media posts, etc.)

4. Roles & Responsibilities

- Both parties will collaboratively plan campaign strategies and approve all co-branded materials.
- Each party is responsible for the accuracy of their brand representation and content.
- Costs may be shared as mutually agreed in writing for specific activities.

5. Use of Brand Assets

Each party grants the other a non-exclusive, non-transferable license to use its trademarks, logos, and brand assets solely for the purposes of this collaboration, subject to prior written approval of all creative assets.

6. Term & Termination

- This Agreement begins on [Start Date] and remains in effect until [End Date] or until terminated by either party with 30 days' written notice.

7. Confidentiality

Both parties agree to keep confidential any proprietary information shared during the course of this partnership and not to disclose it to third parties.

8. General Provisions

- This Agreement constitutes the entire agreement between the parties with respect to co-branding collaboration.
 - Any amendments or modifications shall be made in writing and signed by both parties.
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Acknowledged and Agreed:

Authorized Signatory
Company A

Authorized Signatory
Company B