

# 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.

Acknowledged and Agreed:

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Authorized Signatory  
Company A

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Authorized Signatory  
Company B